

FROM 0 TO 1 MILLION

QUIZDOM

QUIZDOM = EDUCATION

- ▶ Android & iOS, since July 2014
- ▶ 2 players compete in a game of 16 trivia questions
- ▶ Very social: personal profiles, chat, rankings, Facebook friends
- ▶ High quality questions: fun, interesting, educational
- ▶ Now, 100% focus on education: learn for English Lower exam, "Panellinies" exams

**Αναμετρήσου με παίκτες
από όλη την Ελλάδα!**

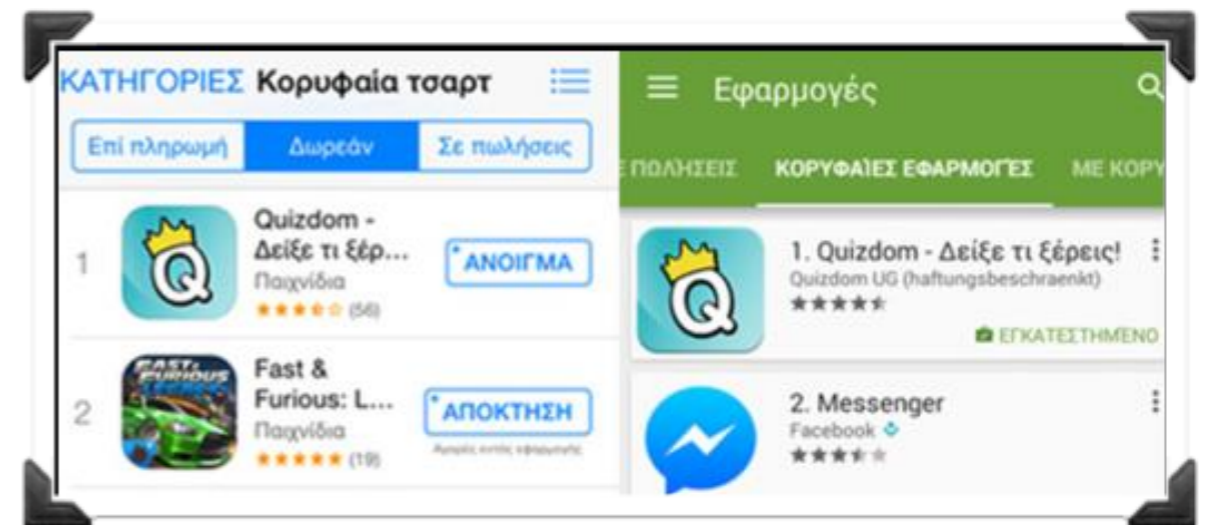


1.5+ MILLION REGISTERED USERS

- ▶ 4th day of launch: rose to #2 on Apple Store surpassing Facebook
- ▶ 85% of users turn active (benchmark: more like 10%)

- ▶ 40+ days straight #1, both stores

- ▶ Bi-weekly TV-show at Alpha (Sat+Sun 20:00)

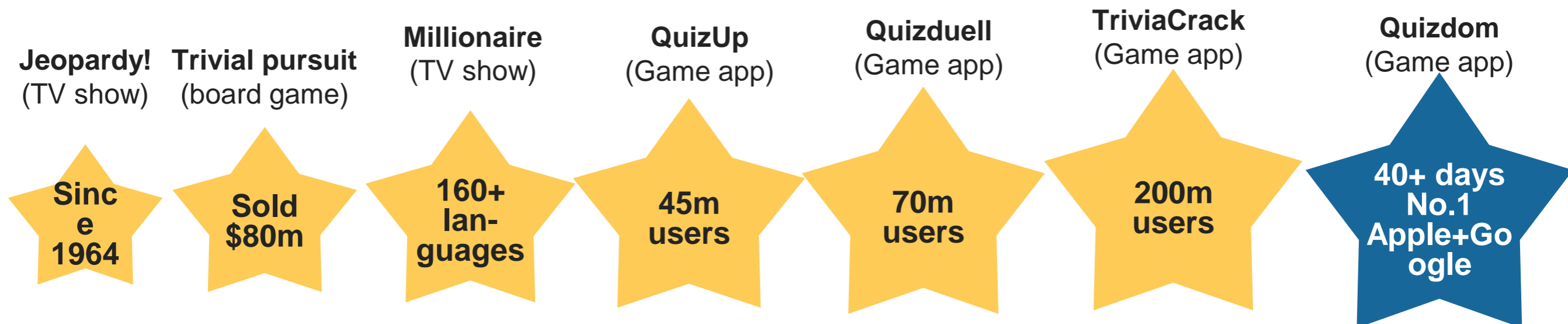


WHY?

- ▶ **In hind-sight** (reconsidering the past with the knowledge one now has) **We**
always know (actually by definition, kind of)
- ▶ In spite of such analyses having very limited value, let me give you one
 - ▶ Reason 1: Good product line
 - ▶ Reason 2: Data and customer oriented
 - ▶ Reason 3: Hard work

REASON 1: GOOD PRODUCT-LINE

- ▶ Trivia games have been larger than life, since forever
 - ▶ addictive
 - ▶ fun
 - ▶ educational



REASON 2: DATA AND CUSTOMER-ORIENTED (1/2)

- ▶ Quizdom developed NOT along what we liked, but what
 - ▶ customers told us and, 10x more important,
 - ▶ how customers behaved in real-life situations



- ▶ Quizclub
- ▶ Quizfun
- ▶ Quizwars
- ▶ KOUIZ!
- ▶ Quizdom

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REASON 2: DATA AND CUSTOMER-ORIENTED (2/2)

- ▶ Someone said:

"For thousands of years people decided by their gut. They were either lucky or wrong."

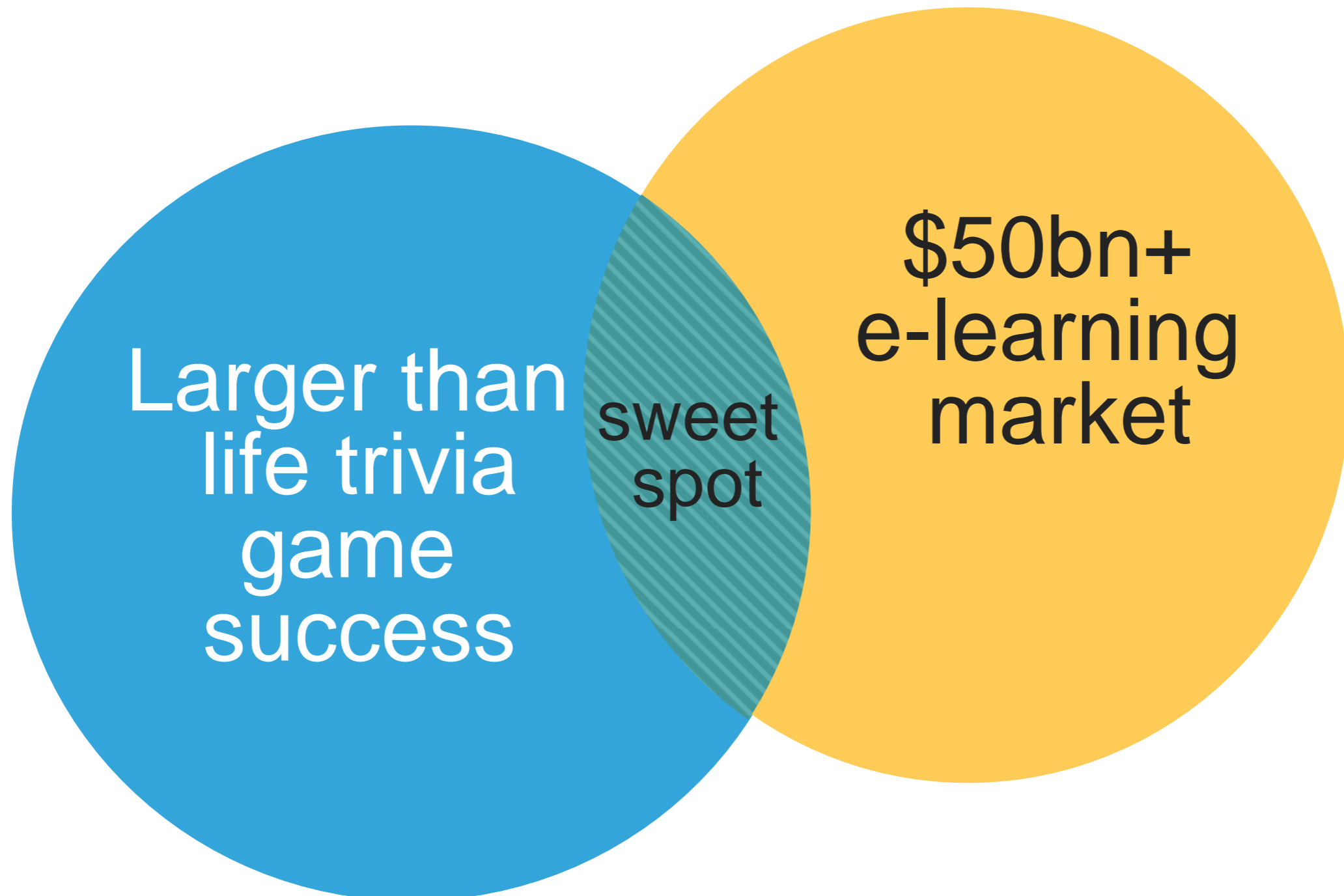
- ▶ In competitive situations (politics, business, sports), people and companies trust more and more data (once they have them), and less and less their gut
 - ▶ This speaks volumes on the value of data vs gut

REASON 3: HARD WORK (+LUCK)

- ▶ We worked hard and made Quizdom our first priority
- ▶ When we had first moments of success, people said "sit back and enjoy". Instead, we doubled down on work
- ▶ Eventually, hard work causes you to be lucky as well:
 - ▶ You do hundreds of things
 - ▶ One of those things helps a lot
 - ▶ The fact, that this particular thing helped might be luck. But the fact, that 1 out of 100 things helped, is not luck

NEXT STEPS

Rise of mobile technology (smartphones, 5G) will enable new e-learning innovations. Same for Quizdom:



▶ THANKS