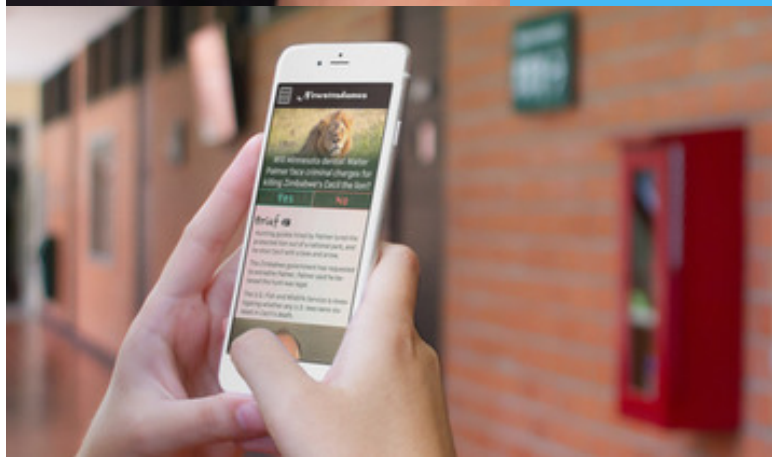


KnowMo

2015 Media Kit



KnowMo **engages** American and Chinese millennials in an **immersive news** experience through a dynamic **game portfolio**.

What We Do

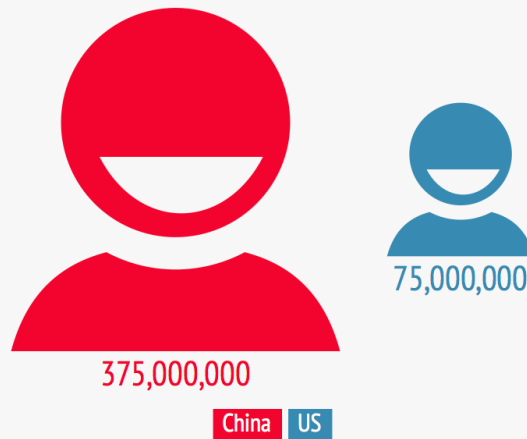
KnowMo transforms news from a deluge of headlines, making our suite of games essential for a new generation of global citizens.

It is the only mobile game portfolio that connects both Chinese and American millennials around social and cultural issues that transcend borders.

As China cements its status as a world leader, Chinese millennials are rapidly emerging as thought leaders. This audience, like its American peer group, desires a

global understanding of current events to inform work and leisure.

Millennial population per country



Our mobile products win the competition for millennials' fragmented attention by making current events accessible and relevant. This game portfolio allows millennials to challenge each

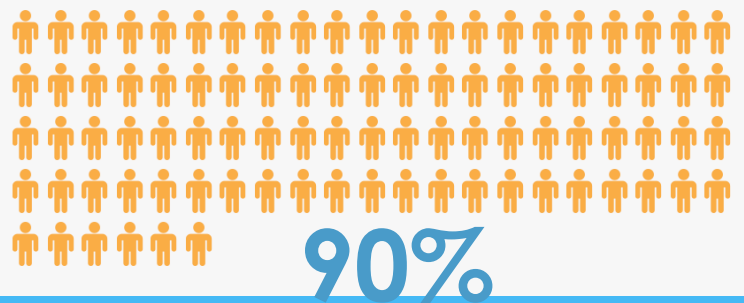
other through a variety of games formats familiar to a smartphone-addicted generation.

We declutter the news without dumbing it down, binding millennials to the world around them through the thrill of competition.

By the Numbers

78%

of millennials spend more than **two hours daily** on mobile phones



of millennials say their phones **never** leave their sides

Game Portfolio

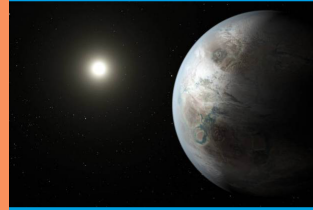
The majority of our games will be templates in **reproducible formats** to draw in a wide audience. At the other end of the pyramid, monetization will come from a few immersive games that last for weeks, rather than minutes on a commute.



Quick hit example:
Whack-a-Pol

Differentiate GOP candidates through this simple arcade game engineered for mobile devices.

Science



Recently, NASA said one of its spacecrafts has spotted Earth's sister from another mister: a planet around the same size, with a semi-nearby star (like the Sun).

A NASA scientist said:

"Watch out. This is the beginning of the end."

"Today, Earth is a little less lonely."

"The numbers alone makes thinking about aliens perfectly rational."

Mid-range example:
Quotegate

Truth can be stranger than fiction when you pick a quote from a politician, athlete or



Immersive example:

Newstradamus

Predict the news and tell your friends "I told you so!" through this unique game.

Development

- Easy to program templates (multi-purpose) in 1 app
- No updates
- Most games

- Static design/UI with content update
- Phase-based

Products

Suite of quick hits - "smart but surface-level dumb" games

Mid-range games

Signature, immersive games (2-3)

- Deep development
- Daily upkeep
- Standalone apps

Audience

- **Awareness/acquisition** phase



- **Retention** phase - habit-forming games
- Hooked on rewards

- **Loyalty** phase
- Focus on monetization
- Maximum learning

Commonalities:

- Incentives to share games with friends
- Social
- Drawing from current events

Revenue Model

Revenue sources: Data mining, in-app purchases, partnerships, advertisements

Data mining: Aggregate opinion data is useful to both news organizations and companies marketing to this demo

In-app purchases: Continuous revenue from users buying extra lives, levels, etc

Partnerships: Multiple benefits: User sees trusted info from the source; publications will reach a specific audience; and KnowMo will incorporate that content with little manpower

Advertisements: Begin mobile advertisements in year two, after acquiring a sizable audience. These numbers reflect year two projections.

CPM = Cost Per Milles/1000 impressions	Price	Specification
iOS Banner	\$3	640 px x 50 px
iOS Interstitial	\$5	Full Screen
iOS Video	\$25	Full Screen
Android Banner	\$2.5	640 px x 50 px
Android Interstitial	\$4	Full Screen
Android video	\$22	Full Screen

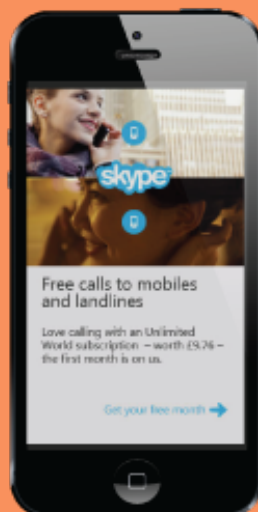
Types:

- Banners: bar type ad either on the top or on the bottom of the screen
- Interstitials: full screen ad popping up at certain point
- Video: full screen ad which lasts 15 seconds

BANNER ADS



FULL SCREEN INTERSTITIALS



VIDEO



Growth



KnowMo's game suite attracts users who want to play with their friends, leading to organic growth through social adoption.

Before launch, we'll connect with **influencers** to promote our games through their

personal social media channels, including Vine, blogs, WeChat and other online gathering spots. After the games are up and running, we'll also recruit **brand**

ambassadors to popularize KnowMo through their networks with

incentives, such as points or goodies, similar to how the e-newsletter Skimm has virally spread.

70%

of Chinese millennials have **1-5 mobile games** installed

Players will also receive **in-game rewards** for sharing the game with their friends, further motivating this social group to spread the fun in their networks.

Our Team

These 20-somethings come from **three countries** and **speak four languages**. Our multidisciplinary backgrounds allow us to **understand the intersection** of the news market and the game industry to craft games that fit millennials' wants and needs.

Jia You is a science journalist turned self-taught coder in the process of getting her second journalism degree from Northwestern.



Meghan Morris loved Northwestern so much that she stuck around for a journalism graduate degree after finishing her undergrad journalism/ Spanish degree.

Eric Clark is a graduate of the University of Iowa and a current graduate student at Northwestern University. He loves everything about sports and craft beer.



Yasu Saito is a former reporter at Japanese daily and currently a graduate student at Northwestern University, where he studies interactive and business reporting.

