



<p>Partners: 70% Founders 15% Option Pull 6% Sinergia Tech 6% Overboost 2% Ricardo Garcia 1% Advisor - Toni Peña</p> <p>Management Team: CEO - Jacinto Montú (CoFounder) CCO – Constanza Wulff (CoFounder) □ CTO - Tom Cimadoro I+D- Pablo Gindel</p> <p>Industry: Entertainment Innovation</p> <p>Number of Employees: Actual: 7 When initiating activities: 1 At the end of the second year: 7 Fulltime +2 PartTime (Actually) At the end of the third year: 12</p> <p>Alliances / Partners: Didacta – Manufacture, Distribution and Sales in Uruguay Nupro Games – Manufacture, Distribution and Sales in Argentine Dimare SA (Rasti) - Innovation Partnershit Disney LatAm - Product Partner</p> <p>Financial objectives: USD 300.000 on invoice 2017 Rise a Seed Round on April 2018</p> <p>Founds: . Angel Round 150K (mar-2017) . Sales income USD 140K (2015+2016) . Recibe USD 50K - National Innovation Agency of Uruguay . Other non-refundable founds USD 40K</p>	<p>At Unicorn we are connecting physical games with the online world.</p> <p>Products: Los Exploradores - AppBoardGames (5 boardgames with applications) UI DEMO: https://www.youtube.com/watch?v=V5RiRqxbdfq</p> <p>Unicorn Space Pad (proximity games, internet of toys)</p> <p>For more information: www.unicorngames.co/</p> <p>Markets: The toy's market is enormous +181B According to our experience and the results of Uruguay, Argentina and Colombia we aim to achieve a share of 2 to 5 percent in each territory. This is possible through a partnership with local manufacturers and distributors that allow us to generate volume in wholesale.</p> <p>Traction: . Since our launch in July 2015, we have sold 22.287 games. . 65% of kids play this game every week. We can see this data through mobile app activity. . 31 minutes average playtime</p> <p>Toy stores that have started selling our games have duplicated their sales every month, on average.</p> <p>Advantage: We are innovating on a new segment that provides for group play, using physical+mobile applications and licensing with distributors. This will help us differentiate but also grow more quickly.</p> <p>Biz Model: we are making money through the direct sales of games, and we are working with distributors. For every game sold we are generating \$3, we sale digital assets too.</p> <p>A second business line partnetship and sale of patents that are our intellectual property records. Currently we have 23 records and we interested companies from different industries, including Disney who it's co-developing a hardware product.</p>
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About Founders: Jacinto and Constanza are cofounders, Unicorn it's their second startup and their work together since 2010. Jacinto have background in innovation and research for young family behavior. Constanza has a 12 years background in licensing and internacional bussines.

What are we are looking for?

We are looking for contacts with toys & games global manufacturer, we want to land on the US market at the end of 2017. Also we are looking for investors for our next round on april 2018.

Contact Info

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