



AHAAA Number Adventure

An Educational Math Game

Ahaaa Education Technology Co., Ltd.

2020.1.20

Basic Info

- Product Name: [Number Adventure: Number Games](#)
- Category: Education
- App Size: 41.8MB
- Targeted Launch Date: Feb. 14, 2020
- Launch Region: Worldwide
- Currently supported Language: English, Chinese (Simplified)
- App ID: [1484588316](#)
- Developer: Ahaaa Education Technology Co., Ltd.

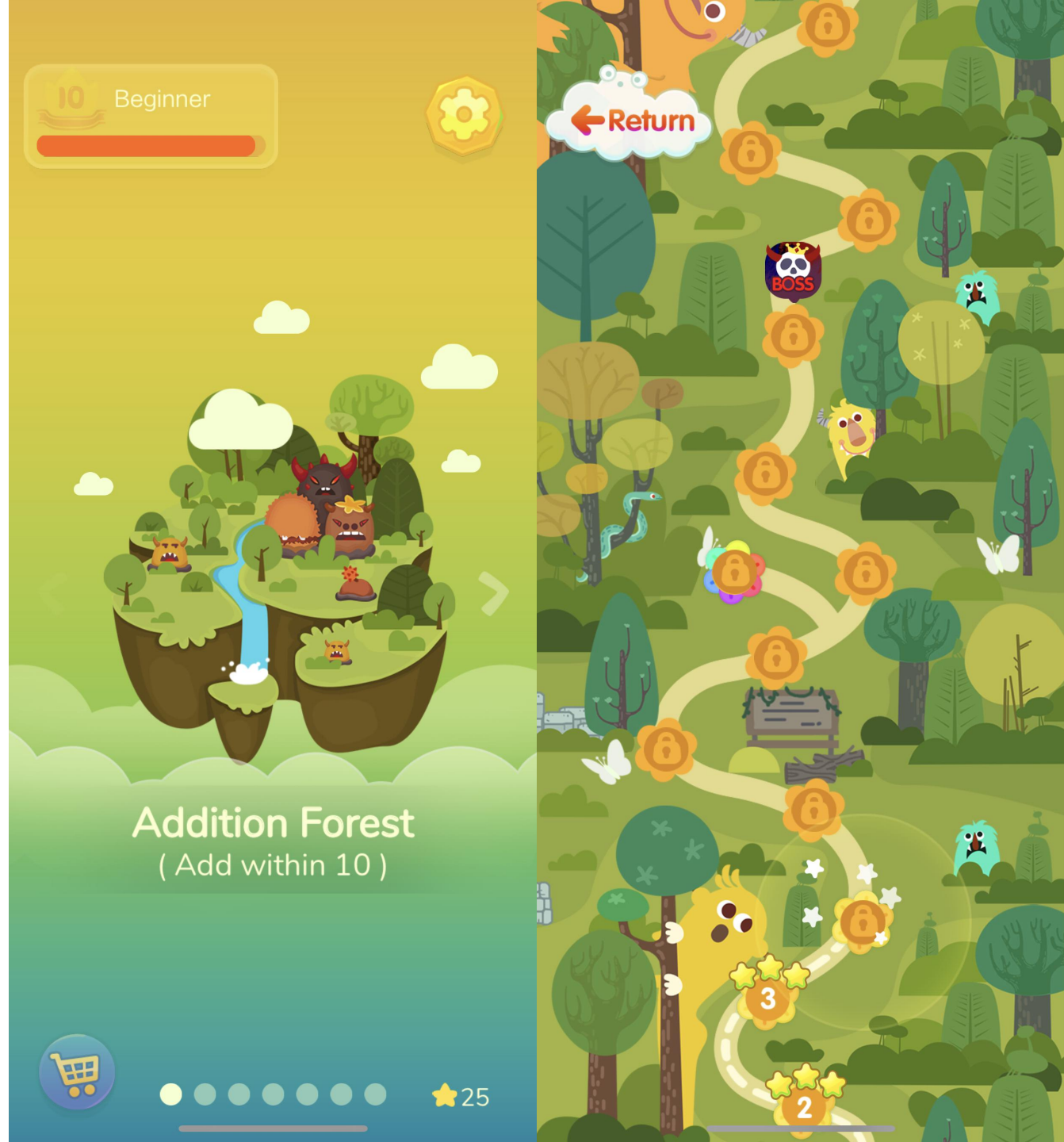


App Icon

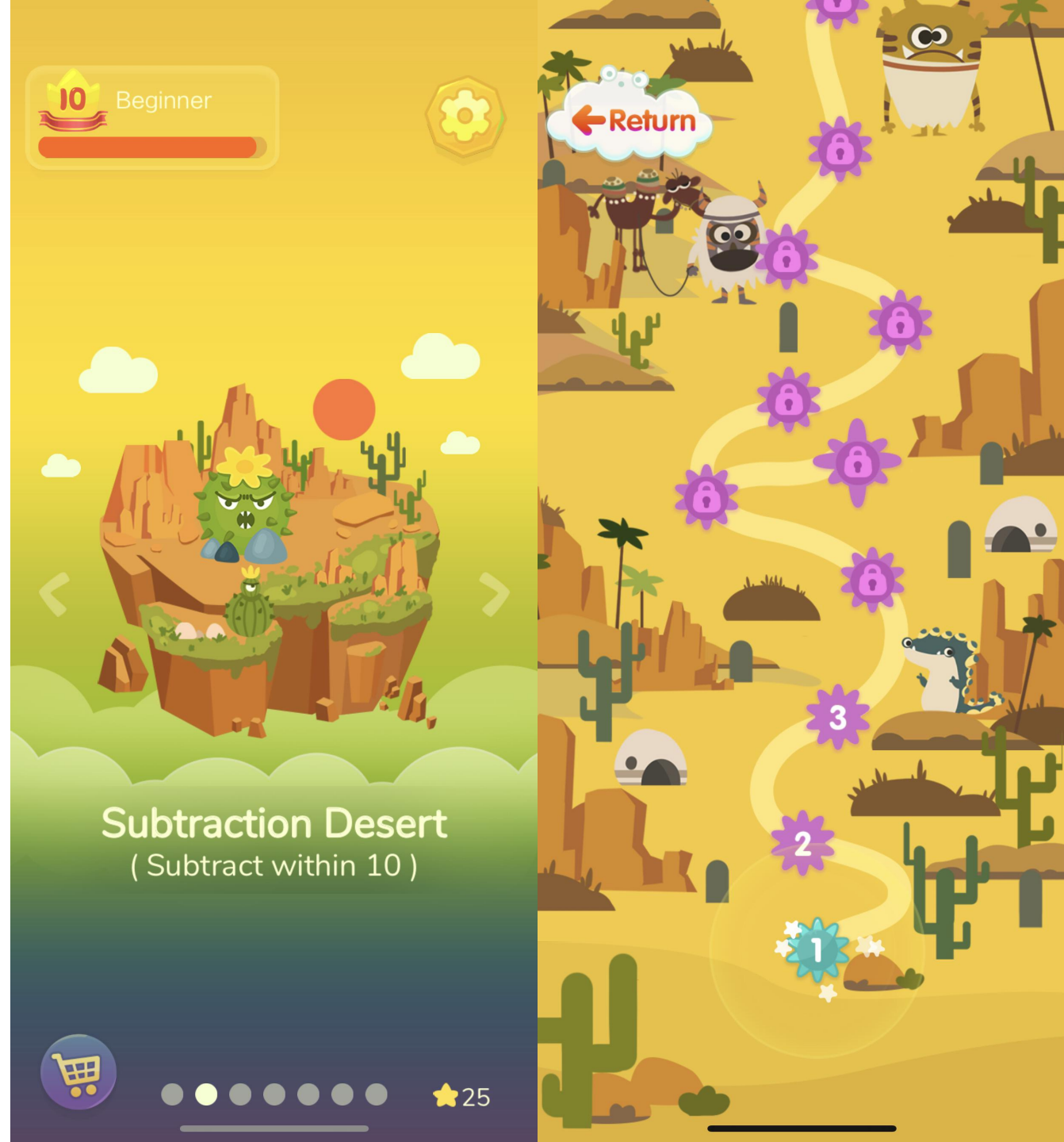
App Screenshot



App Screenshot



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App Screenshot



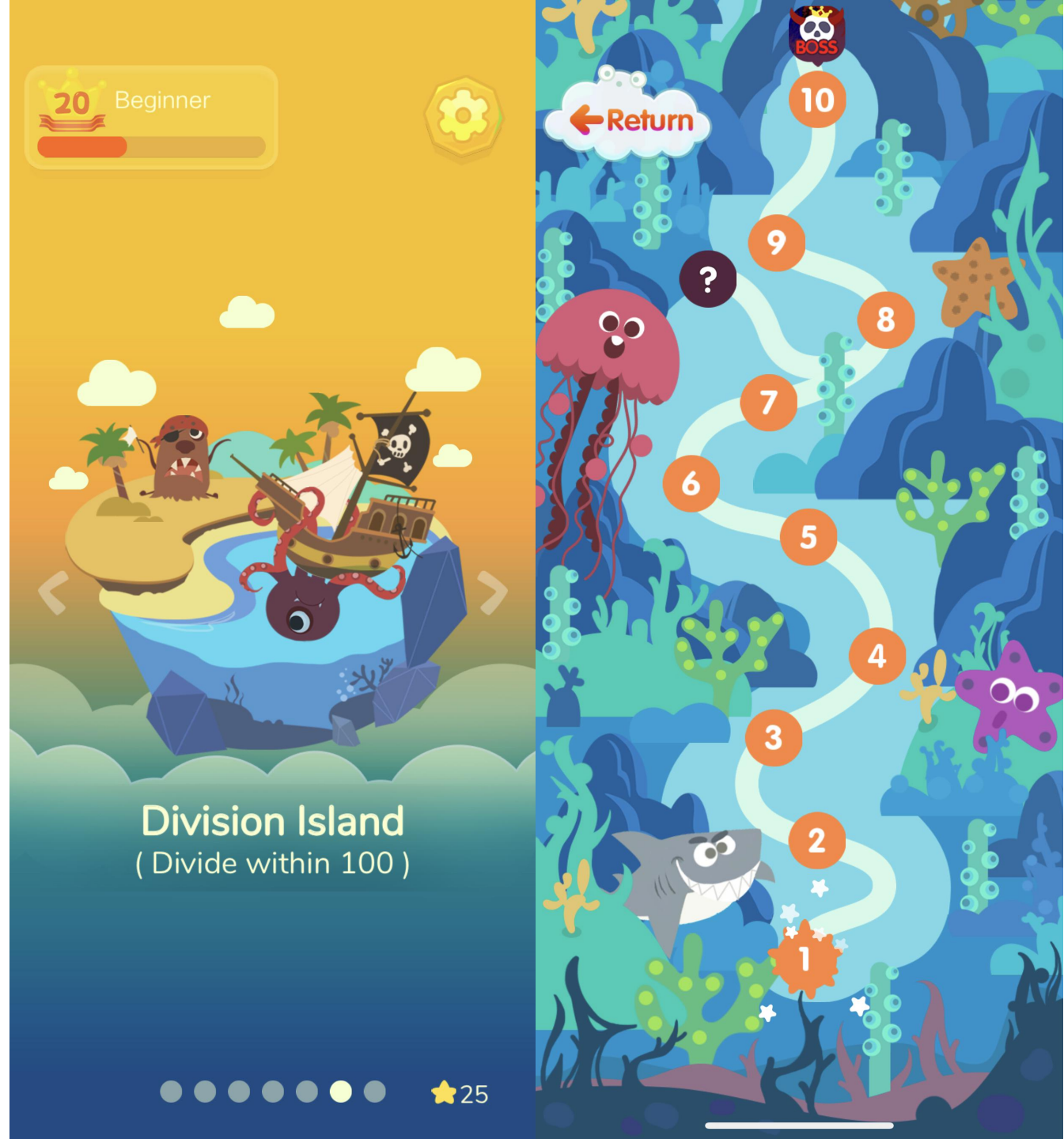
App Screenshot



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App Screenshot



App Story

Rick Jin is a math enthusiast, a 10-year Tencent lead engineer, and a Ph.D. in Artificial Intelligence from the University of Tokyo.

Like all parents, he expects to see his 10-year-old daughter, **Emily**, to inherit his talent in Mathematics. Ironically, although being very intelligent at languages and arts, Emily has been struggling with math since 1st grade. As she struggles, Emily started to lose confidence and interest in learning math.

After carefully observed how Emily learns math and analyzed her struggles, Rick decided to found his educational software studio, **Ahaaa Education Technology Co., Ltd.** Rick's vision for the studio is to develop a series of educational games that can help Emily and kids alike learn the foundations of math through gameplay.



Rick helps Emily with math homework, 2016.

App Story

Before start developing [Number Adventure](#), Rick has tried many exercises and math games to teach math to Emily. He has also met many parents with the same struggle. Rick plans to develop a series of math games to teach kids number sense and help them lay down a good foundation for future STEM study. He also hopes to help other parents on the same boat to turn boring math practice into a pleasurable parent-child time.

It took almost one year to develop [Number Adventure](#). Once this concept is born, the game designers work together with a team of experienced primary school math teachers to see how specific algebra principles can be gamified. Every element of the game is drawn by the creative team and thoughtfully programmed into real life. With numerous tests amongst kids aged 5-10 in the U.S. and China, the team works in detail to make sure this game is a useful learning tool while also fun to play.



App Story

After months of designing and testing, Ahaaa Education Technology Co., Ltd. is ready to launch this new **iPhone and iPad** app, **Number Adventure**, on iOS. *Currently, this game is only built in and planned to launch on iOS.* In the game, abstract numbers became various numbered monsters.

The storyline takes place on the peaceful planet of Maths, which was attacked by a group of dark monsters who try to turn the planet into a dark kingdom. To defend their home, game players, who are the residents of the planet, get help from some symbol fairies who have the power to turn dark monsters into colorful balls of numbers.



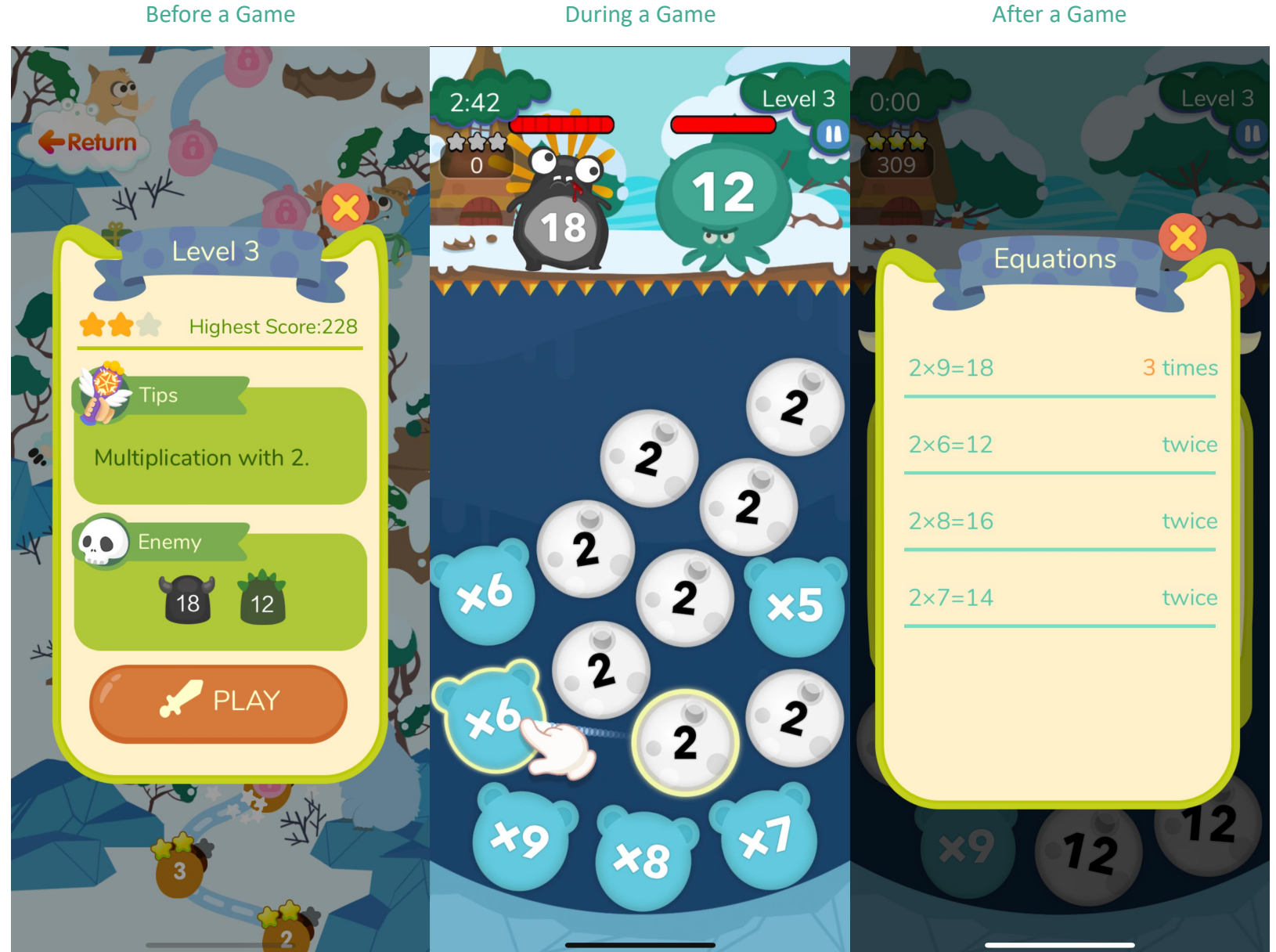
How to Play

The rule of the game is simple: by dragging two balls together and get a result of a targeted amount, the enemy will be defeated.

Before each game, players will see their "enemy" (target number) and tips to make the target number.

When players struggle to make the targeted number, they get a hint during the game.

After each game, players can review the equations they've used in the game. This feature will help them monitor their progress in learning each skill.



Math Topics Covered

There are currently 6 chapters that cover primary school algebra topics in the app:

- **Addition Forest** (add within 10)
- **Subtraction Desert** (subtract within 10)
- **Addition Mountain** (add within 20)
- **Subtraction Factory** (subtract within 20)
- **Multiplication Snowland** (multiply within 9 times table)
- **Division Island** (subtract within 9 times table)

Each chapter covers a certain level of math skills and difficulty level to guide kids to learn math through playing. Each level is designed based on the CCSS curriculum.



Business Model: IAP

Number Adventure is a **Freemium** app. It is totally **ad free**.

Players can play the first 3 games of 5 chapters out of 6 for free. These chapters include:

- Addition Forest
- Subtraction Desert
- Addition Mountain
- Subtraction Factory
- Multiplication Snowland

The 6th chapter, Division Island, and upcoming chapters can only be accessed in **Full Version**.

Players are promoted to upgrade to the full version to unlock all the games. The pricing of the app is as follows:

- \$2.99 per month or \$17.99 per year with a 3-day free period.



Our Team

The team is mostly made of veterans of Tencent, a Chinese technology giant with public offerings on NYSE and HKSE.

Specially, we have:

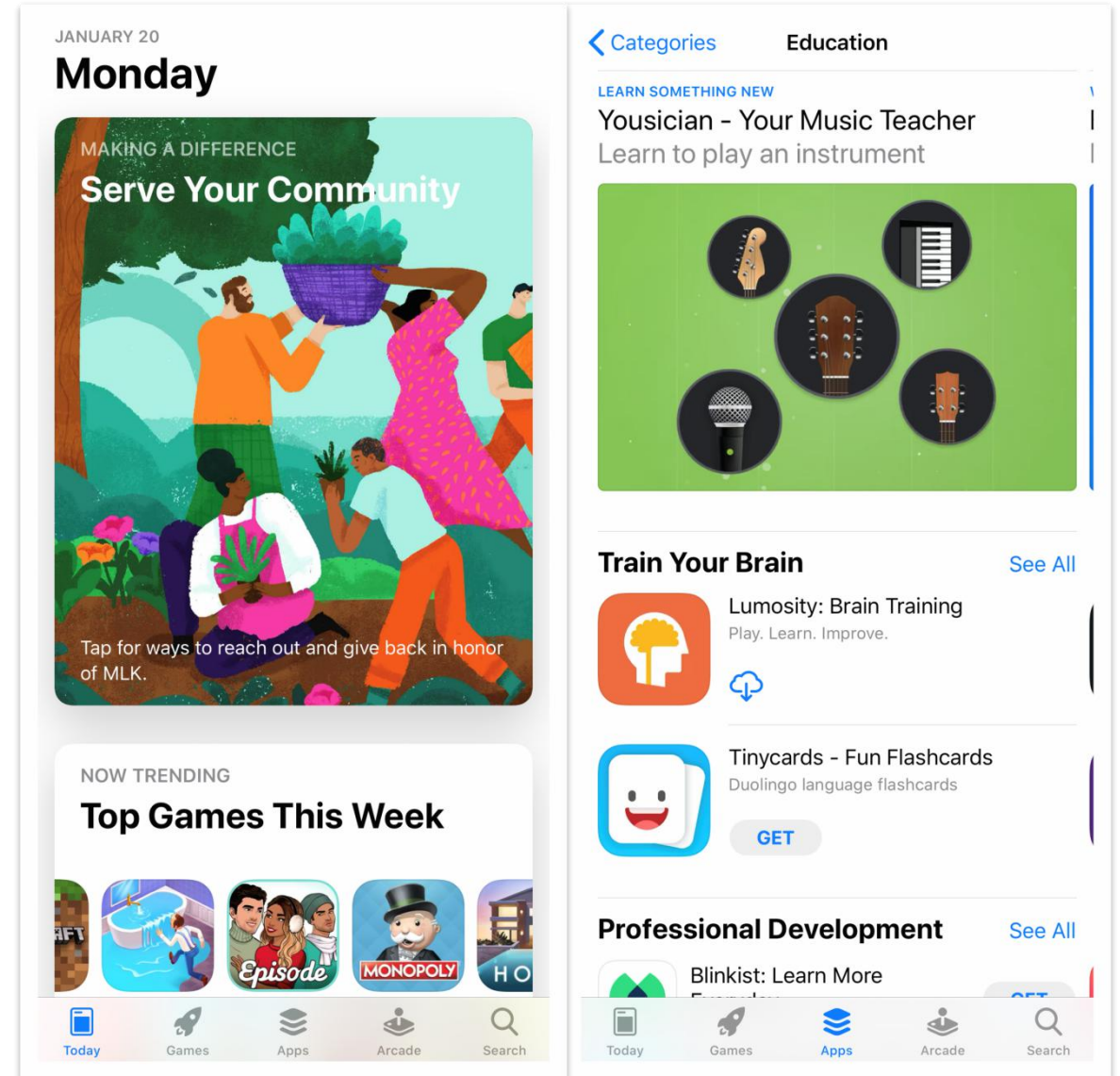
- 6 artificial intelligence engineers, 3 with Ph.D. in Engineering from top universities.
- 3 educational professionals from top universities such as Columbia University.
- 5 game designers, each with 5+ years of experience in children video games.
- 10 game engineers with 5+ years of experience
- 4 marketing experts, veterans of Tencent, Qihoo 360, and Macy's Inc., who graduated from top schools such as The Chinese University of Hong Kong and New York University.



Applying for App Featuring in the U.S. and China

As an educational game app releasing worldwide on iOS, our main target markets are the U.S. and China for the first stage. The app has been localized in both languages and tested in schools in both markets for usability.

We hope to be featured on iOS [App of the Day](#), [App Story](#) or [Education](#) in [either or both countries](#) to allow the maximum number of targeted users to learn about Number Adventure.



iOS 13 and Xcode 11

For the best user experience, Number Adventure is built with the iOS 13 SDK and support the all-screen design of iPhone XS Max or later.

As a new iOS app developer, [Ahaaa Education Technology Co., Ltd.](#) is proud to stay up to date with the newest iOS technologies.



**See how to update
to iOS 13.**

[Learn more ↗](#)

Children Safety

Although built for all ages, Number Adventure always keeps young users in mind. The app does NOT include:

- Mature or Suggestive Themes
- Realistic Violence
- Sexual Content or Nudity
- Simulated Gambling
- Alcohol, Tobacco, or Drug Use References



Marketing Plan

Pre-Launch

- 2-3 weeks before launch
- Appstore Optimization
- Create a Facebook Page for Number Adventure
 - ✧ Function as temporary official website to allow prospects know our company value and story behind the app
 - ✧ Will be used to build user groups to collect customer feedback

Launch

- First 4 weeks
- ASM + Facebook (U.S.)
- Tik Tok (China)
- Within appstore, utilize ASM to enhance ASO keyword coverage and app ranking
- Outside of appstore, employ Facebook ads in the U.S. and Tik Tok ads in China to acquire first round of users
- Targeted amount of users acquired: **200,000+**

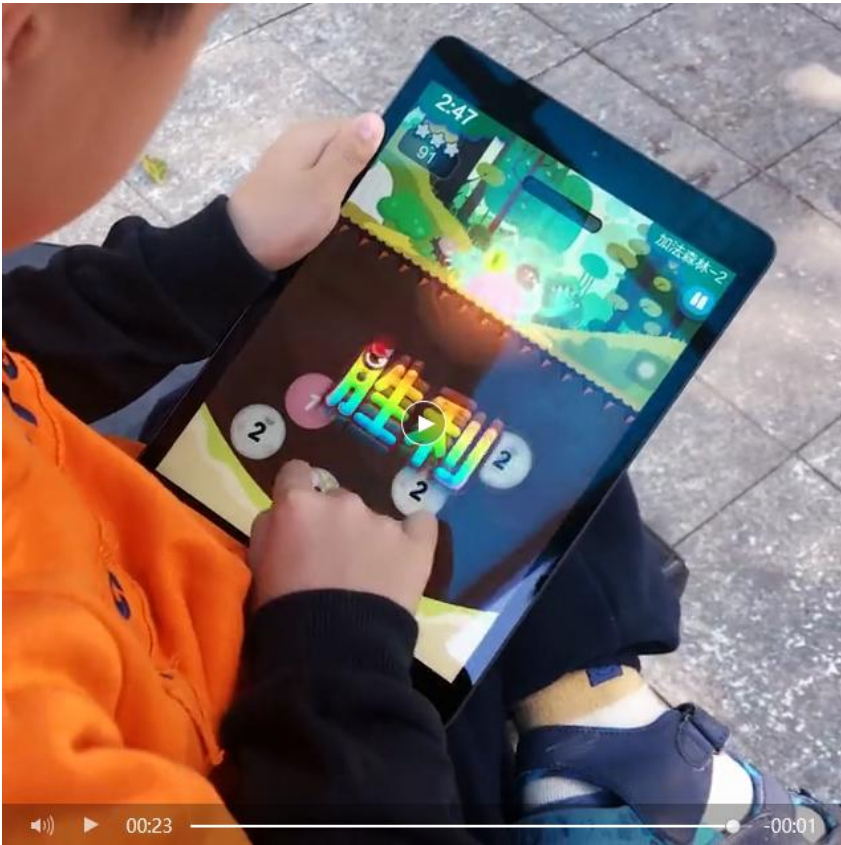
After-Launch

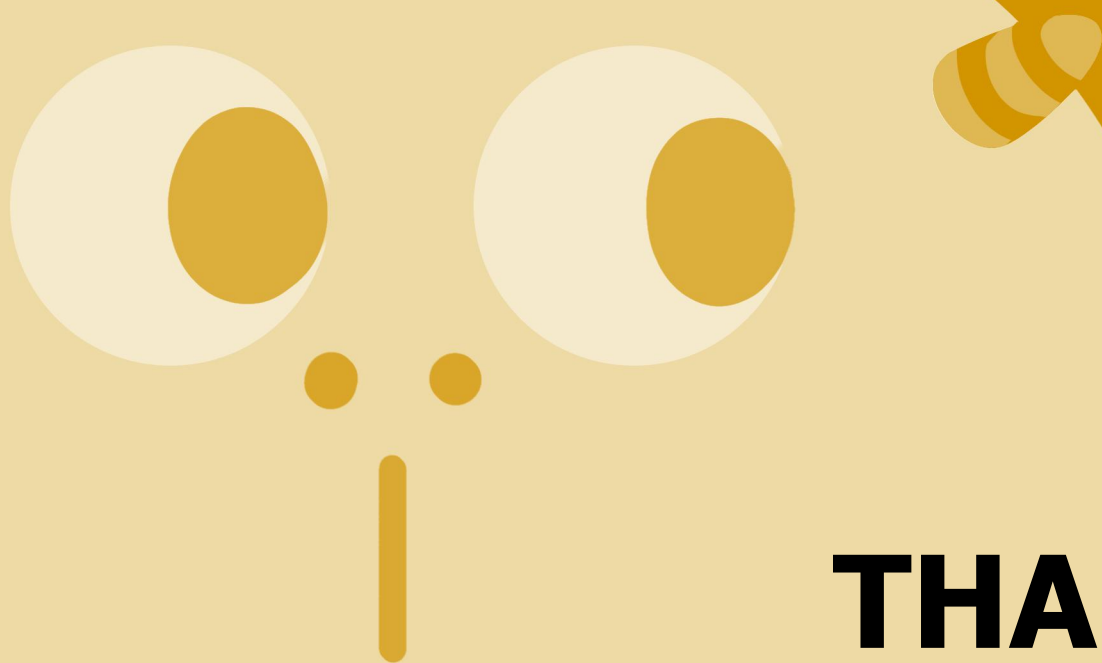
- 4 - 8 weeks
- Multi-Channel
- Expand marketing channel:
 - ✧ Explore Google Ads, Tik Tok (U.S.), Affiliate and etc.
 - ✧ Explore Youtube, Pinterest and parental/motherhood Key Opinion Leaders (KOL)
 - ✧ Reach out to schools and educators to form cooperative relationship and gain industry exposure
- Targeted amount of users acquired: **500,000+**

Marketing Creatives



Marketing Creatives





THANK YOU

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