



One pager

The Mo team is a digital interactive game that comes in response to a universal problem of children in general and ages 4-8 in particular- **How can we keep our children active in this digital era?**

The game is a bridge between the digital and the physical worlds. It has 3 steps and built up of 4 components:
App \ 2min animation clip \ mini studio \ Mo figure toy

Step 1-**get inspired**- by the adventure funny animation clip.

Step 2- **create** your own figure with hands, arrange in the mini studio take pics and edit in the app to your own clip.

Step 3- **share**.

There are some different games in this field such as Klutz by Lego, but what makes The Mo team concept unique is the integration of- **get inspired—create—share**.

The digital gaming market revenue is in billions, with growth of 10% every year, the second large in the world, after weapon and arm.

We can all see what's going on, more changes to come including the effect of corona virus on our lives and recreation time, in special with kids.

The business model- for our company is to implant this product to

The market, mainly by B2B , and also attending educational conferences to bring the game to the educational industry. (preschool\ schools\ child care).

Our business vision of development:

- 1.Go to market with the game as is.
2. develop the product in v/r version.
3. Develop the Mo team animation series for t/v.
4. develop social platform for children.

Our team is:

Mr.Amir shachar, The creator of this venture. an artist and educator from the kindergartens sector, 20 years of experience and creating kindergartens chain.

Mr.Eyal Yehuday, sales and marketing expert, mainly in the high tech industry.

The amount we want to raise is 200k\$ for producing the animation and kits for entering the educational system in the u.s and creating co-production with one of the large companies in the digital toy industry.