**THE PROBLEM**

*What problems are your potential customers dealing with? If possible, use data. We love data!*

* Children spend their free time passively
* Parents looking for the ways, how to spend free time with children together
* 43% of children watch TV more than 1 hour per day
* 31% of children have no hobby group
* 61% of children spend at least 1 hour per day with computer

**EXECUTIVE SUMMARY**

**Be Interactive**

Arbesova 9, 638 00 Brno

Phone: +420 608 814 872

 info@beinteractive.com

**WHAT IS YOUR FOCUS?**

*In one simple sentence, describe your product/service and company mission. Yes, it is possible!*

Interactive outdoor games for children and parents. Enjoy outdoor together!

**MANAGEMENT TEAM**

*Your achievements, experience and results. Anything that proves you are the right person for the job.*

* 15 years of experience with the preparation of children's summer camps
* 5 years of business experiences

**WHAT ARE YOU LOOKING FOR?**

*Do you seek investment, partners or key people for your business?*

We are looking for other programmer, business partners and investment too.

**WHY JIC?**

*What can we help you with?*

Gain more business experiences and knowledge, rapid business start, contacts…

y

*Our mission at JIC is to help people build businesses that change the world. www.jic.cz*

**YOUR SOLUTION TO THE PROBLEM**

*Top 3 features are enough.*

**Interactive outdoor games for mobile devices**

* **New way to spend free time**
* **Children and their parents together**
* **Use of mobile devices = use their own “weapons” against them**
* **Active, funny and meaningful spending of free time**

**UNIQUE VALUE PROPOSITION**

*Single, clear message that says why is your product/service different and worth buying.*

*New way to spend leisure time - just download a game, go outside and enjoy it together.*

*There is no product closely similar to ours.*

**CUSTOMER SEGMENTS**

*Who are target customers? What channels do you use to reach them?*

*Customer = parents with children (3-14 years old)*

* *internet portals for parents (babyonline.cz, rodina.cz, kudyznudy.cz…), rodinnepasy.cz*
* *Cooperating companies (TIC, ZOO, monuments…), brochures, events*
* *Websites, Youtube,*

**YOUR ADVANTAGE**

*Why can‘t be your solution easily copied or reverse-engineered?*

* **Time advantage on market (enter in advance)**
* **Experiences with preparing leisure – time activities**
* **Our human resources: writer, illustrator, animator**

**REVENUE STREAMS**

*What is your revenue model and what is the gross margin (in %)?*

Revenue model:

* Selling through AppStore, GooglePlay, own websites and through

Cooperating companies (*TIC, ZOO, monuments…)*

Gross margin is about 60% - final price 6$, costs 2,4$, profit 3,6$/ 1 game

**COST STRUCTURE**

*What are the key activities, key resources and your most important costs?*

Key activities: games sales

Key resources: human resources in illustration, graphics, computer animation and dubbing

Important costs: human resources, fees for AppStore, GooglePlay