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Annual Report Eion Games

June 2022



OUR PRODUCT

Plot is an innovative card game based on the debate about the most famous conspiracy theories and the development of a critical mind. Our product is a new way to learn, have fun and socialize at the same time.

ABOUT US

We are Eion Games, a company born between the school desks of Liceo Scientifico "G. Marconi" in Pesaro, Italy.

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OUR VALUES

- ▶ **Critical thinking enhancement**
- ▶ **Discerning fake news from true news**
- ▶ **Debate skills improvement**
- ▶ **Social skills development**
- ▶ **Awareness against disinformation**

After two years of quarantine, our dearest desire was to bring people back together. We also discovered that **fake news** represents one of the biggest threats of our society. Therefore, our concern was to find an entertaining solution to both these problems.

OUR MENTORS

Special thanks to our dream coach Filippo Colombo and our teacher Rossella Chiodini, who supported us during our journey.



DEAR SHAREHOLDERS,

In recent times we have been witnesses of the birth and growth of Eion Games. The idea behind our company was to create a card game that could combine fun and education. Today, with great pride, we can state that we have succeeded. After months of hard work, during which every member of our group has worked with all his/her strength, Plot, our first product, is officially on the market. The credit of this success, however, is not to be attributed exclusively to our efforts but, in the first place, to your precious contribution which has allowed us to evolve as people and professionals of the future. In addition, we owe our sincere gratitude to Junior Achievement, which made this journey possible. Thanks to the support of these precious partners and to our work, Eion Games won the national fair Biz-factory, Youth Entrepreneurship Festival. Thanks to this victory, we will represent Italy at the European fair in Tallinn, where we will have the opportunity to further expand our range of action and promote Plot to as many people as possible. For all I have shared, on behalf of myself and the entire Eion Games group, I would like to devote you a word in all its energy: **grazie!**

Rocco Gentili
CEO
Eion Games



**"If you can dream
it, you can do it"**

Walt Disney



PLOT

Plot is the revolutionary game about the most famous conspiracy theories that have widely spread among our daily news. The conception and development of our game is based on two important goals: raising awareness against disinformation and expanding the logical-expository abilities. Moreover, by playing Plot, players improve the use of a well-structured language as they find themselves having to support their ideas in a logic order and with confidence to succeed in convincing the jury. Gathering people and giving them the opportunity to have a good time, an aspect of our everyday life that has become more and more important after what we have experienced during the pandemic, is also one of our aims. Another strength of our product is its educational potential regarding social interaction: in fact, a key factor of Plot is the respect for each other.



"Plot, an excellent gym for critical thinking and an effective antidote to exhortative language"

Il Resto Del Carlino,
an Italian newspaper



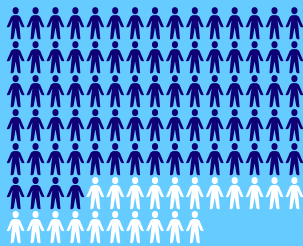
Our customers are people between the age of 13 to 34. Since our audience is mainly represented by young people, we decided that the best way to reach them was through social media, such as Instagram, TikTok and LinkedIn.



We are aware that the target we have chosen covers a range of different ages, interests, and habits. For this reason, we decided to cluster our target to better satisfy these different potential customer profiles. Here below you can deepen these groups.

13-19

A survey we conducted among 672 students demonstrated that 79% of the 13-19 years old audience is interested in buying our product.



This data highlighted the potential of Plot in the educational field. Therefore, we decided to expand our marketing campaign in order to reach high schools through principals and teachers.

20-24

The feedbacks received from our costumers proved that our game would be appreciated also by university students. In fact, they enjoy the "irony" of our game. Being aware of this, we are currently working on widening our visibility to reach this new target.

25-34

People in this segment still socialize in a youthful way. This makes them suitable costumers for our product.

MARKETING

**2000+ Likes
22000+ Views**



BACKGROUND ANALYSIS

FEATURES	Plot	Dibattito	The great debate	Conspiracy theory trivia
Discerning fake news from true news	✓	✗	✗	✓
Argumentative skills enhancement	✓	✓	✓	✗
Pocket size	✓	✗	✗	✗
Social skills development	✓	✓	✗	✗
Critical thinking improvement	✓	✓	✗	✗

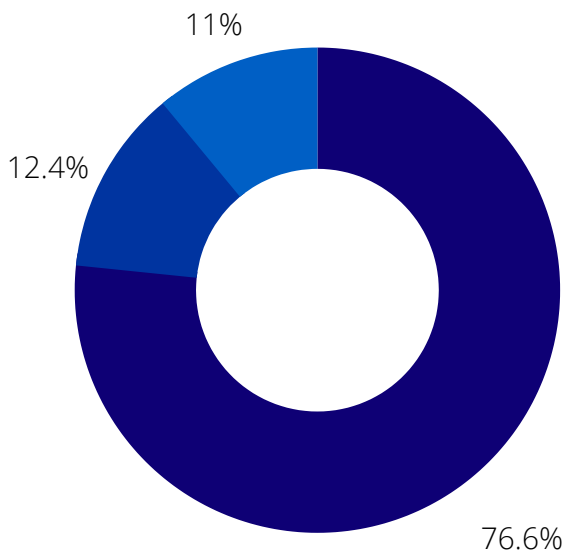
Plot's value proposition is so innovative that we found a few competitors with similar features in the gaming market. After conducting a further analysis, we identified the following main business opponents: "Dibattito", "The Great Debate" and "Conspiracy Theory Trivia".

As shown in the chart, our product's strength lies in our value proposition that consist in giving the opportunity to develop a critical mind and in its format which makes it available and usable everywhere.



MARKET ANALYSIS

Plot is part of a vast European market. Since its main target is young people aged between 13 and 34, there are 119.5 million potential buyers in Europe.

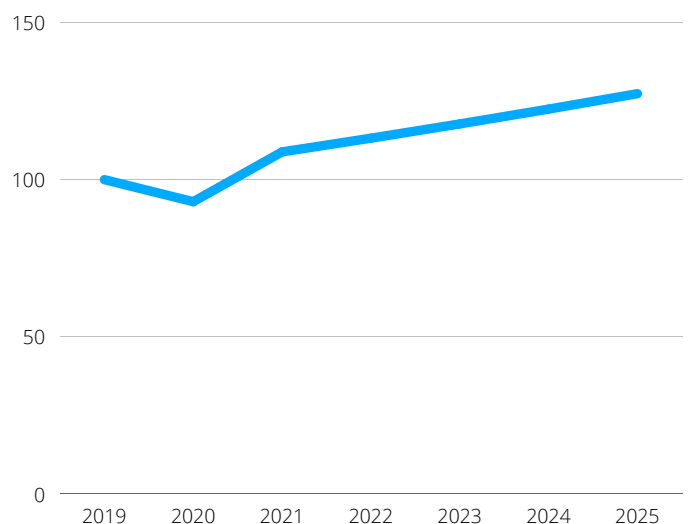


We are going to focus our attention mainly on Germany, France, Great Britain and Italy which, as demonstrated in the analysis conducted by the consulting firm Grand View Research (GVR), are the leading European nations in the gaming industry.

119.500.000
Potential Buyers

Plot is making its way in a global market valued at 12 billion dollars in 2018. However, this data is constantly increasing and is estimated to pass the 21-billion-dollar goal by 2025.

Analyzing the Italian trend, we can easily see how, after a small drop during the pandemic, the market has quickly soared during 2021 and will increase by 4% y/y until 2025.



According to the research conducted by Hasbro, 37% of people interviewed felt the need of distracting themselves from the pandemic through board and card games.

12 BILLION
Market value



INCOME STATEMENT

AT 15/06/2022

LOSS		PROFIT	
Video equipment rental	20,00 €	First production batch sale	645,00 €
First production batch purchase	463,60 €	Second production batch sale	1.290,00 €
Domain purchase	12,00 €		
Second production batch purchase	597,80 €		
TOTAL LOSS	1.093,40 €	TOTAL PROFIT	1.935,00 €
NET INCOME	841,60 €		

FORECAST

LOSS		PROFIT	
Third production batch purchase	1.100,00 €	Third production batch purchase	2.580,00 €
TOTAL FORECAST LOSS	1.100,00 €	TOTAL FORECAST PROFIT	2.580,00 €
NET FORECAST INCOME	1.480,00 €		

BALANCE SHEET

AT 15/06/2022

ASSETS		LIABILITIES	
Cash liquidity	1.331,60 €	Shares capital	490,00 €
TOTAL ASSETS	1.331,60 €	TOTAL (EQUITY + LIABILITIES)	490,00 €
		NET INCOME	841,60 €

FORECAST

ASSETS			LIABILITIES	
Cash liquidity	at 15/06/2022	1.331,60 €	Shares capital	490,00 €
	Output third production batch	- 1.100,00 €	Income at 15/06/2022	841,60 €
	Sales third production batch	2.580,00 €	Forecast income	1.480,00 €
Final cash liquidity		2.811,60 €		
TOTAL FORECAST ASSETS		2.811,60 €	TOTAL FORECAST (EQUITY + LIABILITIES)	2.811,60 €

Note: the explanatory movements of the final balances are shown above in descriptive form.



KEY PARTNERS

A special thanks goes to our biggest supporter "Errebi Grafiche Ripesi", a local typography that helped us by producing Plot and printing brochures and flyers for our marketing campaign.

VALUE PROPOSITION

Innovation, hard work, education. These are the words that best describe our company. Our product was born after a challenging brainstorming and its playstyle is completely innovative. We also personally took care of the design of Plot's packaging and its cards' graphic.

CHANNELS

Our main channel to sell Plot is through social media: costumers contact us and we then deliver our product to their address. During the regional and national competitions initiated by Junior Achievement, we took the chance to sell about 50 copies of our product.

COSTUMER RELATIONSHIP

We keep in touch with our costumers mainly through social media, such as TikTok and Instagram. Since we believe that costumers' feedback represents a crucial value to our company, we decided to conduct two surveys among our followers.

COST STRUCTURE

Our funds have been mainly used to produce 50 Plot's copies in a first production batch and 100 copies in a second one. The leftover money was used to finance our marketing campaign: we purchased the domain for our website and the necessary equipment to film two commercials.

REVENUE STREAMS

In order to financially support our activities, we sold our company's shares to our schoolmates and local people collecting 490,00€ in a few weeks. We also sold 150 Plot copies.



Our future plans

THIRD PRODUCTION BATCH

We started a new production batch of 200 decks in English because we wanted to provide them to all the English teachers that requested it for their students. They will also be presented at the European fair in Tallinn.

NEW EDITION

We are also planning on designing a new and improved edition of Plot: we want to translate it even in Spanish, German, and French. We are also thinking of adding other conspiracy theories.

SALES PLAN IN ITALY AND EUROPE

Since our product has been proven to be a valid tool to learn, we are planning on selling it in the Italian and European schools and universities through teachers and principals.

PATENT

We are taking into account the possibility to patent our product, given its innovative playstyle and its value proposition.

GEN-E 2022

We are looking forward to participating into the European fair in Tallin. We are sure that it will enhance us, both professionally and personally.

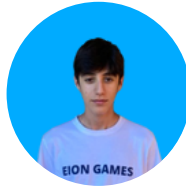
MARKETING PLAN

We are planning to collaborate with some influencers and radios to promote Plot and reach a bigger audience and we are preparing a commercial to broadcast on national tv.

And the best is yet to come...



OUR TEAM



Rocco Gentili
Chief Executive Officer



Alessandro Antinori
Chief Financial Officer

Alessio Bianchi



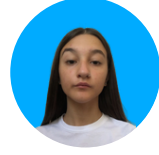
Martina Cecchi



Maria Pascucci



Vittoria Righi

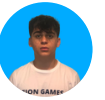


Viola Scalmana
Chief Sales Officer

Mario Garulli



Diego Giraldi



Mattia De Novellis



Federico Franza
Chief Marketing Officer

Martina Del Nobile



Lorenzo Mazzanti



Maria Chiara Turrini



Jun Jie Wu



Martina Mancini



Gregorio Santini

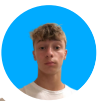


Giulio Piersantelli
Chief Production Officer

Elisa Azzarito



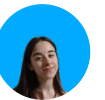
Riccardo Bastianelli



Kleidi Coku



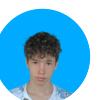
Federica Ridolfi



Joachim Sonet



Francesco Valentini



Olivia Turini



Filippo Mazzoli



Our team organization has been flexible during these months: we made some changes since we faced situations where one department needed more staff than the others.

