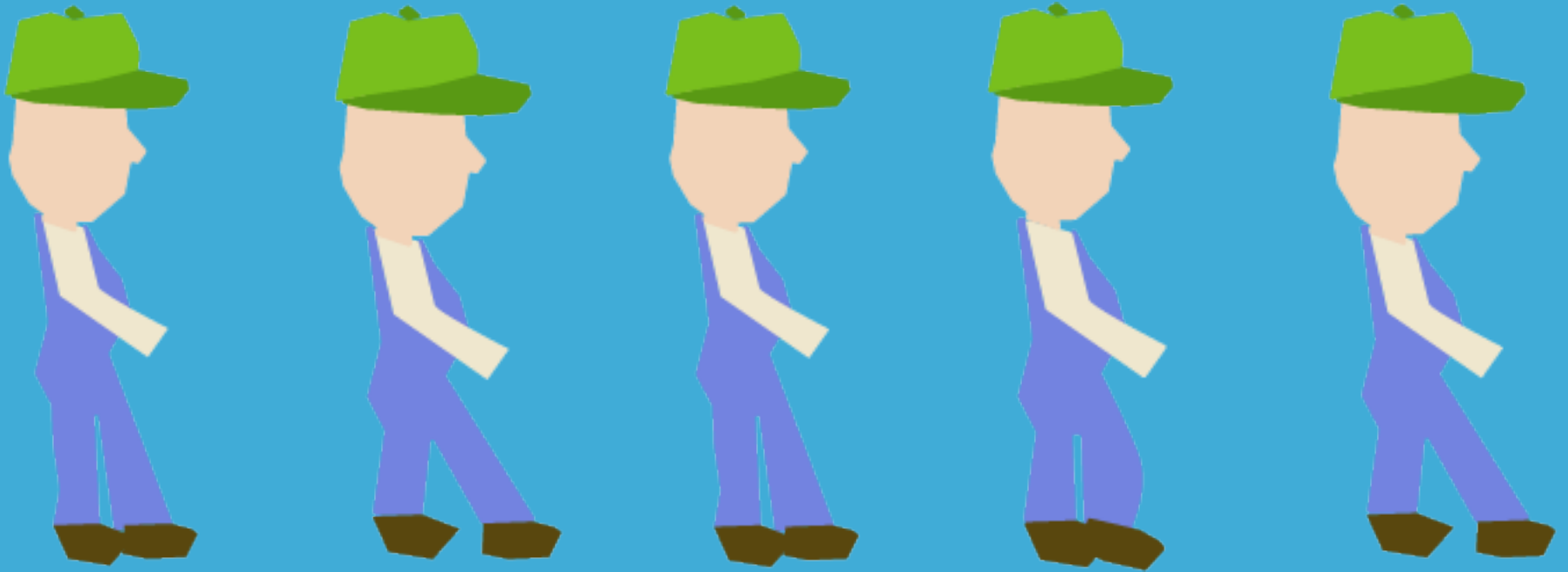


# Peanut Hero Game



Competitive Advantage

# The Market

Young children (2- to 12-years-old) spend the most time of any age group playing mobile games. Children also spend the most money on games (or their parents spend the most on their behalf). Only gamers in the 30- to 44-year-old age bracket spend more money on games. \*

\* <https://www.npd.com/wps/portal/npd/us/>

Today's kids play video games an average of **2 hours** each day.

Psychologists find that game-playing can increase a child's **creativity** and **sense of well-being**.

Interactive games are unique teachers because they put the player in **control**, provide **challenges** tailored to skill level, give on-going **feed-back** and create **community**.\*

\*<https://www.psychologytoday.com/us/blog/freedom-learn/201803/benefits-play-revealed-in-research-video-gaming>

<https://www.forbes.com/sites/forbestechcouncil/2018/10/09/>

# The Competition

## FARM

By [SAGO Mini](#), Toca Boca

Target Market: 3- to 5-year-olds

Popularity: No. 1 company for games in this age bracket



# The Competition: Farm

Features: Interactive playset that allows discovery, but not competitive play

Distribution: App store, played offline

Revenue source: App downloads

Price: Most apps are \$3.99, bundled for \$19.99

# Competition

## FRUIT NINJA

Company: Half Brick Media

Target Market: Everyone,  
but kid-friendly

Popularity: More than 1  
billion downloads



# The Competition: Fruit Ninja

Features: Passive play, yet competitive

Distribution: App store

Revenue source: Freemium model allows basic game for free, but charges for additions

Price: \$.99 for each power-up or added feature

# Peanut Hero

## PEANUT HERO

Target Market: 3- to 5-year-olds

Secondary Market:  
Passive play for 30- to 40-year-olds (parents)





# Peanut Hero

Features: Simple, non-punitive play

Potenital distribution: App store, Google Play

Revenue source: Sponsorship

Runners are fantastical to prevent confusion with actual practices.

Opening screen or master scoreboard links to

# Peanut Hero

Opening screen or master scoreboard links to side-scrollers that hold the action of the game.

Each runner game is related to an aspect of peanut.

Runners are fantastical to prevent confusion with actual practices.

Game is scaleable to include all seasons or different aspects of production.