

ABC
 $\sqrt{123}$
 DNA
 Music
 Running

Science
 Person
 Microscope
 Bird

Atom
 Laptop

Apple
 Scissors
 Document
 Globe
 Rocket
 H₂O

2+2
 Briefcase

Book
 Building

1.



About Science4You

How We Were Born



Science Faculty of
Universidade de Lisboa



**PORTUGAL
VENTURES**
Growing. Global

Venture Capital

ISCTE IUL
Instituto Universitário de Lisboa

ISCTE – IUL
Business School

Work

Persistence

Luck

Passion

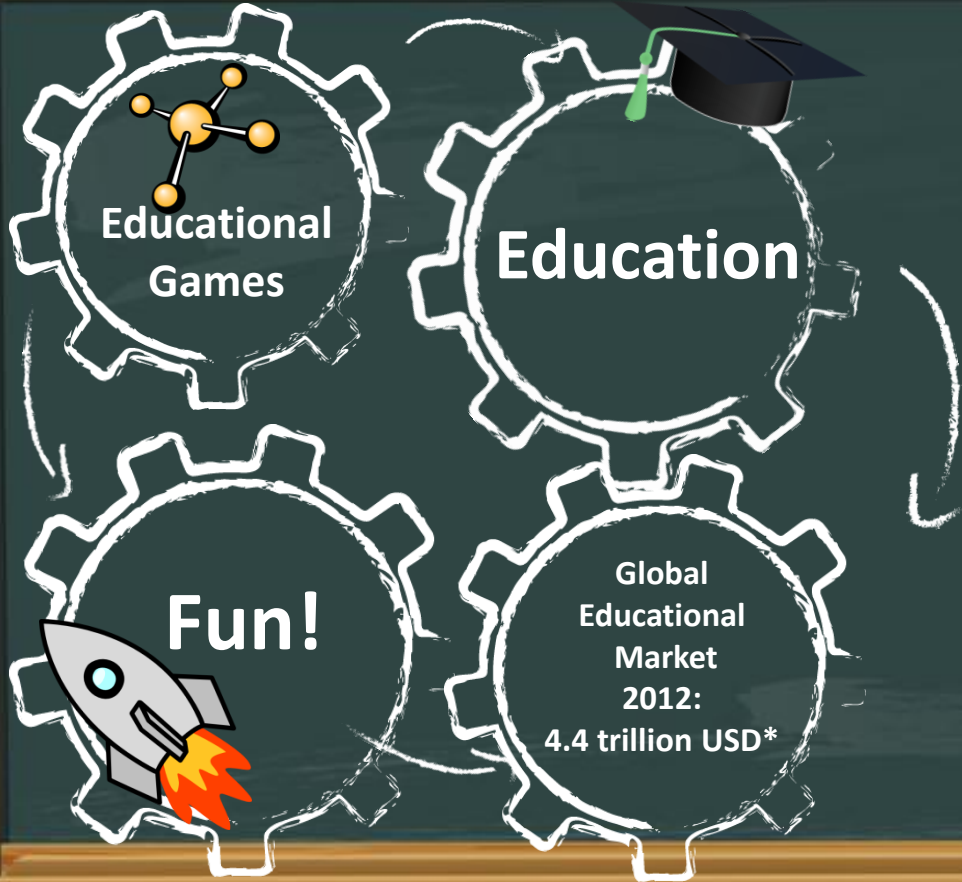
Entrepreneurship



SCIENCE4YOU



Who We Are



Mission

To be the world number 1 company in development, production and commercialization of educational games and toys.

Vision

To develop, produce and provide to children and parents', innovative educational games of high-quality, perceived as good value for education in a fun, enthusiastic, hands-on, and interactive way.

European Union Toy Market:

- €14.5 Billion in retail sales*
- €1.8 Billion for Educational Toys (12.7% share)**

* Apollo Global Estimate (2013)

** EU Commission (2010)

2.



About Our Business

S4Y's Target Market



- Educated and IT-literate **parents**
- Highly committed **to their children's development and education**
- **Concerned with** linking play time with school time
- **Looking for the right balance between** online and offline activities



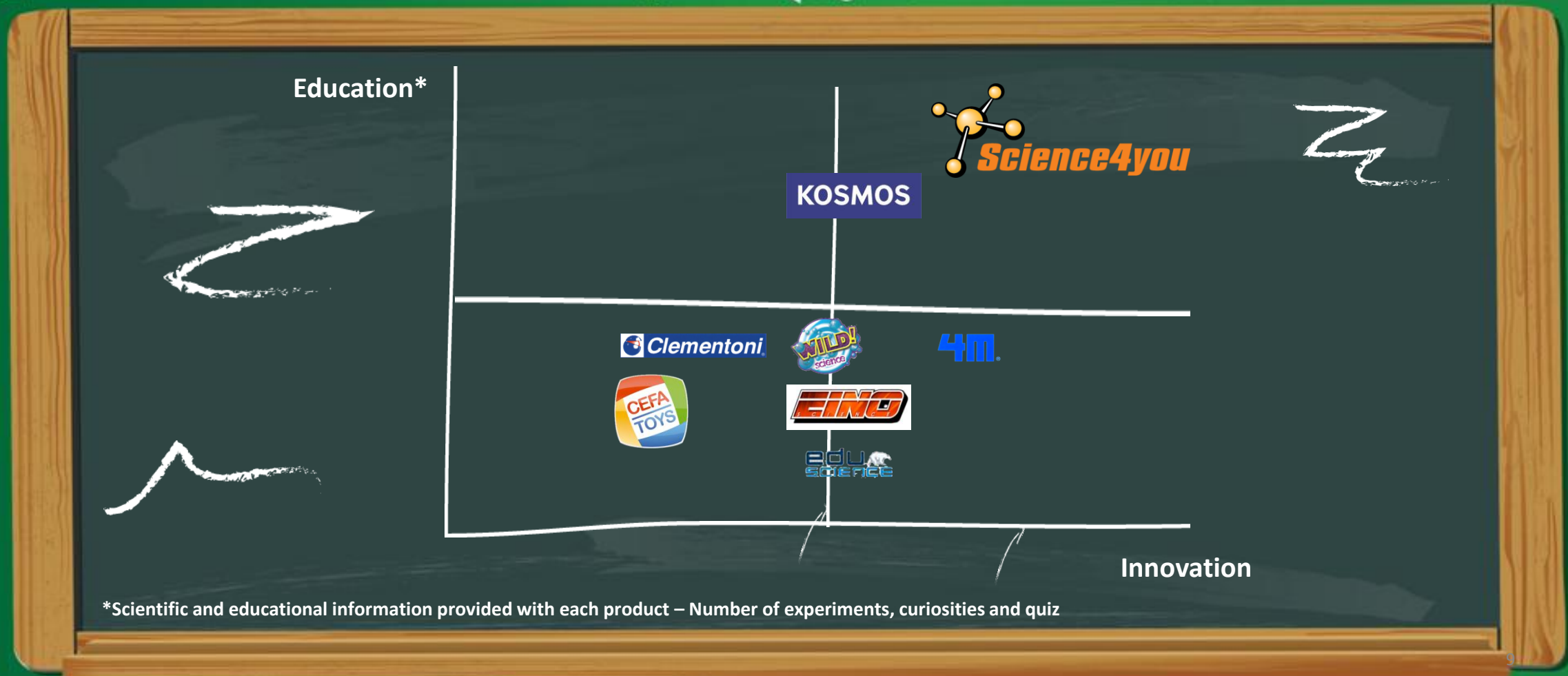
S4Y's offer comprises several **age groups** (3-16) and **price points** (€5-100)



Key Differentiators

- **In line with education curricula:** promotes curiosity and complements educational content
- **Stamps of approval** issued from relevant education institutes (e.g. Oxford University and Faculty of Science of Lisbon University)
- **On/offline variations/extensions:** toys linked to tablet/web-based online content, which “expands” the product and promotes cross-selling
- Not for standalone use: designed to **promote parent/tutor interaction**

Perceptual Map (Market of Science Toys)



*Scientific and educational information provided with each product – Number of experiments, curiosities and quiz

Product Range





Chemistry

Toy Examples:

BASIC

Target Ages:
3 - 16

Price Points:
5 - 20

PREMIUM

Target Ages:
3 - 16

Price Points:
20 - 100

Oxford Certification
Toys with NFC



Web Content



Chemistry
2000 - To be
launched




Biology

BASIC

Target Ages:
3 - 16

Price Points:
5 - 20

Oxford Certification
Toys with NFC



Web Content



Toy Examples:

PREMIUM

Target Ages:
3 - 16

Price Points:
20 - 100



Range by Topic



Toy Examples:

**BASIC
SMALL SIZE**
Target Ages:
3 - 16
Price Points:
5 - 20

**PREMIUM
LARGE SIZE**
Target Ages:
3 - 16
Price Points:
20 - 100

Animal Planet with
NFC




Web Content




Competitive Advantages




Educational Product -
Online Content




Collectable - Sales all
year



Interaction between
toys via NFC



Toys with books in
accordance with
Educational curricula.



Mobile Sales - Link to
Tablet and Smartphone -
Science4you APP



Oxford University
Certification

Expansion Strategy



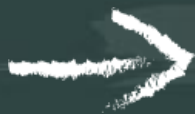
Oxford
Certification



Higher Quality
Products



NFC



Web & Mobile
Content





Sales Online and Online Sales



X –Selling Offline
to Online

Quiz Online

S4Y Club

Education Community
and Online platform
promoting user
innovation



Development Challenges



Educational Contents

To develop educational contents, to be made available both online and offline, “expanding” the toys lifespan and educational value, while simultaneously **promoting cross-selling opportunities**



Build Int. Brand

To build a worldwide reputable brand, allowing **international expansion and sales growth**



Collectable

To develop online content , allowing customers to “expand” playtime experience, while creating additional sources of revenue (e.g. through **app add-ons, additional content, game extras**, etc.)



Revenues Online & Offline

To develop series of collectable products, so as to **maximize sale repetition and reduce business seasonality, promoting sales all year.**

Current Operation



5.



Team and Contacts



**Miguel Pina
Martins – CEO**

- Degree in Finance - ISCTE-IUL
- Master in Management - ISCTE-IUL



**Tiago Alves –
Vice-President**

- Degree in Management – UNL



**João Simões –
Vice-President**

- Degree Management UNL
- Master in Int. Business – Maastricht University



**Nuno Gato –
Vice-President**

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