



TOYS & GAMES

#500Montevideo

THE PROBLEM



3 KIDS
+ 1 TABLET

CONFLICT



3 KIDS
+ 3 TABLETS

**NO DIALOGUE
NO GAME**

TROUBLE
WHEN SHARING

ALIENATION

LITTLE INTERACTION
WITH THEIR PEERS



THE SOLUTION

A group dimension gameplay
that unites the physical world
and the applications



CROSS-GENERATIONAL



CLASSIC GAMES

ORDER

TURNS

COMMITMENT



TECHNOLOGY

DYNAMISM

FUN

DIGITAL



GAME

CURRENTLY FOR SALE





TRACTION



22.800

GAMES SOLD



75%

PLAYS PER WEEK

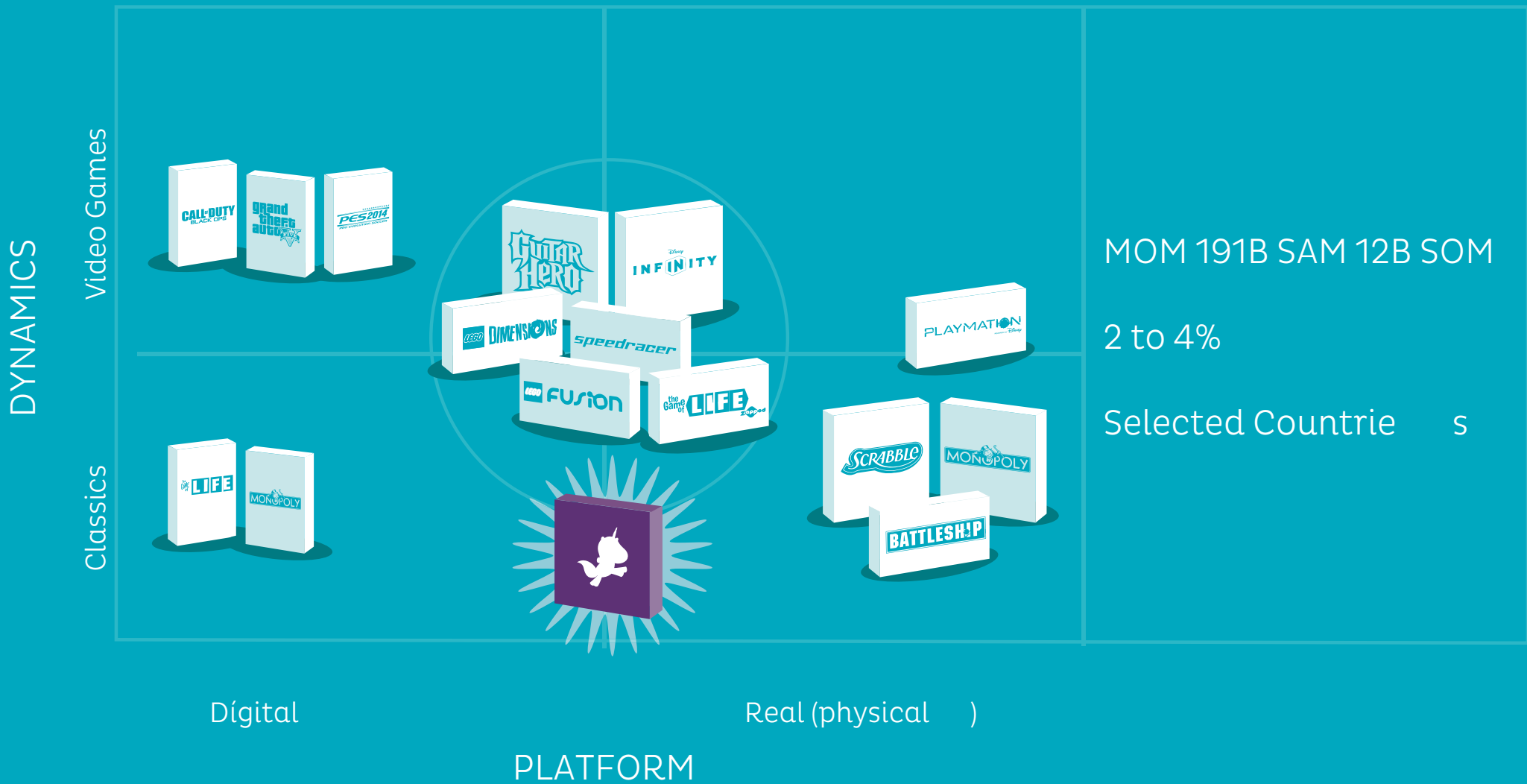


31'

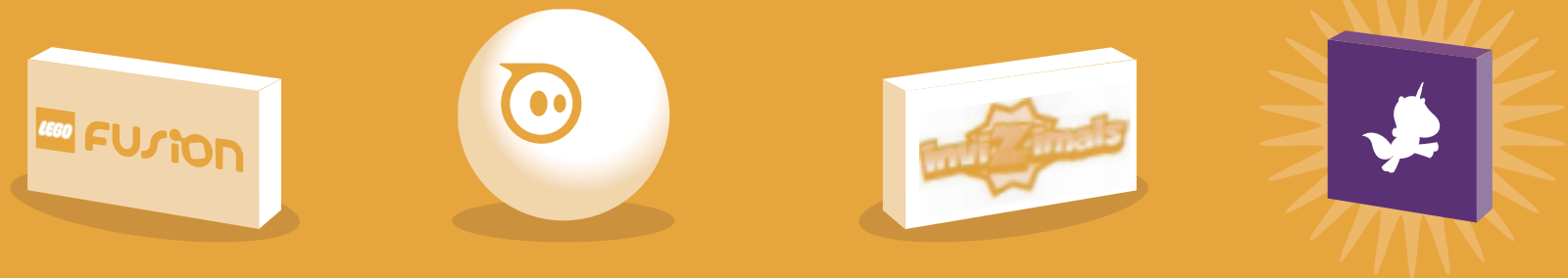
AVERAGE GAMEPLAY
TIME PER PLAYER

x2 MoM

MARKET CONTEXT



COMPETITIVE EDGE



LEGO FUSIONS

PHEROI

NVIZIVIMALSU

NICORN

APPLICATIONS	✓	✓	✓	✓
GROUP GAME	✗	✗	✓	✓
LICENSABLE	✓	✓	✗	✓

BUSINESS MODEL



GAME UNIT

PHYSICAL GAME + AP P



PATENTS & IP

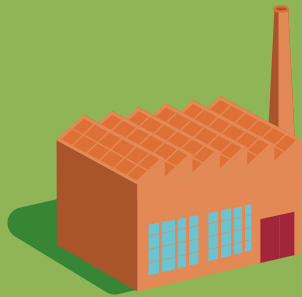
22 IP Records + 1
Patent Pending

UNICORN WORKS AS A LAB,
MAKING GAMES READY FOR THE MARKET

ADQUISITION STRATEGY



CREATION



MANUFACTURING



DISTRIBUTION
by the traditional
toys channels



STORE



COMMUNICATION
Content
Marketing
Apps
PR

ROADMAP

GOALS ACHIEVED OVER 10 MONTHS



IDEA



**VALIDATION OF
PRODUCTS AND INTERFACES**

through group
interviews and assisted gameplay



BID



ANII



SUPPORTED BY BID and ANII

**MANUFACTURING AND SALE
IN URUGUAY**

USER INCORPORATION
to the development process

Sales in Argentina
Partnership with ToysMakers



VALIDATION OF BUSINESS MODEL
in Uruguay and Argentina

PRODUCT MARKET FIT

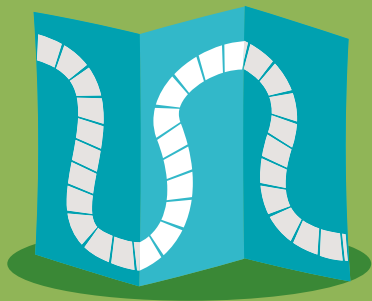
**UNICORN
IS HERE**

INTERNATIONALITATION



**GAME DEVELOPMENT
LINE FOR
COMERZIALIZATION**

NEXT STEPS



TRADITIONALS

BOARD GAMES
6 NEW GAMES

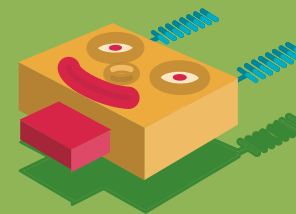
LAUNCHING 2015



EDUCATIONALS

2 NEW GAMES

LAUNCHING 2016



TECHTOYS + HARDWARE

1 NEW GAME

LAUNCHING 2016/2017

TEAM

Montevideo URUGUAY

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FOUNDER
CEO

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UX

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ARTE



Constanza Wulff
CO-FOUNDER
B2B



Tom Cimadoro
VIDEOGAME
DEVELOPER



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OUTLOOK



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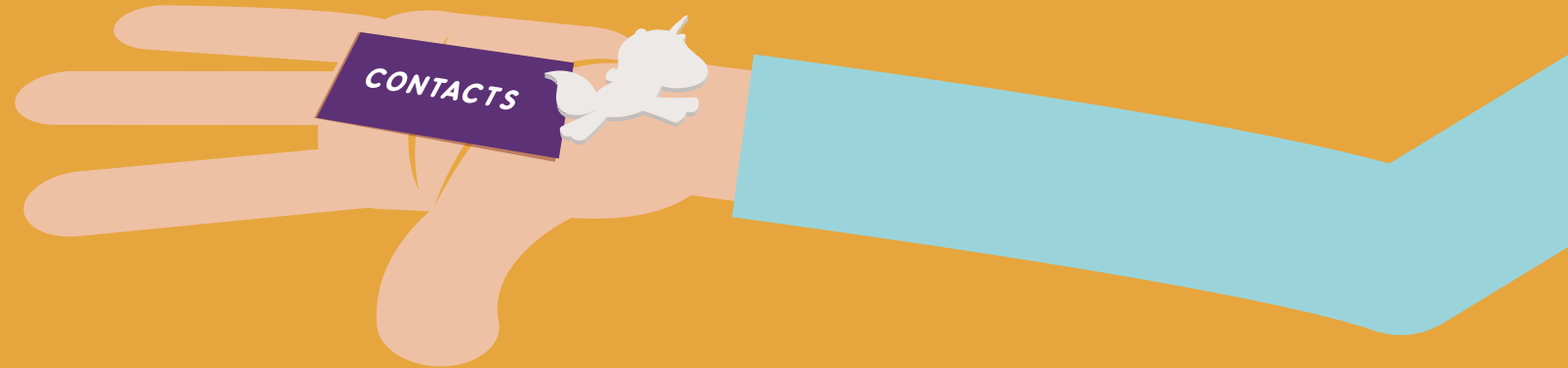


Validated model
in Uruguay



Supportd by

WHAT ARE WE LOOKING FOR?



CONTACTS
GLOBAL
MANUFACTURERS

Hack our
methodology

Advise on
US landing

TOYS meets **DIGITAL ERA**

Want to know some more ?
CONTACT US

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ANY QUESTIONS?