

# ABC, Talk with Me!

*ABC, Talk with Me! is the platform where physical learning toys step into the digital world.*

**Product/Services:** ABC, Talk with Me! develops a product to help parents educating their children with fun by a dazzling combination of tangible toys (blocks, box of bricks, figures) with computer vision technologies.

A child plays with toys in view of mobile devices' camera. Our application recognises toys and their position and immediately produces images and sounds to help the child to cope with the educational problem.

This technology has been ported to a working prototype of interactive table.

## Customer problem:

- 1) How to make your child having fun while learning new things
- 2) Children need physical, tangible objects for their mental development, not only virtual games.

Game-playing is a great teaching method. Technologies keep evolving and changing the way we play games: computer games, tablet games, now iPad games. But good old physical toys remain a definite must-have for children's development. Toys, blocks, and lego/construction kits develop kids' imagination and creativity.

**Target market:** Parents, Educators, Teachers. Target children age 2-6 for blocks and puzzles.

The global toy market is sized up to 84 billion U.S. dollars in 2012. Learning & educational games share is 17.5% of toys market.

**Management:** *Maxim Ronshin* – founder. 15+ years of IT experience. Founder of [www.DigSee.com](http://www.DigSee.com), [MobileSOP.com](http://MobileSOP.com), [Curating.com](http://Curating.com), [gpsgrad.com](http://gpsgrad.com), [dealongo.com](http://dealongo.com), [cresotech.com](http://cresotech.com). Product management, general vision, sales.

Nikolas Smykovsky - founder. 10+years of IT menegment, marketing, development, sales.

## Business models:

### 1. B2B: toy manufacturer licensing

A contract with toy manufacturer to produce blocks with our images and sell them via his/her sale channels. The mobile application is free. We get license fee.

### 2. B2C: application purchase

A contract with toy manufacturer to produce blocks with our images and sell them via his/her sale channels. The mobile application to play with blocks is paid. Manufacturer increases his/her sales and thus reimburses part of money from paid application.

## Sales/Marketing strategy:

The tangible products (blocks, puzzle) are sold via manufacturer's distribution network. LearnPeaks applications (for this product) are distributed through Google Play and iTunes.

**Competitors:** DAQRI, EligoVision: use augmented reality technology in their products, including children toys.

**Competitive advantage:** first mover using combination augmented reality and tangible objects in the **edu** market.



## Company Profile

**URL:** <http://www.abctalkwithme.com/>

## Industry:

Education and Entertainment

## Employees:

two fully committed founders, marketing/sales specialist, PR manager/Educator

**Founded:** 2013-06-13

## Contact:

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## Company Stage:

3 products to play with blocks are published on Google Play and Apple iTunes

recognition platform is developed  
completed working prototype of  
interactive table

## Traction:

contract with toy manufacturer in Ukraine to produce blocks and use his distribution network.

Contract with a writer and his publisher to use our software with children's book, contact with russian manufacturer

**Previous Capital:** non-equity grant by TeachPeaks accelerator 25K euro

## Location:

Kiev, Ukraine, Minsk, Belarus, Trento, Italy

**Capital Seeking:** Seed investment