



GAMEANALYZE

Play a game. Understand the patterns

6 in 10

children lack consistent insight into how they're doing

Problem

Mental health support of children today is fragmented, delayed, and reliant on single-timepoint snapshots

Parent's issues:



Noticing



Navigating



Supporting

Challenges

- Fragmented pathways between parents, schools, and clinicians
- Long waits before parents get clarity about their child's patterns
- Limited continuous, objective insight between professional visits

Customer Journey

Want to understand the child



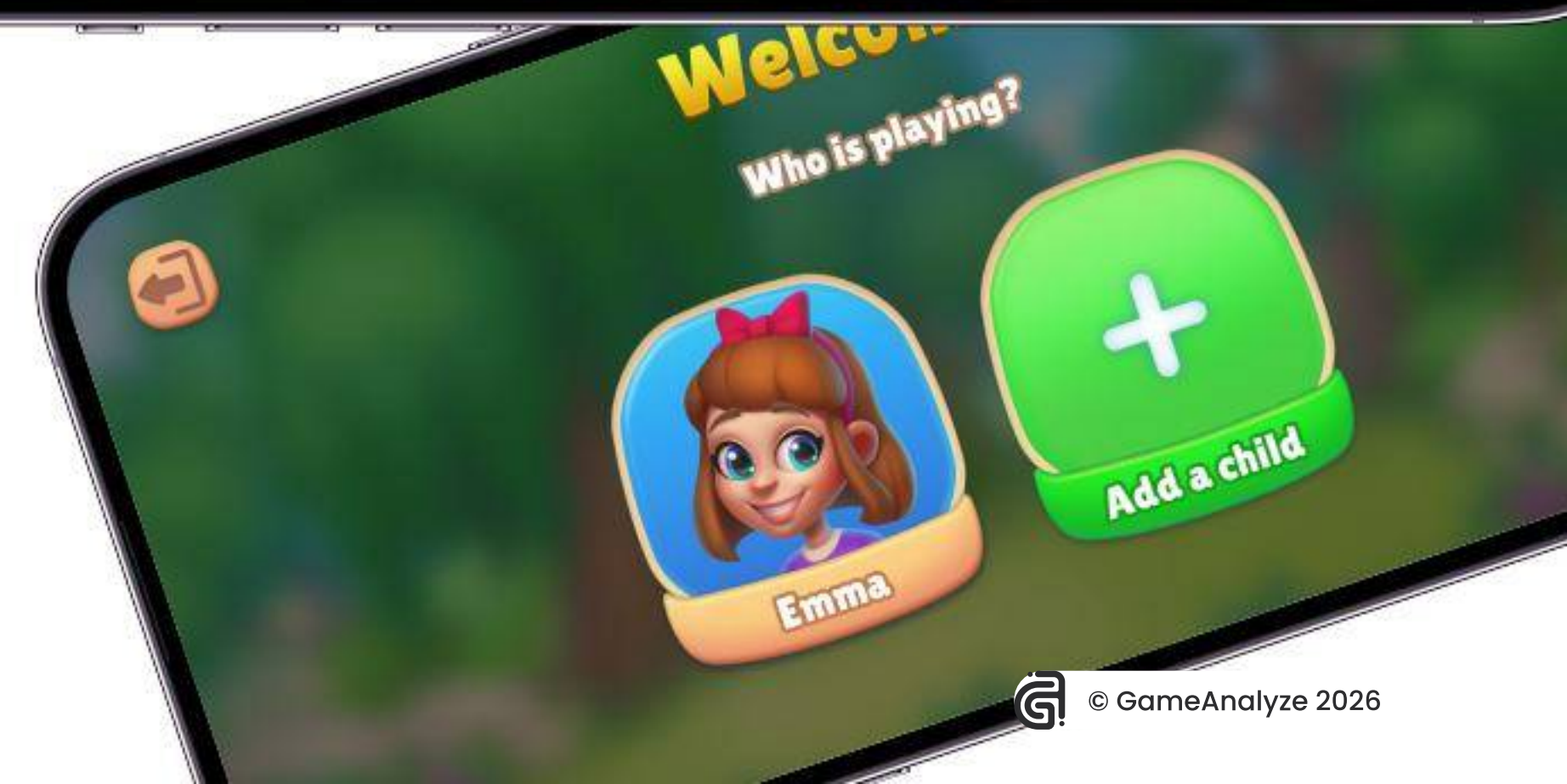
See behavioral patterns each day



Adjust routines and approach



Notice progress over weeks



Proof Of Problem

Interviewed

300
parents

400+ potential
customers

3 letters
of intent

Focus Groups & Engagement

Focus groups: **200 children**

Hours played:
more than 400

85% of parents happy
with the results received

Engagement & Reach

Wellbeing signals
tracked: **8**

Validated
methodology

Multi-game pipeline
in development



Kids **love** the game

Life Stage & Validation

Technological validation

Performance metrics

Trained on 300+ children of gameplay data with validated methodology

Stability testing

Validated via 400+ hours of active gameplay.

Product readiness

MVP launched.

Market validation & Stakeholder proof

Professional endorsement

- Engaged 400+ potential customers
- 3 letters of intent from non-medical B2B partners
- Ongoing research with Leiden University

Direct engagement

300+ children engaged
400+ potential clients interviewed

"Earlyvangelists" & Growth potential

Organic demand

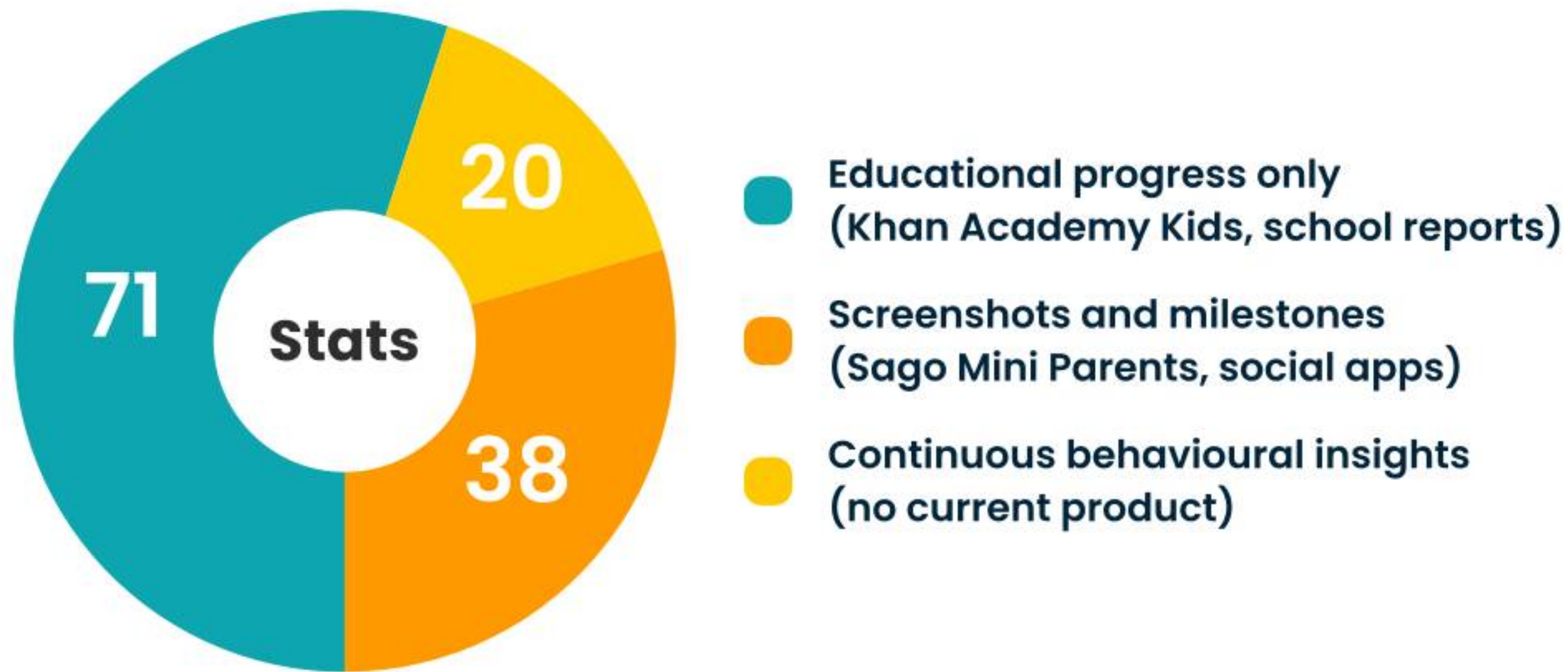
200+ on waitlist (0 marketing expense).
150+ downloads, 10+ purchases (after 3 weeks with 0 marketing expense)

User satisfaction

85% of parents reported they were "happy with the results received" during research.

Competition

Parents want continuous insight into how their child is doing - and the shelf is empty



lumosity

Brain training ("am I improving?") - not behavioural observation

SAGO mini

Daily highlights ("look what they made today!") - not behavioural observation

Khan Academy Kids

Curriculum tracking ("what has my child learned?") - not behavioural observation

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Behavioural observation ("how is my child doing?") - patterns over time

Competition / Current State Of Tech

lumosity

- ✗ Adult brain-training - children under 13 can't use it
- ✗ Built for the player, not the parent

SAGO mini

- ✗ Screenshots and milestones - no behavioural signal
- ✗ Captures what the child did, not what their play reveals

Khan Academy Kids

- ✗ Tracks what the child learned, not how they're doing
- ✗ "47 of 120 letters done" - tells parent nothing about focus or struggle

@ GAMEANALYZE

- 💡 Behavioural signals from real gameplay - every session yields insight
- 💡 Insights that grow with your child - patterns over weeks, not one-off snapshots
- 💡 More games coming, all feeding the same parent view

Solution



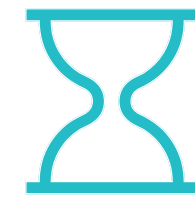
At home

No clinic visits required



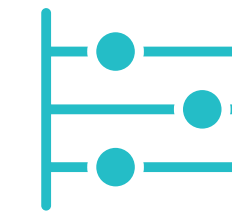
Anywhere

Fits family schedule



Short sessions

2–5 minutes per play



Daily insights

Track patterns over time



Available now

No waitlist

Solution

GAMEANALYZE

Play a game. Spot the risk.

Insights Analytics **Games**

Games

Game	Duration	Date	Time
Game 5	2:16 Home	12/10/25	09:30 AM
Game 4	3:12 Kindergarten	11/10/25	09:30 AM
Game 3	1:08	10/10/25	09:00 AM
Game 2	4:30	9/10/25	10:30 AM
Game 1	2:16 Health professional	8/10/25	05:30 PM

Start time 12/10/2025 Wed 09:30 am
Active time 2:16
Duration 3 m 47 s

Response Speed +12% this week
Erratic Rate +12% last month

High
Typical
Low



Insights Analytics **Games**

Daily Check-In History

The Mastermind Strategic

- High Effectiveness +
- Careful Control +
- Slow/Average Speed

Your child plays like a strategist. They are highly effective because they are methodical and thoughtful. Their slower, deliberate...

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Lasting competitive advantage



**Companion app through
the whole process**



**Professional
adoption**



8+ wellbeing signals



At-home tracking



Price

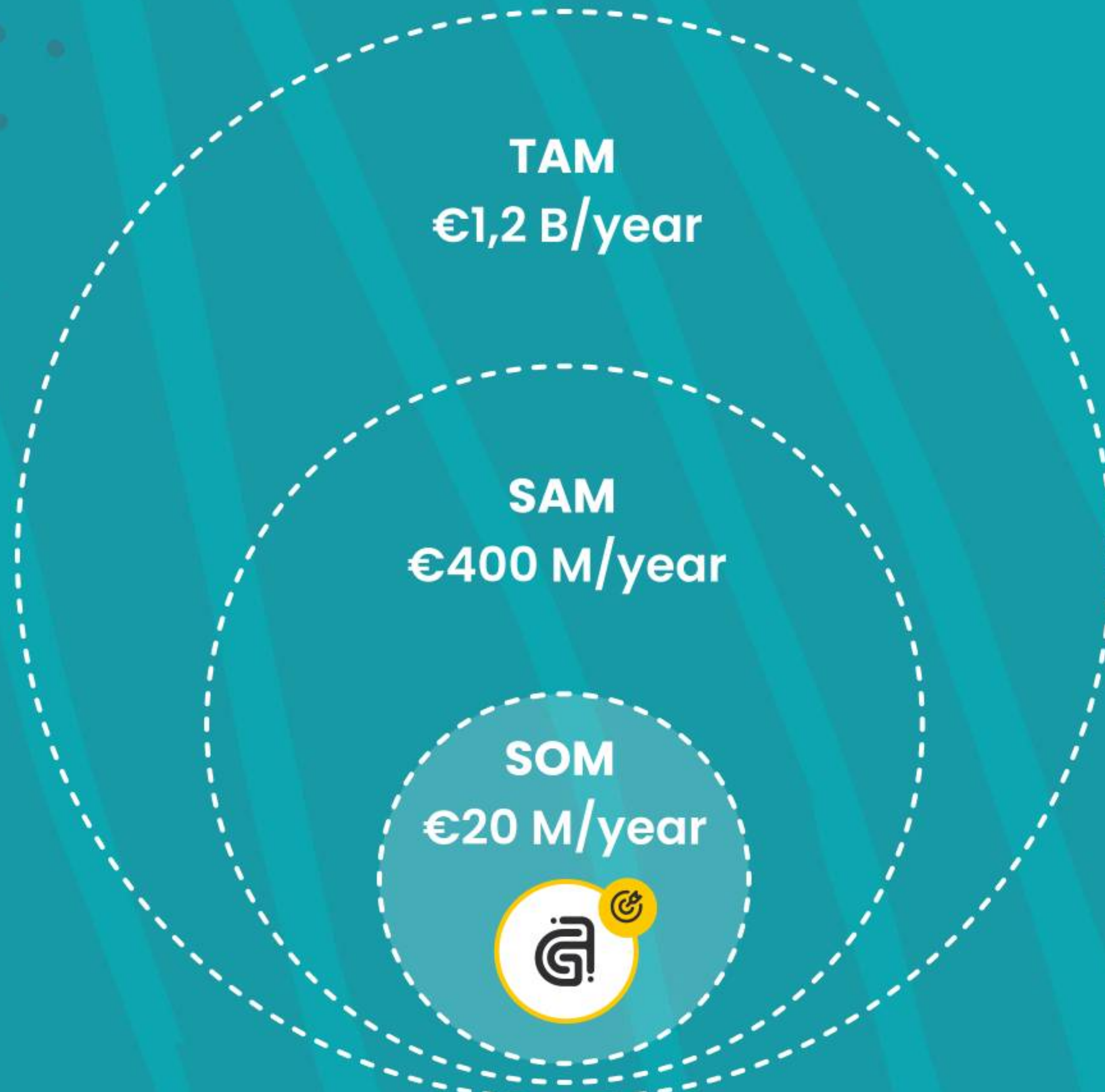


Engagement

Market opportunity

Sources:

1. Grand View Research, Mental Health Apps Market 2030
2. Fortune Business Insights, Mental Health Apps Market 2034
3. Salari et al. 2023, Italian Journal of Pediatrics
4. UN World Population Prospects 2024



Expansion to broader behavioral wellbeing (2030 projections)

TAM = €3,6 B/year
SAM = €1,4 B/year
SOM = €60 M/year

Revenue Model



B2C

App stores, ads campaigns,
forums, SEO

Single session report: €5
3 months **subscription: €66**
6 months **subscription: €114**
12 months **subscription: €180**



B2B2C

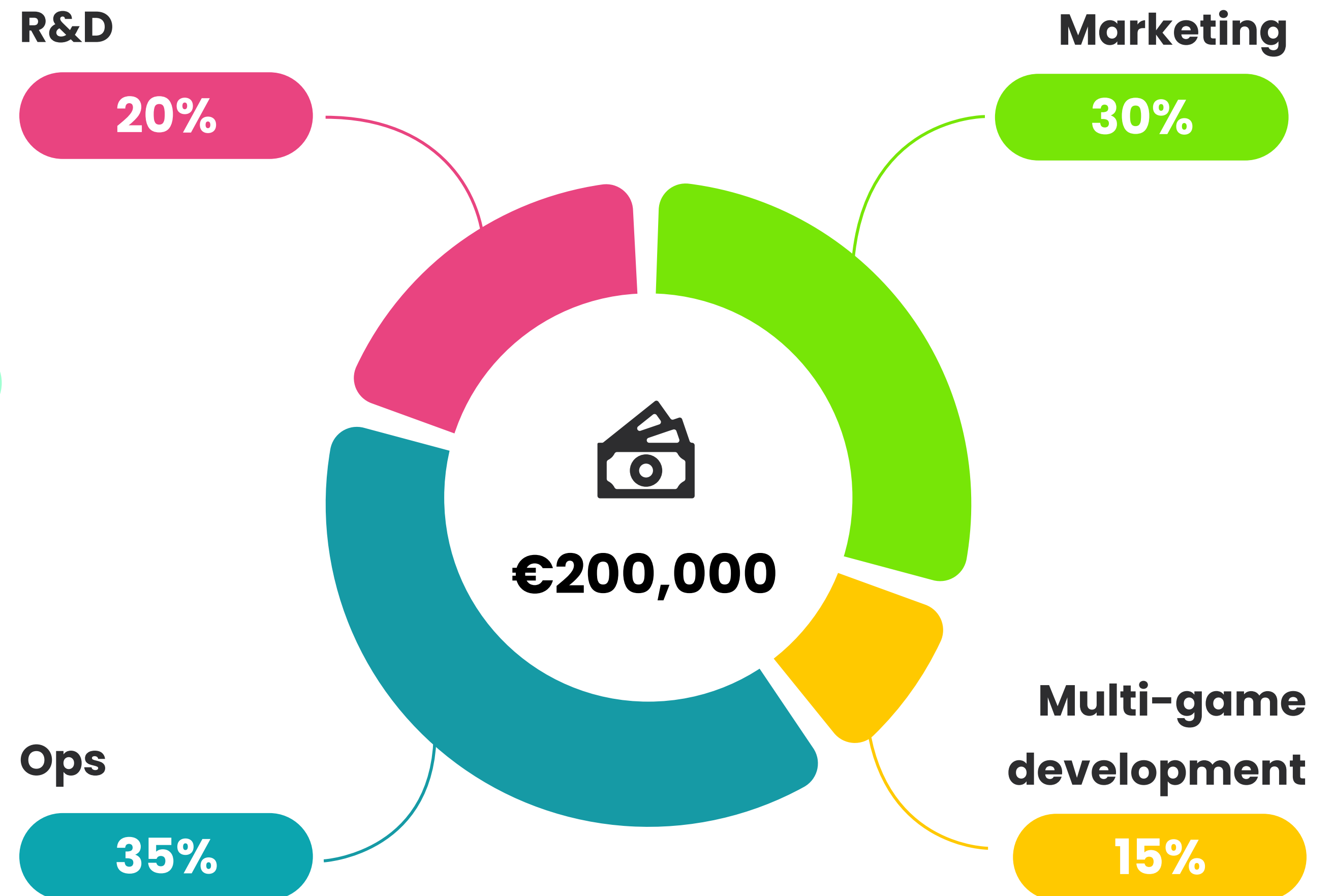
Employer wellbeing benefits
and education-system
partnerships

PFP
(per-family pricing)
pricing model

Our Investment Ask

Milestones Enabled by This Round*

- 1 **Rabobank Impact Fund** – €25000 ✓ Achieved
- 2 **Runner game launch** – 6 months
- 3 **Non-medical B2B pilot** – 15 months
- 4 **Localised growth in top-converting markets** – 20 months



* From the date of funds received

Traction & Projection

Investment round

€500K

Use of funds

€500K total raise

30% of round allocated to marketing

€150K paid acquisition budget

Supports launch-phase B2C growth for the wellbeing app

Current signal:

150 installs **10** purchases **0** marketing budget

Marketing allocation

€150K (30%) / 12 mo

Acquisition output

	Projected installs	Projected paying users
Conservative	75K	1 875
Base case	100K	3 000
Upside	125K	4 375

* Assumed paid conversion: 2.5% - 3.5%

* Range is intentionally conservative vs. current warm organic cohort

Revenue logic

ARPPU: €121

Revenue output

Conservative	€227K
Base case	€362K
Upside	€529K

Pricing mix used in model

3-Month subscription	€66
6-Month subscription	€114
12-Month subscription	€180
One-time report	€5

* Payer mix used in model:

- 15% one-time report
- 30% 3-month plan
- 30% 6-month plan
- 25% 12-month plan

* Churn assumptions:

- 3-month plan: 50% at renewal
- 6-month plan: 0% within 6 months
- 12-month plan: 0% within 6 months

Milestones

Period	Objectives & KPIs (Value Inflections)	Funding Focus
Feb 2026 – July 2026	AI calibration on growing B2C dataset; Runner game development; methodology validation continued	R&D & multi-game development
Aug 2026 – Jan 2027	Runner launch; non-medical B2B pilot (5 practitioner accounts); 5K MAU target	Launch & growth
Feb 2027 – July 2027	Trail game launch; B2C scaling to 20K MAU; cash flow positive	Scale
Aug 2027 – Jan 2028	Geographic expansion (DACH or UK); research and grant partnerships; explore optional Phase 2 decision-support pathway from operating cash flow	Expansion

Why Us?



**Eli
Yanovski**

Co-founder / CEO / COO

20+ years of experience in product development and operational strategy, with a background in gaming, edtech, and SaaS businesses



**Dmitry
Pavlotsky**

Co-founder / CMO / PR

15+ years in growth marketing, customer acquisition, and global product launches. TOP-10 UBI Global Accelerator: mentored 50 startups in go-to-market and positioning



**Alex
Ershov**

Co-founder / CTO / FullStack

10+ years in cloud infrastructure, full-stack development, and AI/ML computer vision systems lifecycle management (Dev, MLOps)



**Vlad
Volman**

Principal AI Scientific Advisor

15+ years in AI/ML modeling for behavioral pattern analysis and predictive analytics



**Albert
Feigelson**

Partner / Behavior Analyst

15+ years as a behavior analyst supporting families and educators. MA in educational psychology.

GAMEANALYZE

Let's build the future
of childhood wellbeing together



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