# Marketing Business Proposal

## Company Overview

DynamicFrame creates simple learning games for iPhone and Android devices. These games will be translated into multiple languages.

Objective - To teach kids between the ages of 4-7 about reading and writing in multiple languages.

## Target Market

Upscale households ($80-110,000K) with children under the age of 10. These families are more likely to spend extra money on educating their children. Research also shows that these families are more interested in their children having a “global” education, such as learning a different language. Many of these families choose at home or private education to have better control over what their children are learning.

## Pricing

First 30 minutes for each game is free, full game can be purchased for $2.99 US. iPad apps will be $3.99 for additional graphics capacity.

## Distribution

On all platforms as an app. Right now, we will focus on mobile distribution only.

## Sales Strategy

Make the games easy to test before buying. Use enhanced design that is easily replicated. The programs will be progressive so that kids can move up “levels” after mastering a game.

## Promotion Ideas

Working with large libraries and a possible partnership with Goodreads. Each game will internally promote other language options. Attending conferences for homeschool and private institutions is an additional outlet we are considering.

## Competition

Pyxnise – Multiple Games, Wide Audience; PBS Kids – similar pricing model, known name.

## Marketing Research

KidsWire, InformalScience.org – showing the kids’ educational gaming industry will boom, and how useful kids’ learning through mobile devices can be.

Thank you for reviewing this marketing proposal. We not only see great opportunity in this space, we also truly believe our apps can make a difference in a child’s life. For further information please contact:

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