

Madcap Apps CMF - Executive Summary

a) **What does the product do; what kind of user experience does it offer?**

The Madcap series of apps offers an engaging way to interact with culture and history. Its three series of mobile apps -- Crazy for Shakespeare, Crazy for Art, and Crazy for Mythology -- create a whole new kind of portal into the past, opening a gateway for today's youth to enjoy the classics in their preferred medium. Each of the fifteen apps (five in each series) contains a unique experience; whether it's forging your own path through fair Verona in a choose-your-own-adventure style narrative for Romeo and Juliet, or hunting for forgeries as you try to amass the most valuable collection of Impressionist art at a virtual auction, or taking on the role of Jason as you lead your Argonauts on an interactive adventure to retrieve the Golden Fleece, every Madcap app applies the best of interactive game design toward the goal of making culture fun and accessible to today's savvy young audiences.

b) **How is the product innovative in its concept and technology?**

As parents, we know first-hand how difficult it can be to find mobile games that we can feel good about letting our children play. Although they might be fun, all we see in today's games is unrealized potential for combining the fun with something more worthwhile. Madcap Apps innovates by using today's hottest medium -- mobile applications -- to expose young people to their cultural heritage. Taking full advantage of the rich media experience made possible through mobile technology and cutting edge interactive approaches to entertainment, Madcap Apps offer a new and innovative alternative to the mindless gaming options that currently exist.

In the contemporary world where cultural overload from media bombardment threatens to drown out the voices of the past, it is possible that the next generation may miss out on discovering the great works of literature and art. Madcap Apps embraces the power of today's media and uses it to shine a spotlight on the classics, making them contemporary and relevant to today's young audience.

c) **What is the targeted market?**

The end-user market for the Madcap Apps are youth aged 10-14, but they are also marketed equally strongly to those children's parents. We recognize that in most cases it is the parent who decides what apps to buy, and we believe that the apps will appeal as much to the parents as a meaningful and enriching entertainment option for their kids as it will appeal to those same kids as a cool and fun entertainment experience.

d) **How is the product different than existing products?**

The mobile market is saturated with shallow games and empty experiences. While the allure of attacking pigs with little birds is clearly potent, how much does the player take away from it at the end? What makes Madcap different is that while the user is engaged with a fun interactive experience, they are rewarded afterwards with an appreciation and understanding of some of their classic cultural heritage. It's something both the children and their parents can feel good about.

e) **How are you planning to generate revenue?**

The business plan for Madcap Apps is not complicated. Each of the fifteen apps will be self-contained and made available through the popular mobile app retail formats: Apple's iTunes, Google Play for Android, and Amazon. Further revenue will be generated through ads and channel partnerships on the website.