

Bizplay

What we do

Bizplay teaches students about entrepreneurship, the economy and finance and develops early entrepreneurial mindsets, creativity and teamwork skills.

We offer a combination of physical games and online tools to help schools blend the best of online- and classical education methodologies.

Why we do it

Estonian students were ranked in first place in the OECD PISA financial literacy 2018 ranking. Impressive of course, but conversely similar studies, show that even if financial knowledge is good, lack of practical use in daily life means that knowledge isn't translated into application. And, doubtless this problem doesn't just apply to Estonia.

We see that skills such as money management, financial planning or small business entrepreneurship are either not taught in schools, or are delivered in ways that don't support creativity, the nurturing of social skills, cooperation and the development of an entrepreneurial mindset. Students are frequently left bored and disinterested, which makes for poor learning experiences.

Added to this, teachers may not have the right tools and resources to enthuse students. They may also lack the practical experience and insight of running a business. And, classical lecturing with textbooks and workbooks just doesn't appeal to a generation that has become accustomed to the virtual and digital.

This is why we created Bizplay.

Market

Entrepreneurship does not align easily with a single academic subject. It is a much wider discipline, encompassing multiple elements of different subjects. It is increasingly being integrated into the teaching of educational institutions as one of the main pillars of the curriculum at all levels. Europe is leading this trend, other regions are close behind.

There are ~70m students in our target age group in the EU alone. In Estonia paper workbooks per student cost 30-50€/year, covering different subjects, but not including additional workbooks, teacher books, teaching aid kits, software subscriptions etc.

Our calculations tell us that a realistic share of these costs for entrepreneurship education would be 10€/year (Potential market EU: 700 million)

Why now?

The Covid-19 crisis in 2020 accelerated the online education trend. It also revealed the need for social interaction and face to face experience in education, especially for children whose self-learning skills are not fully developed.

We believe that a blended learning experience where online and social learning is combined into a personalized curriculum is the future of education.

How we do it?

The cornerstone of our methodology is a real-world guided roleplay game. It's similar to the age-old game of "kids playing shop" except it's supported and guided by a facilitator and the game situations are designed in such a way that skills are developed and knowledge is learned, used and retained.

The game app contains different games that teachers can use with their classes according to age and the skills they want to develop. Games come with teacher support materials.. For teachers who want to get even more value from Bizplay, we have courses with online teaching materials and tests for individual student work combined with different group lesson activities and games. These can be used to cover larger chunks of the curriculum.

Business wise we offer yearly subscriptions for teachers to access academy materials, support and the community so they can become expert facilitators. We also charge for each game and class session separately.

For institutions responsible and/or interested in supporting entrepreneurship education regionally, we have a licensed product "Bizplay Village" which can act as the local hub. It contains a specially designed and equipped room for entrepreneurial roleplay games. For a minimum 3 year contract, Bizplay helps to set up the facility, onboard facilitators and set up and adapt the processes and the business model of the local organization.

Traction and price

Teacher subscription - 15€/month

Single game event ~50€/pc (1-2€/participant)

Single group course - 125-250€/pc (5-10€/participant)

Bizplay Village license - 1 000€/month

~30 schools and ~30 kindergartens in Estonia signed up

1 licensed Bizplay Village signed up

2019 revenue was 9 000 €

2020 revenue 20 000 € (+ 20 000 € in closing)

Why us?

We are highly experienced in the design and development of entrepreneurship games and programs. Since 2016 some 15 000 students and 2000 teachers have participated in our programs.



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