About Science4You
How We Were Born

Science Faculty of Universidade de Lisboa

ISCTE – IUL Business School

Work

Persistence

Venture Capital

Luck

Passion

Entrepreneurship
European Union Toy Market:

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

**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.

**Global Educational Market 2012:**

- 4.4 trillion USD*

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* Apollo Global Estimate (2013)
** EU Commission (2010)
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*
Range by Topic

**Chemistry**

**Oxford Certification Toys with NFC**
- Target Ages: 3 - 16
- Price Points: 5 - 20

**Web Content**
- Chemistry 2000 - To be launched

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

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

Toy Examples:
**Range by Topic**

**Biology**

**Oxford Certification**

**Toys with NFC**

- **Target Ages:** 3 - 16
- **Price Points:** 5 - 20

- **Target Ages:** 3 - 16
- **Price Points:** 20 - 100

**Web Content**

- **Toy Examples:**
  - **BASIC**
  - **PREMIUM**
Range by Topic

Animal Planet with NFC

Toy Examples:

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

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

Web Content

- E-book
- E-book & online game
Competitive Advantages

- Educational Product - Online Content
- Mobile Sales - Link to Tablet and Smartphone - Science4you APP
- Interaction between toys via NFC
- Collectable - Sales all year
- Toys with books in accordance with Educational curricula.
- Oxford University Certification

- Link to Science4you APP
Expansion Strategy

How?

Higher Quality Products → Oxford Certification

NFC → Web & Mobile Content
Expansion Strategy

How?

Sales Online and Online Sales

X-Selling Offline to Online

Quiz Online

S4Y Club

Education Community and Online platform promoting user innovation
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.

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

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

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.)
Team and Contacts
Contacts

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