Global gaming platform that makes kids love math and achieve mastery

400%
revenue growth this school year

3.5M MAU
90% in the U.S.

$500K
room left in the round

Key Investors:

Play Ventures

Change Ventures

Flyer One Ventures



Peter Vesterbacka

Summary

- **Global Platform:** Leading social gaming platform for math.
- **Massive Reach:** 300K student signups/month, **3.5M MAU.**
- **Cost-Efficient Acquisition:** Signups at $0.07 each.
- **Modern Game Design:** Social multiplayer games that kids love.
- **Engaging Ecosystem:** Used at schools and at homes.
- **High Retention:** 50% retention after 4 months.
- **Market Potential:** Targeting 40M U.S. students, 1B worldwide.



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66% of U.S. 4th graders are not even on grade level



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Parents want their kids to be successful & get into good universities.

82% of parents are willing to make **personal sacrifices** for their child to **succeed in education**

Data on U.S. math results and parents' behaviour

Kids in the U.S. are at an **all-time low in math.**

They find math **tough and uninteresting.**

Instead, most spend 2h+ per day in **video games.**
And love spending time **online with friends.**

Data on children's online activity

We are creating a **social gaming platform** that makes **learning math fun** and **effective** for kids all over the world.



Transforming Math Education with Social Gaming

Social - kids play with friends, build teams, collaborate and compete to win



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Network from the start - all their classmates are on the platform



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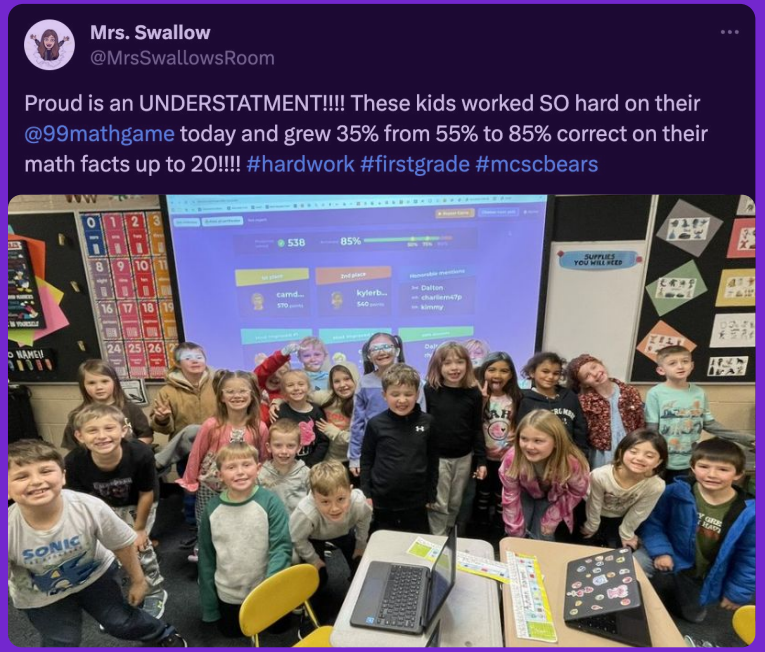
Modern Game Design - focused on shared experiences and multiplayer formats that kids already love



Teachers use 99math to boost test scores

Teachers choose 99math for its unique mix of fun and progress.

- Helps build **critical skills** for **academic success**
- **500% progress** on avg. in a few months
- **Social game design** keeps players **engaged**
- **Many use cases to** fit many teaching styles
- **1000+ math skills** to practice + results tracking



See product demo here.

Data on 99math's effectiveness

Growing rapidly & organically

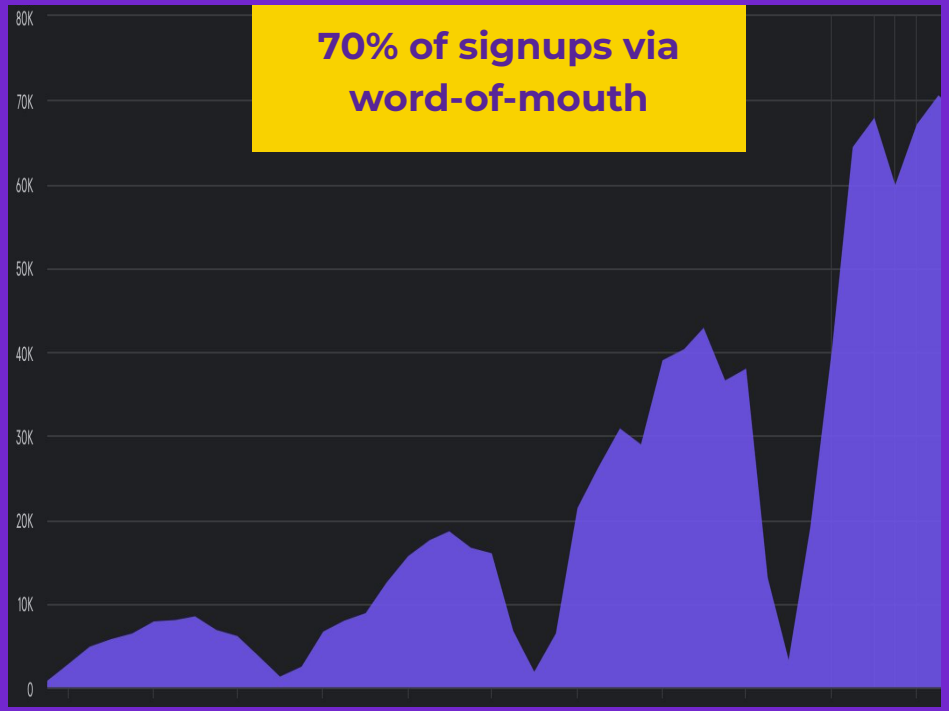
73,000 MAU teachers
March 2023

3,500,000+
MAU players

3,200,000 in the United States

300,000 global validation ✓

Monthly active users



Metric MAU teachers. Cycles showing last 4 school years.

Our competitive advantage is the **network effect** and **exceptional reach** among children and parents.

Teachers **acquire & engage players and parents** in the 99math ecosystem.



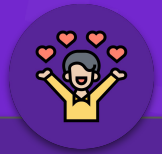
Player sign ups every month

300,000



Cost of player signup

$0.07



Month 4 player retention

50%

B2C revenue model

Free for teachers

This accelerates market uptake - teachers use it and share via WOM = growth. They play and retain players for months and years = retention and stickiness.

Premium player subscription

Kids play & ask parents for Premium, like in other games. This subscription gives them in-game currency, extra playtime and premium level cosmetics.



1 teacher =



48 players
CAC $0.07 each

=



48 families
LTV $100-200 per subscriber

First, we built for growth
Revenue focus started 6 mo ago

$9.95 /month subscription

- We tested the premium plan on 25,000 kids playing at home
- **1% subscribed**
- We gained over 2,000 subscribers and $25,000 /mo revenue

Next: drive revenue up in start of school year Sep-Oct 2024

B2C market opportunity

Target group: 1st to 8th-grade kids



35 million in the USA



1 billion globally

Social games are rapidly gaining popularity



16% CAGR expected between 2022-2029

U.S. parents spend annually:



$1100/year on games and extra education for their kids

Data on social game industry, U.S parents spending on games and education

Team of experts in gaming & education



Tonis Kusmin
Founder & CEO

Serial entrepreneur, Founder of Tebo (50% market share in Estonia)



Ain Arend
Founder & CTO

Ex tech team lead in ADM, built his first CMS in high school



Timo Timmi
Founder & CSO

20under20 entrepreneur by WISE, CEO at Cofelius



Chaithanya Kamath
VP of Game

Ex Product Director at Huuge, also Wooga and Zynga



Anna Buenafe
Head of Marketing

Ex Head of Marketing at Voicemod, also resurrected DayZ as Marketing Manager at Bohemia



Ulla-Mari Niit
Chief of Staff

Ex Software Delivery Manager (cross-continent) at Nortal

Plus 10 experts in design, engineering, and marketing.

Our vision, assisted by AI

Our vision is to create a **category-leading social gaming platform that develops real skills** and engages kids, parents, and teachers globally.

We aim to unlock a powerful combination of **student excitement via top game design & personalized instruction via AI-guided development** helping students become more successful in education and in life.



Investment opportunity

Raising 1.8M. 1.3M is transferred. Room left: 500K

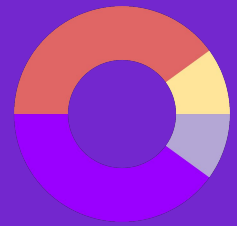
Next goals:

- Grow revenues to 200K MRR
- Raise Series A

35% into scaling sales
Family plans and school sales

35% into product
Social gaming and moat

15% into expansion
Via influencers, ads, referrals



15% other

Previously raised $3.6M in total. Investors include:

- Play Ventures
- Change Ventures
- Flyer One Ventures
- Martin Villig (Bolt, co-founder)
- Peter Vesterbacka (Angry Birds)
- Angels from unicorns Wise and Pipedrive

Thank you!

99MATH



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