



**INTO BUSINESS BY PLAYING**

**What's the  
Problem**

**E-learning of business topics lacks  
quality, variety and fun.**

**Cryptic texts, videos and slideshows  
cause even more confusion**

**and do NOT**

**engage or entertain the learner.**

That's leads to

Frustration

*Procrastination*

**Giving up**

# OUR VISION

**Empower everyone everywhere to  
understand how business works!**

## **OUR MISSION**

**Make e-Learning an interactive fun experience.**

**Focus in strong engagement, continuous success  
and satisfied users.**

# **CORE MECHANICS**

**Gamification**

**Storyfication**

**Rewards & Certificates**

**Clear Instructions & Tasks**

**Learning by Doing**



# TARGET GROUPS

**Entrepreneurs + SME Managers**

and later

**Students, Young Professionals, Corporations**

## **OUR SOLUTION**

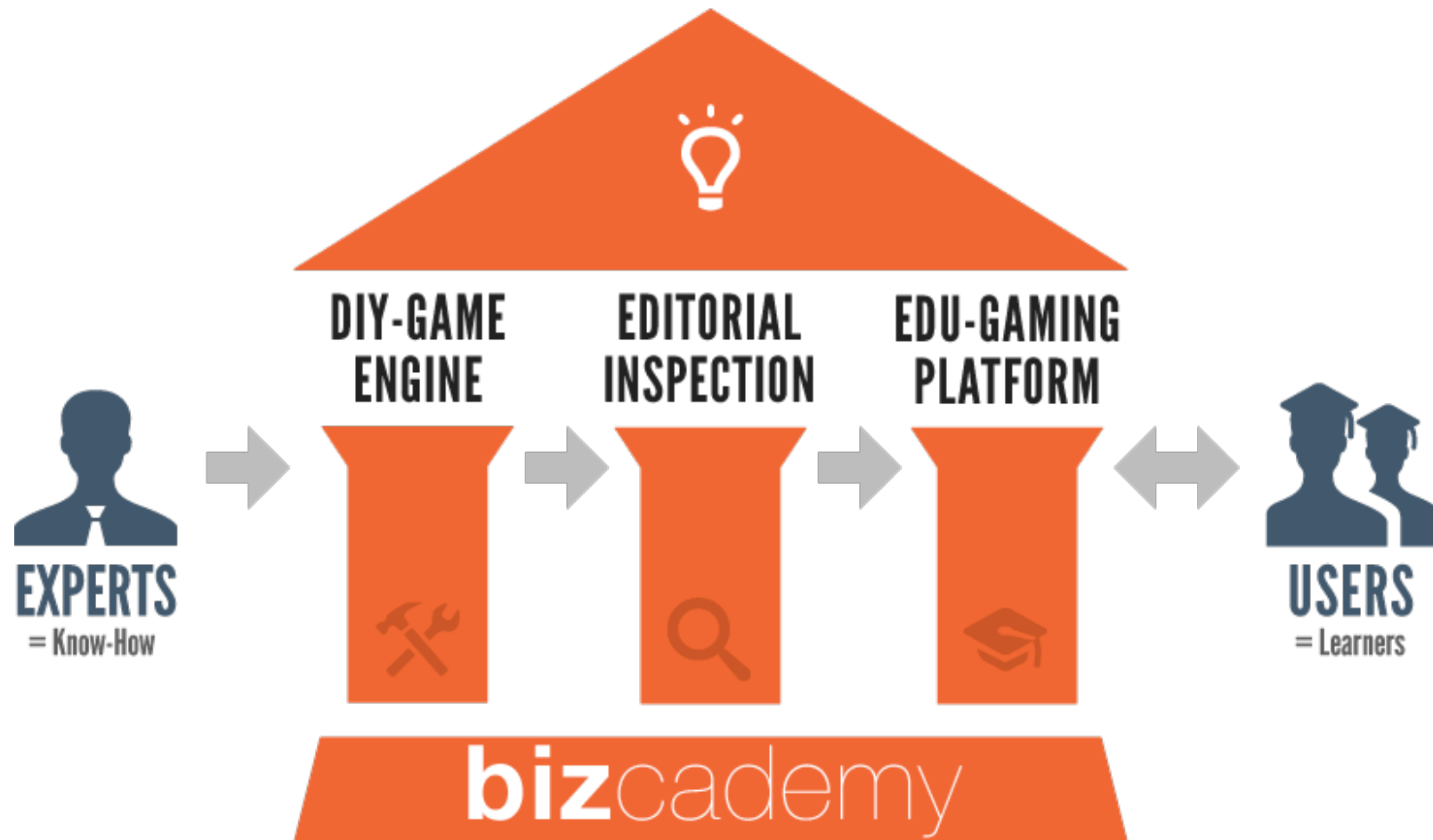
**A marketplace connecting experts and learners  
in an innovative way.**

**Experts transfer their know-how into exciting educational games.  
Learners use these games to conquer dry and complex topics.**

## **THE BIZCADEMY KEY**

**We provide an easy-to-use game framework,  
enabling experts to share their knowledge on our platform  
through engaging educational games.**

# MAIN PRINCIPLE



# **BUSINESS MODEL: FREEMIUM**

## **Free Content**

**All intro courses**

**Catchy courses to attract new customers**

## **Premium Content**

**Subscription-based access to the entire course library**

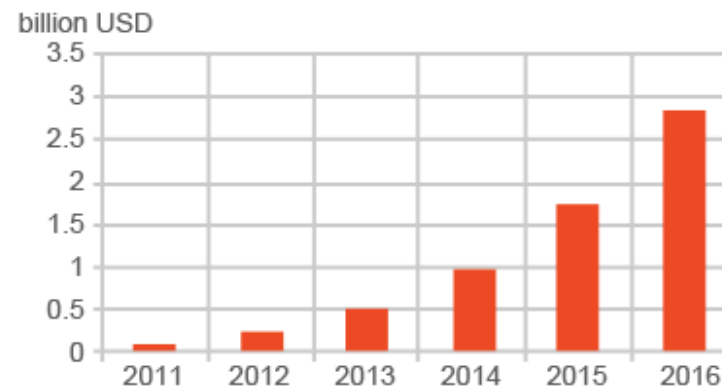
**E-LEARNING**

**A**

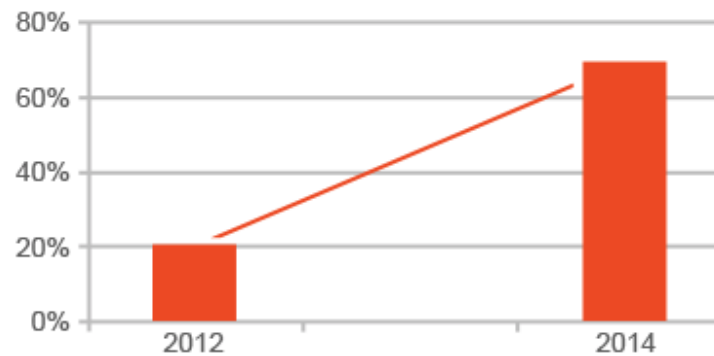
**\$56.2 Billion**

**market and likely  
to double before 2015**

# GAMIFICATION



# MARKET FORECAST



**Global Top 2000 Companies Involvement in Gamification**





**lynda.com**

Video based e-Learning (web + DVDs)

Over 2 million paying subscribers

Received A-round funding of \$103M in 2013



**Video2Brain**

Highquality Video + Tutorials

400.000 users

Acquired by lynda.com in 2013



**Team Treehouse**

Video tutorials + simple quiz games

35.000 users

\$12M funding within 1.5years



**Codecademy**

Reward-based learning-by-doing online courses for coding+design

Over 1Mio. users

Received \$12.5M funding

# COMPETITION

	Treehouse	Codecademy	Video2Brain	Lynda	iVersity	Bizcademy
DevTopics	Yes	Yes	Yes	Yes	Yes	No
BizTopics	Minimal	No	Yes	Yes	Yes	Yes
SME-Topics	Minimal	No	Yes	No	No	Yes
German	No	Minimal	Yes	No	Yes	Yes
Pricing	\$25/month	Free	19,95€/month	\$25/month	unknown	tbd.
Methods	Video, interactivity	Interactivity	Video	Video	Video, interactivity	Games, Interactivity
Storyfication	Minimal	No	No	No	No	Yes
Gamification	Minimal	No	No	No	No	Yes
Mobile	Yes	No	No	Yes	Yes	Yes
Apps	Yes	No	Yes	Yes	No	QI

# **TEAM**

**Born at Startup Weekend Hamburg in June 2013**

**We won the "Best Pitch Award"**

**Team Setup: ✓**

**Offices in Hamburg and San Francisco**

# THE DEVS



**Oliver Hermann**  
Game/Full Stack Developer



**Gregor Swatek**  
Web and User Interface Designer



**Malte Kosian**  
Game Designer/Developer

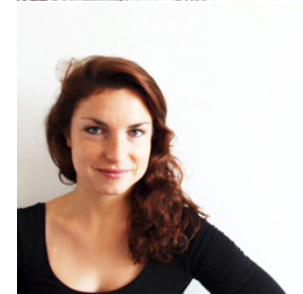


**Benedict Ernst**  
Full Stack Developer

# NON DEVS



**Nadine Michalske**  
Marketing and Project Management



**Ira Tittler** (San Fransico)  
Online Marketing and Monitoring



**Thomas Reimers**  
Bizdev and Finance



**Hendric Rüsche**  
Mentor and Business Relations

**NOW YOU COME IN!**

**We are looking for Smart Seed Capital**

**300K €**

**Experience** in web-based business models

**A-round planned for Marc 2014 (Milestone 3)**

# ROADMAP WITH SEED CAPITAL

**Q4 2013**

**MVP**

**Responsive Website**

**First 3 Courses**

**75K €**

**Q1 2014**

**User Acquisition**

**Author Acquisition**

**Game Engine**

**15 Courses**

**10 Authors**

**+100K €**

**Q2 2014**

**iOS App**

**Android App**

**30 Courses**

**Internationalization**

**+125K €**

# **PLANNED EXPENDITURES**

**2 Full-time Engineers (O. Hermann & B. Ernst)**

**Full-time CEO (N. Michalske)**

**Full-time Designer (G. Swatek\*)**

**User Acquisition & PR**

**iOS & Android App Development (external)**

**Office rent, infrastructure**

**Legal costs**

**Travel costs**

**Known unknowns**

**\* The salary will be backed by the Leuphana University Innovation Fund**

# LET'S PLAY!

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