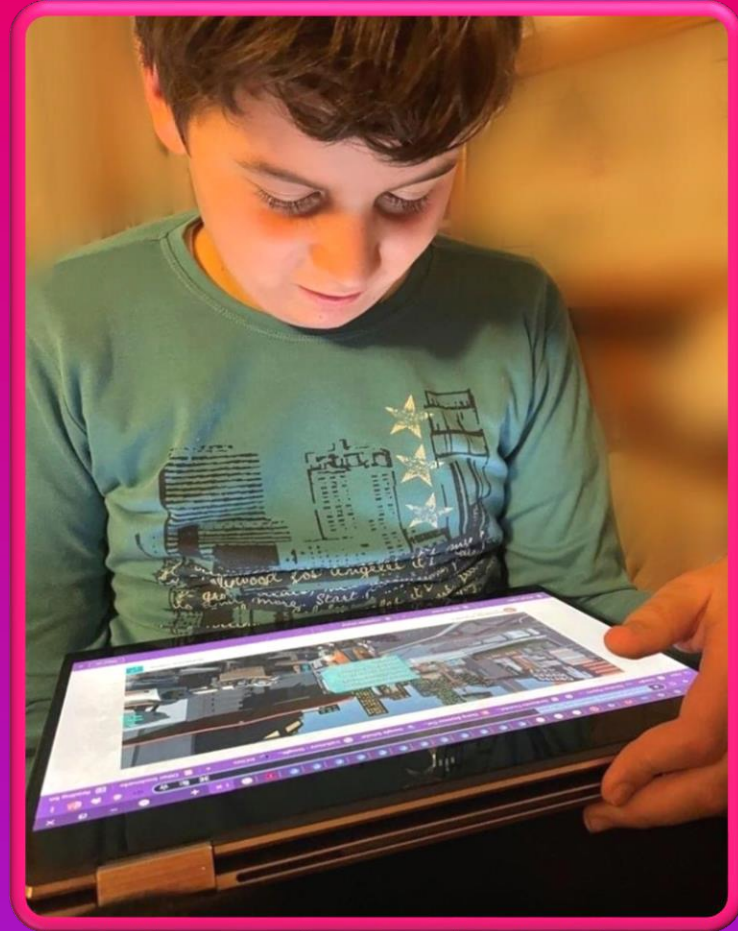




# Develop -Players

Potential knows no limits

---





## A Social Challenge



The 15% of students presents a **Specific Learning Disorder**



Many students are still **undiagnosed** and this causes important **problems in adolescents**



**Poor collaboration** between Family, School and Specialists

# Existing Solutions



Focused only on the disorder and **not on the person potentials**



**All Treatments equal for all students** with very low engagement



Very expensive and **only for a few**





Form “Dead Poets Society”, 1989

---

## Vision

**We dream of a world  
where everyone can be  
top of the class**

A close-up photograph of a person's hands holding a black video game controller. The controller is the central focus, with the person's fingers resting on the buttons and joysticks. The background is a blurred screen displaying a game scene with green and blue tones. The overall lighting is soft, highlighting the texture of the controller and the skin of the hands.

# Develop-Players

It's not a **simple**  
**videgame...**

---

... it's a **web based platform including different applied games**



**CLINICALLY  
TESTED**  
by  
scientific  
studies



**PERSONALIZED**  
by  
Machine Learning



**ENGAGING**  
by  
gamification

# STEP 1

## PROFILING GAME



Fast screening in **20 minutes**



**Multiple cognitive functions** evaluated



**Validated** by standard clinical trials



Proffilo – Game for screening and profiling

## STEP 2

### APPLIED GAMES FOR COGNITIVE TRAINING



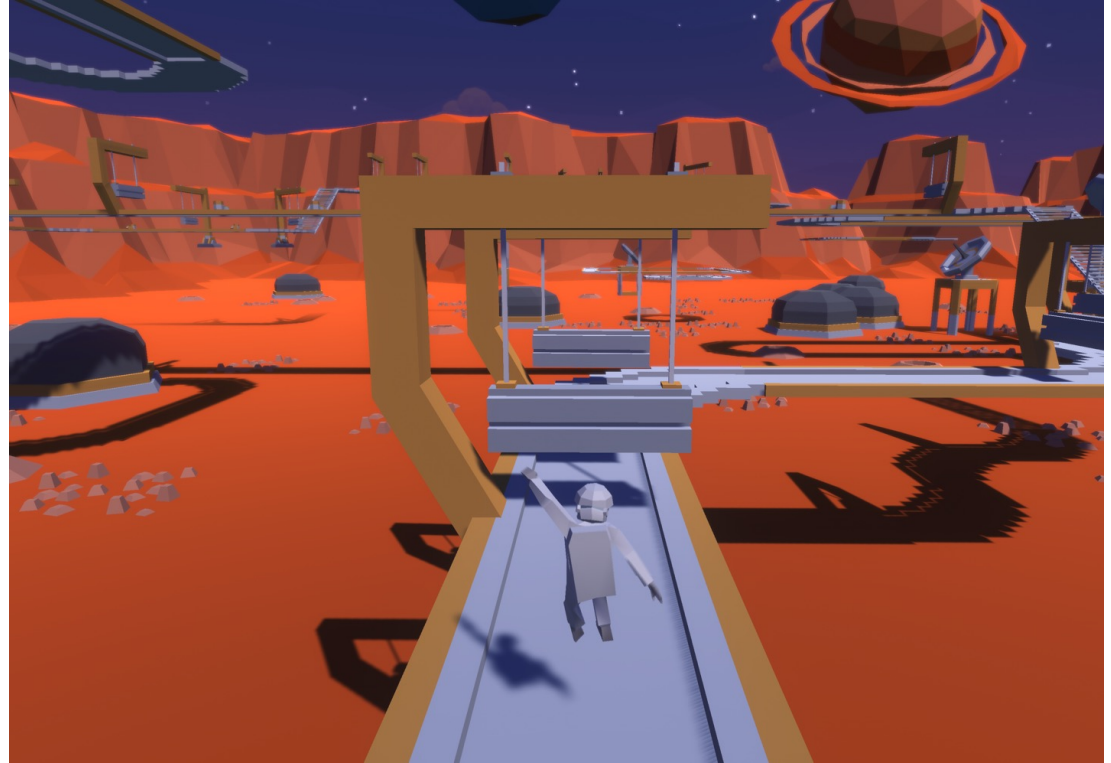
**Specific for different** cognitive functions: executive functions, language, memory, problem solving, visual perception



Play **in autonomy** by **Machine learning based** controlling system



**Two months of effective** adaptive **training**



**Eye Riders – Game for training executive functions**



# BUSINESS MODEL



**From 2022**

B2B - School



**From 2023**

B2B - Specialist



**From 2024**

B2C - Family

# BUSINESS MODEL B2B

## For Primary and Secondary Schools

**SaaS licencing**

+

Training for teachers

€ 900  
per year

**Starter**

€1,500  
per year

**Pro**

€2.500  
per year

**Plus**

# BUSINESS MODEL B2B

## For Psychologists and Speech Therapists

### SaaS licencing



Starter



Pro

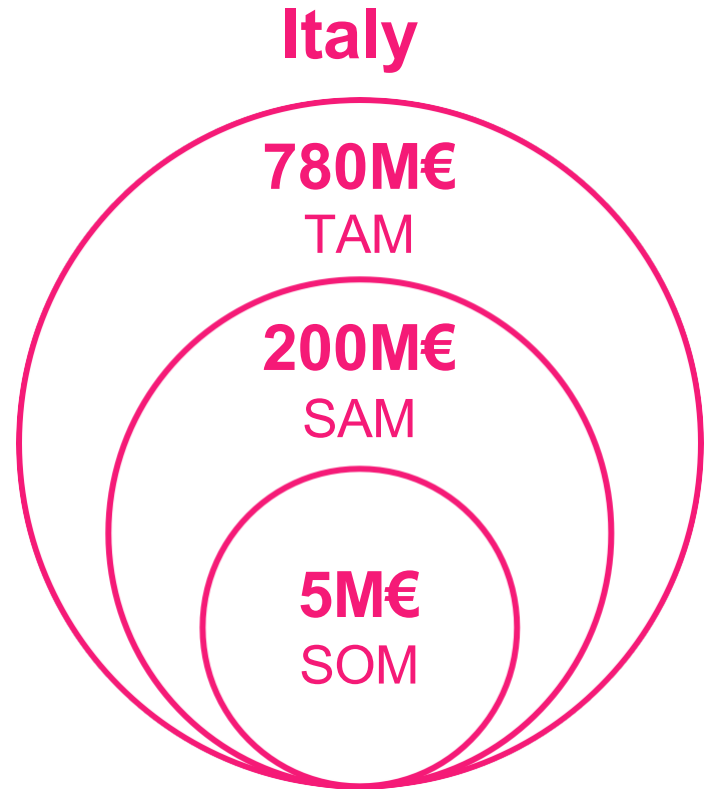


Plus

# Market

- “ **Game-based learning market**  
CAGR 21.9% 29.7B (2026)
- “ **2B€** from Italian Government  
**Pnrr Futura fundings**

Ref: Miur, 2022; Istat, 2022; Fortune Business Insight, 2021; Pnrr Futura 2022



# Competitors

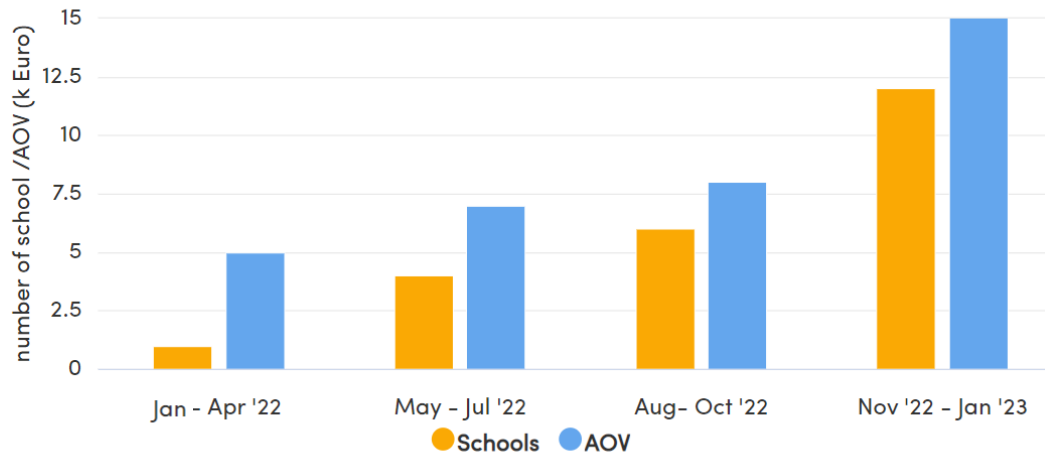
GAMING BASED



AUTOMATIZED  
PERSONALIZATION

# Traction

Growth of the School sector  
from January '22 to January '23



**AOV**  
**€1100**

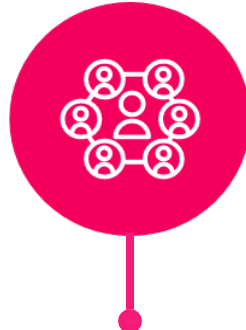
**+ 41%**  
**Sept '22 -**  
**Jan '23**

# Social Impact



## COGNITIVE TRAINING

**+5000 students participated  
in the screening sessions  
+100thousands hours spent  
in playing games**



## TRAINING NETWORK REGENERATION

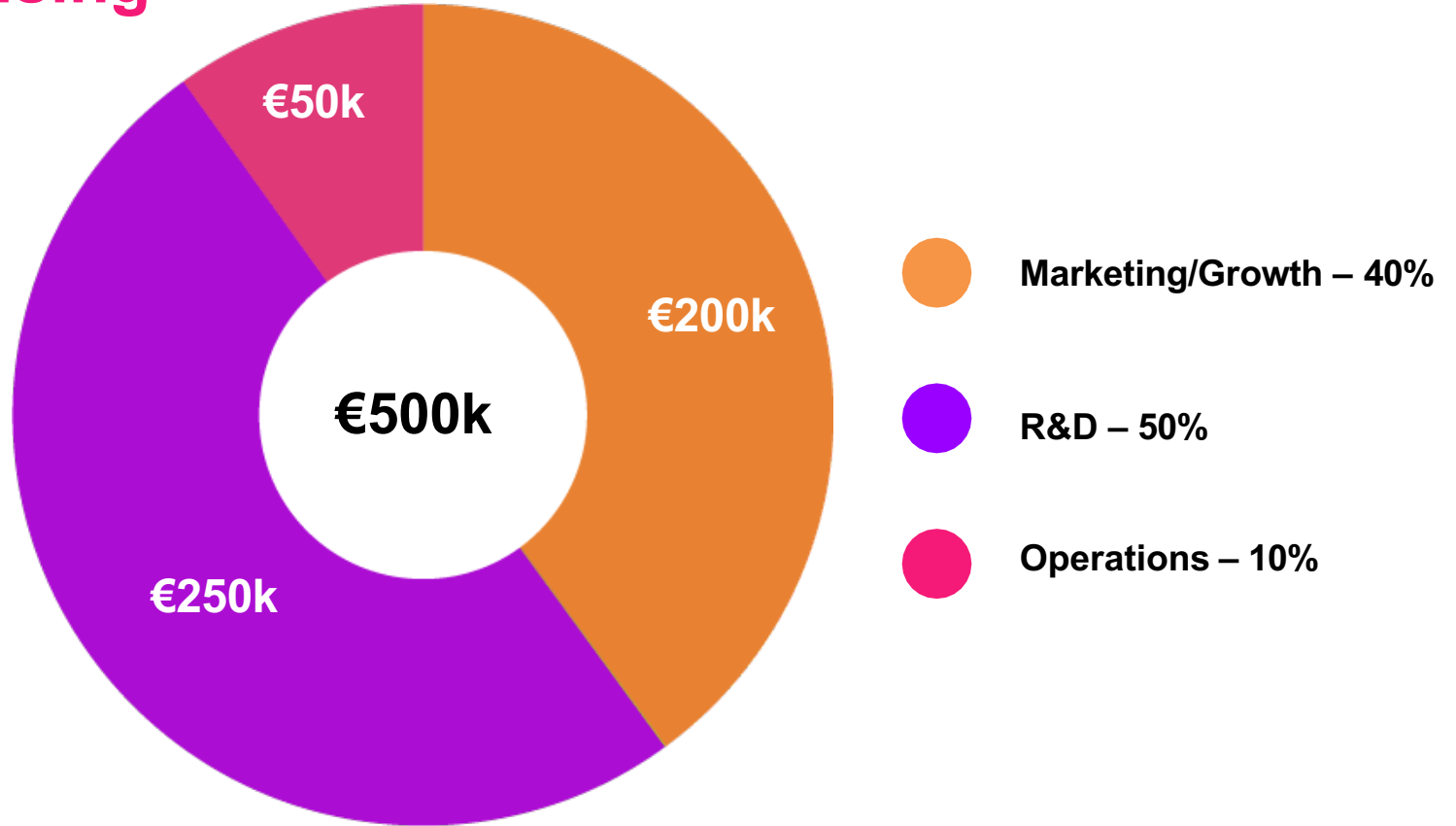
**+70 Schools  
+700 teachers  
+1000 hours training**



## SOCIAL INCLUSION

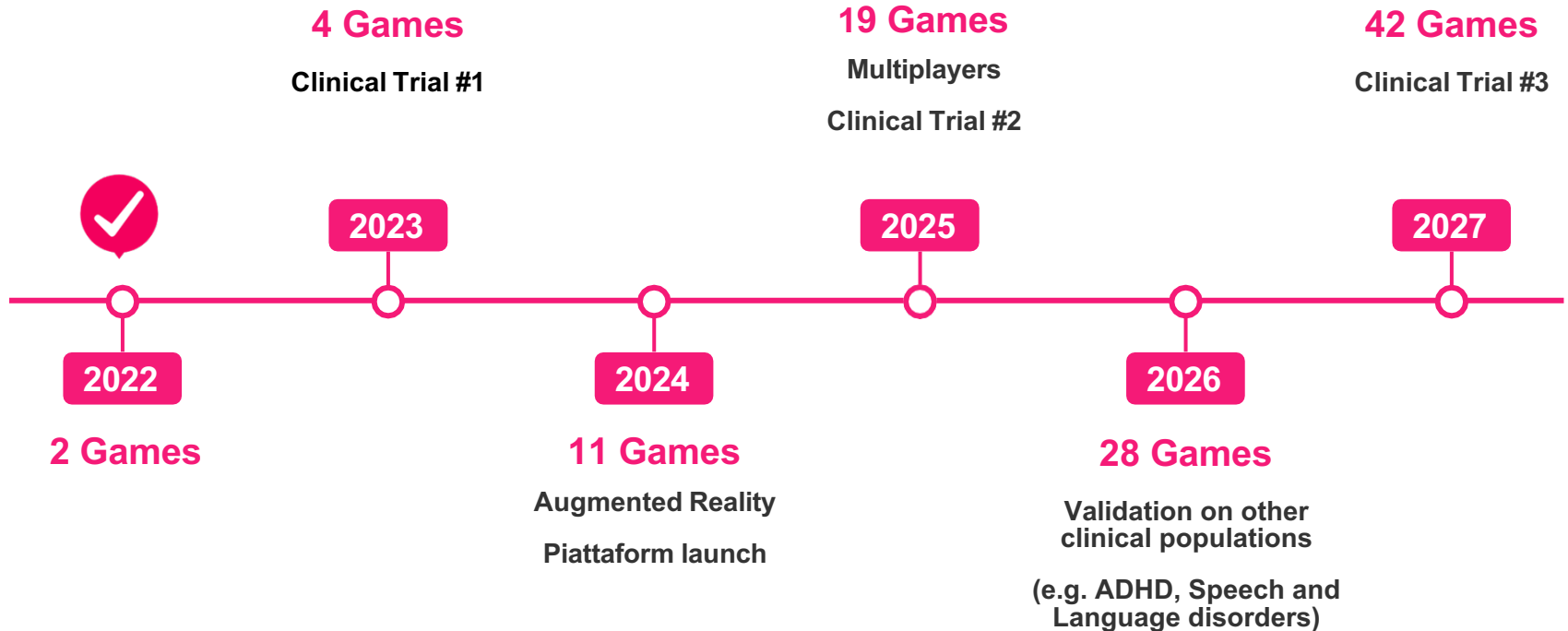
**+5% students  
recognized and reported  
to specialists to start the  
diagnostic protocol**

# Fundraising



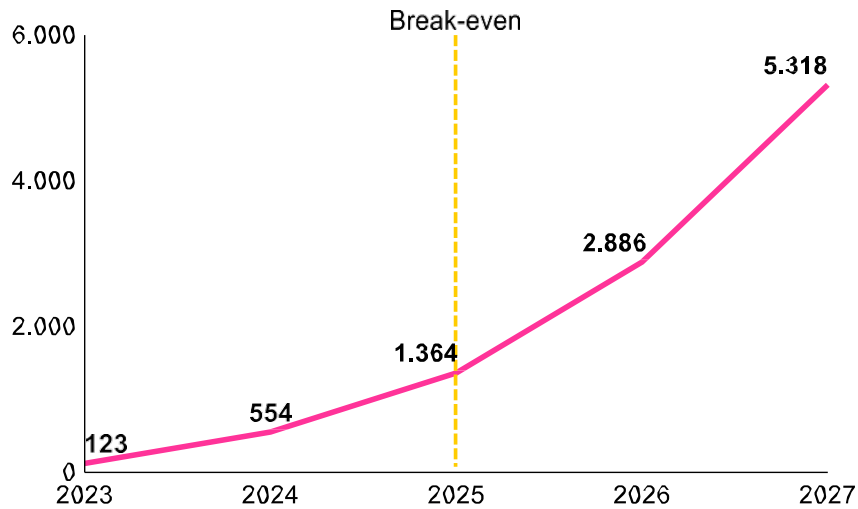


# Milestones/Roadmap



# Financials

## Revenue



(000€)	2023	2024	2025	2026	2027
Revenue	123	554	1,364	2,886	5,318
EBITDA	(133)	(50)	258	897	2,097
<b>EBITDA Margin (%)</b>	<b>(108%)</b>	<b>(9%)</b>	<b>19%</b>	<b>31%</b>	<b>39%</b>
<b>FCF</b>	<b>(202)</b>	<b>(205)</b>	<b>(18)</b>	<b>427</b>	<b>1,212</b>

# Team



**Luca  
Formica**

CEO  
Economics, Bocconi  
Ex-Bain, Amazon



**Mariagrazia  
Benassi**

CPO  
Psychometrist, PhD  
Associate Prof Unibo



**Davide  
Paolillo**

SWE  
UniMi



**Sara  
Magri**

Sales  
Psychologist



**Alessia  
Baglivo**

Marketing  
Ex-Tulips



**Sara  
Giovagnoli**

R&D  
Neuropsychologist,  
PhD  
Associate Prof Unibo



**Luigi  
Marotta**

Advisor  
Speech Therapist,  
Vicepresident Italian  
Association Speech  
Therapists

# Partners & advisors



Almacube and  
University of  
Bologna, Partner  
& Advisor



SocialFare,  
Partner &  
Advisor



Art-ER,  
Advisor



RomagnaTech,  
Advisor



# Develop-Players

Potential knows no limits

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[info@develop-players.org](mailto:info@develop-players.org)

[www.develop-players.com](http://www.develop-players.com)

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# Backup

# Brand identity



## PRODUCT

SIMPLE  
UniQUE  
Tailored  
Fun

## VALUES

Trust  
Care Innovation  
Scientific basis  
Reliability  
Inclusiveness

## PERSONALITY

Positive  
Humble  
Welcoming  
Persevering  
Ambitious

# Value chain

- Team working hours
- Team training hours
- Team building hours
- Number of games
- Capital invested

**Input**

**Activities**

- **Cognitive profiling** for students
- **Screening** for students
- **Psychological supporting** activities for students, families
- **Production of informative** workshops webinars and online materials for teachers, families and therapists
- **matching activities** between therapists and schools and therapists and families

- # students and teachers and therapists reached
- # of schools connected
- # of games sold
- # of schools contacted
- # of families connected with therapists
- Customers' satisfaction
- Customers' cognitive advantages
- Customers' wellbeing advantages
- # of teachers, therapists and parents trained

**Output**

**Outcome**

- Increasing awareness in students, teachers and therapists
- Increasing wellbeing and selfefficacy
- Increasing cognitive skills
- Increasing self-esteem
- increasing teachers' and therapists' and parents' network
- Increasing teaching competences
- Increasing teachers' involvement in students' learning processing
- Increasing functional use of digital games

- Diminished school dropouts in students
- Increased social inclusion
- Improve Personalized interventions
- Improve educational opportunities
- Decreased stress in helping professions
- Diminished psychopathological risk in adolescents and young adults
- Increased expectations toward the future
- improved socioeconomic opportunities
- Improved collaboration between school -family and services

**Impacts**



# Social impact areas



	Output	Outcome
<b>Cognitive training</b>	Game usage – solo mode Game co-design activities	Improving cognitive and emotional skills
<b>Social Inclusion</b>	Game usage – at school, multiplayer	Increased sharing opportunities and acceptance of the self
<b>Regenerating of learning network</b>	Training for teachers, therapists and parents	Improving the quality and # of interactions



# Social impact metrics

<b>Cognitive training</b>	Number of users increasing cognitive skills	Number of users with an increased wellbeing	Number of teachers have increased their own educational competences
	<b>N=5000 students a year</b>	<b>Estimation 90% improved wellbeing</b>	<b>N =700 (2022)</b>
<b>Social Inclusion</b>	Number of SLD students recognized	Number of students sharing experiences	-
	<b>100% SLD students recognized (2022)</b>	<b>N=5000 students in a year, 80% from school (2022)</b>	
<b>Regenerating of learning network</b>	Number of teachers families therapists and trainees participating in the training	Number of teachers, therapists, family collaborating in the Community in co-designing games	-
	<b>N=700 teachers (year 2022), estimation for the future N=1000 per year</b>	<b>Estimation 20% per year</b>	

# Validation of interest

Interviews with parents of students with SLDs: 20 out of 22 are very interested in the use of new technologies as an aid for their child; 22 out of 22 believe a strong connection with the school is essential.

“**The Develop-Players Project is very interesting for psychologists working with schools and can help to use the data collected and make clinical sense of it.**

Andrea Bilotto, Psychologist

In the end it is the teacher who has to accept my child's learning disorder!  
A parent

We need tools and trainings to understand what to do for students with SLDs ...Otherwise everything is just out of sense!  
**a teacher**

# Specific Learning Disorders (SLD)

## **...A life-long problem...**

The 15% of students have a SLD.

SLDs manifest in school but persist throughout life, translating into high economic and social costs.

## **... heterogeneous manifestations...**

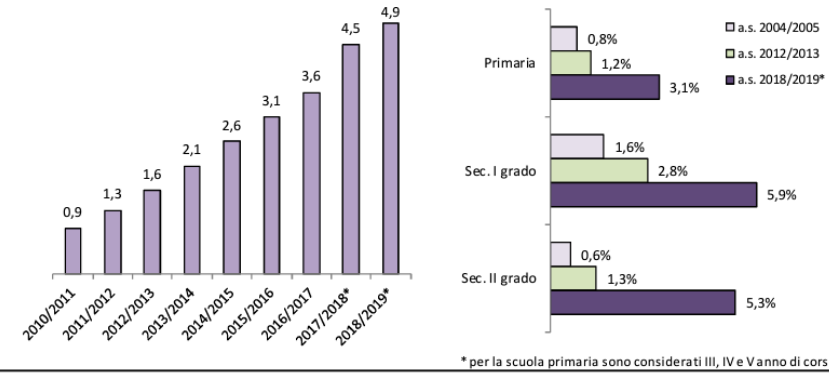
Each individual with SLD has unique cognitive profile, and outcomes can be very different, requiring individualized intervention.

## **... with an important impact on society**

Cognitive difficulties are associated with other problems and impact not only the affected person, but also on his or her personal environment (family, school, friends).

# How many students have a SLD?

- Official estimates in Europe and the United States indicate a prevalence of 15 percent of students diagnosed with a learning disorder.
- In Italy, the problem is emerging today with exponential increase in diagnoses each year.



SLD students in Italy	TOT.	SLD	Other Learning disorders
<b>Primary school</b>	1,595,829	47,875	79,791
<b>Secondary school</b>	1,706,482	107,508	85,324
<b>Secondary high school</b>	2,730,359	172,013	136,518
<b>TOTALI</b>	<b>6,032,670</b>	<b>327,396</b>	<b>301,634</b>

Ref: <https://dati.istruzione.it/espescu/index.html?area=anagStu>

# Existing solutions

Recent interest in telerehabilitation has improved several solutions for profiling and rehabilitation of SLDs based on serious games that are accessible online.

## Features

Existing applied games for SLD are:

- Poorly centered on the person who has to use them
- Standard and not flexible
- Managed entirely by the specialist who constantly monitors the progress of the enhancement and decides what to do next
- Not very fun compared to games used by youths today

## Consequences:

- They do not promote autonomy
- Low effectiveness
- Poor engagement
- High drop-out of treatment
- Fragmentary nature of the intervention

# Develop-Players Unique Value Proposition

Develop-Players is a web based platform where to find applied games and Services for students with learning disabilities (students with SLD or other special needs)

In Develop-Players several applied games are developed to enhance specific cognitive functions underlying learning: attention, memory, problem solving, visual perception, executive functions, language, and emotional skills.

The games are easily remodelled for other clinical populations because they are based on cognitive functions implicated in various neurodevelopmental disorders and because they are based on procedural generation of game components

Each game is verified through scientific research with respect to machine learning model efficacy and with respect to clinical efficacy. This scientific and clinical validity is assured by University of Bologna revision protocols and Ospedale Bambino Gesù clinical protocol.

Each game is created to have a strong level of engagement and fun.



# Academic Research to support the scientific and clinical validation of games

## Three areas of research

Validation of the two machine learning models applied in the games (for profiling and training) .

Evaluation of the clinical efficacy of cognitive enhancement games tested on populations with SLDs and on controls in a randomized controlled trials.

Study of gamification techniques used in the training that maximize the gaming experience.



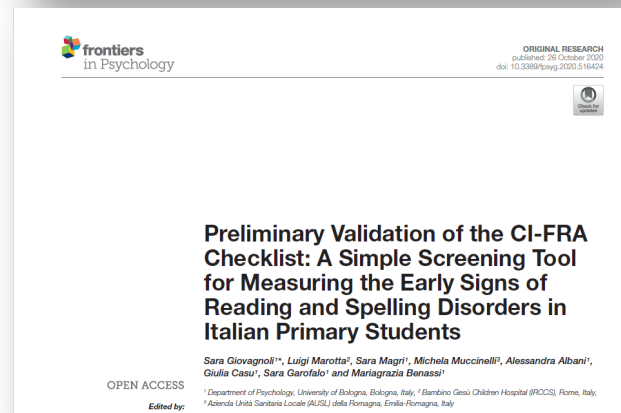
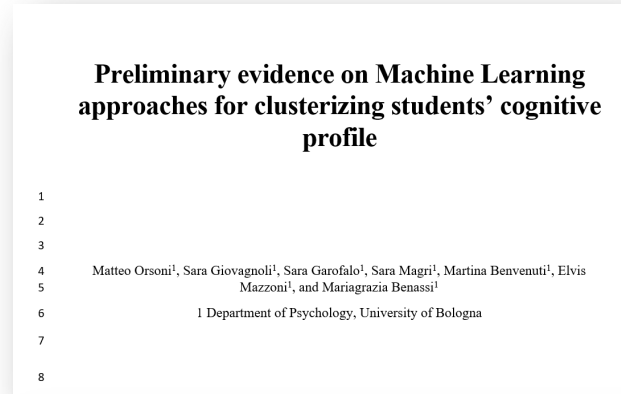
# Preliminary researches

For the Proffilo, the cognitive profiling game.

1. Validation study of machine learning model for cognitive profiling applied to the Proffilo game (Article under review in the scientific journal Helyion).

2. Research study on Unsupervised and supervised learning algorithms for accurate classification of cognitive profiles published in the Proceedings of the International Meeting of the Psychometric Society (IMPS) 2022. Authors Orsoni M, Benassi in M

3. Validation of Cifra the online checklist associated with Proffilo for screening of SLD (published in Frontiers in Psychology)



# Ongoing and Planned Searches

## **Three studies in progress.**

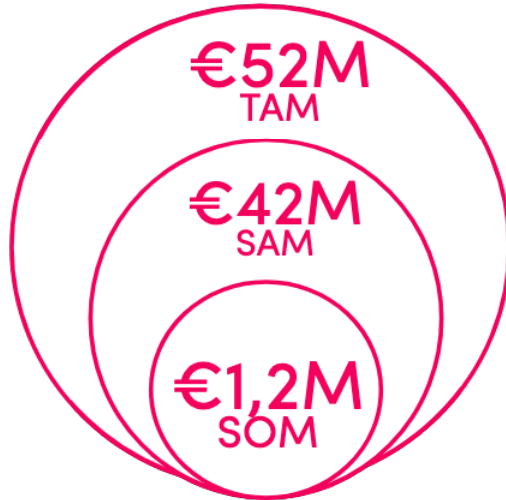
- Psychometric validity and standardization of the Proffilo game.
- Evaluation of the clinical efficacy of Eye-Riders tested on populations with SLDDs and on controls in a randomized controlled trial (preliminary results were presented in 3 dissertations discussed in the Department of Psychology at Unibo).
- Research planning on the evaluation of the clinical effectiveness of ThunderDrive and TrackTheCap.

# Road Map Games

	2023	2024	2025	2026	2027
<b>Screening &amp; profiling</b>	Proffilo Screening		Proffilo Lang Screening. Language	Proffilo ADHD Screening ADHD	Proffilo Emotion Screening Emotion
<b>Attention</b>	Eye Riders ThunderDrive	TocTheHole-1 SpoonForkKnife-1			TocTheHole2- SpoonForKnife-2
<b>Memory</b>		MapTheTrack MemoStick NuovaEra		FreeBikers	
<b>Language</b>	ToyAtTheMarkt		DroppingDrill Terry Jelly-1	Jargon Map MarkAtTheCat Terry Jelly 2	
<b>Executive functions</b>		Psy4Fly CatchTheGrub		JumpParadise SpeedyFlame TatooRapper Sandy	SpeedyFlame-2
<b>Visual perception</b>			Mover TwistedRope EyeBalls perceptual Planets		
<b>Math abilities</b>					#6 Games Orbit
<b>Emotions</b>					#4 Games Octopus

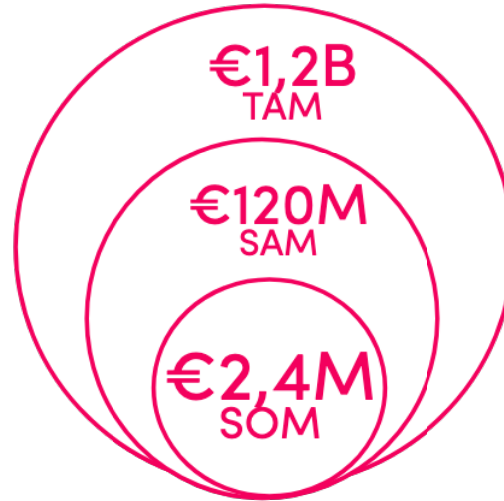
# Market - Italy

## Schools



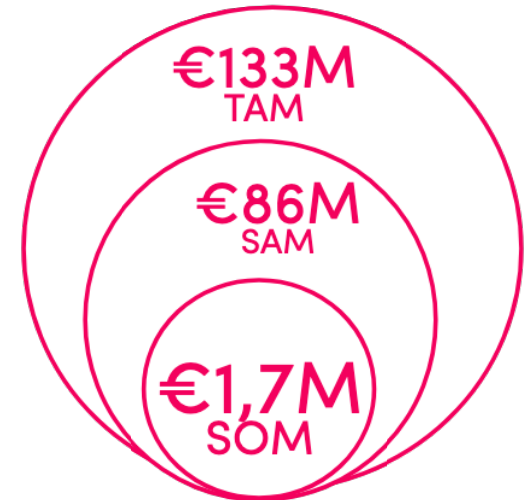
- 35k schools X €1500 (TAM €52.5M)
- 80% sufficient connection (SAM €42M)
- We aim to obtain the 2% in 5 years (SOM €1,2M)

## Families



- 6M students X €100 (TAM €1,2B)
- 10% SLDs (SAM €120M)
- We aim to obtain the 1,6% in 5 years (SOM €2,4M)

## Psychologists and Speech Therapists



- 133K of specialists X €1000 (TAM €133M),
- the 65% is tech sensitive (SAM €86M)
- We aim to obtain the 2% in 5 years (SOM €1,7M)

# Business Model - family

## Modello B2C

The sale of games is catalog-based on bimonthly license that can be purchased with or without the mediation of the specialist (Psychologist or Speech Therapist)

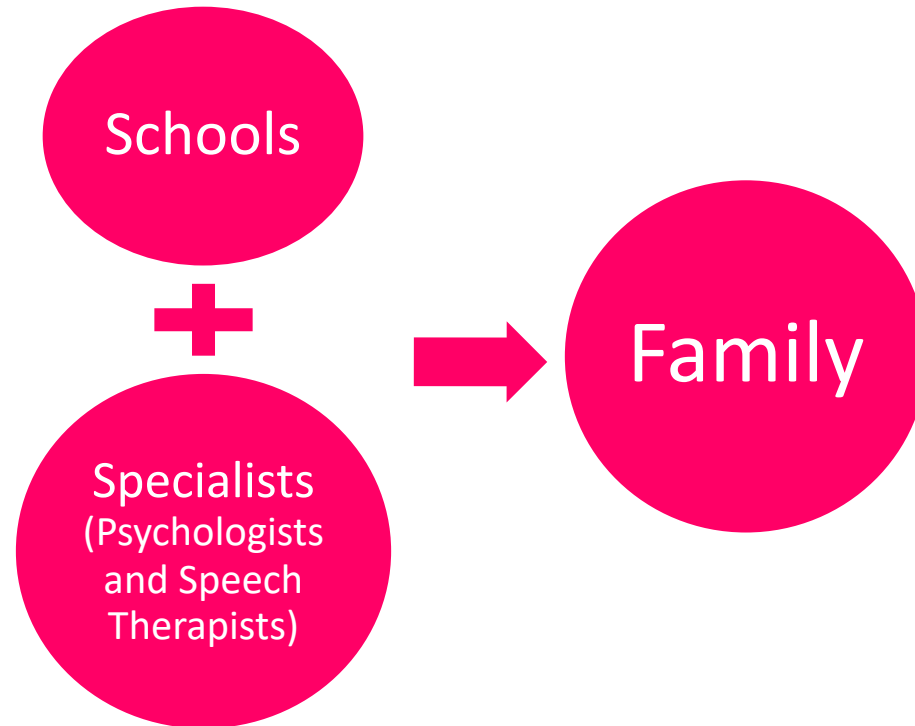


Base price per single game  
With possibility of Add-on activation

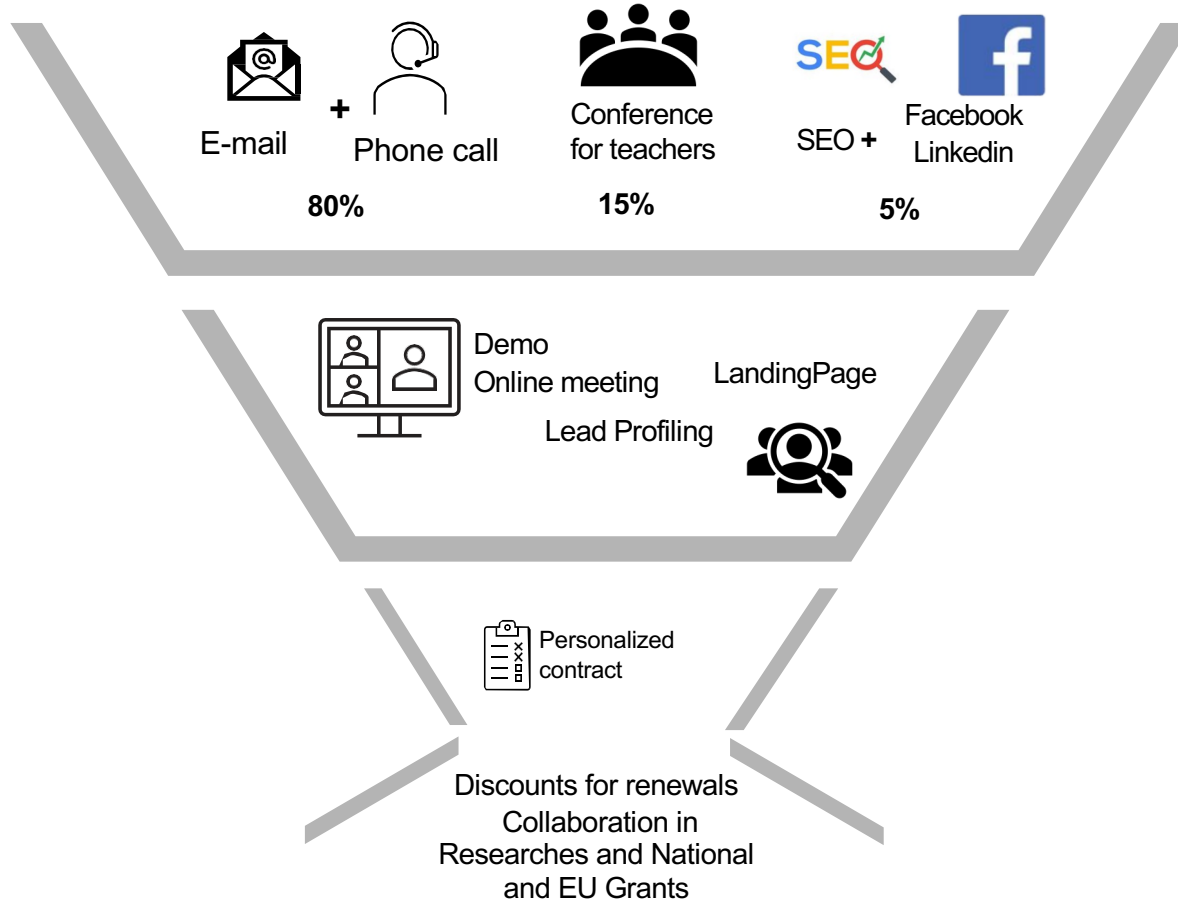
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# Customer acquisition Model

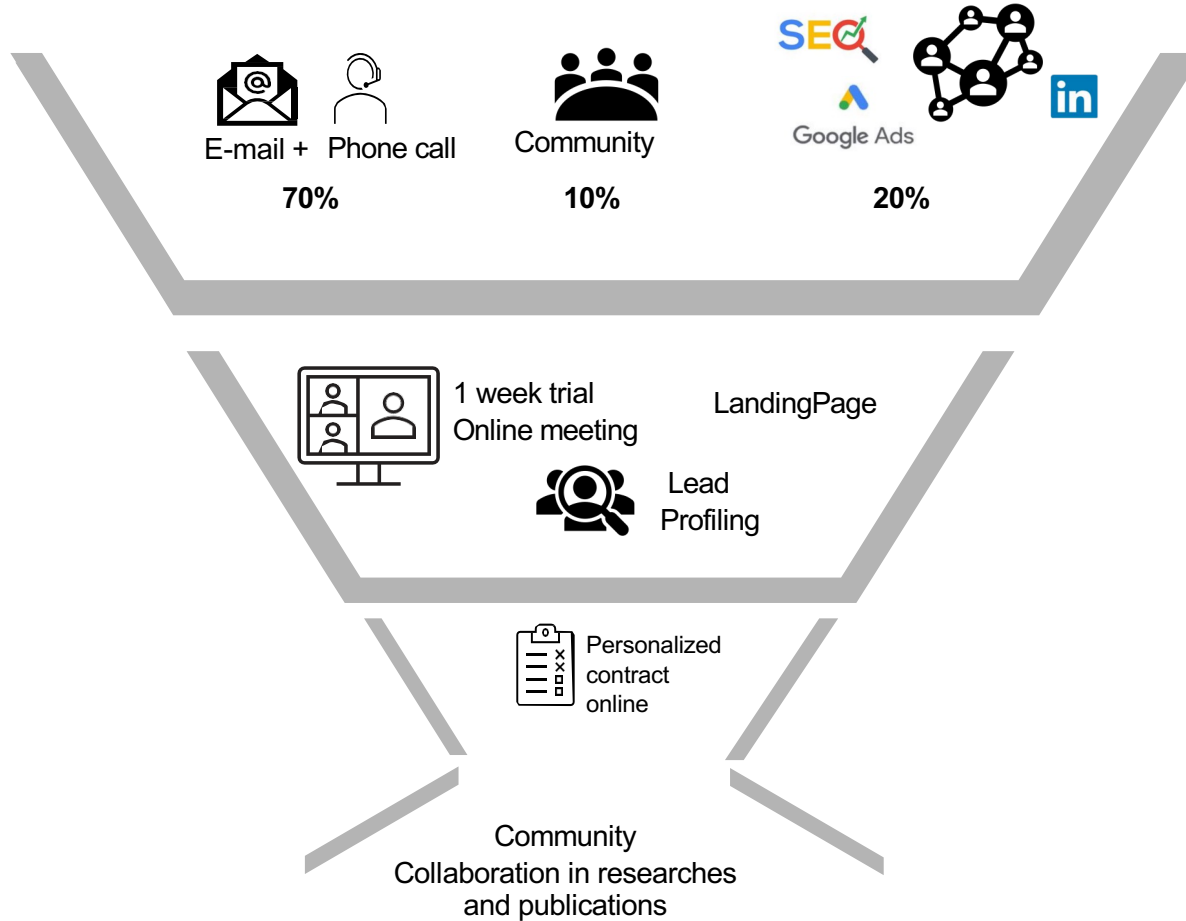
Ecosystem of relationships that connect School and Families and Families and Specialists and Schools and Specialists that enable faster outreach to families.



# Funnel Schools

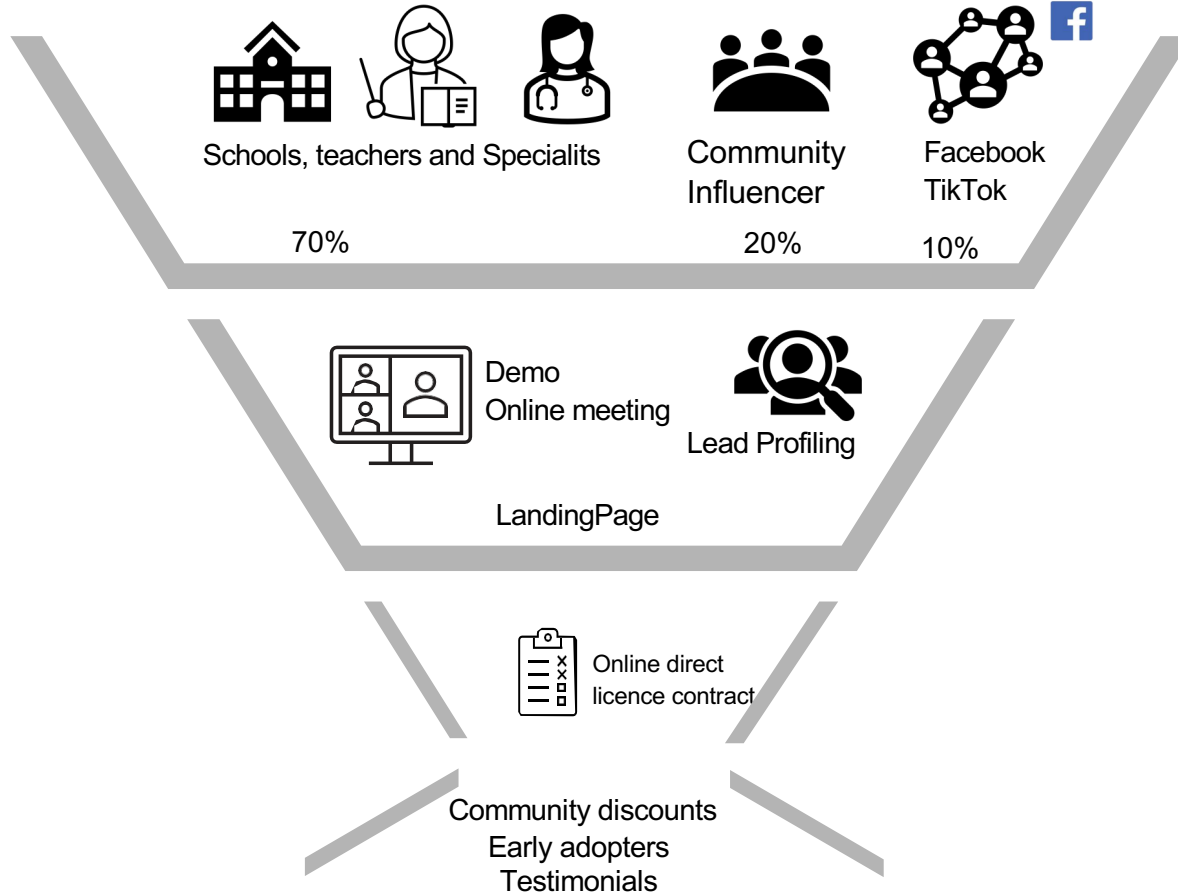


# Funnel Specialists





# Funnel Families



# Competitor

## - Low engagement

The games are not fun, they only use graphic but not gaming strategies

## - Fragmented games

No entire vision of the disorder, each game is developed per se without a global vision

## - Only for children

11-18 years are excluded



Example of game for SLD from Erickson SPA

# Competitors in Italy, Eu and US

I

## Italy

Develop-Players  
2021

Erickson  
1984

Anastasis  
1985

Cognitive profiling



UI UX design



Machine Learning



Report Analytics



Training



Psychological support



All ages model



## EU - World

Deepwell  
2020

Akili  
2012

Sghartoon  
2019



# Financials

	2022	2023	2024	2025	2026	2027
<b>Revenue</b>	<b>14,450</b>	<b>123,670</b>	<b>554,026</b>	<b>1,364,678</b>	<b>2,885,869</b>	<b>5,318,381</b>
Revenue Psychol & SpeechTher		54,821	183,593	428,662	776,992	1,225,235
Revenue Schools	14,450	68,850	235,236	521,926	1,052,556	1,716,774
Revenue Family		0	135,197	414,090	1,056,321	2,376,372
Opex	(800)	(2,645)	(82,791)	(216,902)	(471,495)	(925,410)
<b>First margin</b>	<b>13,650</b>	<b>121,026</b>	<b>471,235</b>	<b>1,147,776</b>	<b>2,414,374</b>	<b>4,392,971</b>
Marketing Expenses		(21,800)	(54,900)	(133,500)	(580,000)	(1,084,000)
Personal Expenses		(189,000)	(412,500)	(668,400)	(952,740)	(1,237,856)
R&D		(15,300)	(26,400)	(42,000)	(70,500)	(132,000)
Capex		(15,800)	(27,400)	(46,000)	(95,400)	(146,000)
<b>EBITDA</b>		<b>(120,874)</b>	<b>(49,965)</b>	<b>257,876</b>	<b>715,734</b>	<b>1,793,116</b>
<i>EBITDA Margin%</i>		-98%	-9%	19%	25%	34%
Amortizatioin		(12,057)	(36,577)	(68,357)	(92,397)	(115,698)
<b>EBIT</b>		<b>(132,931)</b>	<b>(86,542)</b>	<b>189,520</b>	<b>623,337</b>	<b>1,677,418</b>
Interests		0	0	0	0	0
<b>EBT</b>		<b>(132,931)</b>	<b>(86,542)</b>	<b>189,520</b>	<b>623,337</b>	<b>1,677,418</b>
Taxes		0	0	(56,856)	(187,001)	(503,225)
<b>Operating profit</b>		<b>(132,931)</b>	<b>(86,542)</b>	<b>132,664</b>	<b>436,336</b>	<b>1,174,193</b>

# Financials

EBITDA		-120,874	-49,965	257,876	715,734	1,793,116
Taxes		0	0	-56,856	-187,001	-503,225
Selffinancing		-120,874	-49,965	201,020	528,733	1,289,891
NWC Changes		-8,643	-31,647	-59,864	-103,687	-170,617
Capex		-60,283	-122,600	-158,900	-120,200	-116,507
Free Cash Flow		-189,800	-204,212	-17,744	304,846	1,002,767
Interests		0	0	0	0	0
Delta debiti MLT	0	0	0	0	0	0
Delta Equity/Dividends	35,000	0	0	0	0	0
Net Cash Flow	35,000	-189,800	-204,212	-17,744	304,846	1,002,767

# Dashboard

## School segment

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<b>Lead Conversion Rate</b>	9%	+5% from Oct '22 to Jan '23
<b>Client Conversion Rate</b>	14%	stabile
<b>Revenue</b>	17.600€	+6%
<b>CAC</b>	233€	-287€
<b>CAC to Revenue</b>	21%	-55€
<b>Cost per lead</b>	7€	-18€
<b>LTV/CAC</b>	10x	+5x
<b>AOV</b>	1100	+4%

---

Note Assumption LTV 2 games a year for each school  
Retention Rate ~80%

# Scale up strategy

Machine learning adaptive model

Adaptable Gaming model

Fun + Scientific validity

Games could be used for every students because they are founded on universal cognitive processing



**Scalability e versatility of the product**



**Unique Value proposition**



**Broaden market**



1. Extend the type of users in 2025: from Specific Learning Disorders to other developmental disorders sharing the cognitive profiling (e.g. language disorders, Autism, ADHD)
2. From Italian market to other international market (from 2027)