



To see a short video describing the product please read the attached QR code



## 1. Contact information

- **Name of Company:** POOW Application AB
- **Complete address:** Medicon Village, Scheelevägen 2, 223 81 Lund, Sweden
- **E-mail:** Kristian@poowapplications.com
- **Website:** POOWapplications.se, POOWapplications.com
- **Contact person:** Kristian Enkvist, VD/CEO

## 2. The company

- **Number of employees:** 2
- **Founders- Background:**
  - Per-Magnus Espgård; founder and seed investor, one of the major grain farmers in southern Skåne. He has invested in several startups previously, met Björn a few years ago and was delighted with the concept of POOW and helping children with problems
  - Björn Cronzell; founder and Creative Director, performing artist, inventor of the whole idea of POOW the Food Hero when he solved his autistic son's eating problem. He develops app concepts where a serious problem is integrated into the actual workflow of the app solution
- **Management Team Profile:**
  - Kristian Enkvist; CEO, life science and med tech professional with 20+ years' experience of innovation and product development. He has spent a large part of his career in industry (HemoCue, Gambro, PerkinElmer, Wallac, AstraZeneca) but also has experience as CEO (AcouSort AB) and board member of startup companies (Norinvent AB, Kibron OY, Hydrogene AB)
  - Björn Cronzell, see above
- **Board of Directors:** Per-Magnus Espgård, COB, see above
- **Line of business:** E-Health in the emerging business of Serious Gaming
- **Business idea:** To help children with problems through serious gaming solutions
- **Business model:** Develop serious gaming solutions into apps marketed on AppStore/Google Play with global reach to the consumer-app market. Later products will also be sold to health care providers. Revenue model is *price per download* and *purchase in app*. App programming and E-marketing support are externalized to our partners; Code&Design and TopVisible.
- **Description of products/services:** Our first product, POOW the Food Hero is a *serious gaming* solution with interaction between the superhero POOW and the child. The app is designed to playfully motivate and stimulate the child to eat. The app is unique in its kind and has been tested by a large number of children, parents and experts in the field. It transfers the solution from a counseling session in the healthcare system to the actual dinner table in the child's home.
- **IP:** POOW the Food Hero and POOW Applications are registered trademarks of POOW Application AB
- **Customer (existing and target customer):** Currently 2200 downloads of pre-release version of Food Hero. Customers are families that experience eating challenges with their children aged 2-7. Picky eaters are found in significant numbers amongst all children, and more severe dysfunctional eating correlates with medical and neuropsychiatric conditions such as Autism Spectrum Disease, ADHD, preterm birth.
- **Market opportunity/Market demand (today and within 3-5 years):** Global target demography is 287 M children between the ages of 2 and 7 years and their families
- **Competitive advantage:** Founder's personal experience of solving problems and our unique approach in combining real world objects with gaming solution. We bring the solution into the child's own home!
- **Competitive landscape:** No competition using our specific gaming strategy. One app in eating support area, *Yumit*, commercially not successful; needs special device and channels user to third-party games. Traditional methods are counseling in different scenarios of which none take the solution out of the healthcare system into the user's home like we do.

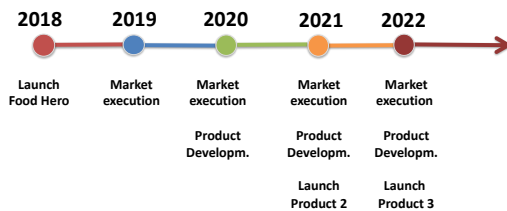
- **SWOT analysis:**

<b>Strengths</b> Understanding of customer Technical approach - simplicity	<b>Opportunities</b> Unique approach – take reality into game Emerging market for serious gaming
<b>Weaknesses</b> Non Patentable <sup>1)</sup> Lack of company muscle <sup>2)</sup>	<b>Threats</b> Copy Cats <sup>3)</sup> Conservative health care providers <sup>4)</sup>

Mitigations:

- 1),2) Unique approach combined with technical simplicity enable quick development cycles
- 2) Understanding what is company core competency and what is done by our development and e-marketing partners. Ensure that partnerships are scalable as volume of work increases.
- 3) A combination of 1 and 2 above will ensure nimble reactions to competitors
- 4) Leverage Positive customer base and recruit Key Opinion Leaders

- **Growth potential/potential for scale:**



In 2019 we will launch Food Hero and concentrate on commercialization. This continues in 2020, but we also develop product 2, which is launched in 2021. After that we continue commercialization cycles and new product development with yearly launches.

- **Motive for investing:** We are looking for capital firstly to support launch and E-marketing of Food Hero, and secondly to develop product 2
- **Exit strategy:** Owners are agreeable to building value and subsequently either selling company or doing an IPO

### 3. Financial information

- **Historical Financials:**

- P-M Espgård: approx. 3 MSEK during 2015-2018 as shareholder's contribution over time
- Prize in pitch competition; Swedbank Rivstart; 250 kSEK
- Internal emission of 300 kSEK in Aug. 2018 (P-M Espgård, K. Enkvist) as bridge financing

- **Financial Outcome; Turnover and result, Cost and Income, Liquidity (data in SEK)**

	2 018	2019	2020	2021	2022	2023	2024	2025
Downloads	2 200	26 540	57 863	126 099	279 303	391 721	586 621	825 703
Net Sales	4 200	2 556 939	5 610 700	12 196 683	27 038 585	38 240 036	57 678 329	78 110 982
OP	- 585 800	- 2 915 985	- 448 809	3 291 847	16 083 746	24 535 197	41 964 490	60 956 143
Cash	3 714 200	798 215	349 406	3 641 253	19 724 999	44 260 196	86 224 687	147 180 829
Investment	4 300 000	-	-	-	-	-	-	-

- **Important balance sheet items (assets, debts, own capital):** N/A

### 4. Investment offer:

- POOW Application AB is looking for external investors in a company stock issue:
  - An offer of a total of 4 million SEK
  - Pre-investment valuation of 12 million SEK
  - During Q4 of 2018
  - We will use the investment to commercialize our first product POOW the Food Hero, build global market presence and start a development pipeline of other serious gaming solutions to help children, their families and others with problems.
- In five years; 2023, we project
  - 390 000 users
  - An Operating Profit of 24.5 MSEK
  - A cashflow of 44.5 MSEK
- **Other needs:**
  - To balance our internal team we will hire an E-marketing / Marketing Communications professional and secure access to a permanent medical advisor (ideally as board member). Recruitment for both of these positions is ongoing.
  - We will recruit a board of directors including a chairman with suitable competencies amongst our investors and externally as needed.