

# PRESSURE GAMES

## Investor Deck

Alex Andreea  
CEO / Founder  
(941) 268-4955  
[alex@pressuregames.com](mailto:alex@pressuregames.com)



# PROBLEM



**SCREEN TIME IS UP ↑**

**PLAY TIME IS DOWN ↓**

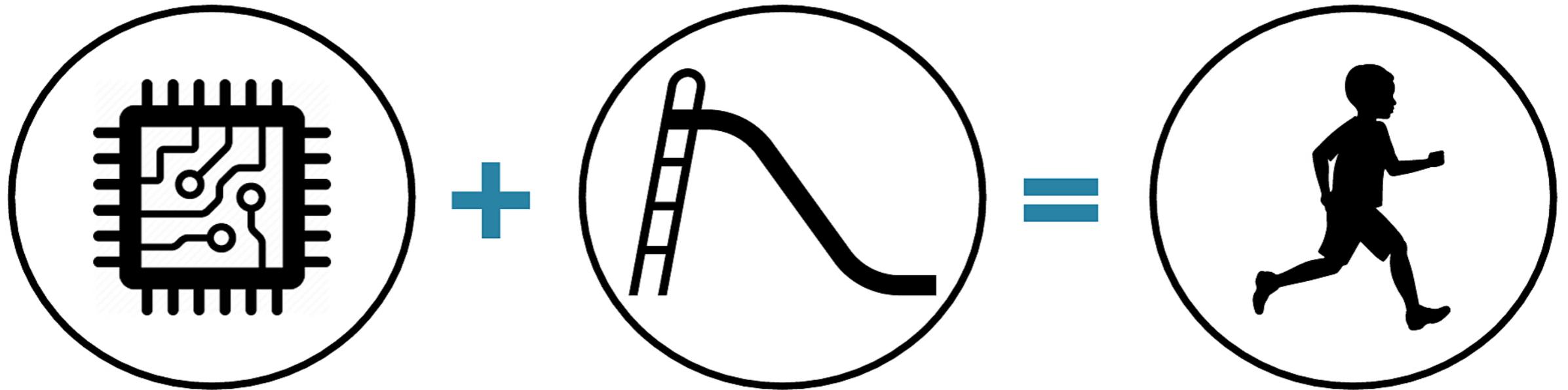
# Toy Industry Active Play Initiatives



Hasbro, Lego, the Toy Association and most major brands are looking to encourage more traditional play activities for kids as screen time encroaches on classic toy play.



# OPPORTUNITY



To create a family of toys that merge connected technology with classic play themes that focus on healthy play.

# Our 1st Toy: Countdown Hide, Seek & Play!

Tech toy that loosely shapes traditional hide & seek play with added challenges to encourages group or parental play, movement, and imagination.



Ages 3+ • Players 2+ • Indoor | Outdoor • 4 Play Modes

# Testimonials

“We did get the test unit and LOVE it! We've been having a blast trying it out and really we've been fighting for turns with it. I can't wait to share it with my fans.”

*-Lindsay (Wauseon, OH) Toy Reviewer*

“What a fun toy!! I love that it's interactive and gets kids busy without the worry of losing a kid! Plus, I could see myself doing this with my own kids where I typically am not interested in playing traditional hide and seek!”

*-Lauren (Sarasota, FL) Toy Reviewer*

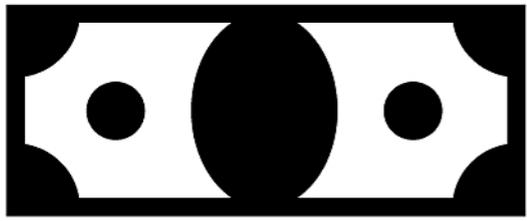
“Our Countdown prototype from Pressure Games is a BIG hit! My kids are playing hide and seek without me.... and I'm a little bit jealous!”

*-Sarah (Winter Park, FL) Parent*

“First of all I want to say what an awesome job you have done to put this game together. I honestly think you have a winner here...So far I must say we really enjoy playing as a family with it.”

*-Jeff (San Antonio, TX) Parent*

# PRICING & ONGOING REVENUE



## Countdown:

MSRP: \$40

COGS: \$15

Good initial sales margins

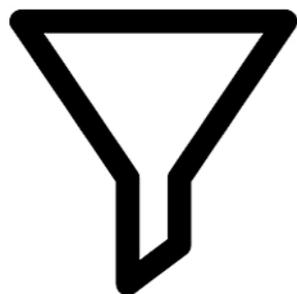
## Comparable to:

- *Higher end board games*
- *Low/mid-tier toys*
- *Low-end STEM*



## Industry First

An optional, high-margin, recurring subscription model for \$15-20/ year. Adds new game modes on a regular basis to increase replay value and overall longevity.



## Organic Sales Funnel

Updates to toys allows for user registration and follow-up marketing. The subscription service will result in lower-friction sales as we grow our market.

# ACCOMPLISHMENTS



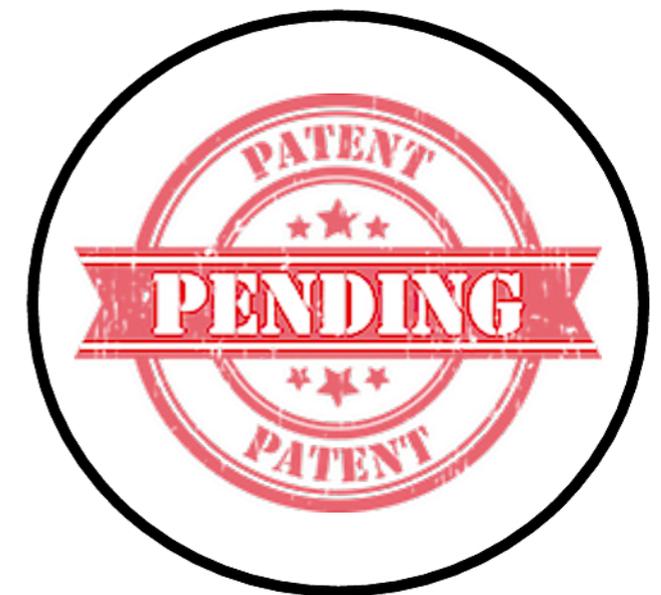
## Arrow Certified

Countdown is Arrow reviewed technology & proven manufacturable.



## 2019 Outdoor Toy Award Winner

Annual competition held in London by toy reviewer and analyst Peter Jenkinson



## Patent Pending

Covers any timed hide & seek game with optional game elements at end

# Addressable Market

2018 Toy Sales via NPD Group  
(excludes video games)

Our toys straddle multiple verticals:

- Combined TAM between ~\$3 - \$7B
- Broad age group and demographics

<b>Traditional Toy Categories</b>	<b>2018</b>
Grand Total	\$21.57
Action Figures & Accessories	\$1.55
Arts & Crafts	\$0.99
Building Sets	\$1.82
Dolls	\$3.36
<b>Games/Puzzles</b>	<b>\$2.14</b>
Infant/Toddler/Preschool Toys	\$3.15
<b>Youth Electronics</b>	<b>\$0.61</b>
<b>Outdoor &amp; Sports Toys</b>	<b>\$4.00</b>
Plush	\$1.23
Vehicles	\$1.41
All Other Toys	\$1.32

## Competitors



Escape Room Toys



Outdoor Toys



80's Nostalgia



STEM Toys

# GO TO MARKET & PROMO

2H19



**Reviewer Program**



**BOYS & GIRLS  
CLUB**

**Toy Testing  
Partnership**



**Crowdfunding  
Campaign**

Q1



**Invited to the  
TechUp Connected  
Play showcase**



**Applied to Pitch  
Panel**



**Product Launch**

Q2



**Direct Web Sales**



**Lowest Overhead  
Sales**

2H20



**Big Box Retail  
Sales**

# TEAM



Alex Andreae  
CEO / Founder

Alex founded SourceCoast web development in 2008 to integrate social networking features into websites. In 2014, he joined Nuzzle, a pet GPS tracking startup, as CTO where he built a team, designed, manufactured and successfully launched a product. He has an MS degree from University of Texas and a BS from Georgia Tech.



Liz Hughes  
Chief of Brand

Liz graduated from the University of the Arts with a BS in Industrial Design. Liz has worked in a variety of design disciplines, including production design for Barrio-Neal, installation design for the Brooklyn Guild and as a freelance designer in San Francisco. Liz lead UI and product design at Nuzzle.



Miguel Dotres  
Investor Director

Miguel has served as a director on 5 publicly traded companies, listed 5 companies with the US Securities and Exchange Commission and listed 3 IPO companies on US stock exchanges. He is an authority on CF crowdfunding and Regulation A +.



Nilesh Kulkarni  
Lead Firmware Engineer

Nilesh worked on firmware development at Nuzzle. He graduated from University of Texas at Arlington with a MS in Electrical Engineering.

## ADVISORY BOARD



Valerie Vacante

Founder of Collabsco. Creator of the Connected Play Landscape. Host of TechUp toy showcase at CES & SxSW.

<https://collabsco.com>

## CONSULTING PARTNER



Design Edge

Toy Consultancy since 1987. Developing packaging design, distributor relationships and manufacturing planning

<https://designedge.net>