

## AFROTALEZ

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### **Overview**

Lizzie's Creations seeks to empower and educate women and children using mobile/web and DVD applications.



Women and Children in Africa are grossly disadvantaged in comparison to their global peers, the biggest contributing factors to this being poverty and illiteracy.

We've decided to take advantage of the growing proliferation of affordable smartphones to come up with unique ways of education and entertainment, specifically targeted at Africa to bridge the gap.

Lizzie's Creations currently has 2 products lines, both of which are episodic series and will be offered to end users completely free.

-The first of these is **AfroTalez**, (which is the focus of this application) a storytelling app for kids aged 2-10. It narrates African folktales while also incorporating basic skills such as counting, object recognition and more through puzzles and other fun tasks. It is targeted at children in Africa's consistently increasing middle class.

Another major target are the parents of African children in the Diaspora who now want their children to know some of the culture that these stories imbibe. Culture that connects them back to their native countries. As such it passes on these traditional folktales and the morals they teach, while still educating young children in regular classroom activities. Here is a video summary..

<https://www.youtube.com/watch?v=dwKGSdYraqw>

We launched the first episode of AfroTalez for free and so far it has garnered about 60,000 downloads from various Android stores and a lot of positive reviews and a few awards. Below is a link to the app.

<https://play.google.com/store/apps/details?id=com.companyname.AfroTalez&hl=en>

-The second is called Choices and it's aimed at addressing specific issues women face in society particularly in Africa. Players watch the app like a regular story but at certain points they have to take certain decisions that determine where the story goes.

Each of these decisions would send the story in a different direction. The overall goal being to create awareness of some of the tough decisions women have to go through every day and the unique challenges they often face and gradually inspire societal change.

### **Revenue Model**

We plan to monetize our apps primarily through Direct Sales, In-app Advertising, collaborations, sponsorships and DVD sales.

Advertising will be subtly built within the app itself so that it doesn't distract from the overall experience. Because our app involves a representation of the real world it provides a lot of opportunities for product placement. We are targeting companies relevant to each product. For AfroTalez, this will include food and beverage brands which are targeted at kids.

### **The Opportunity**

By 2015, it is estimated there will be about 127 million smart devices across Africa. These unprecedented numbers provide a unique opportunity for us; both for our social awareness drive as well as potential financial rewards. And this is an opportunity we intend to take full advantage of.

Over the next 3 years, we intend to expand and develop new product lines while also producing sequels to the existing ones.

An additional revenue stream will be the DVD versions. After the launch of the Mobile Versions, we intend to convert the apps to be playable on regular DVD players using just the remote. These versions will be sold as regular DVD's and will help reach some of the lower income demographic who might not have access to higher end smartphones.

### **Unique Selling Point**

Lizzie's Creations is currently Africa's only app development company specifically dedicated to developing top quality story-based apps aimed at educating and empowering women and children while simultaneously providing relatable and interactive entertainment. "Motivating Fun Edutainment"

### **Team**

We have a very capable Management team consisting of professionals in both the Art, Technical and Management aspects required to bring this dream to reality. We would be happy to provide further details about them when needed.

Positive Press for AfroTalez

CNN, (<http://edition.cnn.com/2015/03/30/africa/gallery/african-education-transformation/>)

Voice of America, (<http://www.voanews.com/content/mobile-app-creator-seeks-preserve-african-folktales/2611103.html>)

Forbes, <http://www.forbes.com/sites/mfonobongsehe/2014/09/11/10-emerging-women-entrepreneurs-to-watch-in-africa/>)

TechCabal (<http://techcabal.com/2014/02/06/afrotalez-app-african-stories-for-children/>)