

# FEASIBILITY STUDY FOR RESCUEBUSTERS GAME AND WEB TOOL



LET'S PLAY THE WORLD SAFER

# 1. Executive summary

**SyraWise Ltd** is a Finnish start-up designing and producing interactive, high-quality 3D-animated virtual learning platforms for safety education. We offer our user-friendly, visually exciting and fun learning experience to schools, companies and other organizations. Our unique concept, carefully created characters and exciting storylines guarantee an excellent user experience.

**SyraWise Ltd** was founded in April 2015. The technical aspects of our virtual learning platforms are produced by our Finnish partner 3D studio Nopia Ltd. Syrawise Ltd has solid seed funding from a private investment company, as well as from the Finnish Funding Agency for Innovation (TEKES). We are working closely in partnership with Finnish and European safety organisations. Finnish Association of Fire Officers is our main expert organisation in fire safety and Finnish Resuscitation Council in first aid. Rescuebusters has been awarded an innovation prize from Finnish Fire Protection Fund and has already raised a large amount of interest from many parts of the world. Recently we also started co-operation with Finnish Emergency Response Centre. Negotiations are ongoing with school book publisher in Germany (Westermann), universities in Switzerland and with a large robot manufacturer in China (Ubtech).





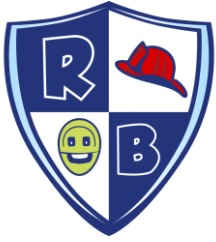
## 2. Description of products

With Rescuebusters, we want to create a brand new way of learning about safety and security. Our aim is to increase citizens' safety awareness and skills in emergency situations, whilst also reducing accidents and the cost for society and businesses associated with events of emergency.

Our goal is to provide teachers, parents and businesses with comprehensive tools for safety education in the form of high-quality, entertaining educational games. Schools and businesses are in a dire need for tools to support security awareness. All parents want their children to remain safe and be able to act responsibly in the case of emergency. Rescuebusters provides the solution to all these problems.

Companies want to invest in occupational safety in order to increase efficiency and reduce the cost of accidents. Our high quality products come in the form of interactive, playable 3D animated learning games, as well as a high quality and easy scalable web tools.





# Qualities

## **Rescuebusters web tool**

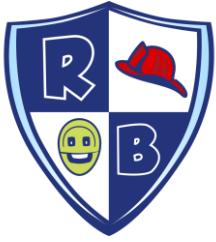
- Account can be created by any organisation (school, company or community)
- Digital learning material
- Monitoring and evaluation of learning
- Feedback from the teacher / employer
- Formation of groups
- Web tool competitions (The organisation can form its own quizzes against internal or other organisations)
- Collects data from the game so that the teacher or the employer can track the learning in real time, e.g. John has correctly revived 80% of the people using the recovery protocol and helped 90% of the unconscious people correctly
- Learning diary for setting learning objectives, self assesment and reflection etc
- Scalable for each organization's needs, can be customised on a company-specific and sector-specific basis, e.g. construction companies may include carpenters, plumbers and electricians in the groups, and customise them with a slightly different learning content and evaluation.



## **Rescuebusters mobile game**

- Android / iOS
- 3D- animation
- Based on real life scenarios
- Points, ranking lists and achievements
- Create your own avatar
- Safety tips
- Adverts and internal purchases





## 3. Technology considerations

Both Rescuebusters game and web tool are easily accessible to schools, businesses and consumers alike as the technology already already exists. Using the game and the web tool requires only the user device and internet access. The product has been designed to be easy for everyone to use.

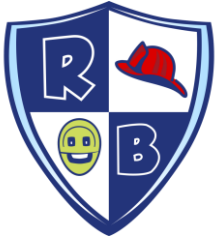
## 4. Product / service marketplace

Rescuebusters mobile game english version is available for download in app stores in EU district and South Korea. (Android & iOS) (freemium game with ads and internal purchases) Language localizations will be done contry by contry.

Rescuebusters Web tool license can be purchased from the Rescuebusters website, Syrawise Ltd. sales team or from the web tool distributors.

Our strong network of partners, like Lekolar Ltd, are helping us with the distribution of our products in the Nordic countries. We are also looking for a global distributor for an international sales.





## 5. Marketing strategy

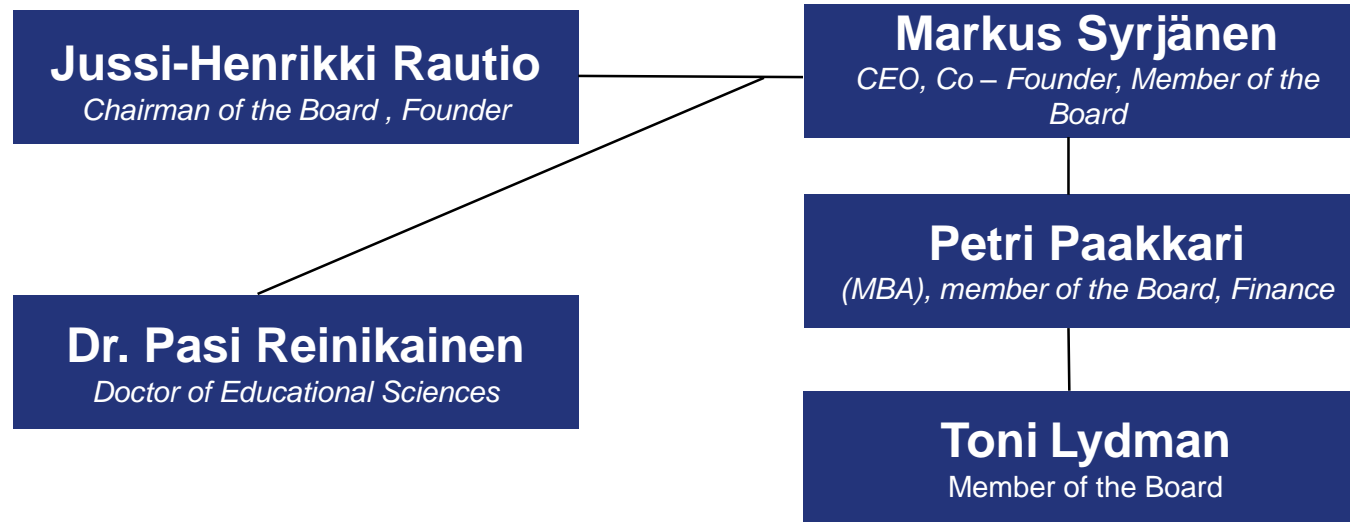
The target market for our Rescuebusters Web tool are schools, associations and businesses globally scaling easily in every industry. The Rescuebusters mobile game in addition to the above is aimed also for individuals, parents and families. Our strong partnerships with local Associations (The Finnish Association Of Fire Officers, Finnish Resuscitation Council, Emergency Response Center, Lekolar Ltd) give us the leading edge in product development. We are marketing and selling the game and web tool to both schools and companies internationally (Lekolar Ltd in Nordic countries).

Our aim is to find an international distributor to assist with sales and marketing the web tool. Products are marketed both collectively and separately. Social media channels (*Facebook, Twitter, Instagram, etc.*) are also used effectively.



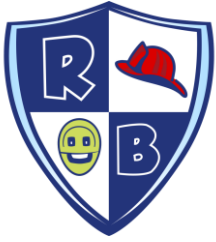


## 6. Organizational structure

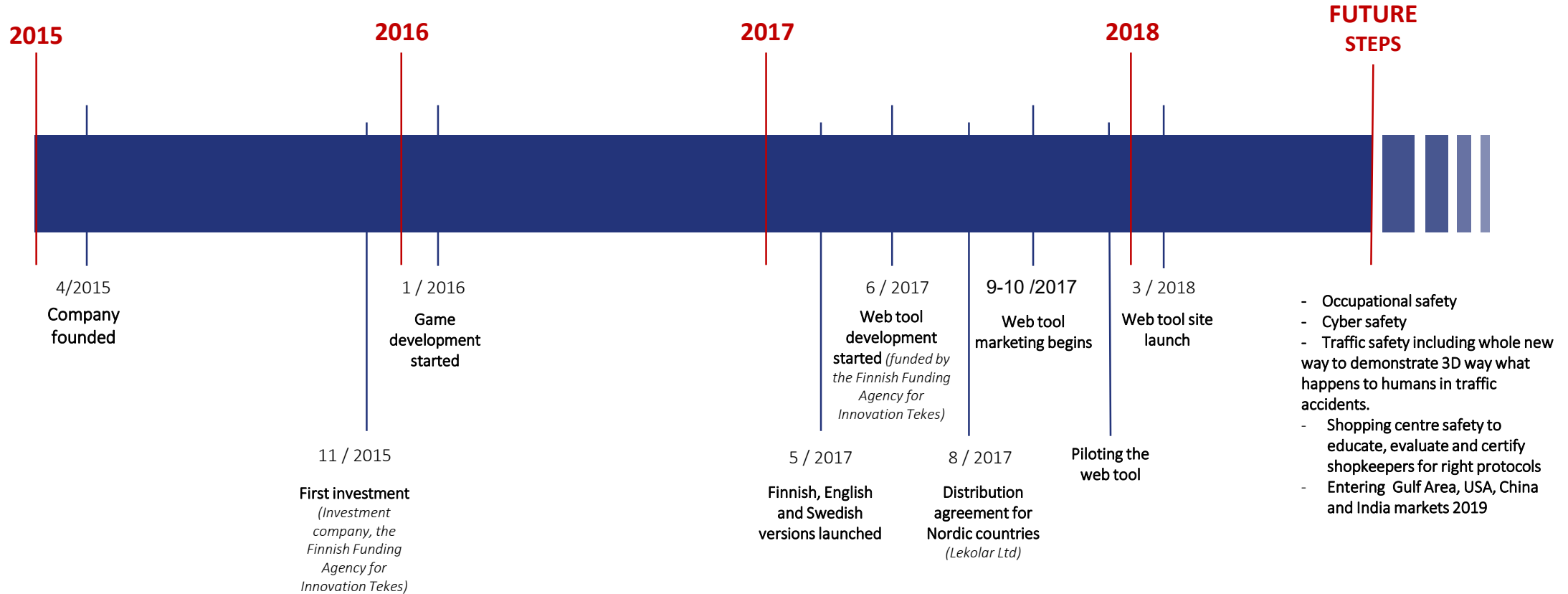


Our organization is Co - Founder CEO Markus Syrjänen. Chairman of the Board and Founder Jussi - Henrikki Rautio who is also the father of the game and is primarily responsible for the idea, concept and content of the game's security topics with other experts and expert organizations. Petri Paakkari (MBA), member of the Board of Directors, is responsible for finance. Member of advisory Board is Doctor of Educational Sciences Dr. Pasi Reinikainen, who is primarily responsible for relations in the Middle East, but will continue to have other international relations as well as the pedagogical strength. The organization also includes experts from the Finnish Association Of Fire Officers, Finnish Resuscitation Council and Emergency Response Center.





# 7. Schedule







# 8. Financial projections

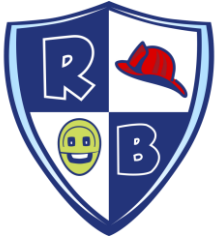
## Web tool markets

While the game and web tool are ready to expand, localisation and customisation are comparatively easy, fast and inexpensive. As the web tool is ready to support the game in the first quarter of 2018, we can quickly get a return on large markets. The game and web tool scale internationally for all industries. There is no significant competitor. Rescuebusters is the only brand and branded product in this area.

### Web tool market in the construction sector if the price of \$ 10 per employee per annual:

- China: approx 50,000,000 construction workers / \$500,000,000 per annual
- India: approx 30,000,000 construction workers / \$300,000,000 per annual
- USA: approx 9,000,000 builders / \$90,000,000 per annual
- Dubai: approx 500,000 builders / \$5,000,000 per annual





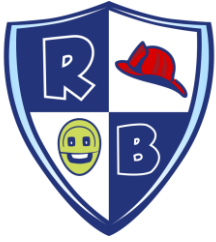
### **Web tool market in the school sector if price 4\$ / pupil / year**

- USA: approx 80,000,000 pupils / \$320,000,000 per annual
- India: approx 315,000,000 pupils / \$1.2 billion per annual
- China: approx 252,000,000 pupils / \$1.0 billion per annual
- UAE: approx 1,100,000 pupils / \$4,400,000 per annual
- Europe: approx. 20, 000,000 pupils / \$80,000,000 per annual

### **Rescuebusters game revenue:**

The game can be used without the web tool and the web tool without the game, however when one license for the web tool is sold, it also results in a single download of the game, so web tool significantly increases the amount of game downloads and the resulting revenue from advertising and in-game purchases. Together with the web tool, hundreds of millions of downloads will be available for the game. There's a probability to obtain additional income from co-operation or sponsorship with companies also by branding and productize Rescuebusters. There's also possibility of animation and movie making with characters.





# 9. Findings and recommendations

## Technology

- We will use existing and ready-to-use technology that is easy and quick to customise for different needs in a cost-effective way
- The 3D technology we use is a unique for educational games
- The combination of web tool and the game is one of a kind and effective way to teach users
- Technology is easy to use at relatively low costs

## Marketing

- Scalability of our products makes it possible to reach large target groups
- Distribution agreements increase the number of customers fast
- The Rescuebusters game promotes web tool and vice versa
- Rescuebusters can stand out from competition with a unique brand and strong background organisation as well as unique pedagogical products

## Organizational

- The rapid increase of company employees is very important for further product development, sales and marketing.
- Workplaces and tools must also be invested in a timely manner
- Offices can also be established abroad

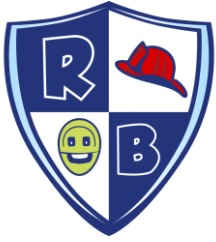
## Financial (web tool)

- Net sales and operating results (EBIT) prognosis:

2018: 500.000 \$ / 0 %  
2019: 7.500,000 \$ / 34 %  
2020: 25.000,000 \$ / 45 %  
2021: 50.000,000 \$ / 50 %  
2022: 100.000,000 \$ / 55 %

These numbers do not include income from in-app purchases or adds





# 10. The complete business model 1/3

## 1. Key Partners

1. Finnish Fire Officer Union
2. Finnish Resuscitation Council
3. Finnish Emergency Response Centre
4. Finnish Traffic Safety Association
5. University of Tampere and Turku
6. Education Finland Program
7. World Didac
8. Nopia Ltd.
9. Lenovo Education Ecosystem
10. Lekolar (Nordic Distributor)
11. Global distributor partners

Partners provide pedagogical knowledge, content expertise, economical strength and distribute connections.

## 2. Key Activities required

1. Investment
2. Distribution
3. Marketing
4. Localization
5. Product development

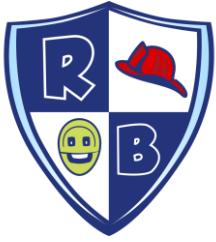
## 3. Key Resources required

1. Financial resources
2. Human resources
3. Intellectual resources
4. Connections

## 4. Value Propositions

1. High quality 3D mobile game
2. Comprehensive, scalable, pedagogical webtool for safety learning
3. Unique brand
4. Finnish education, gaming and safety expertise
5. Accessibility
6. Usability
7. Low cost
8. Accident reduction
9. Cost reduction
10. Productivity growth





# 10. The complete business model 2/3

## 5. Customer Relationships

1. Automated information on the web pages is available to consumers. Consumers can turn to our team for product-related issues. Also social media communities and web hub are available.
2. Schools need more personal services like educational visits or webinars as well as automated services like instruction videos
3. Companies need customized service to create sector or company wise content

## 6. Channels

1. App Stores
2. Web sites
3. Social Media
4. Media
5. Distributors
6. Partners
7. Expert organizations

## 7. Customer segments

1. Consumers
2. Parents
3. Grandparents
4. Families
5. Schools
6. Companies
7. Associations
8. Cities
9. Governments





# 10. The complete business model 3/3

## 8. Cost structure

1. Most important cost is product development, marketing and customer acquisition.
2. Human resources are most expensive
3. Product development and marketing products is most expensive activity.
4. Our business is more cost driven due to maximum automation of products and services.

## 9. Revenue Streams

1. Premium mobile game with in-game purchase and adds
2. Web tool subscription
3. Advertising
4. Licensing to other products
5. Sponsoring
6. Movies and tv series

