



Návrh

Web of Lies

Gamified cybersecurity
education for kids

“V síti” Documentary Film

- 3 actresses
- 3 kid rooms
- 10 days
- 2 458 sexual predators!

**Tady bych pustil kousek výřezu z
filmu V síti, např. 22:50 - 24:20**



Movie

Kids Online Under Attack

255 580

in 2022 online attacks in the UK (ca. 700 kids per day)

1 057%

increase since 2019



Examples of Cyber Attacks

A person is shown from behind, sitting at a desk with two computer monitors. The room is dimly lit, with the primary light source being the screens. The person's head and shoulders are in silhouette. The background is dark, and the overall atmosphere is one of focused work or investigation.

- Cyberbullying
- Blackmail
- Sextortion
- Falling for scams
- Abuse of private information

Teaching Kids Cybersecurity

- School based learning?
- Parental guidance?
- Individualized programs?
- Alternative approaches...?



Our Solution

A hand in a dark suit jacket is shown holding a glowing blue gear. The gear has a bright white center and a blue-to-teal gradient. In the background, several other gears of various sizes and colors (white, grey, blue) are visible, some appearing to be part of a larger mechanical system. The overall scene is set against a dark, blurred background, suggesting a high-tech or industrial environment.

- 2.5 D adventure game
- For 10-15 years old
- Engaging criminal stories with a strong narrative
- All cybersecurity scenarios
- Balances learning and playability
- Guaranteed appeal for kids

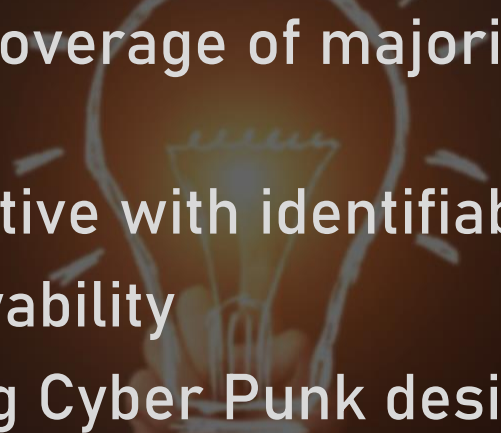
Competition

We have identified 12 cybersecurity education games:

1. Basic design
2. Lacks narrative depth
3. Limited number of security topics covered
4. Limited playability
5. English language only



Our Advantages

- ✓ Comprehensive coverage of majority of cybersecurity risks
 - ✓ Compelling narrative with identifiable roles
 - ✓ Emphasis on playability
 - ✓ Visually appealing Cyber Punk design
- 
- A hand holding a glowing lightbulb with radiating lines, symbolizing an idea or innovation. The lightbulb is the central focus, with several short lines radiating from it to indicate light or energy. The hand is positioned at the bottom, holding the base of the bulb. The background is dark, making the lightbulb stand out.

The Core Team



Aleš Kubík (DevM)

Ph.D. in AI and economics

Experienced IT professional since 1997

Startups to corporate experience

First nonprofit founded in 1996

Tomáš Mezník (CEO)

IT sales since 1999

Product owner of a cybersecurity game for adults

Successful SW startup exit in 2016

Martin Klíma (CTO)

Ph.D. in IT

Researcher, author and entrepreneur (VR, computer vision, data analysis)

More than 20 years in SW industry

Our Team is Ready to Start

- ✓ Game designer
- ✓ SW Architect
- ✓ Animator
- ✓ Development lead
- ✓ Security expert
- ✓ Child psychologist
- ✓ Marketing
- ✓ Sales

We Will Be the Market Leader

The background is a dark teal color. It features several colorful paper airplanes (green, purple, red, purple, green) scattered across the frame. Dotted white lines form a wavy pattern across the background.

- Emerging market
- No comparable, full-fledged games available yet
- Key focus on playability with education
- Global potential
- Scalable

What We Have Done

- Investment of 1.6 million CZK
- Formation of the team
- Prepared cybersecurity scenarios
- User story for the Minimum Viable Product (MVP)
- Direct experience with secondary schools
- High engagement in the online world

Revenue Streams

The background of the slide is a stylized illustration. It features a bar chart with five vertical bars of varying heights, colored in shades of blue and purple. A dark blue line graph with square markers is overlaid on the bars, showing an overall upward trend. In the foreground, there are several stacks of gold coins, with the tallest stack on the right. Stylized plants, including a fern-like plant on the left and a monstera-like plant on the right, are scattered throughout the scene. The overall color palette is muted and professional.

- Fee paid by schools (current Business Case)
- Additional Revenue Streams from 2026
- Ads in the game
- Product placement

Business Case

thousands CZK

Project duration	36 months
Revenues	37 750
Costs	18 540
Profit	19 210
Break Even	Month 13

Game development, Sales, Marketing, Operations, Support

Project Outcomes

- 1 060 schools registered in the project (out of 4 700 schools in CZ)
- 159 000 trained kids
- Methodological instructions (required by law for every didactical aid)
- Game accepted by educators

Future Plans

- Commercial version in 2027 – distributed online via App Store/Google Play/Steam/Epic Games Store etc.
- 2027 - expansion to schools in the EU and UK
- 2029 - expansion to the US
- By 2029 the game is played by 35 million kids around the globe
- Games for kids 8 - 11 years and seniors
- Game for Adults as commercial, paid education

Our Proposal

The background of the slide features a hand in a dark suit jacket pointing towards the right. Behind the hand is a semi-transparent bar chart with approximately 15 vertical bars of varying heights, and a white line graph with an upward-pointing arrow that trends upwards from left to right across the chart.

- Investment of 5,6 - 6 million CZK
- 15% - 20% stake offered
- Anticipated break-even within the 13th month
- Projected company valuation of 137 million at the end of month 36
- Estimated investor's exit at 22 million
- ROI of 390%

