



WICKET  
GAMING



edyoutec



## COMPANY SNAPSHOT

- Developer of playful educational products and tools implementation of AI-Technology
- Strategic growth by M/A in Ed-Tech and Ed-Tech AI
- Well balanced portfolio of high potential and stabile revenue projects.
- Experienced management team with over +100 years of experience in education and digital business models

**EXCELLENCE IN EDUCATIONAL PRODUCTS AND TOOLS**

**26,5**  
MSEK  
Revenue 2022

**20+**  
Projects in  
Pipeline

**30+**  
Employees

**5**  
Offices

## | Artificial Intelligence

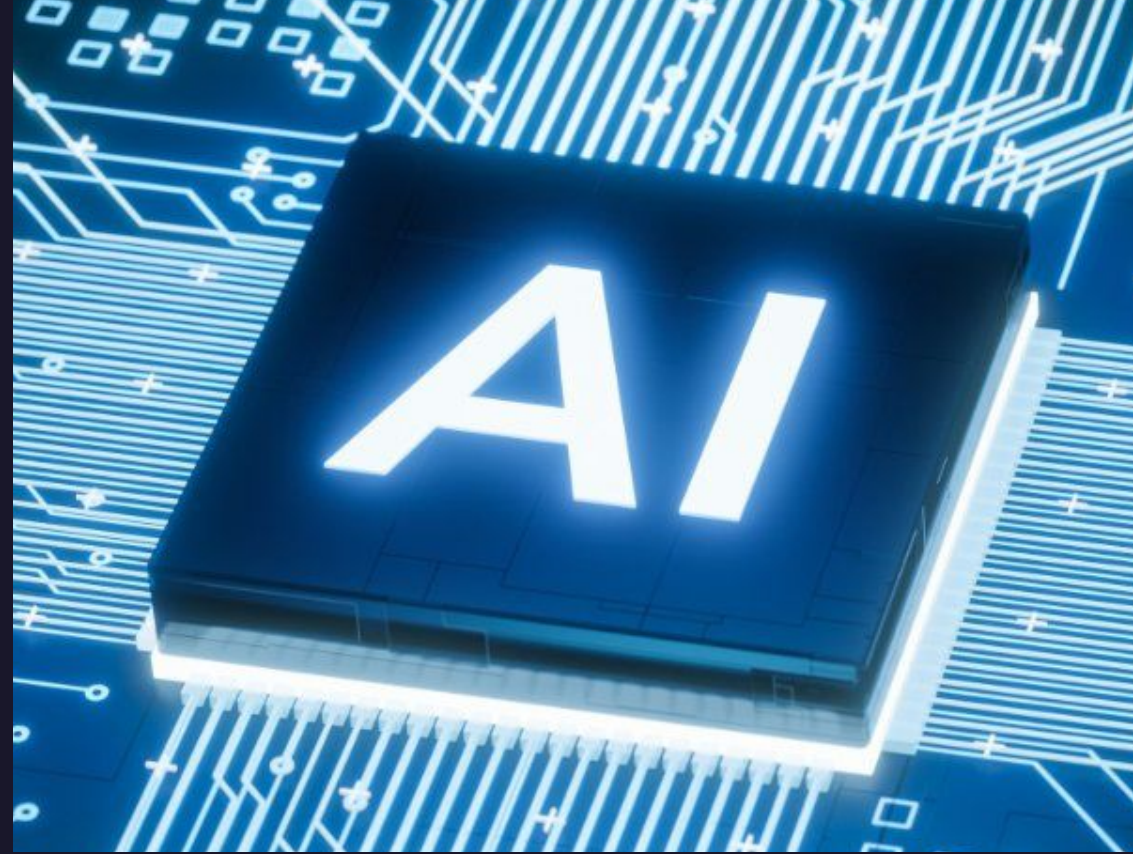
We are following a **2-steps-strategy** to integrate AI in our projects and platforms

### First: Implementing AI into the production pipeline

- Integrate AI tools like Chatgpt, Midjourney, Scenario, Promethean AI, Adobe Firefly and Unity Muse
- Researching and exploring new AI technology

### Second: Implementing AI into our products

- AI-development and integration to establish intelligent features for adaptive learning and ai-assistant content creation by using our edtech-products



*"By integrating these AI tools into our workflow, we are able to stay at the forefront of technological advancements in the gaming industry and deliver high-quality products to our clients and users."*

*- Kaspar van Treeck  
Creative Director of Wegesrand*





WEGESRAND



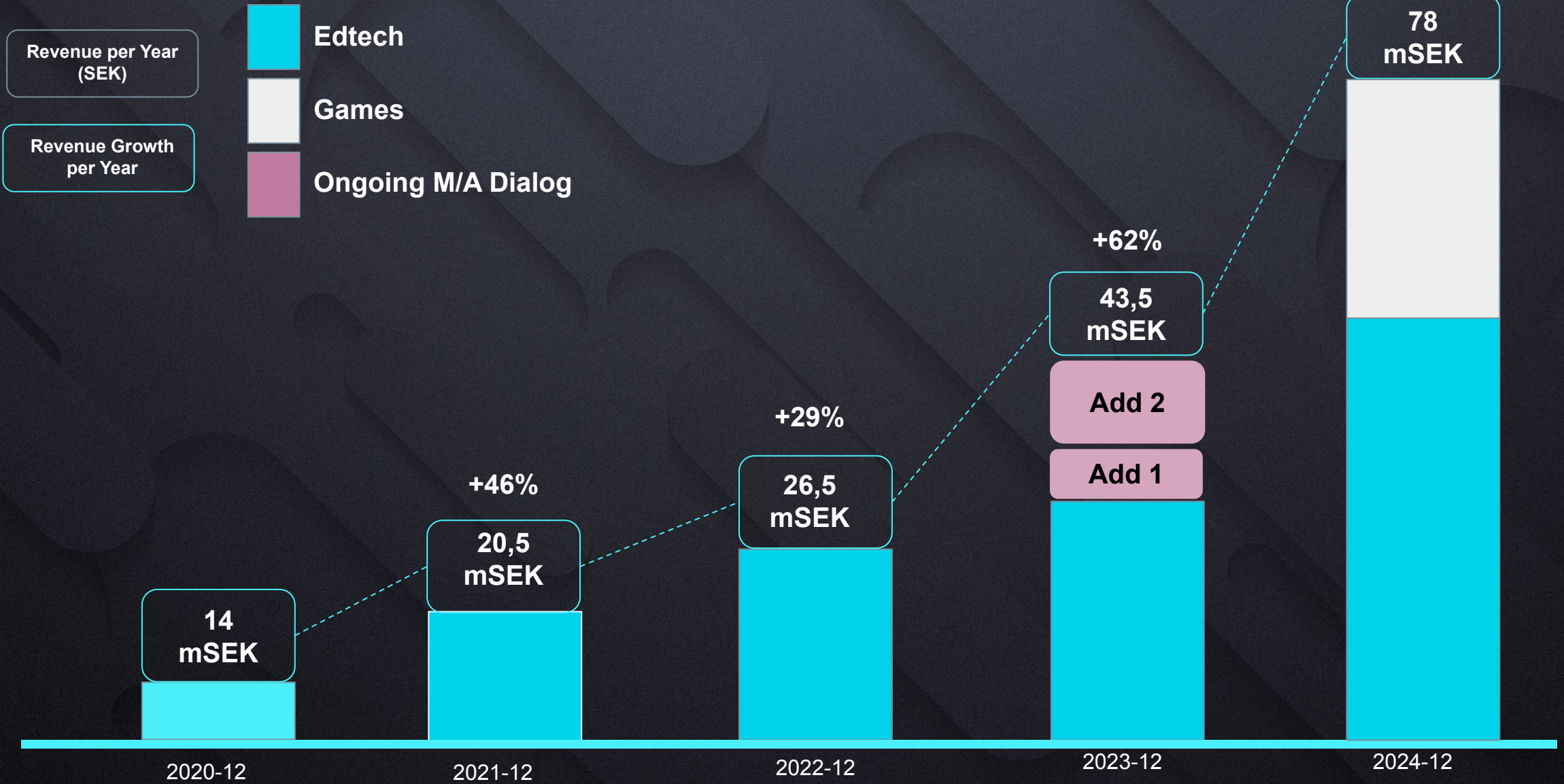
SHOWREEL

2023

2023

[https://www.wegesrand.co/wp-content/uploads/2023/09/Showreel2023\\_smaller.mp4](https://www.wegesrand.co/wp-content/uploads/2023/09/Showreel2023_smaller.mp4)

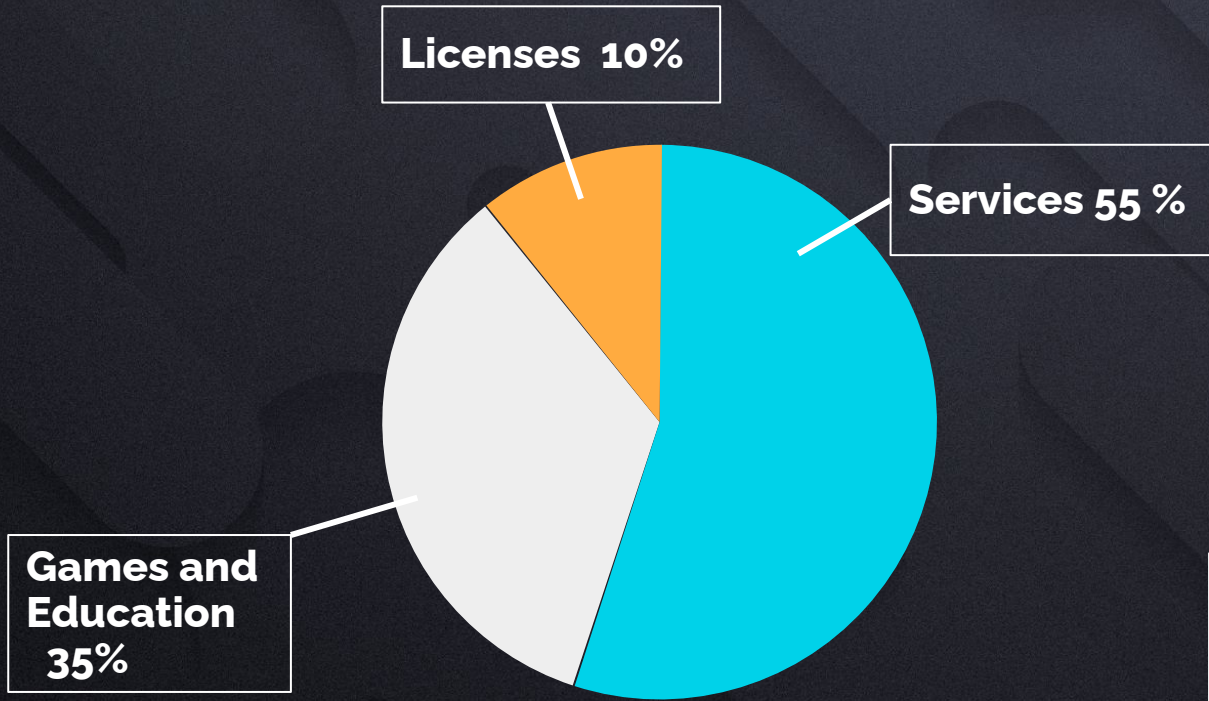
# Historic revenue - Wicket Gaming -> edyoutec



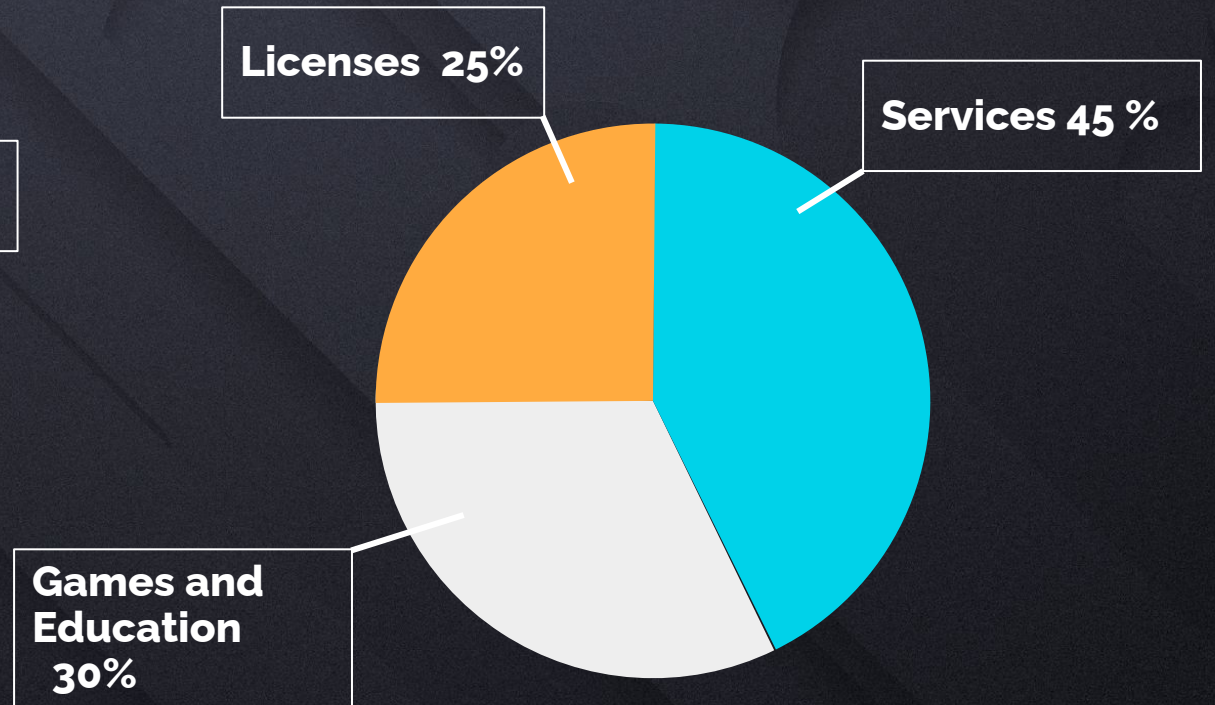


# Revenue ratio 2024 - 2025

## 2024 Ratio



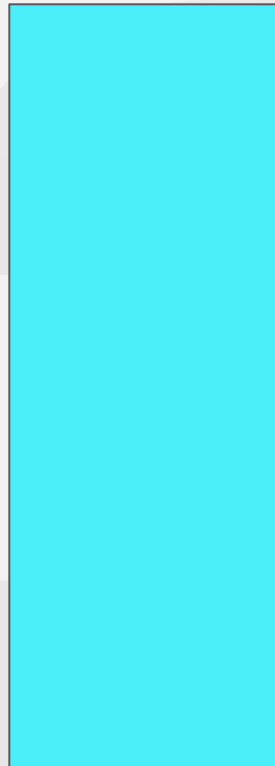
## 2025 Ratio



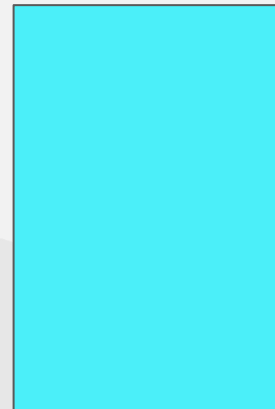
Moving into bigger markets

**Starting to be a big partner in EdTech**

**\$ 297 Billions**  
- Global Digital Ed-Tech Market



**\$ 197 Billions**  
- Global Games Market



**\$ 2.7 Billions**  
- Global Ai in Education Market



\*Source:

<https://newzoo.com/insights/articles/the-global-games-market-will-generate-152-1-billion-in-2019-as-the-u-s-overtakes-china-as-the-biggest-market>

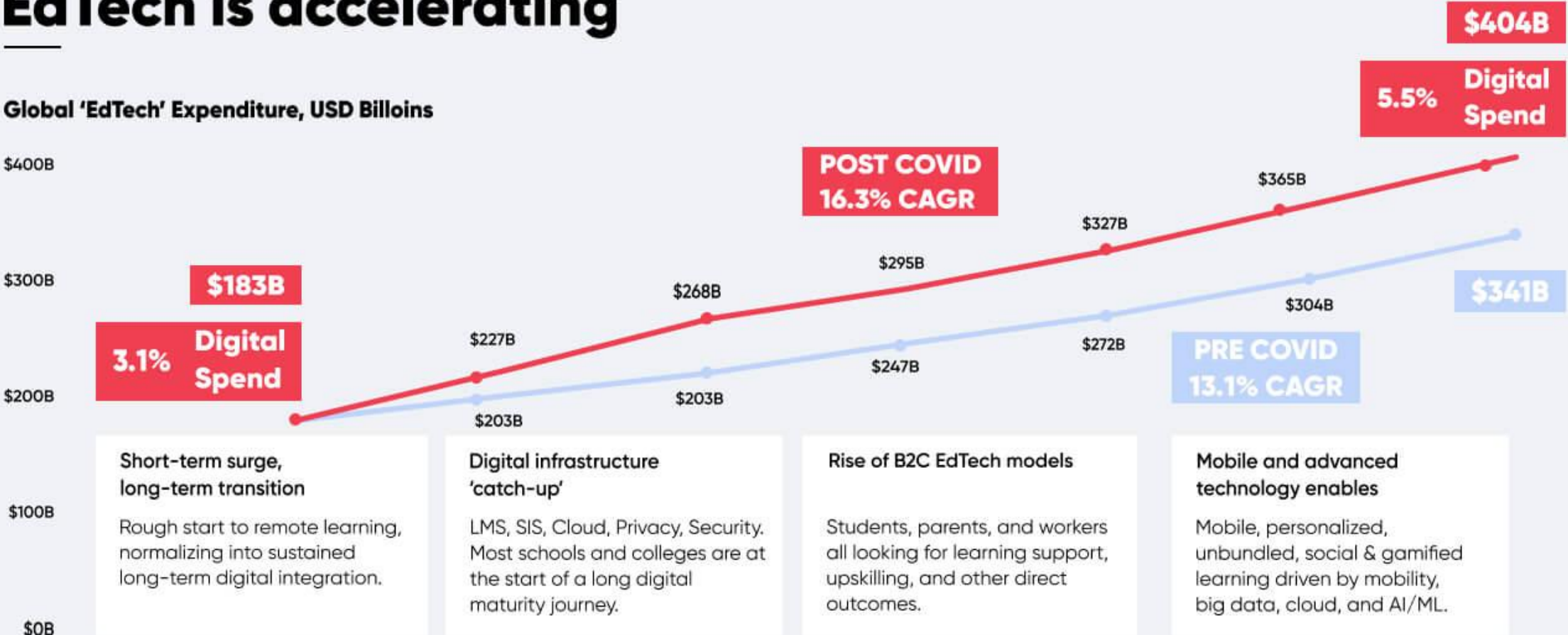
<https://www.holoniq.com/notes/global-education-technology-market-to-reach-404b-by-2025>

<https://www.grandviewresearch.com/industry-analysis/artificial-intelligence-ai-education-market-report>



# EdTech is accelerating

Global 'EdTech' Expenditure, USD Billions



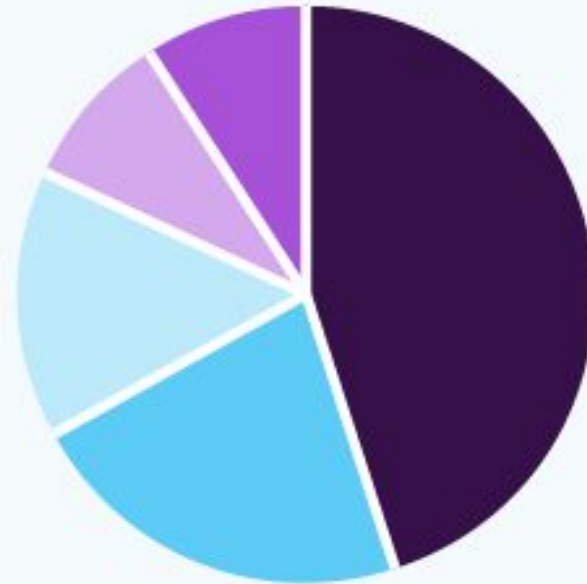
	2018	2019	2020	2021	2022	2023	2024	2025
Total Expenditure		\$5.9T	\$6.3T	\$6.5T	\$6.8T	\$7.1T	\$7.4T	\$7.8T
Digital Expenditure		\$163B	\$227B	\$268B	\$295B	\$327B	\$365B	\$404B
Digital Share		2.7%	3.6%	4.1%	4.3%	4.6%	4.9%	5.2%

\*Source: <https://chisw.com/blog/how-to-make-an-educational-app/>



## Global AI In Education Market

share, by application, 2021 (%)



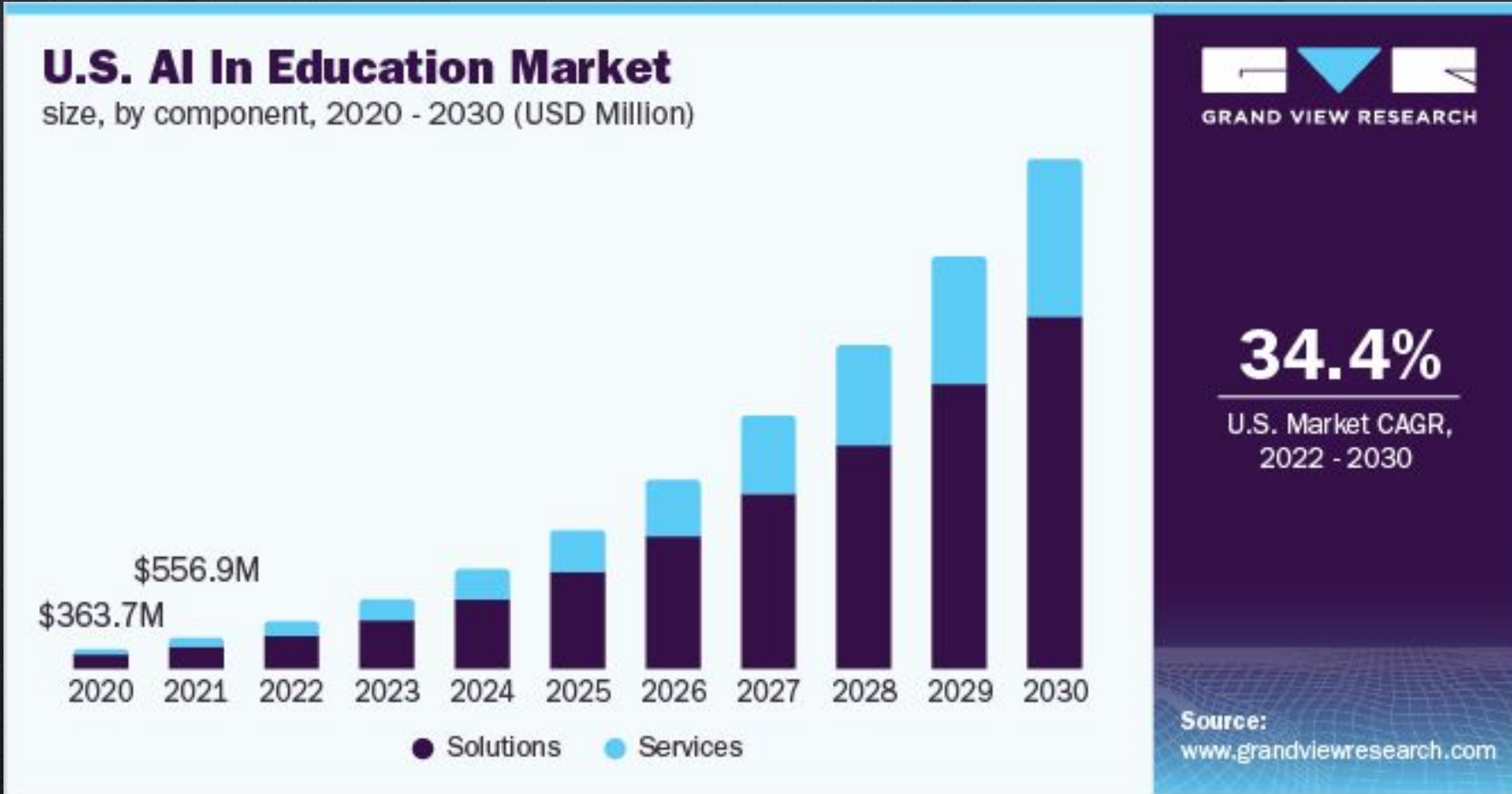
- Learning Platform & Virtual Facilitators
- Intelligent Tutoring System (ITS)
- Smart Content
- Fraud And Risk Management
- Others



# \$1.8B

Global Market Size,  
2021

Source:  
[www.grandviewresearch.com](http://www.grandviewresearch.com)

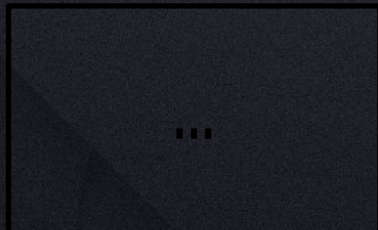


New strategy

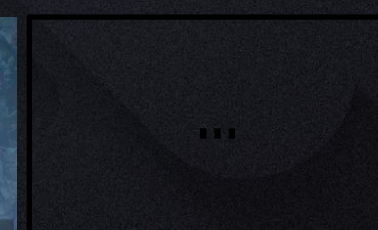
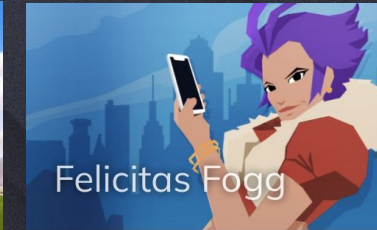
# Our EdTech IP's



### Playful learning



### Serious Games

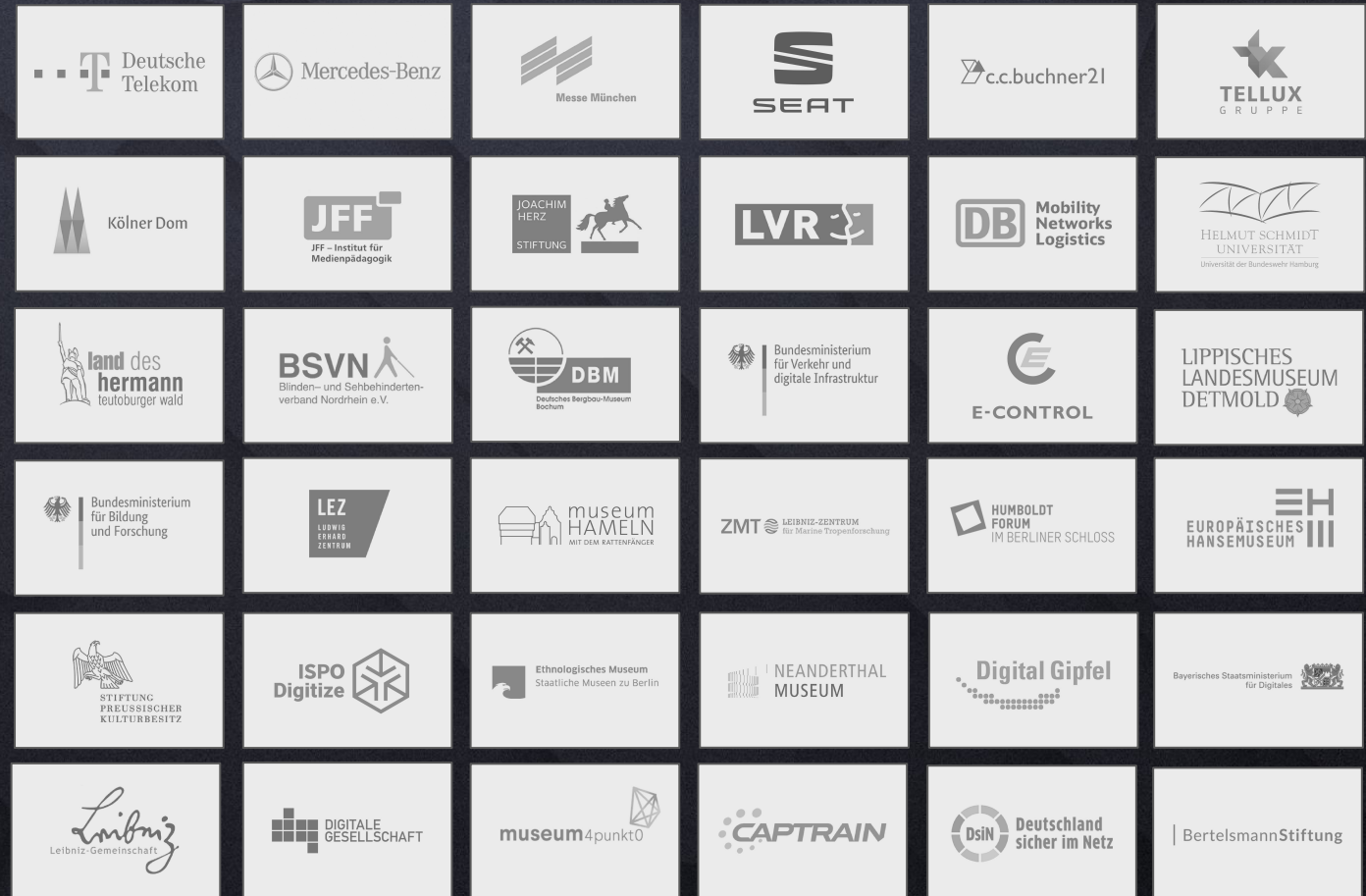


# e | EDUCATION/ ED-TECH - AWARDS AND CLIENTS

## PROJECT AWARDS



## CLIENTS EDUCATION/ ED-TECH





## Educational Platform - license

- Rail Experience is a digital educational training platform with gamification elements for locomotive drivers
- Interactive workbook that conveys educational content in a 3D virtual environment and can be customized for each student
- Every year, about 4000 locomotive drivers are trained in Germany and we aim to reach at least 600 of them year 2024 and 1200 the year 2025
- Business model: monthly license per user at 49,90 Euro/month, customer lifetime value 5-7 years
- Planned release early 2024



*“Captrain is one of the leading rail logistics companies in Germany and Europe. Rail Experience is an innovative learning platform that digitally complements the training of railway staff in operational service. By using this new product, we differentiate ourselves from other training companies and increase our attractiveness as an employer.”*

*- Henrik Würdemann  
CEO of Captrain Deutschland GmbH*



## Educational Platform - license

- **AppLeMat** is an educational platform-product for children with dyscalculia
  - The purpose is to strengthening the children's ability to assimilate mathematical knowledge.
  - Through mini-games inside the app, children can practice various mathematical skills. The difficulty level of these mini-games adapts to the children's abilities.
  - The learning progress can be viewed by therapists via a web platform in real time. Through this solution, the therapists also have the opportunity to manually adjust the selection of mathematical tasks and the level of difficulty.
  - The project was commissioned by the prominent universities; Helmut Schmidt University in Hamburg and the University of Würzburg.
  - The platform is developed together with digital learning specialist Meister Cody GmbH
- Product will be made for the global market and dialogue with publisher partner are initiated.

Planned release: 2024





New strategy

# Our Game IP's





# Game Portfolio



## CRICKET MANAGER PRO

Free-to-play (iOS, Android)

Sport - Simulation - Strategy

**SEARCHING  
PARTNER/PUBLISHER**



## KING ROYAL: IDLE TYCOON

Free-to-play (iOS, Android)

Arcade - Simulation

**SEARCHING PUBLISHER**



## TANK OPERATIONS

WW2 strategy simulation  
Platform: PC

Metascore 83% positiv

**SIGNED PUBLISHER,  
RELEASE 2024**



## CATHEDRAL BUILDER

Simulation - Construction

Platform: PC

**SEARCHING  
PARTNER/PUBLISHER**



## CAPTAIN HOG & FRIENDS

Educational, role-play-game

Platform: PC, Console

**SIGNED PARTNER,  
RELEASE TBA**



# Publishing Potential

- Helix Jump, Voodoo, 500 million downloads
- Aquapark, Voodoo, 271 million downloads
- Shortcut Run, Voodoo, 106 million downloads
- Dig This!, Voodoo, 69 million downloads
- Roller Splat, Voodoo, 63 million downloads
- Collect´em All, Voodoo, 10 million downloads
- Idle game potential:

















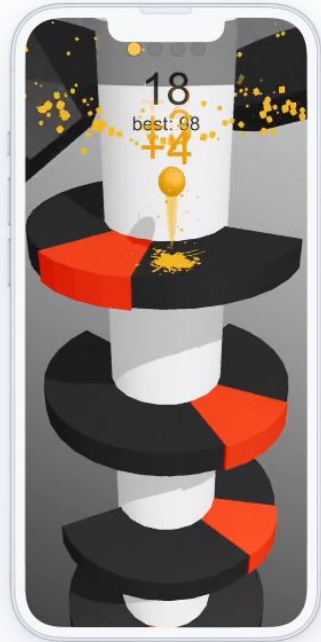
## Legend of Slime: Idle RPG War

Adventure game developed by LoadComplete.  
 Downloads: **12+** million (android/ios)  
 Revenue: **2** MUSD/month iOS, **1** MUSD/month Android.  
 (source; sensor tower)

- King Royale - Seeking Publisher for launch

## Top of the charts

 <b>Helix Jump</b> 800,000,000 downloads	 <b>Paper.io 2</b> 280,000,000 downloads
 <b>Aquapark.io</b> 271,000,000 downloads	 <b>Crowd City</b> 237,000,000 downloads
 <b>Hole.io</b> 211,000,000 downloads	 <b>Snake VS Block</b> 182,000,000 downloads
 <b>Shortcut Run</b> 150,000,000 downloads	 <b>Woodturning</b> 148,000,000 downloads
 <b>Spiral Roll</b> 133,000,000 downloads	 <b>Scribble Rider</b> 125,000,000 downloads
 <b>Cube Surfer</b> 123,000,000 downloads	 <b>Stack Colors</b> 115,000,000 downloads
 <b>Push'em All</b> 110,000,000 downloads	 <b>Draw Climber</b> 104,000,000 downloads



# e | Publishing deal case and other idle genre

Source; Game Intel iOS august 2023

	Legend of Slime (iOS)	Idle Miner (iOS)	Adventure Capitalist (iOS)	Coin Master (iOS)	Summoner's Greed: Idle RPG TD (iOS)	King Royale ; Idle Tycoon (iOS)
<b>RETENTION</b>						
Day 1	33%	39.30%	36.80%	42.70%	34.80%	36.01%
Day 7	9%	10.70%	8.60%	12.40%	8.30%	6.67%
Day 30	3%	3.90%	2.70%	4.70%	2.60%	1.60%
<b>ENGAGEMENT</b>						
Average Number of Session per user	3	3	3	3	3	4
Average Session Length per user (min)	3 minutes	9 minutes	4 minutes	14 minutes	3 minutes	11 mins
Average Playtime per user (min)	~12 mins	~28 mins	~13 minutes	~45 minutes	~9 minutes	~44 mins
<b>RATINGS</b>						
Average	4.70	4.73	4.73	4.72	4.92	4.6
Genre	Hypercasual	Arcade	Arcade	Arcade	Arcade	Arcade
Sun - Genre		Idler	Idler	Idler	Idler	Idler
Category	Role Playing Adventure	Simulation Strategy	Board Simulation	Casual Adventure	Role Playing Strategy	Simulation Strategy

Start to see improved data on latest build



### We are looking to execute on:

- New company brand identity - edyoutec
- Allocate more resources to our EdTech expansion
- Expanding the advisory board with tech advisors
- Sign new projects and deals
- Accelerate our EdTech division with acquisitions
- Secure publishing deals for King Royale, Cricket Manager and Cathedral.



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