

Qatalyst Studios

Catalyst for Learning

Merging Corporate Training with Gaming

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The Problem

Corporate Training

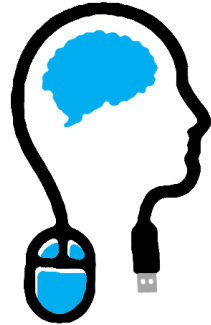
“useful training is **boring**”

“**death** by PowerPoint”

“**monotone** lecturers”

“drink 4 red bulls **just to stay awake**”

Our Product



Qatalyst

Game-based Learning Management System

Our Solution

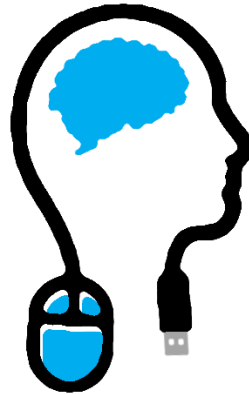
Compliance
guidelines, existing
training content

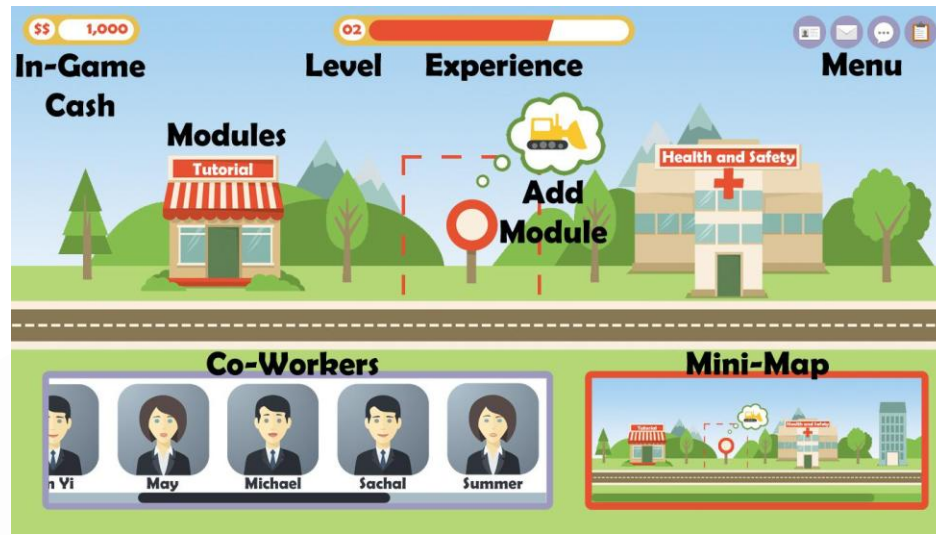


Games



Corporate
training





**Main Game
Environment**

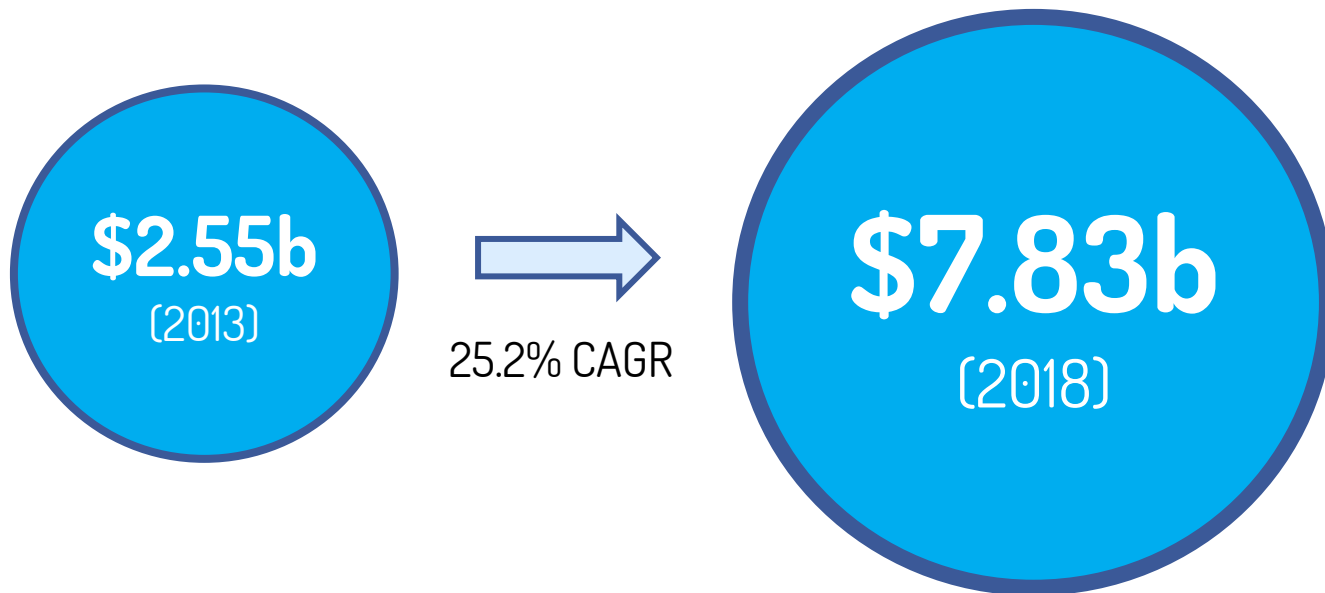


Mini-Games
(training modules)



The Market

Learning Management Systems (LMS)



The Market

2,356,433 potential users

x \$29.26/user-year



\$68.9m/year



The Competitors

→ Traditional LMS



Litmos
by CallidusCloud



Blackboard



→ Game-based LMS



Qatalyst Studio

Over 580 LMS available!

→ Gamified LMS



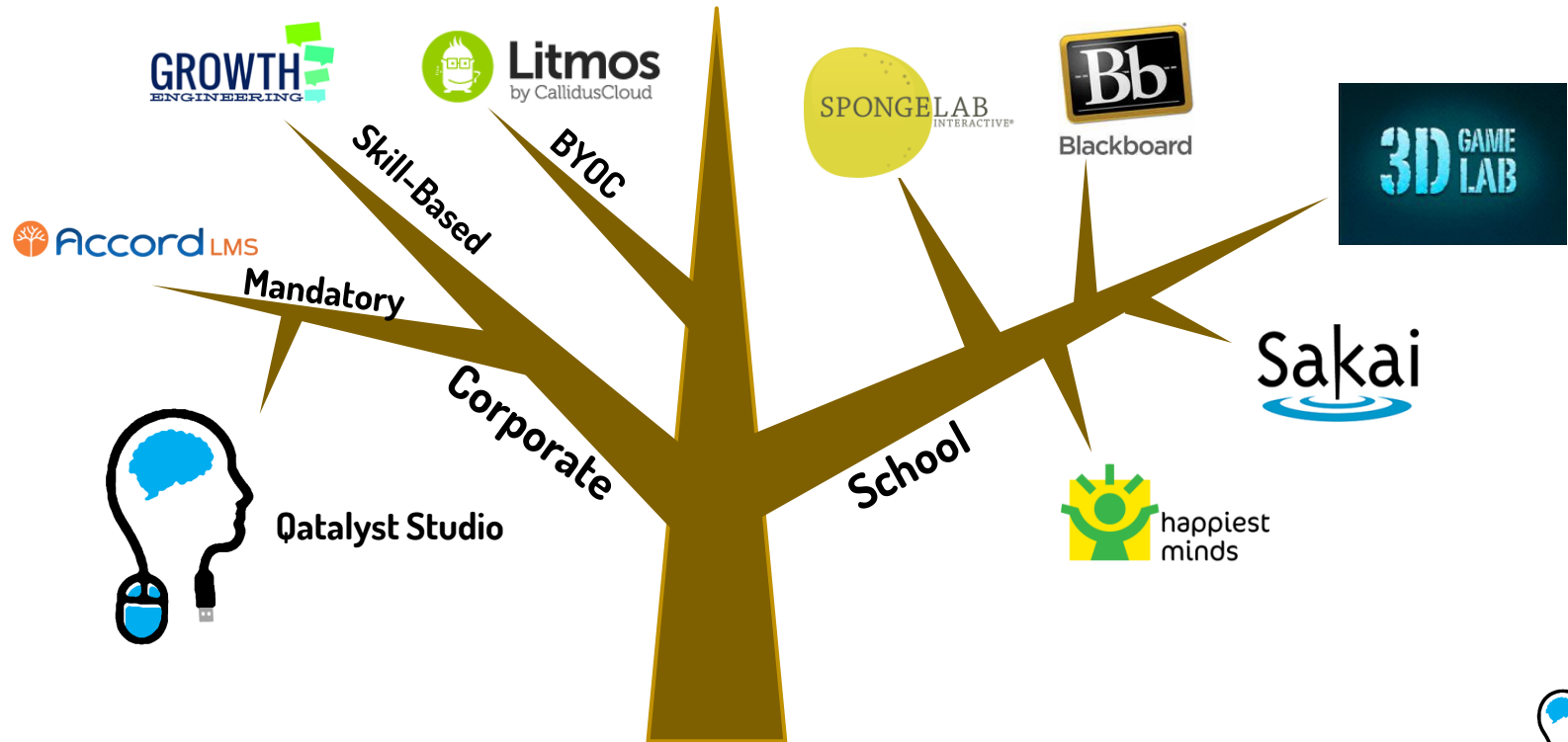
Accord LMS



happiest
minds



The Competitors



The Competitors

Monthly cost of LMS for 500-user company

20 LMS Average	Accord	DigitalChalk	Docebo	LearnUpon	Litmos	Mindflash	Qatalyst
\$1,219	\$475	\$1,099	\$490	\$399	\$899	\$549	\$425

Our Pricing Model

Two Part Pricing Structure

Subscription Size	Price per User
50 - 450	\$0.50
500 - 900	\$0.45
1000 - 1800	\$0.42
2000+	\$0.40

- Steady revenue
- Server upgrade and maintenance

Mini-game	Price per User
<1 hour	\$2-5
1 - 4 hours	\$5-10
4 - 8 hours	\$10-20
Customised	Varies

- Main revenue source
- Monthly adjustments by HR

Our Pricing Model

Monthly Mini-game User Allocation

Current Mini-Game Subscriptions

Home / Subscriptions



Interpersonal Relations

Learn the impact of social interactions from new perspectives. Role-play with a colleague and watch their reactions!

Price: \$5.00 per user (Premium)

Capacity: 200

Update Seats > View Details >



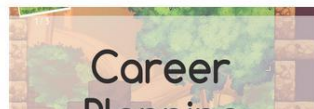
Office Hazards

Stay safe even if your surroundings seem harmless. Danger lurks in the most unexpected areas.

Price: \$3.00 per user (Regular)

Capacity: 400

Update Seats > View Details >



Career Planning

Eager to climb the corporate ladder? Optimize your plans with this virtual career path!

Price: \$5.00 per user (Premium)

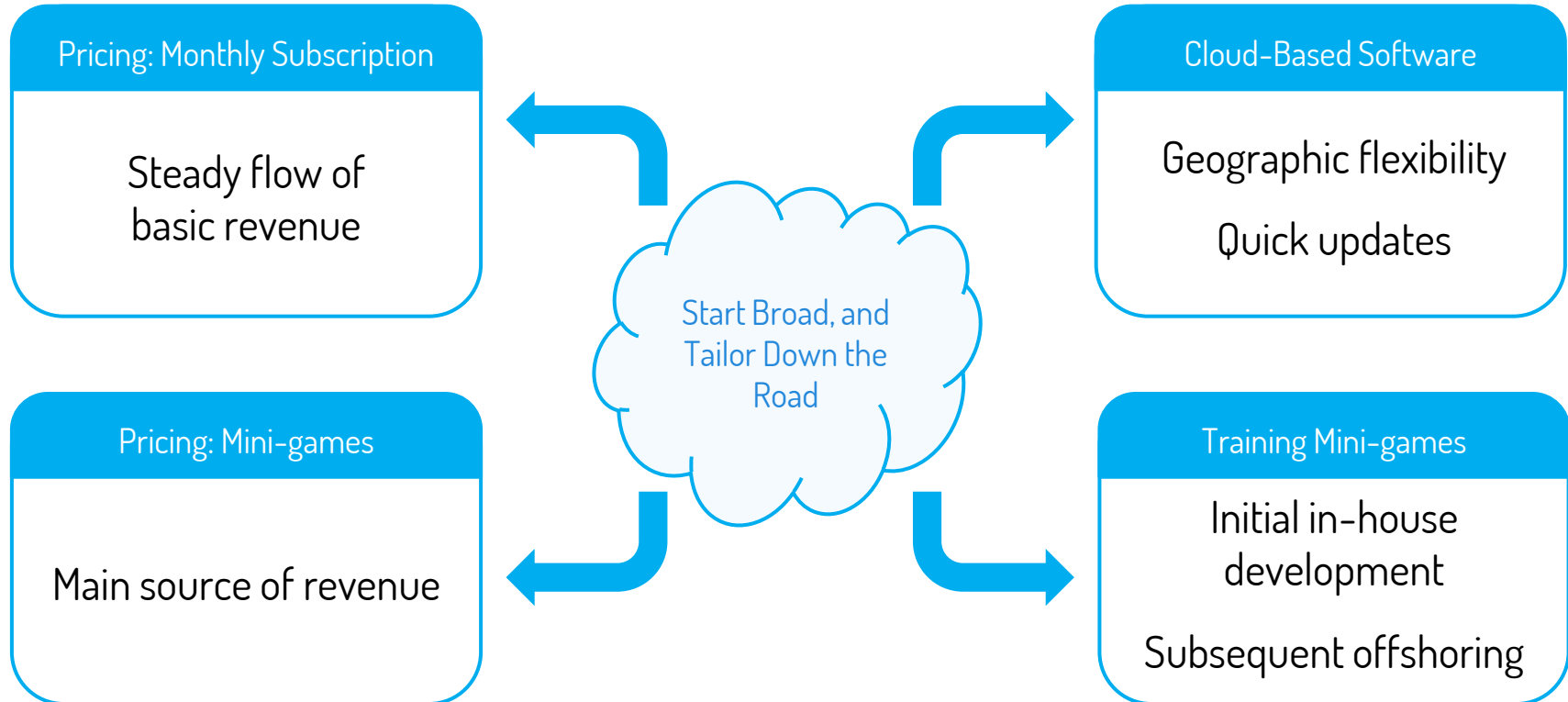
Account Summary

Home / Subscriptions / Account Summary

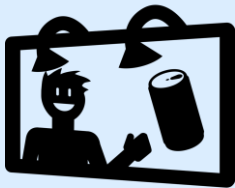
Basic	Interpersonal Relations	Office Hazards Updated	Career Planning
\$0 ⁵⁰ /user	\$5 ⁰⁰ /user	\$3 ⁰⁰ /user	\$5 ⁰⁰ /user
Capacity: 500	Capacity: 200	Capacity: 400	Capacity: 100
Used: 497	Used: 151	Used: 320	Used: 88
Next month: 500	Next month: 200	Next month: 300	Next month: 100
View Details	View Details	View Details	View Details

Workplace Healthcare	Career Motivation	Company History
\$3 ⁰⁰ /user	\$3 ⁰⁰ /user	\$7 ⁰⁰ /user
Capacity: 150	Capacity: 50	Capacity: 100
Used: 123	Used: 50	Used: 92
Next month: 150	Next month: 50	Next month: 100
View Details	View Details	View Details

Our Business Model



Our Go-to-Market



Promotion

- HR Conventions
- Beta testing
- Meetups
- Free trials



Salesforce

- E-commerce
 - Website
 - Google AdWords
- Direct sales
 - Live demos
 - System optimization



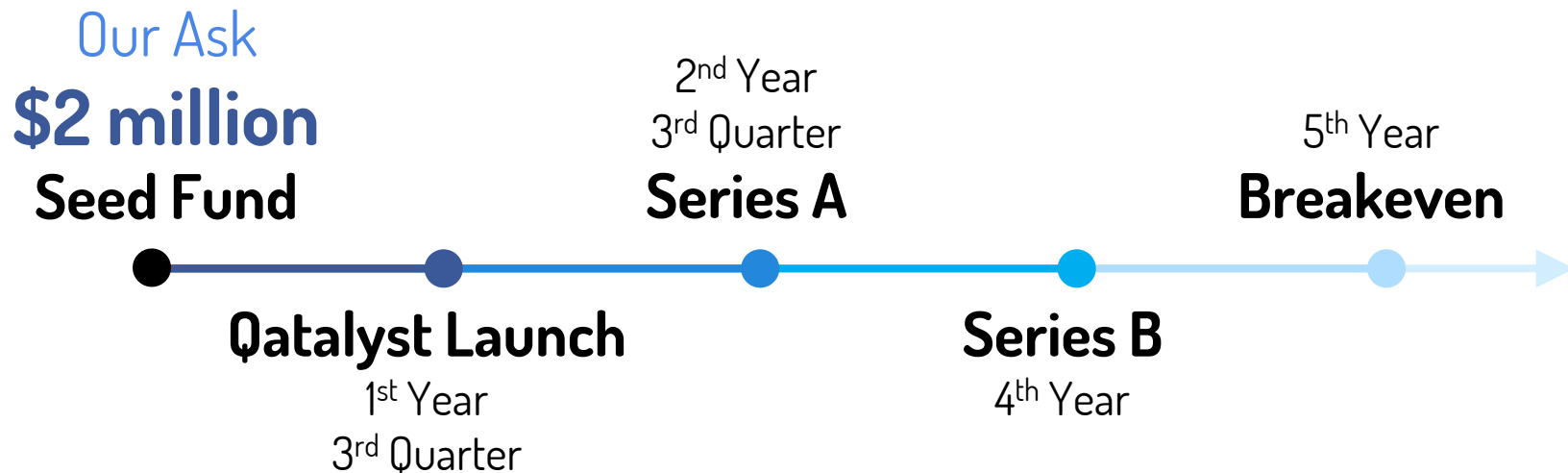
Partnerships

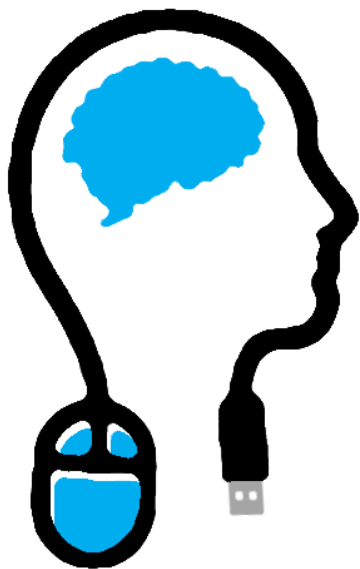
- Rewards system
- Retails stores
 - Gift cards
 - Travel miles

Our Financials

Fiscal Year	5 Year Forecast					% Revenue
	2014/15	2015/16	2016/17	2017/18	2018/19	
LMS Subscription	7	134	549	1,544	3,078	
Mini-Games	10	374	2,687	12,582	35,078	
Revenue	17	508	3,236	14,126	38,156	
COGS	3	91	582	2,543	6,868	
Gross Profit	14	416	2,653	11,584	31,288	82.0%
R&D	694	1,295	1,943	2,766	3,771	9.9%
S&M	55	785	1,843	4,234	9,321	24.4%
G&A	218	510	812	1,275	2,209	5.8%
Op. Expenses	967	2,591	4,597	8,275	15,301	40.1%
Net Income	(953)	(2,174)	(1,944)	3,308	15,986	41.9%

Our Timeline





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Catalyst for Learning

Thank You