

**Grapho  
Game**  
graphogame.com



**May 2021**



## GLOBAL LITERACY CRISIS

250  
MILLION

CHILDREN  
CANNOT READ

\$1.2  
TRILLION

COST OF ILLITERACY  
TO NATIONS



### COST OF ILLITERACY BY COUNTRY

 \$300 BILLION

 \$136 BILLION

 \$54 BILLION

 \$27 BILLION

 \$19 BILLION

Grapho  
Game

SOURCE: LITERACYWORLDWIDE.ORG

# Why is illiteracy a problem?

Lack of literacy skills costs the world over a trillion dollars every year in poor health, crime, lost earnings, welfare, lost productivity and other societal harms.

The level of functional literacy is proportional to income level and risk of committing a crime.

In the U.S, 66% of students who cannot read by fourth grade will end up in jail or on welfare.

# What causes illiteracy?



Parents with little schooling



Lack of books & learning content



Difficult living conditions, including poverty at home



Learning disabilities, such as dyslexia



# Our Solution



## World-class literacy education made affordable and accessible

GraphoGame is an easy-to-use smartphone application that achieves basic literacy as effectively as 1-to-1 teacher support\*

The game teaches letters, syllables and words with a phonetic methodology and dynamic level-design that adapts to the proficiency of the student. Designed for 4- to 9-year-old children.

### How does it solve the causes of illiteracy?

- ✓ Parents with little schooling → **In-game evidence-based methodology**
- ✓ Lack of books → **Engaging literacy content at home**
- ✓ Poverty → **Free to download for end user. No active internet needed**
- ✓ Learning disabilities, such as dyslexia → **Created for dyslexic children**

\* University of Cambridge. [www.cam.ac.uk/youngminds#group-2-struggling-with-labels-vf36u9iG41](http://www.cam.ac.uk/youngminds#group-2-struggling-with-labels-vf36u9iG41)



## GraphoGame has 8 language versions,

all researched from the ground up by prestigious universities.

These language versions cover

**3.6<sub>bn</sub>** people globally.

**360<sub>M</sub>** people with dyslexia.

**90%** of illiterate peoples' languages



**British English** (Developed with the University of Cambridge Centre for Neuroscience in Education)



**American English** (Developed with Yale University's Haskins Laboratories & University of Cambridge)



**Spanish** (Developed with the Centre for Development of Technologies for Inclusion at Pontifical Catholic University of Chile)



**French** (Developed with the Cognitive Psychology Laboratory at Aix-Marseille University)



**Brazilian Portuguese** (Developed with the Brain Institute at Pontifical Catholic University of Rio Grande do Sul)



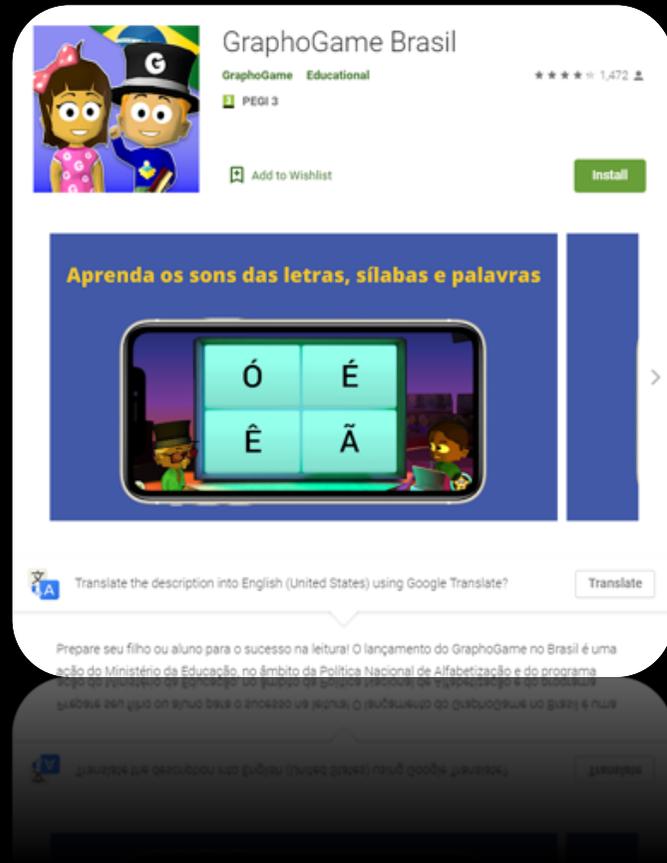
**Chinese Pinyin** (Developed with the National Demonstration Center for Experimental Psychology Education at Beijing Normal University)



**Dutch** (Developed with the Center for Language and Cognition at University of Groningen)



**Norwegian** (Developed with the University of Stavanger Reading Centre)



# The Business Model

The GraphoGame suite of apps are distributed via application stores including: Google Play, Microsoft Store, Amazon App Store and Apple App Store. When sponsored by a client, we release a free version of our app for a year.

## We Work with Clients, not Customers

To maximise profits, many EdTech companies sell SaaS subscriptions directly to customers. Yet this choice comes at the cost of social impact.

We know there is a way to generate impact and revenue: selling access to GraphoGame directly to an entire country as a service.

## Literacy-As-a-Service

When sponsored by a Ministry of Education, literacy NGO or corporate CSR department, we make GraphoGame available in an entire country as a free app.

## Economies of Scale for Impact

The cost of goods sold reduces with every download. Our marginal costs are close to zero. By working directly with one major client, we can deliver cost-effective literacy impact while also generating revenue.



**“GraphoGame is more effective than ‘business-as-usual’ in developing knowledge of English phonics”**

- Goswami, U. *et al* (2020)

**“Children exposed to GraphoGame performed better than the control group on all literacy measures. Furthermore, parent’s performance on the tests improved after the intervention.”**

- Nshimbi, J. C. *et al* (2020)

# Accessible, powerful, scalable: our impact model

## Democratising access to quality education

- Educational apps are usually sold to those who can pay for them. Those who need its value the most cannot afford it. Illiterate people are less likely to utilise digital purchases.
- We provide educational impact to those who would never have the chance to receive that value in the first place

## Proven & researched impact

- The game really works. The kids love it and its gamified features.
- The game teaches a researched baseline to all children equally but with personalisation to help motivate

## Scalability is the impact

- The business model produces stable revenue from yearly national subscriptions, yet the cost is low for governments when compared to book procurement & literacy app development
- Scale the impact: GraphoGame shown to be as effective as one-to-one teacher support but any number of children can be playing at the same time

# A diverse team from around the world



**Mervi Palander**  
Founder & CEO  
Turku, Finland



**Jesper Rynänen**  
Founder, COO  
London, UK



**Dr. Elizabeth Eta**  
Project Director  
Turku, Finland



**Stuart Clarke**  
Business  
Development Director  
Vancouver, Canada



# Progress so far

Grapho Group Ltd opened shop in 2018, with the intention of bringing this proven literacy solution from Finland's national curriculum to the global market.

## Stage 1 – Strengthening IP Assets & Securing Academic Partnerships

In our first year, we signed commercialization & development deals with 7 top universities: University of Cambridge, Pontifical Catholic University of Chile, Aix-Marseille University, University of Groningen University of Stavanger, Catholic University of Rio Grande do Sul & University of Jyväskylä.



## Stage 2 – App Launches & User Acquisition

Today, GraphoGame has accrued almost **2 million downloads** worldwide. Our goal is to sell GraphoGame to entire countries so that the app can free to all end users. So far, we have succeeded in selling GraphoGame to 9 countries, which are listed here.



### National Deals

- ✓ France
- ✓ Norway
- ✓ Finland
- ✓ USA
- ✓ Colombia
- ✓ Panama
- ✓ Argentina
- ✓ Chile
- ✓ Brazil



# GraphoGame Brazil

The Brazilian Portuguese app was launched Nov 2020 as a free to download app for all residents of Brazil funded by the Brazilian government. The launch was endorsed by President Bolsonaro and the Minister of Education of Brazil.



**400,000**

downloads in 60 days



**4.3**

average star rating on app stores

5 days after launch, ranked **1<sup>st</sup> in trending apps** in Google Play and **4<sup>th</sup> in iOS App Store** in the Educational category.

The Brazilian Ministry of Education runs TV and radio campaigns to promote the app (click video thumbnail →)



*Minister of Education, Milton Ribeiro (left), President Bolsonaro and Literacy Secretary Carlos Nadalim (right) launch GraphoGame Brasil*



*GraphoGame Brasil TV Ad*



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