



Improving Ohio Education
The Community Approach



Chesapeake Superintendent Doug Hale Salutes Heroes League Game Day

For Leaders Who Care About Our Children...



Read the full letter of support here!

“...the Heroes League has delivered!”

-Superintendent Doug Hale

A Solution to our Education Problem

We are experiencing a perfect storm in our education system that will allow us to bring key pieces together to make up for our mistakes over the past number of decades.

As with all storms, they don't last long, and it's now up to us to act and take back control of the education of our future workforce and citizens of this country.

Time is of the essence.

"...the Heroes League has delivered. Within the first few weeks, parents and teachers were sharing stories of positive changes they were seeing in student demeanor, attentiveness, and engagement in learning. The Heroes League has restored... hope for our families."

Doug Hale - Superintendent



Elevator Pitch

Our education system is failing our students, the business community and our country.

Heroes League Game Day uses the science of game-based learning to motivate students to learn the life-skills of success - all without the need for classroom or teacher time.

We have developed this world leading education solution by serving over 10 million students over many years to deliver what they and their communities need.

We can now invest existing education funding in more effective learning that delivers improved outcomes for students, their parents, businesses and the country.

Problems

Ineffective education is a complex issue with many challenges. COVID demonstrated the need for a disruptive learning solution to supplement traditional teacher/classroom learning .

Some of the key challenges:

Lack of Parent Involvement

Busy parents, single parents, two working parents and multiple jobs all contribute to less time for parents to be engaged in their child's learning.

Teacher Shortage

55% of the teachers plan to leave early. We are requiring teachers to deliver more relevant learning but not providing the necessary tools.

Disengaged Students

Learning competes for student's attention. Even when in school they are bombarded by media attempting to get their attention and engagement.

No Time to Teach Skills

Schools now have less time and expertise to teach life skills for success. They don't teach the skills needed in the future workplace.

Solution

Key pieces that can be delivered through our Heroes League Game Day and Parents League platforms:

Parents League

Use the same gaming and engagement principles we use with students. Parents League engages parents in the learning process – with just a few minutes a month.

Add Non-teacher Learning Hours

By motivating students to learn on their own we increase learning hours per day AND decrease teacher time AND deliver improved learning outcomes.

Go to Where the Kids are

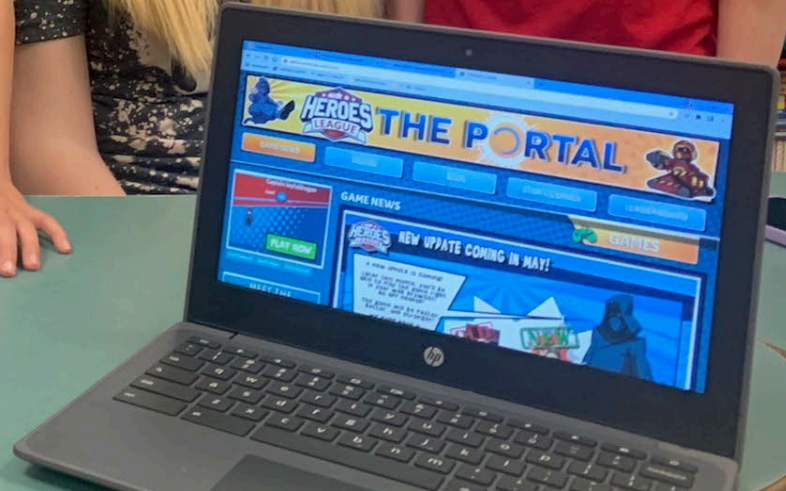
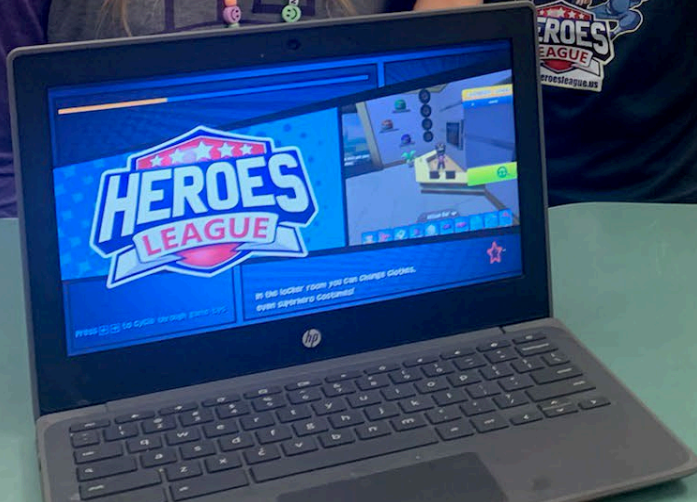
Most students love technology and gaming. We meet them where they want to be and use the science of gaming to engage them in learning.

Learn 21st Century Skills

Traditional education focuses on core subjects with no time for other important life skills. We identify and integrate critical 21st century skills into our game.

The Product

[Click here](#) to see what our students, teachers and parents think of the Heroes League



Market Size

400,000 Title 1 K-6 students

Most of them have a chromebook and are lacking in skills based programs that prepare them for the workplace

1,000,000 K-6 students

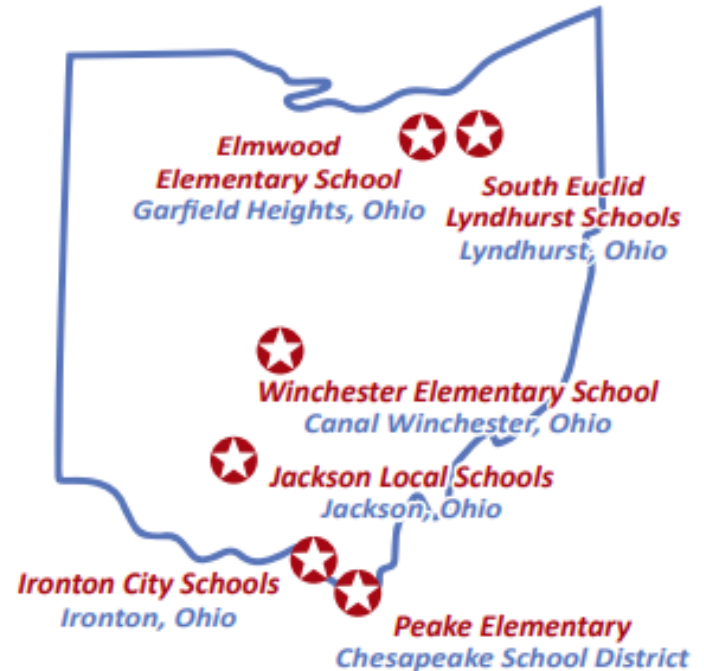
All of them need skills based training

2,000,000 K-12 students

All of them need skills based training

Heroes League is already being used in the following communities and schools... and growing fast!

Make your community next!



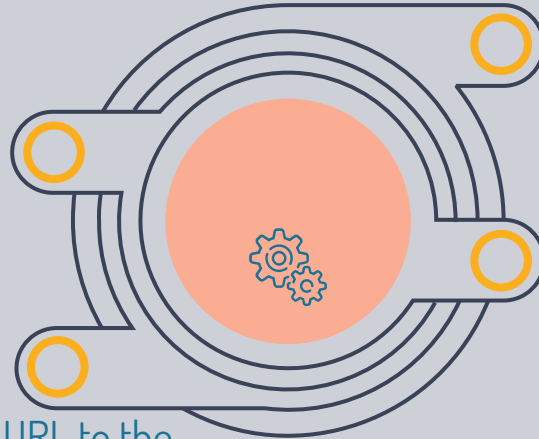
Business Model

1: Distribution

Leveraging the teacher shortage and the desperate state schools are in to serve the kids – we work with government partners like the ESCs to provide a free program that delivers more learning time and funding to the school

2: Engagement

All the schools need to do is provide a URL to the students and then they take it from there. We're able to motivate the students to spend 30-60 minutes of engaged skills learning every day without any classroom or teacher time



3: Parent & Community Involvement

We then use the kids and their data to promote the program to the parents, corporations and post-secondary, and engage them in the creation and accreditation of the content.

4: Data Shows Better Use of Existing Funds

With the learning data that shows better learning and more learning time, and better engagement from the family and community, we are then in a strong position to reallocate existing funds to this program

CRITICAL LIFE-SKILLS LEARNING



CANAL WINCHESTER SCHOOL DISTRICT

Over 300 3rd - 5th graders in Winchester Trail Elementary School have participated in the Heroes League game-based skills learning platform pilot.

Here is a snapshot of what they accomplished in one week with no additional classroom time and all on Chromebooks.

STUDENT ENGAGEMENT

328 STUDENTS

TOTAL HOURS EXTRA LEARNING



174

TOTAL SKILLS PRACTICED



1364

TOTAL HOURS SOCIAL EMOTIONAL LEARNING



20

TOP PLAYER

TOTAL HOURS EXTRA LEARNING



4

TOTAL SKILLS PRACTICED



20

TOTAL EXPERIENCE POINTS



3876

SKILLS LEARNED

HOW OUR STUDENTS LEARN SEL AND THE TOP20 SKILLS

TOTAL STUDENTS



328

NUMBER OF DAYS



7

TOTAL TIME



TOP STUDENT



SEL Learning Time

20h 25m

Top20 Skills Learning Time

21h 243m

Top20 Skills Learned

1364 20

Math, Science & Literacy Practice (still assessing)



THE REAL METRIC:

A Student that is engaged and excited about learning the skills they need to be successful in life – and doing it on their own time without the need for teacher or classroom time.

Proprietary Assets – Game-based Learning

Over the past 10 years and about \$12 million invested serving over 10 million students around the world, we have developed both technical and learning models that are proprietary to our business:

- LASER learning model (Learn, Apply, Share, Experience, Reflect & Replicate) that we use in the creation of all our learning content in the game
- Engagement models and spaced rehearsal
- Game design and technology that motivates students to learn good things in the game



Proprietary Assets – Parent Engagement

Over the years we have developed and created a proven parent engagement model that is driven by their kids in the game. We have two very powerful influences that bring parents to us – their kids playing the game, and their desire to become more relevant in the education process.

We have engaged with millions of parents and in the process have created our proprietary engagement models and technology.

We are now ready to scale the Parents League across the state and create a force that will influence education for good.

Funding Sources

**Total \$50
million**

ESC funds

To date: \$875,000
Projected: \$3 million

**Total
\$600
million/yr**

Title 1

To date: \$0
Projected: \$50 million/yr

**Total \$125
million**

ACE Voucher

To date: \$0
Projected: \$20 million

**Total
\$500
million**

Appalachia Fund

To date: \$0
Projected: \$20 million

**Total
\$500
million**

Business Sponsors

To date: \$0
Projected: \$10 million

**Total
\$808
million**

AG Funds

To date: \$0
Projected: \$5 million

Reviews

"Heroes League supports so many other areas of curriculum..."



Gwen Abraham
Principal, Elmwood Elementary

"Heroes League Makes Learning Fun!"



Kenaia J.
Elmwood Elementary Student

"Students can express themselves in a different way...and become leaders..."



James Portik
Skills Coach & Technology Teacher



"Heroes League is a fun alternative to some of the other video games available to kids today. It reinforces teamwork and creativity in a safe and friendly environment. I've been amazed at how Heroes League has taken our building by storm!"

-Gwen Abraham, Principal

"We're Reading!"



Nathan C.
Elmwood 5th Grader

"Heroes League Helps Me Stay Mentally Focused!"



D'Mitry J.
Elmwood 5th Grader

"I use architecture skills in the metaverse!"



Aiden H.
Elmwood 5th Grader

Competitors



Other MMO game-based learning platforms

We are the only MMO game-based skills learning platform designed exclusively for K-6 kids and their parents, and that is optimized to work on low end devices like the Chromebook



Education platforms that teach skills

There are some skills learning platforms out there, but not anything that doesn't require teacher involvement and classroom time



Other technology that attracts kids attention

We are always competing for the attention of the kids. There are thousands of sophisticated companies that are vying for their attention as well. We need to be very good at what we do to get and keep that child's attention

Top 20 Skills

From US State learning standards, CASEL standards and National Mental Health standards

Game quests are designed to help kids learn, apply, share, experience and reflect on these skills

1. Social & Emotional Learning
 2. Character
 3. Creativity
 4. Lifelong Learner
 5. Health & Wellness
 6. Resilience
 7. Distraction Management
8. Technology Hardware & Coding
 9. Trades Skills
 10. Cultural Understanding
11. Civics Literacy
12. Environmental Literacy
13. Communication
14. Teamwork
15. Leadership
16. Digital & Information Literacy
17. Entrepreneurship
18. Problem Solving
19. Financial Literacy
20. Habit & Goal Setting



Our Team

The world leading kid-driven, game-based learning team


Over the years we have brought together world leading experts in education and gaming – we are about 100 employees and contractors

Our education experts have spanned 5 decades of education as teachers, coaches, principals, superintendents, PhD's and government executives

Our gaming team experience spans the last 30 years of video and mobile gaming. We have created learning games for over 140 million kids around the world and have created world leading games in that time

As of the last couple years we have brought on a great social media and marketing team that effectively gets the word out and who have created a scalable platform from which to grow

We are a very unique and integrated mix of education, gaming and marketing expertise



**As a community, we can
take back control of the
education of our children
and fix what's been
broken for decades**