



executive summary

Loquiz EDU is a toolset for educators that combines knowledge with real-life action. It is “Out-Of-Classroom-Tech” that enables teachers to take the classroom outdoors and help children to take a more activity-based approach to learning.

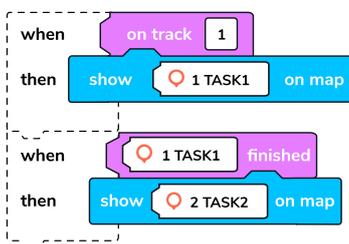
The problem

Lack of moderate everyday activity is one of the biggest challenges we all face today. WHO recommends 60 minutes of moderate-intensity physical activity per day for children and adolescents. This level is barely achieved in early years and further decreases each year.

Teachers often lack the tools and resources that support merging classroom learning with physical activity and integrating both with children’s after-school life.

The solution

Loquiz enables teachers to add activity to every class, transforming the school day for every child.



Loquiz can be used to transform classroom learning, homework, playtime and free time with a play-and-learn format that teachers can set up in advance, via an interactive interface,

to create and share educational adventures.

“During COVID we used Loquiz to create quizzes based around pupils’ homes so players could enjoy supported and collaborative educational activity”

Siivi, Biology teacher, Estonia

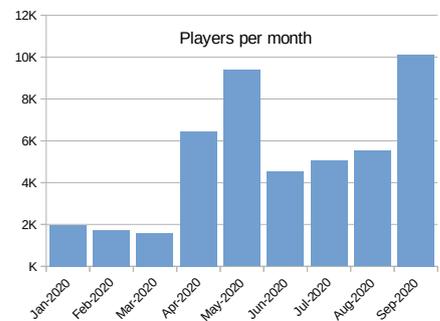
Why now?

When schools closed during the pandemic, there were huge challenges in delivering lessons, but we missed the biggest challenge of all – pupils activity levels dropped dramatically, even beyond the level for a normal school day, and ongoing restrictions are still impacting children’s ability to stay active.

Connected smartphones are becoming the norm for pupils at all educational levels – let’s now use them to increase activity!

Traction

In a controlled test in Estonia we had excellent feedback and recommendations from teachers. Children loved the combination of activity and learning and teachers enjoyed using the platform for many different lessons.



“I occasionally gave my pupils a choice - do you want to have a test as usual in class on paper, or exactly the same test outdoors with Loquiz. They choose Loquiz every time”

Primary school teacher from Narva

We plan to enter select markets offering the service to a limited group of opinion leaders and influencers, building recommendations and brand recognition. We will build a Loquiz community so that content, games and collective wisdom is shared.

Market potential

Our market is primary and secondary school level, with pupils roughly from 7 to 15 years of age (depending on country). In the EU there are roughly 60 M pupils and 5M teachers. Loquiz is ready to be deployed in virtually every country. Limiting factors are the support and application translation but we plan to cover both using local partners.

Revenue

Loquiz offers basic functionality to teachers free of charge. This results in rapid adoption rates and strong recommendation.

We plan to charge schools for a common development room (grouping teachers from a school), extra functionality and advanced statistics. Additional revenue sources (parents etc.) will be tested during 2021.



Investment

We are looking to finance a rapid adoption amongst teachers and to ensure that we have up to a 2 year runway to test income scenarios from schools. An investment of 500 000 EUR will have a burn rate of 25 000 EUR per month. We plan to generate around 100 000 EUR during 2021 within the Education sector and a growth rate of at least 100% in the coming years. Funds raised will go mainly towards support and customer acquisition with minor amounts to development.

Competition

There are no close alternatives available right now. However **Kahoot** provides in-class quizzes; **Goosechase** offers simple photohunts; **Actionbound** enables geocaching.

Out of those only Kahoot, which is free to use, has a strong user base globally and is actively used worldwide.

Team

Eric Hints -CEO, 20 years experience in game design and activity planning

Hedi Krönström – Customer Growth Manager

Gutnar Leede – Tech Lead for the Loquiz Platform