

EVO

Teaching kids about evolution through video games.



OUR TEAM

PRODUCER

Tong Kong

PROGRAMMERS

Dylan Abramson

Vanessa “Toast” Tostado

ARTISTS

Isabela “Bela” Bucciarelli

Gabriel Drozdov

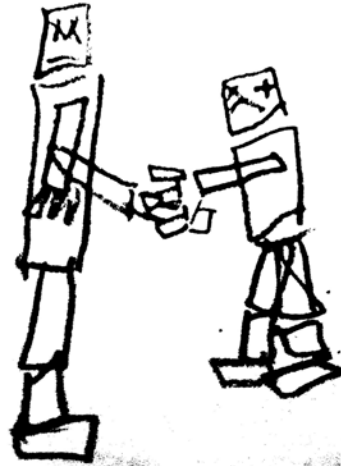






Where did **life** come from?

Jesus?

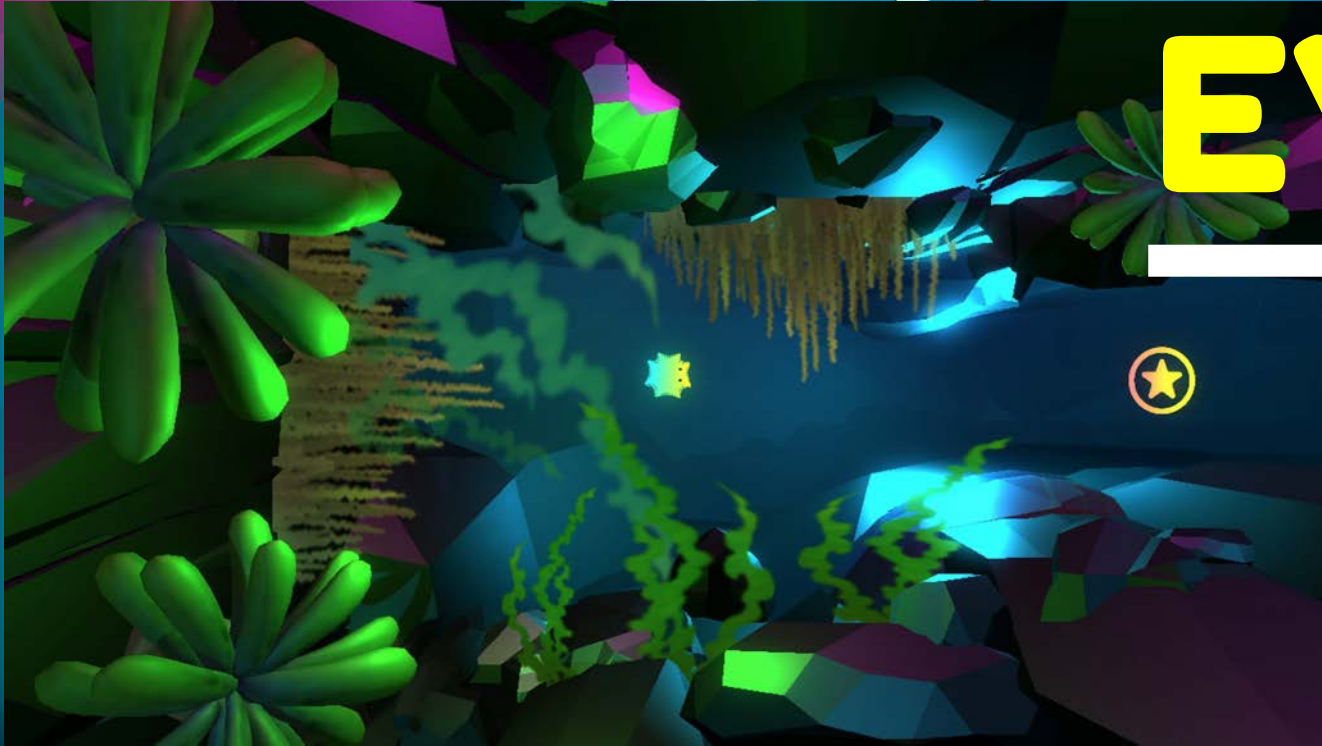


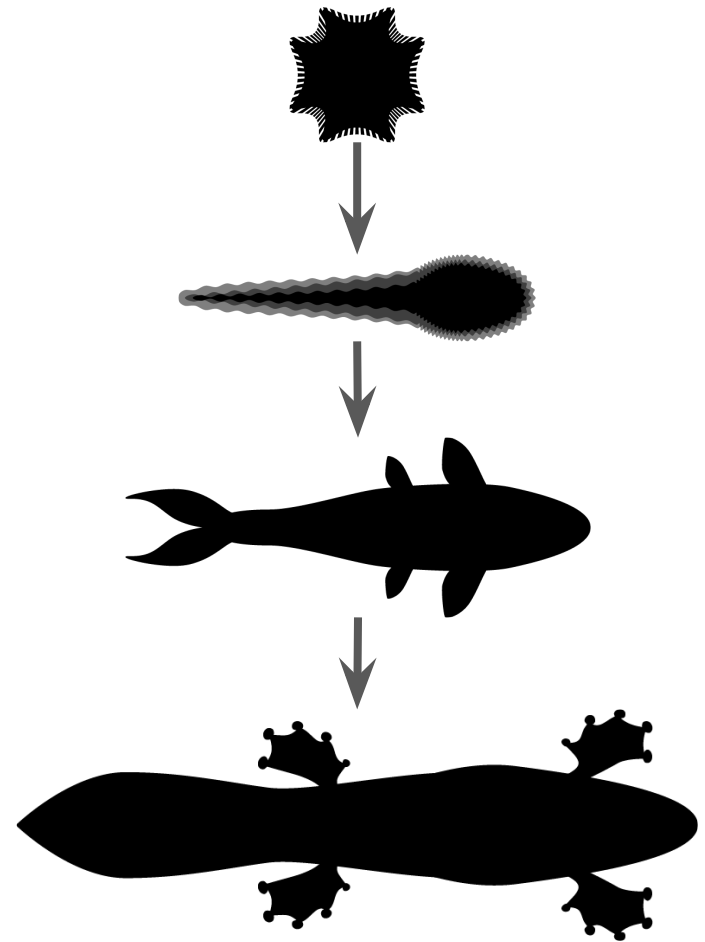
Robots?



What is

EVO?





GENRE & GAMEPLAY

Simplifying the Experience

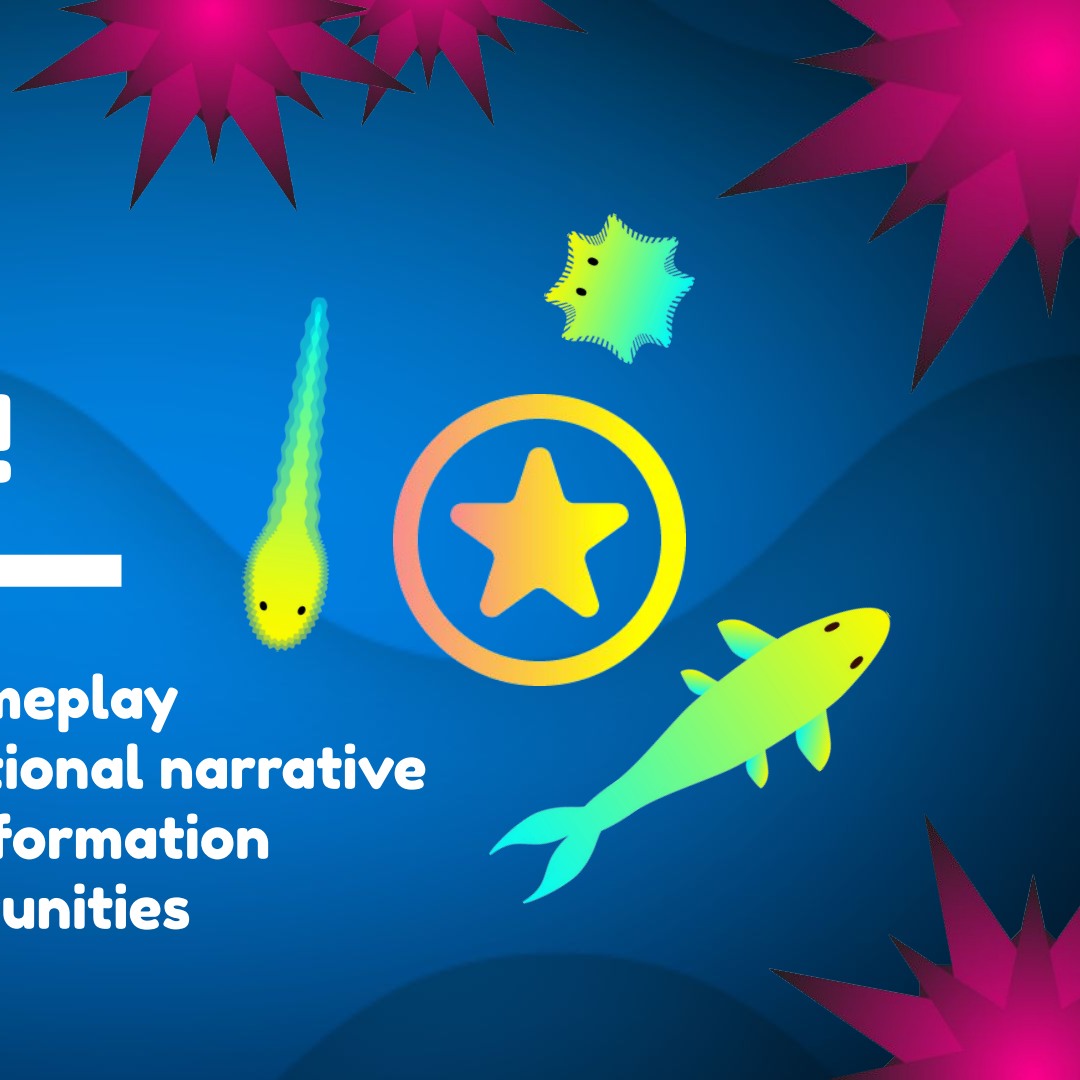
- **Low barrier of entry**
 - High skill ceiling
- **Distillation of evolution**
 - Gain new abilities



NARRATIVE

A Starfish is Here to Help!

- Story told through gameplay
- Starfish provides additional narrative
 - Context-specific information
 - Educational opportunities





DESIGN

A Research-Driven Initiative

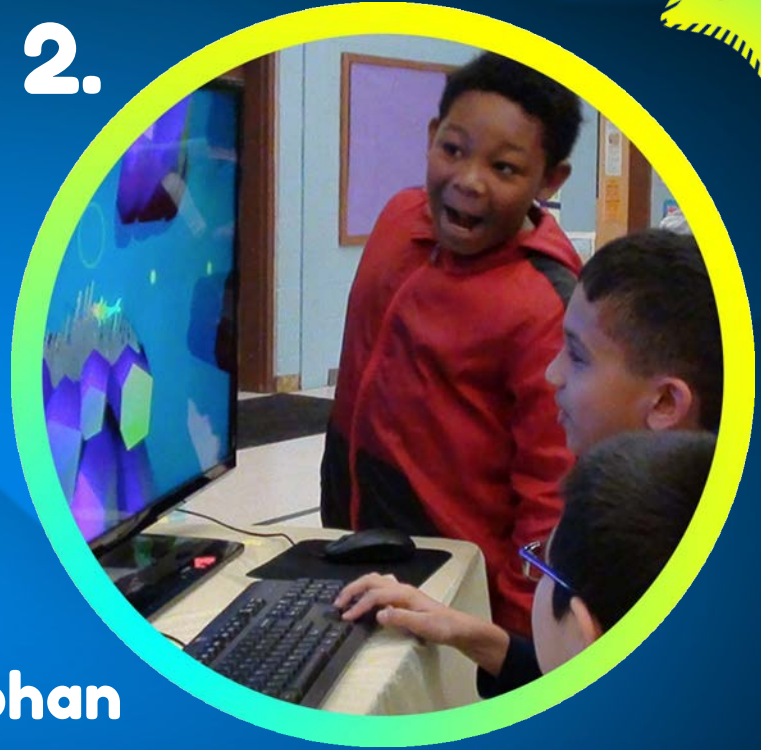
1.



Frederick Cohan

Professor of Biology at Wesleyan
PhD. graduate from Harvard

2.



1. Scientific Research

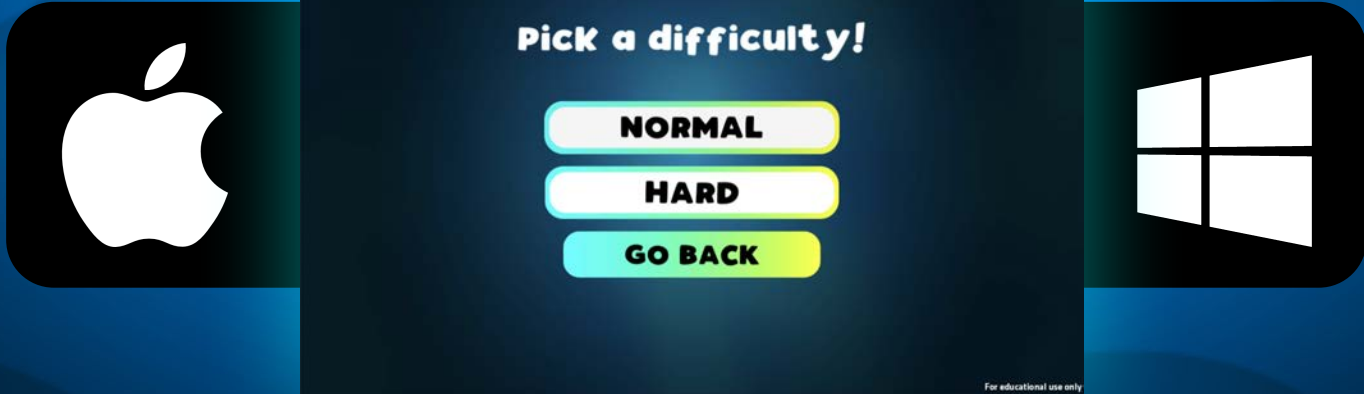


2. Audience Research



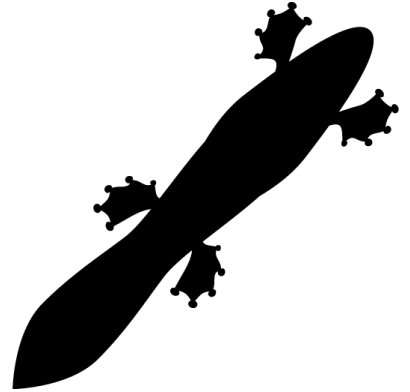
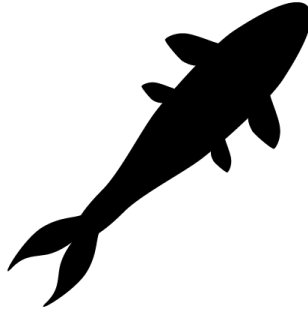
ACCESSIBILITY

Reaching Our Audience



GAMEPLAY DEMO

EVO in Action

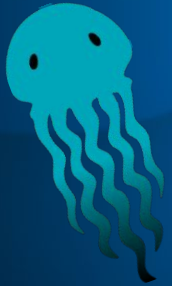


COMPETITIVE ANALYSIS

Who is out there?

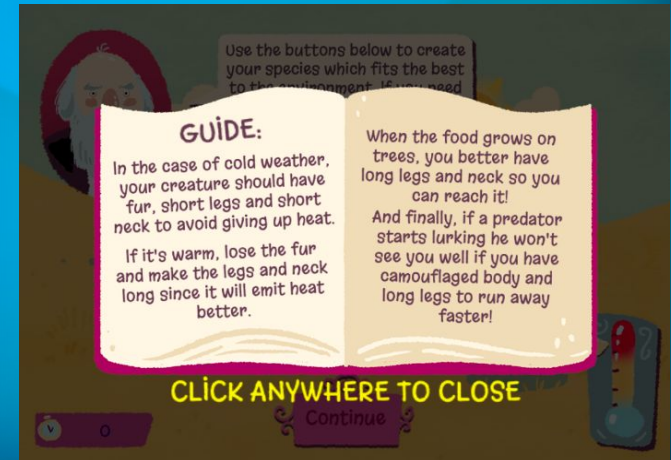
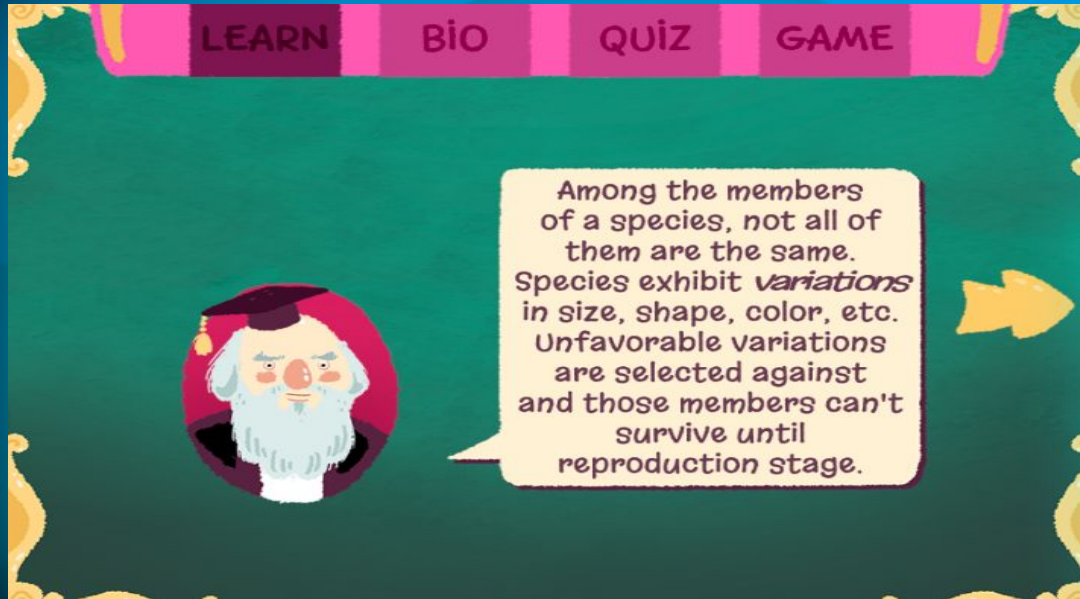


FilamentGames™



Legends of Learning

Learning with Darwin



Legends of Learning

SUPER Guppy Adaptation Game

Listen and learn.

Some of the shrimp have adapted body chemistry that makes them poisonous to eat.

This is a "Physiological" adaptation.

These shrimp also have a "Morphological" adaptation, they are a different color.

A "Behavioral" adaptation would be learning not to eat the green shrimp.

Find Mate



Adapt!
+1

Recommended
Adaptation



UNIQUE SELLING POINTS (USPs)

Seamless Learning



MARKET ANALYSIS

A Surge of Demand



- **97% of classrooms having computers**
- **92% of teachers say they feel strongly about wanting to incorporate video games into their classrooms**
- **61% use games in classrooms**



MARKET ANALYSIS

NGSS



- **NGSS (Next Generation Science Standards)** will provide a fundamental shift in the way educators teach science
 - 20 States have adopted
- Only 4% of educational games focus on science



REVENUE MODEL

A Plan that Works

CODESPARK
ACADEMY

**REACH
+
IMPACT**

**\$7.99/month
\$80/year**

DISTRIBUTION

Getting into Schools



Clever



DISTRIBUTION

Potential Partners

Educational Game Specialists



Traditional Publishers



Houghton
Mifflin
Harcourt



MARKETING



USER GROWTH

Study: Moms and Medida 2019

Conference Attendance



INTENTIONAL
PLAY SUMMIT

Advertising



Online Presence

WWW.LEARNWITHEVO.ORG

Testimonials

" I found your game to be both **engaging and educational**. In my opinion, this game would complement a science unit on evolution nicely and help **create interest and motivation** for students that **sometimes struggle with both.**"

- Mr. Ferrero, STEM teacher at Macdonough

MERCHANDISE



PUBLIC RELATIONS

Preparing the World for *Evo*

- Press release
 - Educators, game reviewers, parents, local schools
- Create an approachable image

Evo Launches First Game for Elementary Students

Thursday, May 15, 2019 9:00 am EDT

***Evo* engages elementary students to learn by having fun.**

Middletown, CT - EVO announces today that their educational videogame is now live on their website learnwithevo.org. The game is geared towards students between 2nd and 5th grades.

The first version of the game is free, but will be soon priced at a \$6 monthly subscription. For educators there will be a free version for classroom use. *Evo* is an immersive game where learning evolution is a product of having fun.

Evo was described by John Ferrero, the director of Science at McDonough school, as "both engaging and educational. I asked a student what the game was about he was able to tell me that you needed to evolve. He explained to me in some detail the strategy and why. In my opinion, this game would complement a science unit on evolution nicely and help create interest and motivation for students that sometimes struggle with both" (Ferrero, 2019).

Evo's research has shown that 80% of learners are more productive when their learning is more game-like. Right now there is a void for educational games based in science, and *Evo* is here to fill that gap.

Contact:

Evo

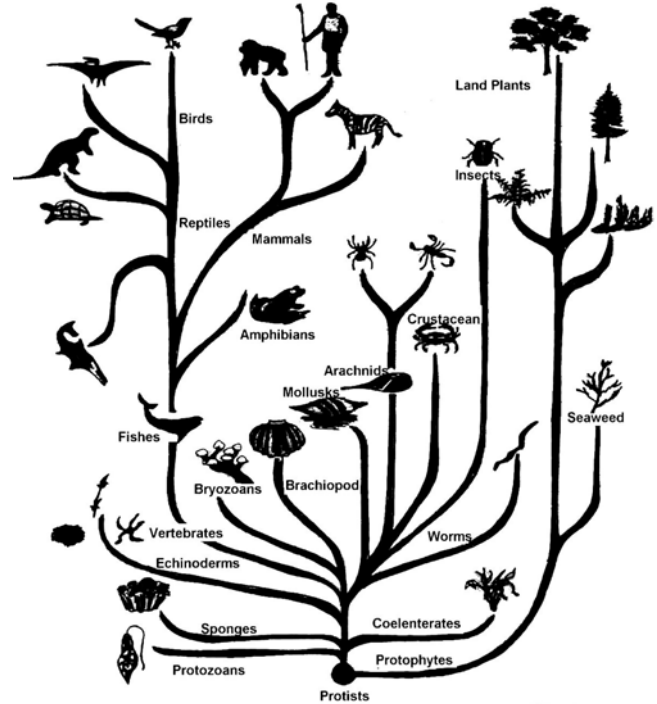
Isabela Bucciarelli, 909-377-3244

ibucciarelli@learnwithevo.org

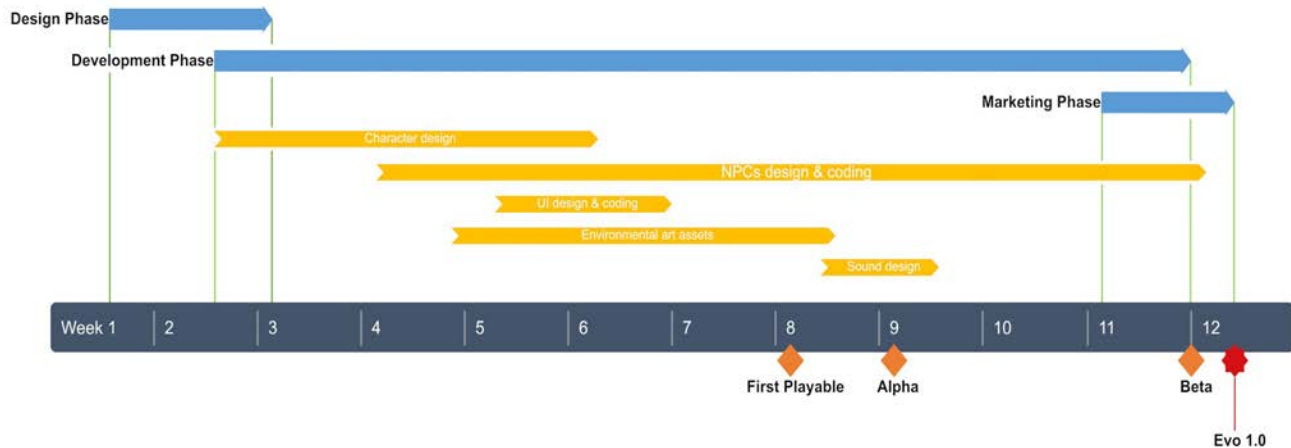
EVO 2.0

New Features

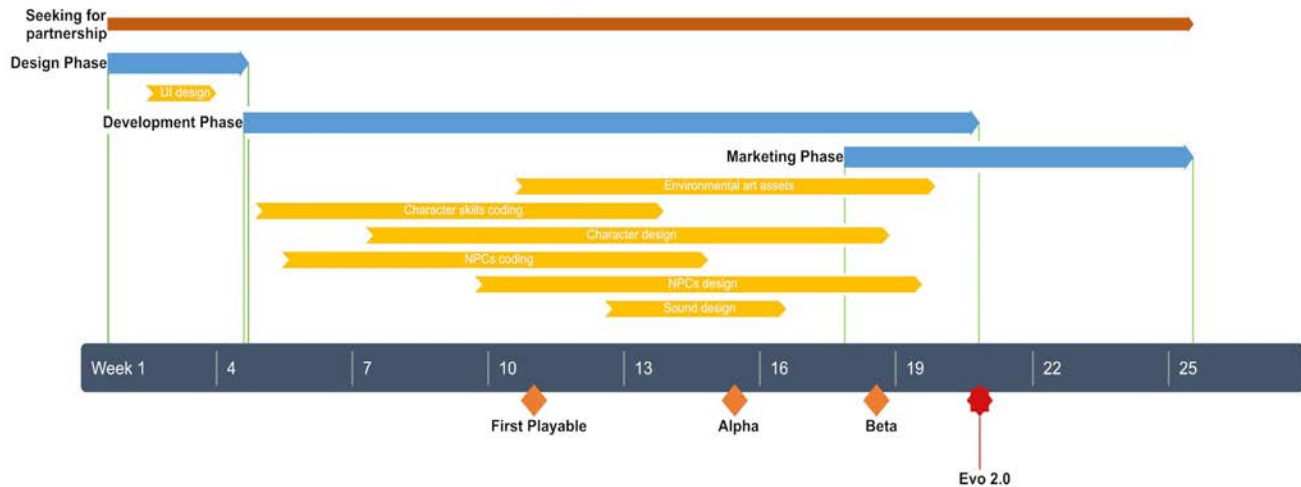
- Expand game world to land
- Turtles provide quizzes
 - Learning assessment tools
- Random mutation engine



1.0 Timeline



2.0 Timeline



RISK ANALYSIS

Realistic Assessment

- **Development Risks**
 - Exponential branching paths caused by random mutation
- **Publishing/Marketing Risks**
 - Partnership/acquisition process

Revenue Projections

	Year 1	Year 2	Year 3
	Revenue		
Total Users	15,800	23,320	32,649
Premium Subscription Rate	0.12	0.15	0.18
Premium Members	1,896	3498	5876
Total Revenue	\$166,848	\$307,835	\$517,162
	Funding Required		
Cost	\$430,750	\$449,150	\$552,350
Revenue	\$166,848	\$307,835	\$517,162
Profit	-\$263,902	-\$141,315	-\$35,188
Total Funding Required	\$440,405		

REAL RESULTS

MacDonough Game Fair

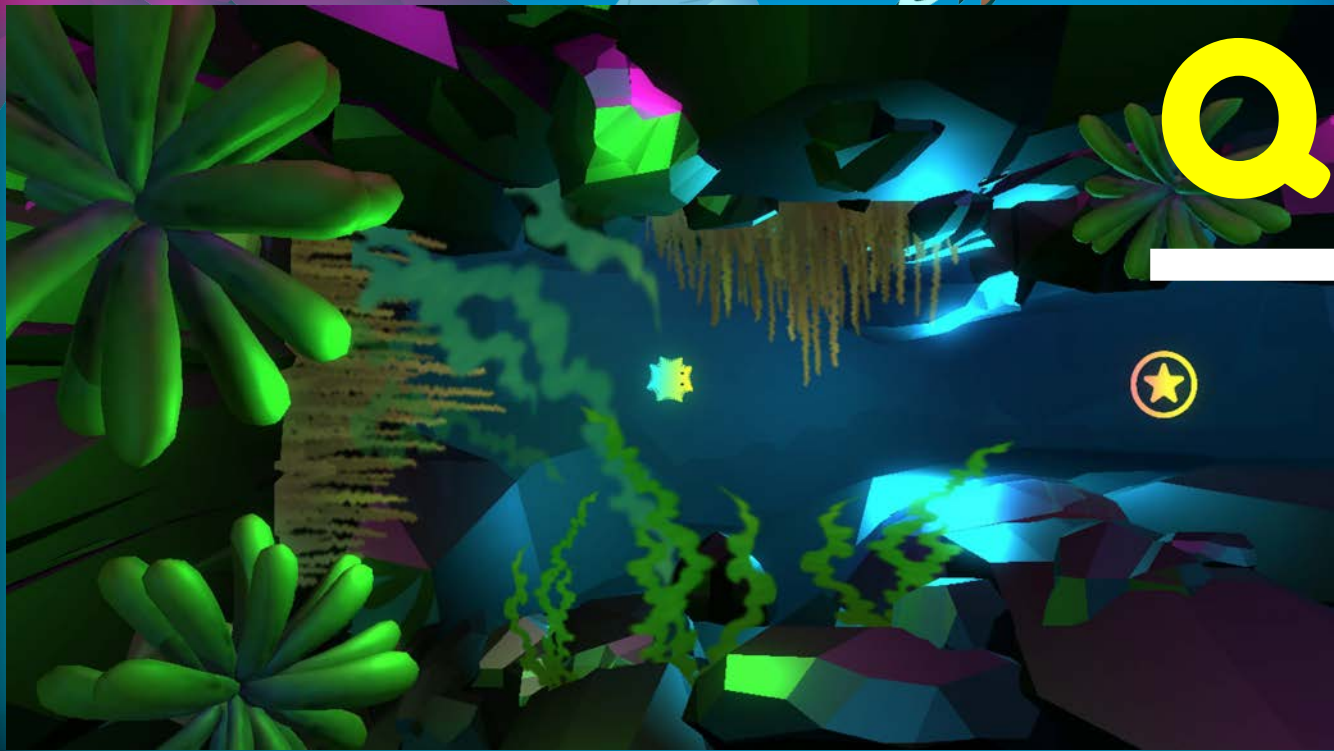


Why EVO?

- Strong **Team**
- Strong **Game**
- Strong **Plan**

Invest in **science!**





Q&A!

