Maths as an eSport

Motivating kids to practise maths and accelerate progress via a social gaming platform
Problem
Maths is the most hated school subject
But the most needed for work and for life

- Maths is hard for kids because development takes practice.
- Practice is boring, repetitive, and unrewarding.
- How can we motivate kids to practise maths?

Maths is a prerequisite for college entry and to secure a good job in technology, business, engineering, and science

Kids prefer to:
- Play: video games (2h/day)
- Talk with friends: in person, chats, social media

Studies show peer influence for kids substantially exceeds parent influence.
Solution
99math works for students

Maths as an eSport: a social gaming platform

Emotional motivation
Friends, teams, community
Feel of play, competition, immediate reward

Gives kids
Focused practice
To train specific skills
Like a video game

Motivation
To repeat and practise
Compare results, improve
Solution

99math works for teachers

For teachers it provides

- 1-min setup
- Automatic task creation
- Focused training
- Motivators to practise
- Progress reports

Works both in the classroom and in remote learning

Teachers love it!
Global maths eSports league

- Maths as **team sport**
- **Real-time** games
- **Live** online viewers
- **30K students** from over 20 countries have participated at the events

**eSports is rapidly growing**

Kids are into games and watching others play. eSports market is growing 18% YoY.
Team of 7 - pros in games, math, and education

Tõnis Kusmin  
CEO  
Founded 3 ed-tech startups, including Tebo, that signed up 50% of Estonian teachers.

Timo Timmi  
CMO  
Transferwise 20 under 20 entrepreneur in Europe, ex-CEO of a student company Cofélius.

Ain Arend  
CTO  
Experienced developer, made his first CMS while in high school, tech team lead in ADM, degree in CS.
Traction

46 million maths tasks solved
+20 countries

100,000+ MAU students
5,000+ MAU teachers
350,000+ plays/mo

12 months average
25% growth MoM

Last 6 months average
43% growth MoM

No. of games played by new teachers in first two weeks

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Active teachers WoW May-Sep
Active students WoW since May-Sep
Plays WoW since May-Sep
Quiz games

Kahoot!
Quizlet
Quizizz

Competition

Manual creation
Continuous practice

Automatic creation
Saves time for teachers

Quiz games

Math games

Teachers, parents appreciate this

Focus on math tasks
Play alone

Focus on game world
Play with friends, peers

Students’ main motivator

Drives results

One-off assessment

99 MATH

99 MATH
Market size

Online learning market to reach $350 billion by 2025

Worldwide market 1 billion students (K-8)
Target market United States 40 million students (K-8)

Parents in the US
- spend $433 per year average on kids’ gaming content (gaming is a $153 billion market)
- spend $1000-9000 per year on tutoring, depending on their wallet
- 82% are ready to make personal sacrifices for their child to succeed in education
4 growth loops
Teacher to teacher, student to student
Teacher to student, student to teacher

Market entry
We target teachers via social media, influencers, emails, online math competitions, SEO.
Keys:
- Easy adoption (self-learn 10 minutes)
- Instant emotional experience: magic moment where teachers share this with colleagues

Viral growth
- Teachers share via WOM and on social media referring new teachers
- Teacher onboards 20-100 students
- Students play with friends and recruit new players
- From students it spreads to more teachers
**Roadmap**

- **Beta for schools**: Oct 2019
- **Home game beta**: March 2019
- **USA launch**: Aug 2020
- **24 math topics**: Dec 2020
- **Home game launch**: April 2021
- **Monetize parents**: Mar-Oct 2021
- **Raise A-round**: 
- **Scale math**: 
- **Add STEM subjects**: 

**Monetization**

- We skip selling to schools and teachers, expensive and hard to scale.
- Free use for teachers accelerates market uptake.

**Monetization target: parents**

- **Hypotheses to be tested**:
  - Premium subscription
  - In-app purchases
  - Progress data
  - Development acceleration
  - Tutoring/help with blockages
Use of proceeds

Raising €1.4M

Runway for 16 months

- Build the home game
- Monetization trials with parents
- Grow user base

Previously raised 500K
from Change Ventures, angels Martin Villig (founder of unicorn Bolt), and Mart Aro (an education entrepreneur, founder of DreamApply)
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