



GAMIFICATION

Visualize Your Education





Problems

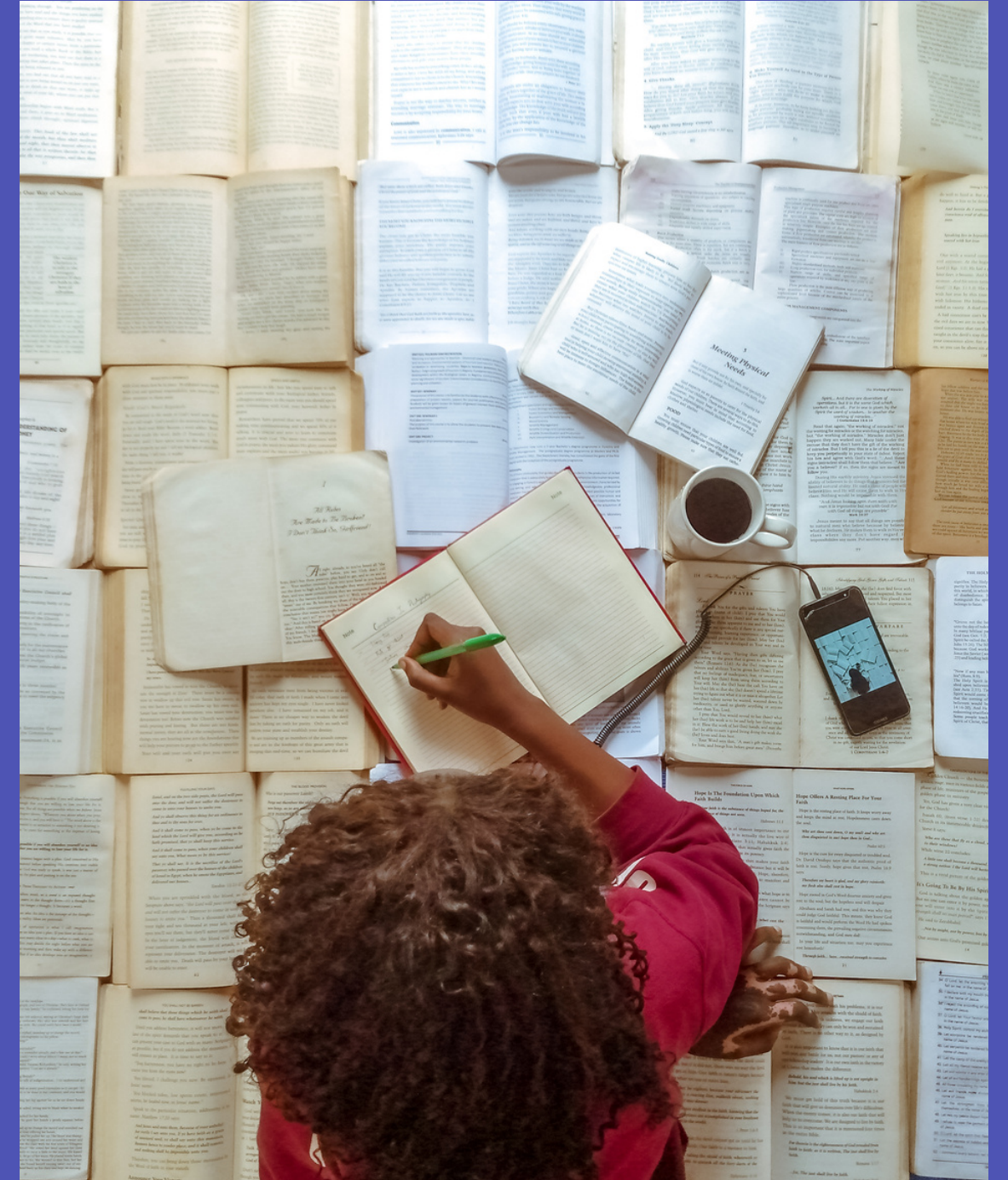
The percentage of junior and senior high school students who attend school because they "like to learn" is very low.

**Financial
Status**

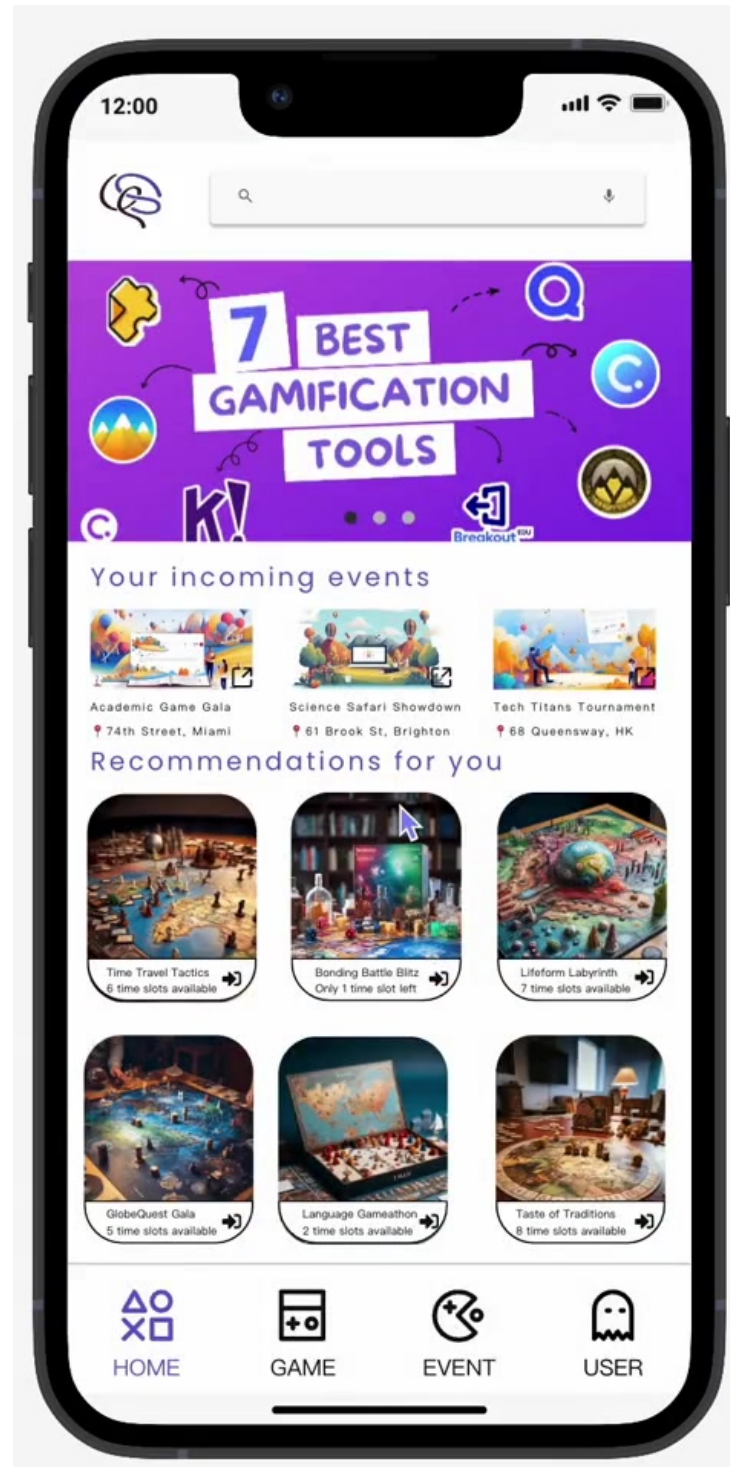
**Resource
Allocation**

**Education
Approach**

Data Source: The China Youth Research Center and the Department of Education of Beijing Normal University have conducted an extensive survey on the learning and development of K-12 schools nationwide.



Solutions



Become a well-built bridge between EDU and FUN.

Visualize Knowledge into Games

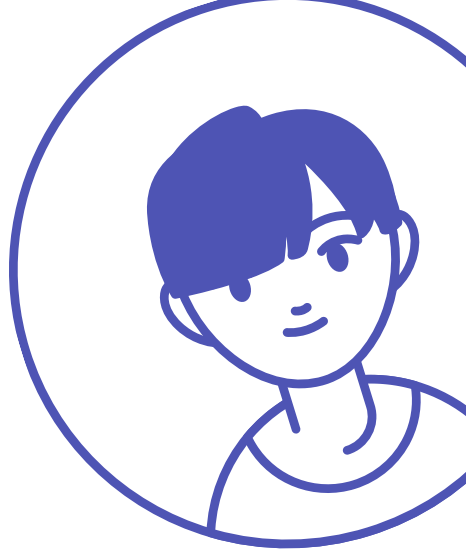
Start learning and fall in love with studying unconsciously.

Inspire Possibilities in Education

Boost the potential both in teaching and learning.



Ideal End User



Name

Amelia Wong

Age

19 Years Old

Education

Sophomore

Region

Great bay area

Country

China

ZIP Code

518000

Goal

Amelia aims to get a high GPA at school so that she can have more options after graduation.

Need

She needs practical guidance on the curriculum and a break (study-life balance)!

Want

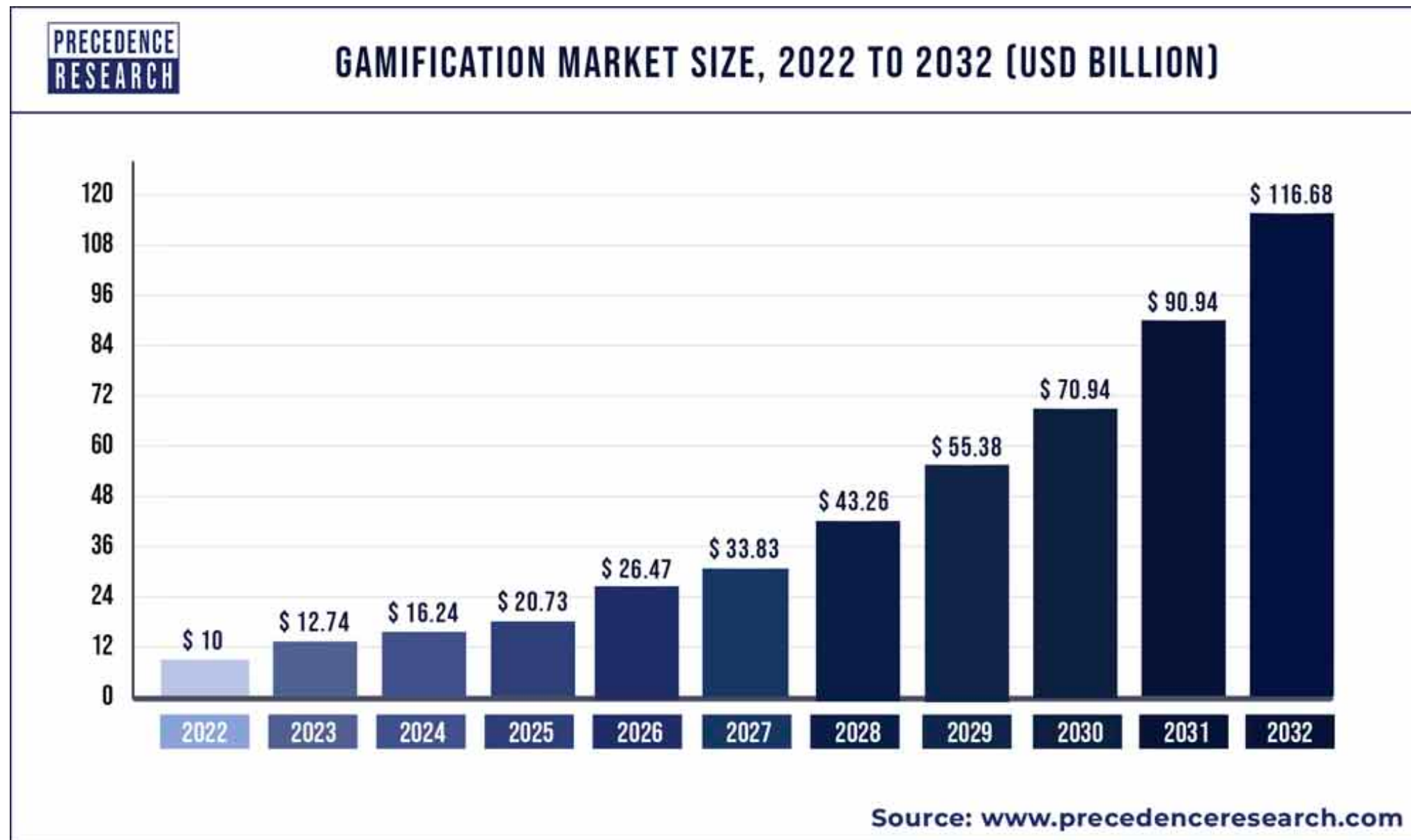
Something easy to carry, a digital tool to learn and review, not that boring. like just sitting in class.

Pain

There is too much learning, one concern is there is not enough time and there is no progress at all.

Market Size

In the global board games sector, the United States is the largest market and China grows at the fastest rate.



Total Available Market (TAM)

\$ 12.74 Billion

Global Gamification Market

Serviceable Available Market (SAM)

\$ 10.35 Billion

Serviceable Market Value

Serviceable Obtainable Market (SOM)

\$ 3.105 Billion

Obtainable Market Share





Women-led Startup

The founding team all have a strong passion and mission for education and have years of first-hand professional experience in their respective fields.

CEO



Vicole Li

- B.S. & M.S in Entrepreneurship
- Enlight Fellow of Watson Institute
- "100 Superwomen of China" by Green Initiatives
- 2021 Social Enterprise Youth in China 35 Under 35

CFO



Cynthia Xu

- B.S. in Finance, Hunan University
- Central University of Finance and Economics, Master's and Doctoral Programs in Finance

CMO



Felicia Du

- Bachelor of Business in Computer Science, Renmin University of China
- Exchange Student to Chinese University of Hong Kong (CUHK)

COO



Loria Wu

- MSc in Educational Assessment, University College London (UCL)
- Game Design of National University of Singapore Research Program



Projections

Since founding, we have organized 10+ pilot programs (online and offline) with 5w+ exposure on the web, 500+ actual participants, and an 80% conversion rate.

66%

Revenue
Growth

20%

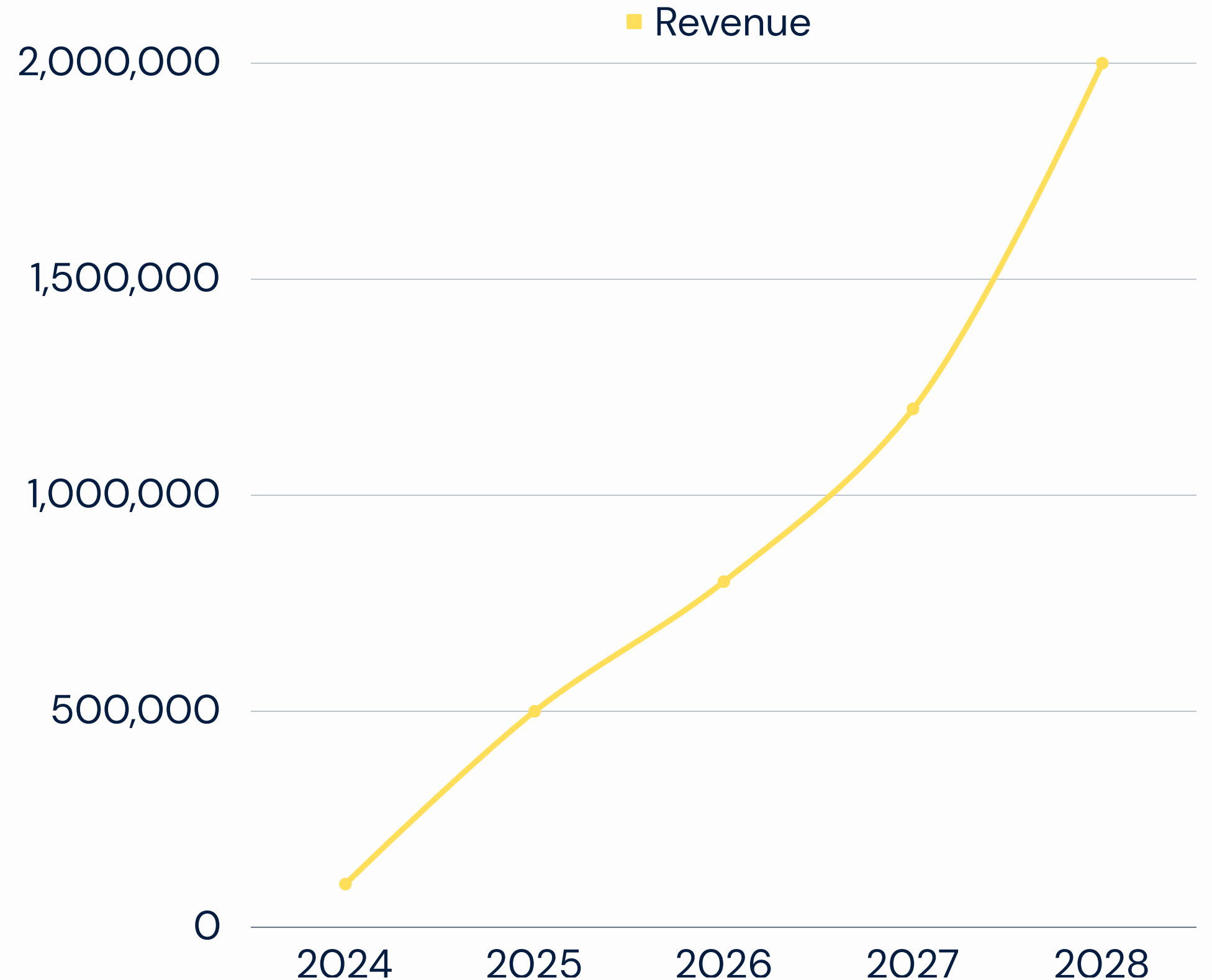
Return on
Investment

30%

Customer
Acquisition

80%

Customer
Satisfaction



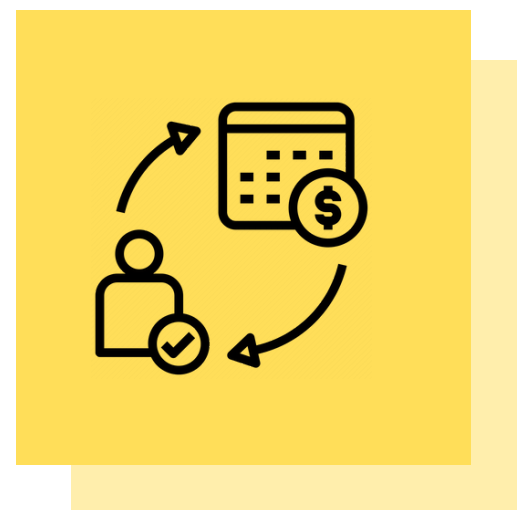
Competitors Analysis

Feature	Own Product	YaoFish	SimplyFun	Junior Learning
Green manufacturing	✓	✗	✗	✗
Combine with a subscription-based app	✓	✗	✗	✗
Event marketplace	✓	✗	✗	✗
Single-player mode	✓	✗	✓	✓
Cocurricular & Extracurricular	✓	✗	✗	✓
Talent Visualization	✓	✗	✗	✗



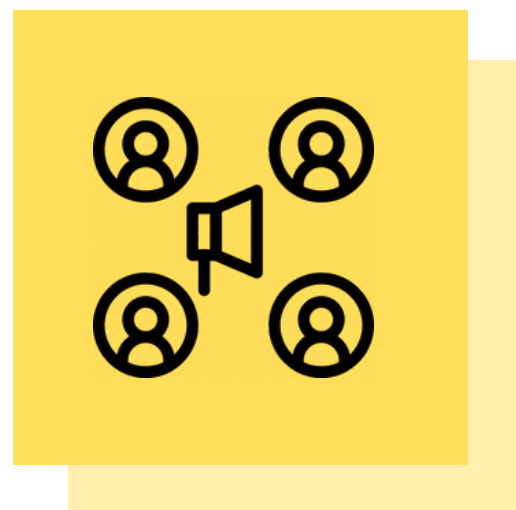
Business Model

Our business model combines a subscription-based app offering an event marketplace with offline programs, targeting families, educators, and schools seeking an engaging learning experience.



Subscription-based App

Monthly (\$9.9), yearly (\$69.9), and life-long (\$99.9) membership.



Ambassador Program

A global ambassador program to organize workshops with our invented products.



Partnership Customization

Collaborate with educational institutions to customize edu games.



E-commerce & store sales

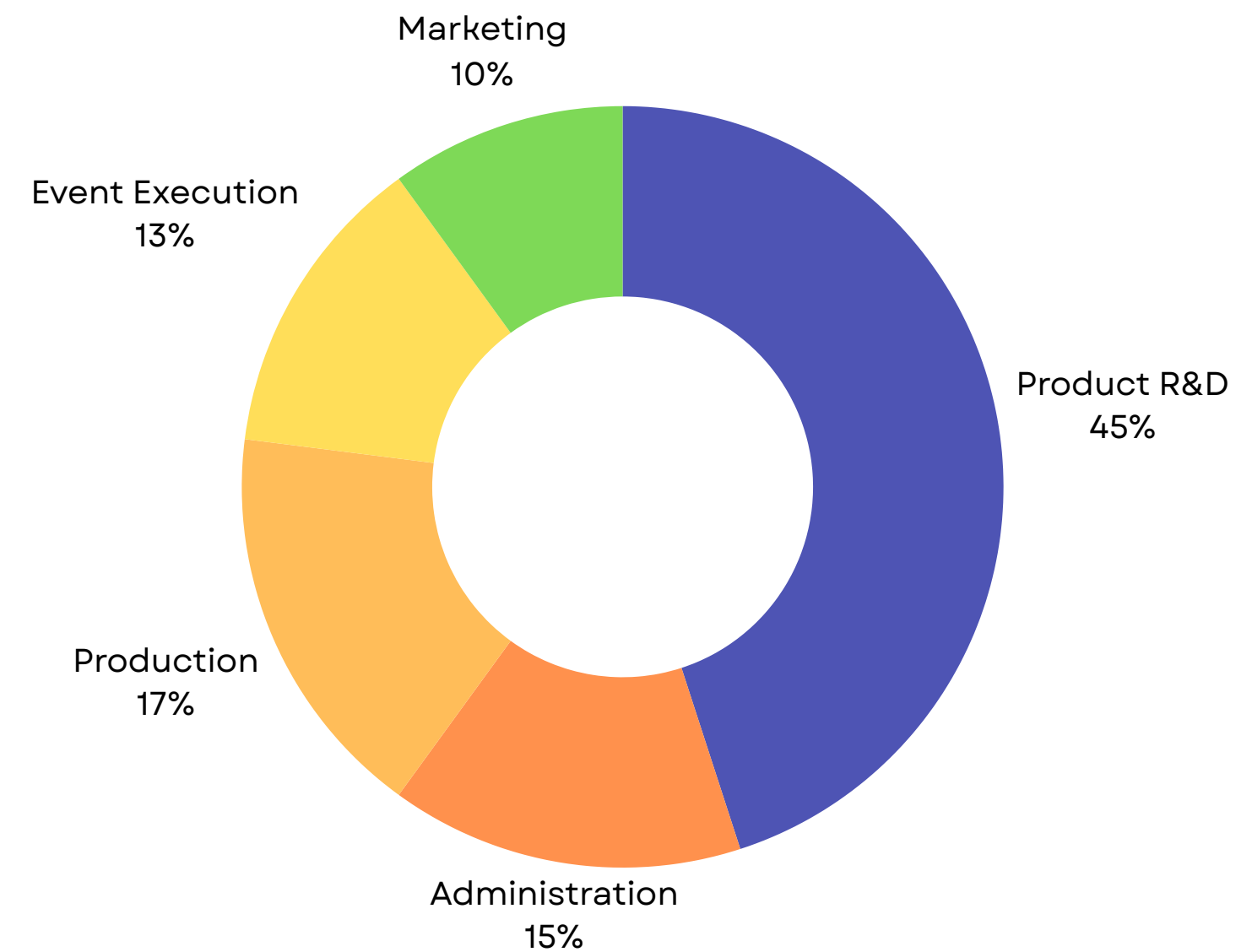
Produce physical board game kits and sell them on e-commerce and in stores.

Financing Plan



We plan to use the first fund to focus on user research, app development, and sustainable print production of physical products, knowing needs better and producing greater content.

Budget Items	Amount
Product R&D, including user research & testing	\$900,000
Administration	\$300,000
Production	\$340,000
Event Execution	\$260,000
Marketing	\$200,000
Total Amount	\$2,000,000



Acknowledgment



Viva la Vida



startupgrind



United Nations
Global Compact



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Create another era

Please don't be hesitant to drop us a message if you are interested in joining our team, collaborating with us in a project or learning more information!

Because we're here to empower and inspire.

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