



# PITCH DECK

Present By

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# PROBLEM

The African child faces significant challenges when it comes to financial literacy. Many children only begin to learn about money in their later years, making it difficult to break established habits. Given that money plays a crucial role in society, it should be included as a fundamental aspect of parenting.



## Problem 1

Only one-third of young people around the world are financially literate, and this figure drops to below 5% in Africa.



## Problem 2

Financial literacy has been assigned to a school curriculum that is inadequately structured and underfunded.

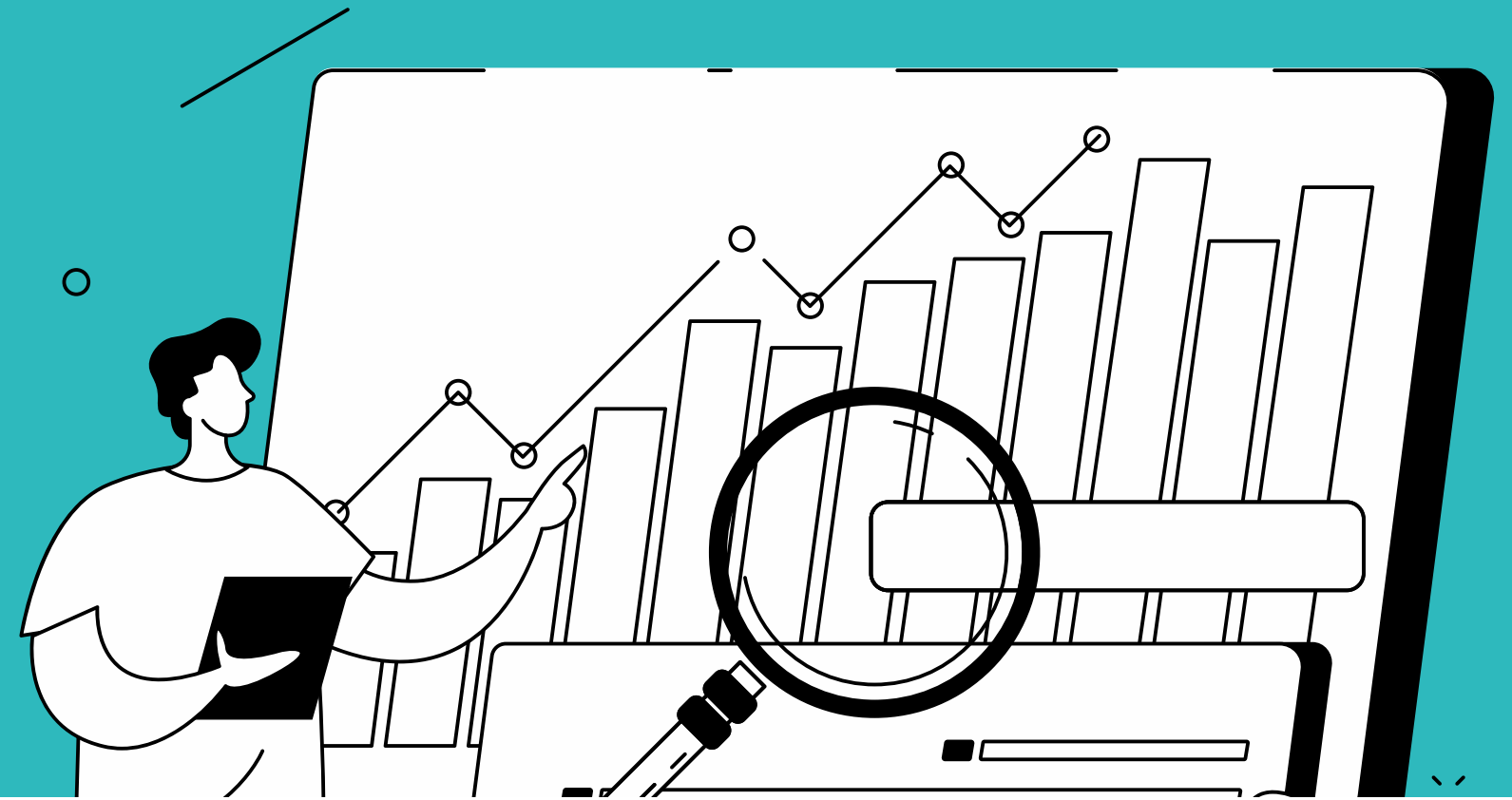


## Problem 3

Parents often lack the essential tools to monitor their children's behavior and provide appropriate rewards.

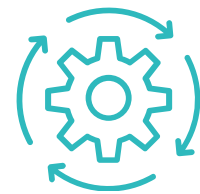
# SOLUTION

African children are nurtured by their community, and Ismene is fostering such a supportive environment. We make chores enjoyable and link them to financial rewards, which encourages children to behave well while also enhancing their financial literacy.



## Interactive education

Ismene offers an interactive and straightforward approach to delivering firsthand lessons on work ethic and financial decision-making.



## Gamification

Ismene develops financial literacy games for children, designed to teach important financial concepts while enabling them to earn monetary rewards.

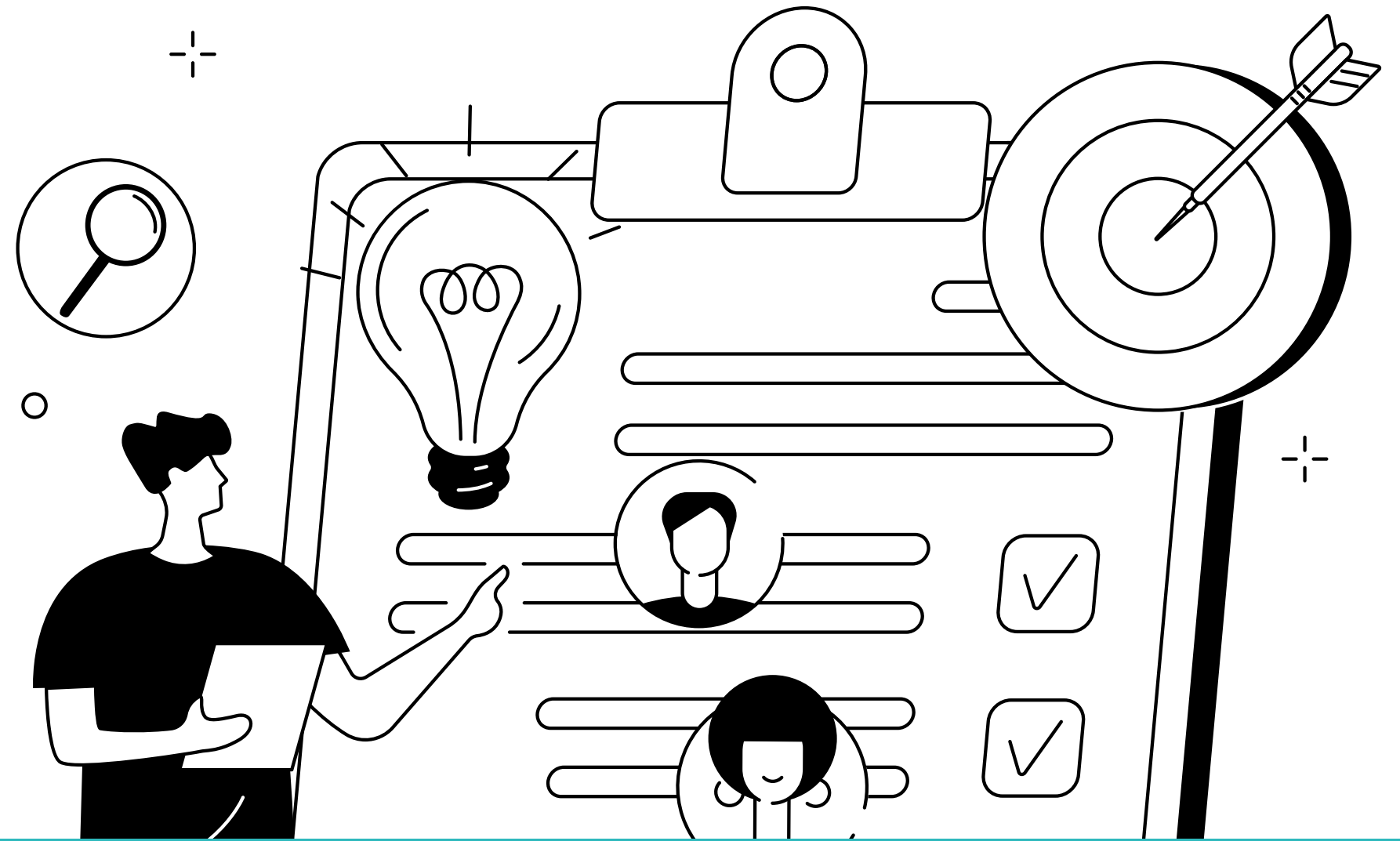


## Investments

Ismene has completely integrated into money markets and various financial products, allowing parents to invest for their children using the money earned from chores.

# PRODUCT & SERVICE

Ismene is designed to be simple and intuitive, specifically created with children in mind. The following three areas are essential considerations for our value proposition.



## TASK MANAGER



Ismene offers a versatile task management system that enables parents to assign chores to their children and monitor their completion.

## COMMUNITY



Parents have the option to join Ismene communities, allowing them to connect with fellow parents and take part in Ismene leaderboard competitions.

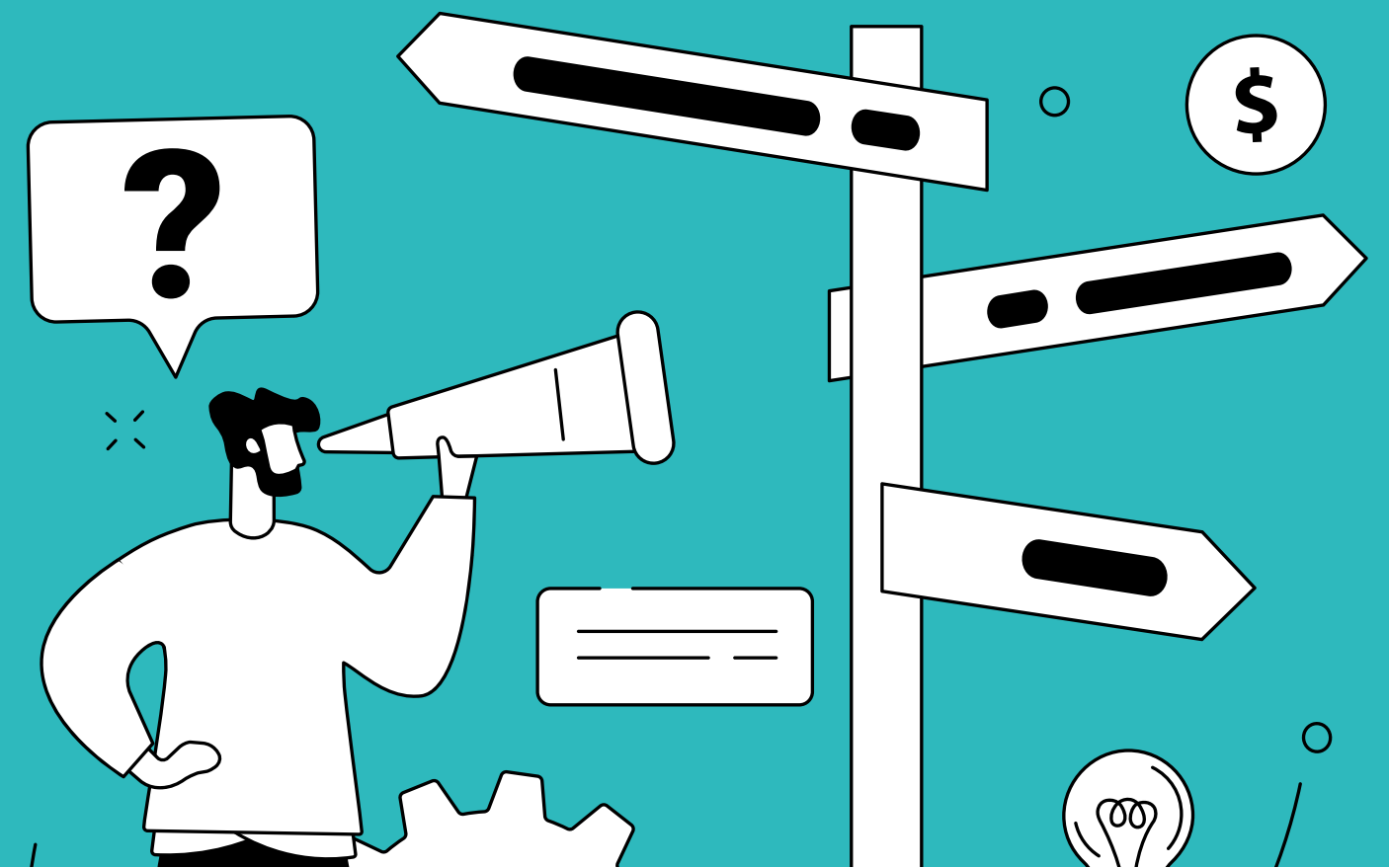
## FINANCIAL LITERACY



Ismene operates a dedicated money school that incorporates gamification to make learning enjoyable. Through this approach, children engage with various financial products.

# HOW ISMENE WORKS

Here is a brief overview of how Ismene operates. We emphasize its key features, but to truly appreciate the incredible functionalities, user interface, and intuitive AI, you'll need to experience it for yourself.



## Family wallet

All accounts are connected to a family account. It is from this account that parents can add their children and co-parents. Additionally, this account manages the family wallet.

## Children's wallet

Parents can create a wallet for each child that is tied to the family wallet. This wallet gives each child independence from the others for ease of tracking rewards.

## Investment intergration

The family wallet is integrated with various money market products, allowing parents to guide their children through different investment options. This approach reflects our commitment to hands-on learning.



# TASK MANAGER

at the heart of the family account, is the task manager. all rewards arise from completion of tasks as set out by the parent. here is how children unlock rewards;



## Task setting

We empower parents by granting them the freedom to create tasks and define the associated rewards. This method allows them to concentrate on what truly matters.

## Task execution

Through their accounts, children can mark off tasks they've completed. This tracker is gamified to maintain their interest and engagement.

## Task Completion

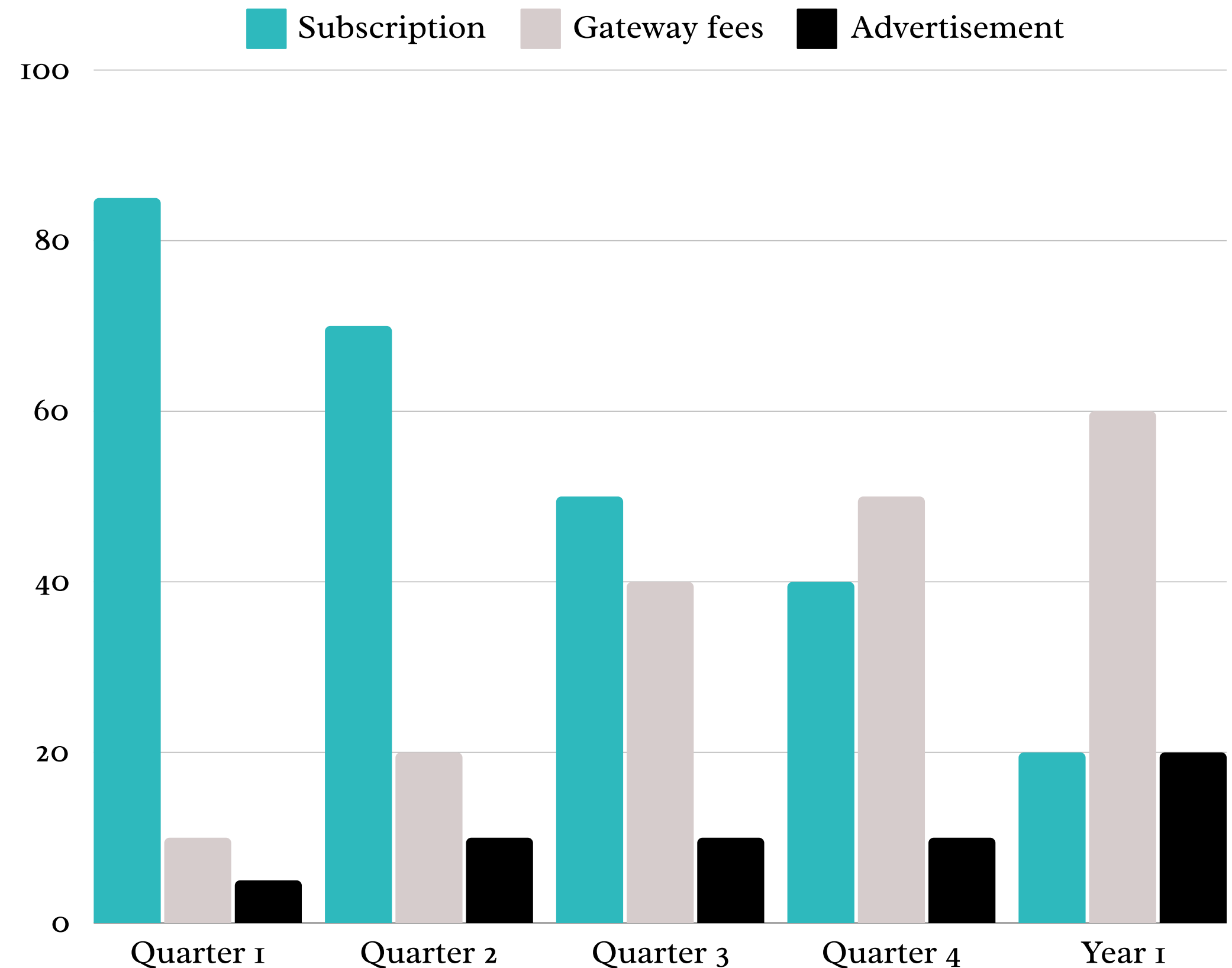
Tasks are marked complete when the parent approves them on Ismene. Once approved, the reward is transferred from the family wallet to the child's wallet.

# REVENUE MODEL

Ismene generates revenue from these sources:

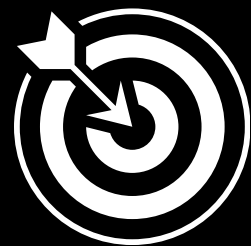
1. Subscription fees
2. Payment gateway fees
3. Advertising
4. Events and merchandise

Initially, we plan to focus on leveraging subscription revenue, but in the long term, we aim to capitalize on the income generated from gateway fees.



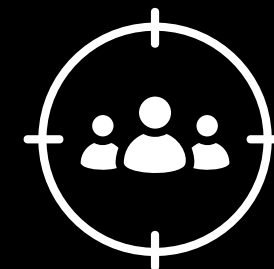
# TARGET MARKET

Ismene functions within both B2B and B2C frameworks. It can be implemented in partnership with educational institutions, as well as provided directly to parents and guardians.



## parents & Guardians

care givers are a primary source of guidance and parenting. This will be our primary market.



## Educational Institutions

Ismene can be integrated into school curricula. Clearly, we recognize that these institutions represent potential customers.



# SIZE THE MARKET

The global financial literacy market has experienced a significant growth rate of 22% CAGR. We plan to capitalize on this trend to introduce Ismene.

The Total Available Market is assessed on a global scale, while the Service Available Market and the Service Obtainable Market are specifically monitored within the African and Kenyan markets, respectively.

**\$220 Million**

SERVICE OBTAIN MARKET

**\$2.8 Billion**

SERVICE AVAILABLE MARKET

**\$163 Billion**

TOTAL AVAILABLE MARKET



# CONTACT US



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