



General information:

Founded: 29.03.2017

Website: www.futuclass.com
www.futulabs.com

Main contact: Kristen Tamm

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Funding:

Minimal capital from shareholders so far. No outstanding debt, no venture capital.

Seeking for: investment to develop educational VR content, **mentors** to help take VR educational sandbox global

Revenue forecast:

2018: 200 000€ (80% arcade business and 20% content development).
20% profit margin. Arcade and dev studio went apart.

2019: 20 000€ - VR development

2020: 100 000€ - Futuclass revenue

Team:

Kristen Tamm - Business and marketing
(www.linkedin.com/in/kristentamm)

Karl Lomp - VR developer, technical expert

Jens-Stefan Mikson - VR developer (Unity)
(<https://www.linkedin.com/in/jensstefan/>)

Madis Vasser - VR developer (Unreal Engine), game design, user interface expert
<https://www.linkedin.com/in/madivasser>

Current status:

We have developed numerous VR games/simulations for both private companies and public institutions (Estonian fire department, University of Tartu). This specific educational sandbox is in early

development stage. Teachers and professionals in the field (chemists, physicists, mathematicians) are very interested to integrate such educational VR app to classes and training.

Roadmap and key milestones:

- Prototype with one experiment - February 2019
- Prototype with 3 experiments - July 2019
- Release candidate of MBP - October 2019
- Testing on users + refinements - 2 months
- Minimum buyable product with 10 experiments - December 2019
- 2020 feedback and refinements for EDU edition build
- 2021 launch with Futuclass EDU (100 experiments, learning analytics, back end user management etc).

Elevator pitch:

FutuClass brings awesome science experiences to classrooms. Learning in virtual reality is safe, cheap and saves time for teachers. Putting students into the world where they are fully immersed helps to bring the understanding of the subject to the next level. It's okay to fail, it's okay to set virtual lab into fire. That's the process of learning. Futulabs team has years of experience developing VR content and operating two VR arcades. The product is set to launch December 2019.

Game concept: (NB! - 3 examples are attached)

Game genre - Educational VR sandbox. FutuClass aims to solve the problem of incorporating VR into education. It is well known that VR can bring understanding to the next level. FutuClass targets VR arcades and schools and offers an interdisciplinary approach to some of the basic topics that are universal across countries, mainly natural sciences and math. Player must do different practical tasks in the virtual environment to get through the experience and learn about natural sciences.. There are different correct solutions and solving one problem leads you to another and finally to the completion of the lesson. It is possible to track and assess the process automatically within (and by) the app.

- Simple one-button control scheme, no lengthy tutorials
- Interdisciplinary approach to subjects, no silo tower approach
- Hands-on VR, not spectator mode gaze-only

Business/revenue/distribution model:

- Pay per minute (VR arcades)
- Monthly subscription (schools)
- One-time fee (home users)

Main partners: VR arcades, different distribution channels (Steam,

Springboard etc), educational institutions

4. 2 years of experience offering VR as entertainment to children. We know what gets them excited and immersed in VR. We have written several Educational lesson concepts where fun and learning are combined.

Market:

2018-> 2020 growth 59% in edu VR market. To reach 1700 millions in 2021. Main target market is USA. USA because there are by far most schools interested and well funded to look into VR educational content.

Launch through platforms and marketing through educational institutions. If possible then publicity through successful accelerator experiences.

140 000 K-12 schools in US only. 1.3 billion K-12 children in the world. ~4000 VR arcades around the world. A lot of parents.

In addition to our core team we have gathered a team of innovator natural science teachers who make our Content team. Together we are able to come up with new lessons for FutuClass VR sandbox game and bring new content to our game once it is released.

Competition, Competitive advantage:

Labster - <https://www.labster.com/vr/>

ClassVR - <http://www.classvr.com/>

Number hunt VR -
(<https://www.youtube.com/watch?v=yzTZ1bQDz0I>)

10k - <http://10k.systems/>

The Big Table -
<https://www.youtube.com/watch?v=ef0LvRYeTf0>

Nanome - <https://nanome.ai/>

Make VR - <http://www.viveformakers.com/>

3D Organon - <https://www.3dorganon.com/>

Competitive advantages

1. Experience in the field as arcade owners for 2 years and we what the UI must be for arcades and schools to use an educational app
2. As to our knowledge there is no game where different natural science tasks are combined in one practical VR lesson
3. Network of interested teachers to get quick feedback from real school class experience by bringing them to our arcades and test the product