

Part 1: “Elevator” Introduction

Brief elevator pitch for your company

e-Factor!® Game is an educational board game designed to create a safe place for people to practice solving ethical dilemmas in order to demonstrate a positive aspect to ethics, unlike the sad stories we hear on the news, and save companies thousands (if not millions, and perhaps even billions) of dollars. *e-Factor!® Game play accelerates learning, saving companies time and money, and makes it fun so lessons and key concepts stick.* In addition to avoiding violation costs and fines, research has shown that creating a culture that promotes ethical behavior can add up to 8% in productivity, reduce turnover and its related costs from 10 – 200%, and reduce the amount of money you spend to prevent theft of products and resources by 15-50%. All businesses experience unethical behavior and ethical dilemmas from others who fail to honor their commitments or deliver what they promise. e-Factor!® provides preventative maintenance that protects businesses from suffering major losses through role-play of characters that we all know from around the office. So the question is, which character will you be: *The Brown-nose, By-the-Book, or the Gossip?*

Part 2: Market and Industry Analysis

How large is your market? What market segments are you going after and why?

2015 U.S. training expenditures soared 14.2 percent to \$70.6 billion, an estimated 20% of which focused on ethics compliance. Top companies all over the Globe are taking note of the tremendous savings ethics training can produce, and on-going training is a considerable line item in company budgets. Roughly \$164 billion was spent on learning and development in 2012, an average of \$1,195 per employee. That’s 30 hours a year average of dedicated on-going training, and the best companies in the United States averaged 58 hours of training per employee a year. We are going after the ethics compliance market (20% slice), bringing professionals up-to-date with industry standards and helping them obtain re-licensure through our game.

Is this market growing? How fast?

The ethics and compliance market has skyrocketed, as companies see an immense value in creating an ethical and engaged workforce. \$1.7B in revenue on gamification was realized in 2015 and is expected to reach \$5.5B by 2018 and approximately \$10B by 2020 – an industry not widely used prior to 2012.

Who is in the market already? What is the nature of competition – direction, indirect, substitutes?

With the changing ethics compliance landscape and burgeoning area of industry, there is a major gap in the quality of services being provided: the compliance methods out there simply aren’t engaging or fun and they come with major pitfalls. Learners are overloaded non-essential information is a sure way to lose their attention, and it dilutes the effectiveness of the training. Learning is taught in long-form lecture style that doesn’t give any real-life practical experience in solving ethical dilemmas. Most e-learning tools leave employees confused as to what they should do in a challenging situations due to lack of clear takeaways. In terms of engagement for ethical compliance, our game is unparalleled, although we see indirect competition in the form of lecture, speaking engagements, etc. There is currently no other ethics game in the market, either in physical board game or mobile/online application.

Part 3: Go-to-Market Plan

Who are (will be) your customers? Describe your engagement / discussions with them to date. Have you validated their needs? Prove they are buying (or will buy) your product from you.

In meeting compliance and continued education standards that are required for renewed licensure, e-Factor!® offers different game versions specifically designed for Medical Professionals, CPAs, Social Workers, Food Industry, Realtors, Lawyers and College Students. The game has been used by top Fortune 500 companies like Intel, Peterson Burge Enterprises (the largest franchise of Taco Bell) and highly notable groups like The Society for Corporate Compliance and Ethics (SCCE) and the National Association of State Boards of Accountancy’s Center for Public Trust. We have worked with many of our customers continually, maintaining a 95% repeat rate for industry professionals like CPA.

Describe how you win customers today. Describe your future customer acquisition strategy.

Most of our customers today use our game for smaller groups (25 – 100 employees), to bring them up to code on industry standards and re-licensure. Future customer acquisition focuses on developing a mobile app version of the game beyond prototype and escalating our sales to entire companies, corporations and industries through a downloadable app.

How will you displace any incumbents/competitors? How are you better/different than your competitors? What’s your channel/partnership strategy, if any?

Our game is simply unmatched in terms of making ethics compliance and re-licensure exciting, engaging and memorable all while meeting the standards for re-licensure across a variety of professions. By entering the online, application world, we are effectively the only game of our type in the market.

Part 4: Technical Product Description and Plan

Briefly describe your product or service.

Our current service is an e-Factor!® educational board game designed to create a safe place for people to practice solving ethical dilemmas, guided by a facilitator to promote positive business decisions and understanding of risk. Our current development is centered on a Prototype online-game. This includes app development by a professional firm with a history of educational game development, as well as designing features in the online-based version where the game can be accessed for professional development or to meet license renewal requirements for on-going education.

Technology Validation. (What evidence can you present that your product works as advertised? Future validation plans?)

Our current board game effectively meets compliance and continued education standards that are required for renewed licensure for many professions. Our future validation plans include app development by a professional firm with a history of educational game development, as well as designing features in the online-based version where the game can be accessed for professional development or to meet license renewal requirements for on-going education.

Describe the remaining product development risks and your plans to overcome them.

Remaining product development risks include development of a user-friendly online-based game that is able to monitor involvement in game-time as well as a providing content

Describe your product's advantages (features, for example) for end-users vs. substitute solutions (not just direct competitors).

Our product uses real-life scenarios that are engaging and applicable in workforce environments and professional settings. Competitors overload learners with non-essential information, diluting the effectiveness of the training, and teach in long-form lecture style that doesn't give any real-life practical experience in solving ethical dilemmas. Most e-learning tools leave employees confused as to what they should do in a challenging situations due to lack of clear takeaways.

Describe your company's current intellectual property status and plans for the future. (Issued patents? Licensing agreements? Pending patent applications? Trade secrets?)

e-Factor!® is currently protected by copyright and intellectual property. Our future plans focus on securing similar protections for an online game version.

Discussion of any non-IP barriers to entry for your market. Include what you have done to make it difficult for others to challenge you as well as what challenges you may face such as manufacturing arrangements, distribution contracts, partnerships, etc.?

By securing protections for our game, gameplay and scenarios, we have ensured that our game and delivery cannot be duplicated. Challenges for expansion include a successful prototype launch of an online game, as well as marketing and distribution. Marketing will be key in making the game standard use for applicable industries and professions in their on-going development and continued education.

Part 5: Risk vs. Talent Narrative

What risks has your team mitigated so far (business-related and technical as it relates to your business)? What are the next few major risk-reduction milestones?

Our team has practiced risk avoidance by securing our intellectual property and copyrighting our gameplay. The next milestones include creating a marketplace presence for a widely-distributable app that allows secure single-use and multi-license purchases and protects purchasers' identity and information.

Briefly list and describe your key team members.

Dave Miller, Score Mentor, Former GE Executive in Sales

Jack Joyce, Educator, ICON as Sales Expert, Facilitation Expert

Jenny McMinn, HR Business Executive

Jon Luther, Fundraising Expert, Communications

Briefly describe any holes in your leadership team. What are your plans to address any recruiting needs in the next 18 mos.?

Our next move is to add a member who is savvy with technology start-up and production to our leadership team, who has a history of real-life entrepreneurial experience. We expect to recruit such a person in the next 6 months, who will lend guidance to online-game development and strategy.

Briefly list and describe your key advisors, and their contributions to date.

Dave Miller – donated In-Kind time to marketing and sales of e-Factor!® Game facilitation and speaking engagements.

Jack Joyce – donated In-Kind time to marketing and sales of e-Factor!® Game facilitation and speaking engagements as well as strategy.

Jenny McMinn – donated In-Kind time to game development to meet industry standards and certifications.

Jon Luther – provided fundraising strategy and implementation.