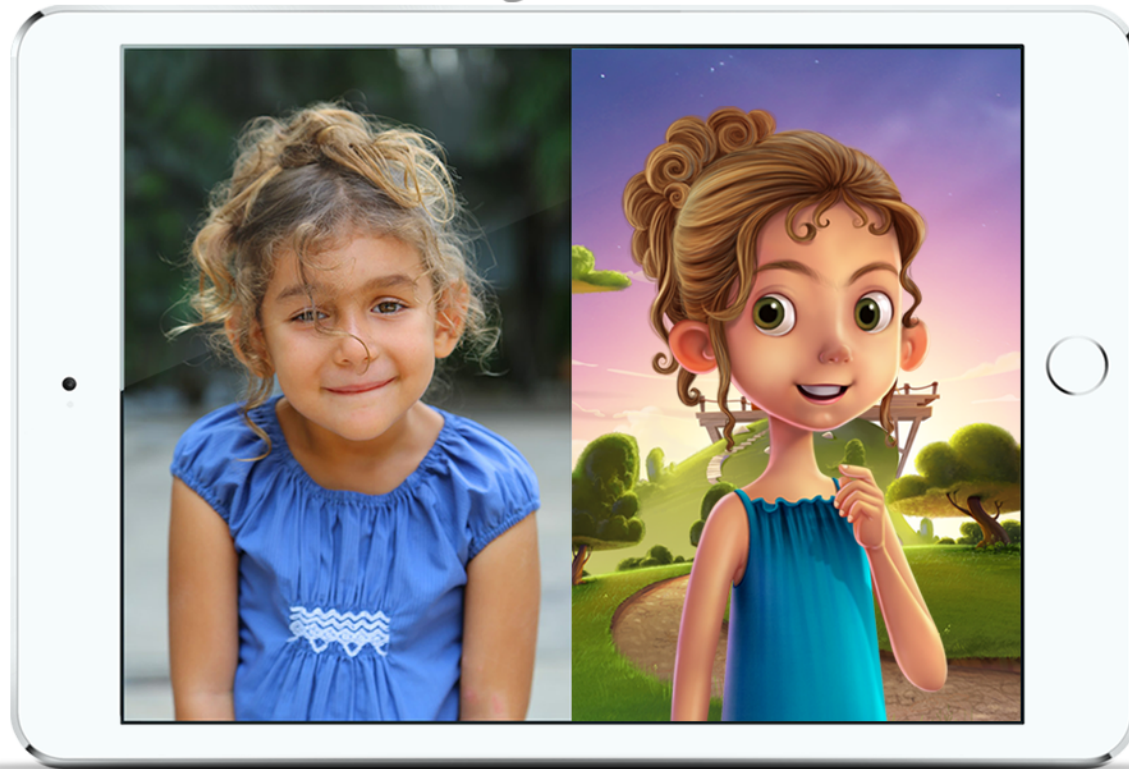


ImaginMe



Animated stories and games starring your child.
empowering lessons · creative play · intelligent learning

Our mission is to help kids grow up confident, creative and kind.



Executive Summary

Established in 2014, ImaginMe is a mobile app developer that creates personalized stories & games dedicated to empowering children.

The Market

- Global Game market to grow from \$108 billion in 2017 to \$128 billion in 2020.
- Mobile games account for 42% of the total game market.
- In 2017, the Asia-Pacific region will generate \$51.2 billion or 47% of total global game revenues.
- 1 in 10 school children get their first device by age 5
- Most popular apps used by children - entertainment, 78%

The Brand

- ImaginMe represents empowerment for kids
- Personalized experience for a deeper connection to key content messages
- Inspired by children for children
- Created by advertising & production professionals

KPIs

- Target customer, age 3-9
- Associated with creativity & education
- 50-150K new users per month, globally over 5 years
- 2.5 – 3.5 % user conversion, paid downloads
- High retention through immersive content
- Co-branded partnerships

Financials

- 500K USD seed capital raised to date
- Seeking 500K - 1 million USD
- 5 million global users by 2022

"If you want your children
to be intelligent,
read them fairy tales.
If you want them to
be more intelligent,
read them more
fairy tales."

- Albert Einstein



Competitive Landscape



- Target : 3-7 years old
- Founded 2010
- 38 Apps developed, over 150 million downloads
- Estimated annual revenue 13.5 million
- Acquired in 2016 by Spin Master, estimated \$100mil
- 275K Facebook fans



- Target 3-9 years old
- Founded 2012, owned by SourceBooks
- 35+ titles
- Sponsored, Sesame Street, Disney, Star Wars
- Estimated annual revenue 13.5 million, 2015
- 30K Facebook fans



- Target 3-9 years old
- Founded 2012, owned by SourceBooks
- 1mil+ book sales
- Estimated annual revenue 2015, 18mil +
- Raised \$9mil funding round 2015, Google Ventures
- 1million+ Facebook fans



- Target 4+ years old
- Founded 2009
- 5.9 billion downloads, 16 apps released
- Estimated annual revenue 600million USD
- Acquired in 2017 for 1billion USD by United Luck Group Holdings

Company Profile



ImaginMe Private Limited

ImaginMe Pte. Ltd. is incorporated and registered in Singapore.



Three founding partners:

Ricardo Turcios, Anthony Calabrese and Thomas Carney.

Current shareholding structure :

3 founding partners (combined equity = 65.46%)

2 angel investors (combined equity = 26.45%)

6 early investors, family & friends (combined equity = 8.088%)

Total funding to date is 562,000 USD of which 410,000 USD comes from our angel investors / VC fund.

Viralety Ventures. <http://www.viralety.com>



Make your child the hero of every adventure

A 3D avatar engine, capable of creating thousands of unique characters



- Extensive library of character features, clothing and accessories
- Easy intuitive interface
- Save up to 11 characters

BEAUTIFUL
PERSONALIZED
3D CHARACTERS

Current Title Releases

ImaginMe currently has 4 app releases on both iOS and Android



ImaginMe Avatar App



ImaginMe Little Bean



ImaginMe Jungle Book



ImaginMe Beauty & The Beast



KPIs

- Focus on inspiring messages that challenge stereotypes
- Socially responsible narratives
- Interactive challenges for gamified learning
- Reading, strategy, puzzles and creativity

EMPOWERING
INTERACTIVE
STORIES &
GAMES

Under Development

2 apps currently in development

ImaginMe AR Avatar (Released)

An ARKit game demo that will be released exclusively for Apple's iOS 11



ImaginMe Dragons (Release date, Sept 2018)

A endless run dragon game with accomplishment levels & rewards



ImaginMe Movie Magic (Release date, TBD)

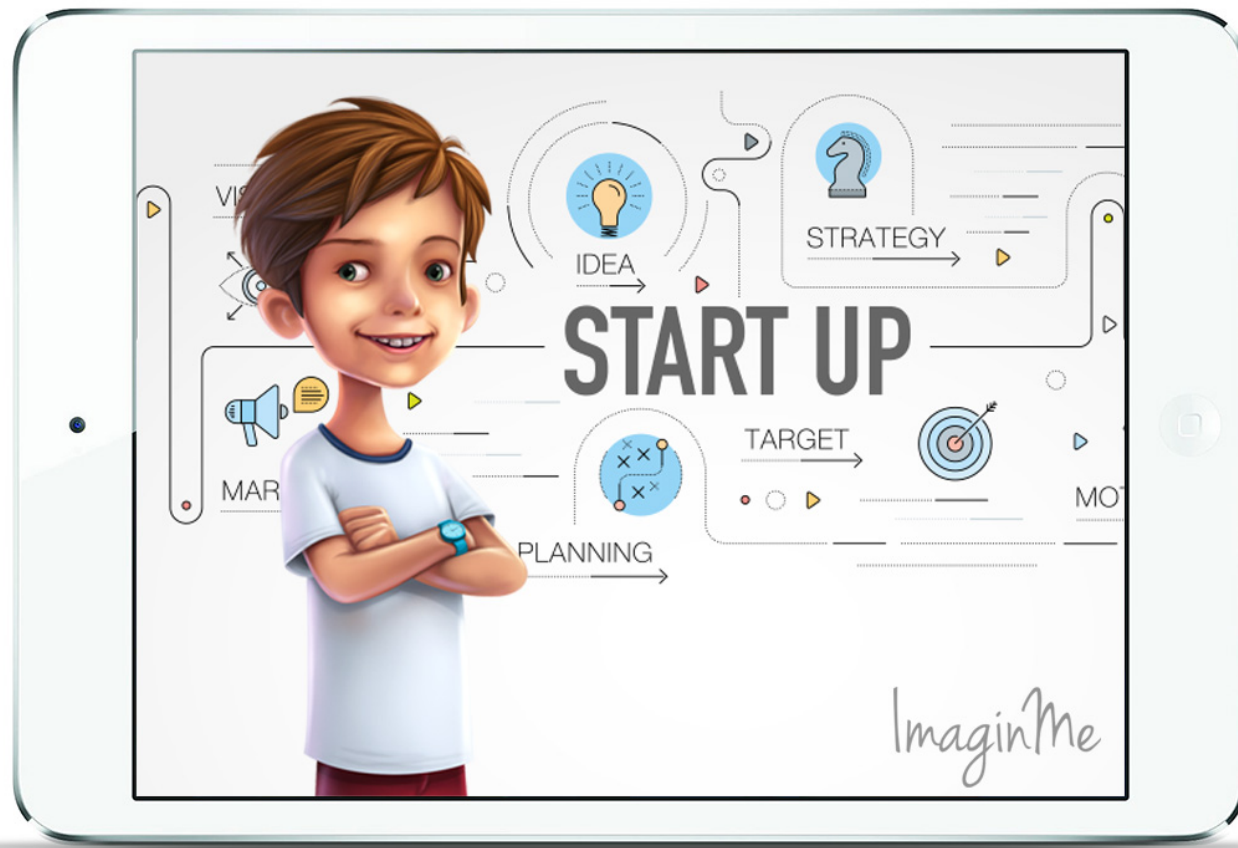
A game that teaches children storytelling through personalized animated movies



AR
GAMES
LEARNING

ImaginMe

Personalized Learning Apps



Making learning personal

The Opportunity

The skills our kids will need in the near future will be vastly different from today.

"Five years from now, over one-third of skills (35%) considered important in today's workforce will have changed." (1)

"65% of the jobs elementary school students will be doing in the future do not even exist yet." (2)

Our goal is to develop personalized learning apps that leverage conversation tech, AI, machine learning, AR and VR. Our personalized platform can be licensed in partnership with existing education brands.

The key skills that we aim to address :

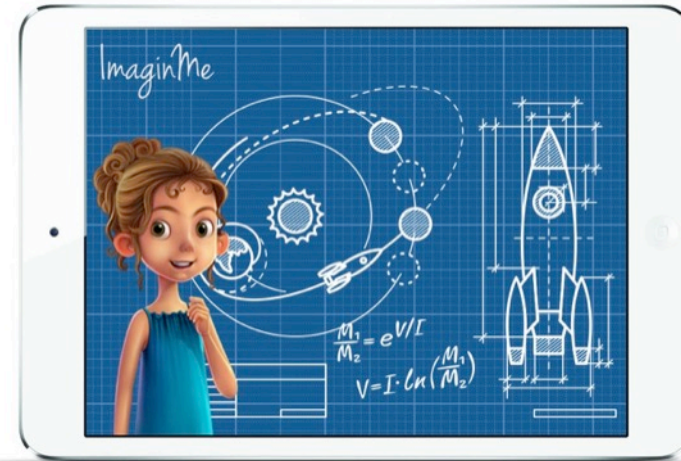
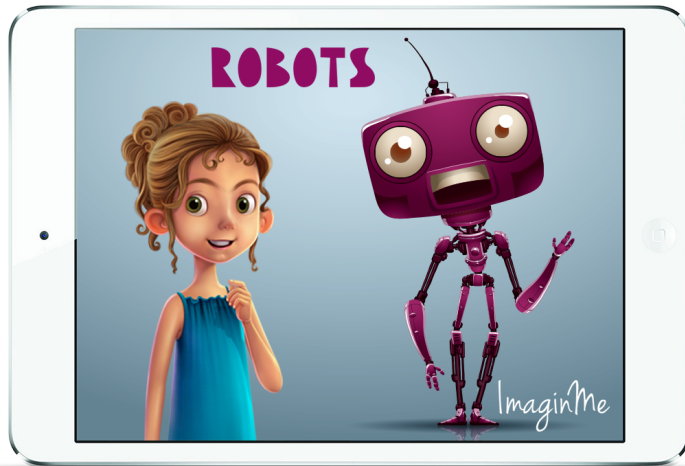
Creativity / Curiosity & Imagination / Critical Thinking
Collaboration / Agility & Adaptability / Entrepreneurship / Communication
Emotional Intelligence / Emerging skills / Information management

(1) <https://www.weforum.org/agenda/2016/01/the-10-skills-you-need-to-thrive-in-the-fourth-industrial-revolution/>

(2) <https://singularityhub.com/2017/07/04/7-critical-skills-for-the-jobs-of-the-future/>

ImaginMe Learning Apps

In 2018, ImaginMe will begin development of personalized learning apps that teach children critical skills through gamification. We believe there is a unique opportunity in creating learning experiences that bridge the gap between traditional academics and personal development.



What will make us unique?

Children create a personalized ImaginMe avatar. Their unique avatar will be enabled with speech recognition and conversation technology. The avatar will be able to carry an intelligent dialogue with the child, thereby serving as a guide, a teaching assistant and a playful learning partner.



- Adaptive learning
- Voice assisted lessons
- Gamification
- Progress tracking
- Parental reporting

The EdTech market

The press is undeniable.

*With billions being invested, edTech is one of the richest and fastest growing industries.

<https://elearningindustry.com/edtech-trends-and-challenges-in-2017>

*Machine learning and the future of education

<https://www.forbes.com/sites/adigaskell/2016/11/04/machine-learning-and-the-future-of-education/#a08fe7276939>

*Mark Zuckerberg's \$45 Billion Pledge to Support Personalized Learning and...

<https://www.edsurge.com/news/2015-12-01-mark-zuckerberg-s-45-billion-pledge-to-support-personalized-learning-and-other-philanthropic-efforts>

*Bill Gates thinks this should be the future of education

<https://www.weforum.org/agenda/2016/08/bill-gates-thinks-this-should-be-the-future-of-education>

Case Studies

Two recent articles that highlight the potential of this market.

Coursera

Online learning startup Coursera raises \$64M at an \$800M valuation. As the cost of in-class education continue to rise, and the cost for computing continues to fall, we're seeing a flourishing of startups that target the market for online learning. The company plans to use to accelerate its business in developing new technology in areas like artificial intelligence to improve and personalize the learning experience.

<https://flipboard.com/@TechCrunch/-online-learning-startup-coursera-raises/f-4f34acd6a3%2Ftechcrunch.com>

ABC Mouse

A quiet giant in education apps, raises \$150M at a \$1B valuation from Iconiq. Age of Learning, an education startup founded in 2007, has moved into the billion dollar valuation club on the strength of one highly-grossing popular app called ABCmouse.

<https://techcrunch.com/2016/05/03/age-of-learning-a-quiet-giant-in-education-apps-raised-150m-at-a-1b-valuation-from-iconiq/>

ImaginMe is raising \$2 million USD

These funds will be invested in three key areas :

- Marketing & User Acquisition

- Learning app & software development

- Operations

Goals for 2018 - 2019

- Develop core learning app code / Release learning app prototype to test market

- Upgrades to existing ImaginMe portfolio / implement conversation tech and in-app currency

- User acquisition – 1 million global users

Goals for 2020

- Partnerships - Strategic education partners for distribution of our learning app platform

- Continue content development and user acquisition

- Raise series A fundraising round

- User acquisition - 2.5 million global users

Believe in make-believe

ImaginMe

For a detailed business plan and financial projections, please contact us :

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