

Business Model Canvas – EdGame v2.0

Snapshot of the company at full operational scale (Year 5) EdGame is an EdTech platform that replaces traditional assessment and homework with immersive, game-based learning environments focused on **Math and Science**. We capture behavioral data that traditional assessments miss — how students think, collaborate, and behave under pressure — providing educators a complete picture of student capabilities.

Core insight: Traditional assessments capture only correctness. EdGame captures why students get answers wrong — guessing patterns, frustration points, and which concepts need reteaching. This is the insight that Classcraft's June 2024 shutdown left a massive gap for.

Strategic approach: Beachhead → Expand → Dominate. Start narrow (Math + Science, GCC + US Charter schools), prove value, then expand.

1. Customer Segments (Phased)

Phase 1 Beachhead (Year 1–2): GCC Private/International + US Charter Schools

Segment	Description	Target
GCC Private Schools (primary)	International and private K-12 schools in UAE, KSA, Qatar with innovation budgets and English-medium instruction	50 school pilots → 20 paid by Year 1 end
US Charter/Progressive Schools	Innovation-oriented charter schools and progressive private schools seeking differentiation	30 school pilots → 15 paid by Year 1 end
Individual Math/Science Teachers	Teachers who pay for classroom tools; discovered through PLG and word-of-mouth	5,000 free → 500 paid by Year 1 end

Phase 2 Expansion (Year 2–3)

Segment	Description	Target
US/UK Public Schools	Larger deals, longer sales cycles; requires efficacy data from Phase 1	200 schools by Year 3
Parents (B2C upsell)	Premium behavioral insights for parents of students already using EdGame at school	3,000 paid by Year 3
After-School Programs	STEM enrichment, tutoring centers, coding academies	150 programs by Year 3

Phase 3 Scale (Year 3–5)

Segment	Description	Target
Districts	US, UK, GCC district-level deals with cross-school benchmarking	50 districts by Year 5

OEM/API Partners	LMS vendors embedding EdGame's analytics engine	3-5 partners by Year 5
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Why GCC First: Saudi Arabia's Vision 2030 is driving massive EdTech investment. Private schools in UAE/KSA have discretionary budgets, English-medium instruction, fast procurement cycles (weeks, not months), and hunger for innovation. Our team (based at KAUST) has natural access to this market.

Why Math + Science Only: Prodigy proved that focusing on a single subject (math) can reach 1 in 4 American children. These subjects gamify naturally (virtual labs, physics simulations, math challenges) and have the clearest measurable outcomes. Own "behavioral analytics for math and science" before expanding.

2. Value Propositions (Sharpened for Math/Science)

For	Value
Math/Science Teachers	"See why students get answers wrong — not just that they did. EdGame reveals guessing patterns, frustration points, and which concepts need reteaching. Assign a 15-minute game instead of a worksheet; get 10x the insight."
Students	"Math and science homework that feels like a game. Solve real problems in virtual labs and challenge arenas. Your strategy matters more than memorization."
School Administrators	"School-wide learning analytics that go beyond test scores. Identify students with STEM potential for competitions, spot at-risk learners early, and benchmark across classrooms with behavioral data no other tool provides."
Parents (Phase 2+)	"See how your child handles frustration, collaborates with peers, and engages with math and science — insights you'd never get from a report card."

3. Channels (Phased)

Phase 1 Channels (Low-cost, high-signal)

Channel	Role	Cost
Founder-led school visits (GCC)	Direct relationship building with principals and curriculum heads. In-person demos at 2-3 target schools per week	Travel + time only
Free teacher signup (PLG)	Freemium web app → 1 free game environment with basic analytics → paid upgrade	CAC < \$15/teacher (organic + content)
GESS Dubai + BETT	Live demos at GCC and UK education conferences	~\$30K/year
Teacher communities	Math teacher associations, science teacher groups, Reddit r/teachers, Twitter/X EdTech community	~\$10K/year content
Google Classroom integration	Appear in Google Classroom app marketplace; frictionless assignment flow	Engineering time only

Phase 2 Channels (Scaled)

Channel	Role	Cost
Clever partnership	Replicate Prodigy's strategy — Clever reached 8,300 districts for Prodigy in one year	Revenue share
School direct sales (3-4 AEs)	Outbound to US/UK curriculum directors with Phase 1 efficacy data	\$420K/year
Parent community marketing	School newsletter partnerships, parenting blogs	\$100K/year
Student viral loop	Multiplayer games (Phase 2+) create organic spread between schools	Near-zero marginal cost

4. Customer Relationships

Relationship Type	Description
Self-serve (individual teachers)	Sign up, select math or science, choose a game environment, assign to students — all in under 5 minutes. In-app tutorials and AI-powered customization.
School onboarding	Each school gets founder-led onboarding in Phase 1, transitioning to Implementation Managers in Phase 2. 12-week pilot with assigned school implementation lead.
Analytics-driven retention	Teacher dashboard shows "top 3 insights" per student weekly. Behavioral data becomes essential for intervention planning.
Community & competitions	School-vs-school STEM challenges using EdGame environments. Creates engagement beyond individual classrooms.

5. Revenue Streams (Realistic)

Year 1 Revenue Model

Stream	Pricing	Year 1 Target
Individual Teacher (Basic)	Free (1 environment, basic analytics, 30 students)	5,000 free users (lead gen)
Individual Teacher (Pro)	\$12/month (\$120/year) — 5 environments, full analytics, 100 students	500 paid × \$120 = \$60K
School Pilot	\$0 for 12-week pilot (skin in the game: school assigns implementation lead)	80 pilots (conversion target: 40%)
School License (Standard)	\$6/student/year — all teachers get Pro, admin dashboard	35 schools × 500 students × \$6 = \$105K

School License (Premium)	\$10/student/year — adds talent ID, custom reports, dedicated CSM	15 schools × 600 students × \$10 = \$90K
Year 1 Total		~\$255K

Why lower pricing than original: At launch with zero efficacy data and limited content, penetration pricing wins. IXL charges \$12-20/student. EdGame at \$6 undercuts while building switching costs through behavioral data accumulation. Prices increase 20-30% annually as value is proven.

Year 3 Revenue Model

Stream	Calculation	Subtotal
Individual Teacher Pro	4,000 teachers × \$150 avg	\$600K
School Standard	150 schools × 500 students × \$7	\$525K
School Premium	80 schools × 600 students × \$12	\$576K
District packages	15 districts × 3,000 students × \$5.50	\$247K
Parent premium	3,000 parents × \$72/year	\$216K
After-school programs	150 programs × \$300 × 12	\$540K
Year 3 Total		~\$2.7M

Year 5 Revenue Model

Stream	Calculation	Subtotal
Individual Teacher Pro	12,000 teachers × \$180 avg	\$2.16M
School Standard	350 schools × 550 students × \$8	\$1.54M
School Premium	200 schools × 650 students × \$14	\$1.82M
District packages	50 districts × 4,000 students × \$6	\$1.20M
Parent premium	8,000 parents × \$80/year	\$0.64M
After-school programs	400 programs × \$400 × 12	\$1.92M
OEM API	4 partners × \$120K avg	\$0.48M
Custom + data licensing		\$0.50M
Year 5 Total		~\$10.3M

This is 58% lower than the original \$24.8M but far more defensible. At \$10.3M ARR with strong unit economics, EdGame is an attractive Series B candidate.

6. Key Resources (Phased)

Phase 1 (Year 1)

- **3 polished game environments:** Virtual Chemistry Lab, Math Challenge Arena, Physics Simulation
- **Behavioral analytics engine:** 15-20 core metrics (not 40+ — start focused)
- **Teacher dashboard:** Actionable "top 3 insights" per student
- **Web-first platform:** React + Phaser, mobile-responsive
- **2-3 person founding team** augmented by AI coding tools

Phase 2 (Year 2)

- 12 game environments (expand within math + science, add 2 language arts)
- Full behavioral analytics (30+ metrics)
- Multiplayer modes (cooperative + competitive)
- Basic parent portal
- Mobile apps (iOS + Android)

Phase 3 (Year 3-5)

- 25+ environments across 5+ subjects
- Admin/district analytics platform
- ML-powered predictions (at-risk students, talent ID)
- Game development SDK for faster environment creation

7. Key Activities

Activity	Description
Game environment development	Building 3 polished Math/Science environments in Phase 1; expanding to 12 in Phase 2. Co-designed with pilot teachers for curriculum alignment.
Behavioral analytics R&D	Shipping 15 core metrics that answer "What do I do Monday morning?" — not a wall of data. Expanding to 30+ in Phase 2.
Platform engineering	Web-first with Supabase + Vercel + Phaser. Adding mobile and multiplayer infrastructure in Phase 2.
Founder-led sales (Phase 1)	In-person demos at GCC schools, conference presence at GESS/BETT. Transitioning to AE team in Phase 2.
Efficacy research	IRB-approved study with 1 university partner by Month 12. Essential for US school sales.

8. Key Partnerships (Prioritized)

Priority	Partner	Value
P0 (Immediate)	Google Classroom, Clever	Distribution — appear where teachers already assign work
P0 (Immediate)	KAUST / GCC Education Networks	Credibility and access to pilot schools in Saudi Arabia
P1 (Year 1)	2-3 GCC school groups (GEMS, Taaleem, SABIS)	Pilot deployments, case studies, reference customers

P1 (Year 1)	1 university research partner	IRB-approved efficacy study for credibility
P2 (Year 2)	Canvas/Schoology (LTI integration)	US school distribution
P2 (Year 2)	Phaser/game engine community	Developer ecosystem
P3 (Year 3+)	Curriculum publishers (Pearson, McGraw-Hill)	Co-developed content, credibility

9. Cost Structure (Year 5)

Category	Year 5 Cost	% of Revenue
Engineering & R&D (12 engineers)	\$2.1M	20%
Game Design & Content (5 designers, 2 artists, 2 curriculum)	\$1.1M	11%
Cloud Infrastructure	\$1.0M	10%
Sales & Marketing	\$2.2M	21%
Customer Success	\$0.8M	8%
Research & Curriculum	\$0.3M	3%
General & Administrative	\$0.9M	9%
Total Costs	\$8.4M	82%
Operating Margin	\$1.9M	18%

Note on margin: 18% operating margin at Year 5 is realistic and healthy for a growth-stage EdTech. The original claimed 36% which was overly optimistic. Margins expand to 25-30% by Year 7 as game library amortizes and viral growth compounds.

At Year 5, EdGame operates as a ~\$10.3M ARR platform with ~12,000 individual teacher subscribers, ~550 school licenses, ~50 district deployments, ~8,000 parent premium subscribers, and partnerships with 4 major EdTech platforms. Students engage with 25+ game environments focused on Math, Science, and expanding subjects. Teachers, parents, and administrators access behavioral analytics that reveal how students think and learn — going far beyond traditional assessment. The platform has established itself as the leader in behavioral learning analytics for STEM education.