

SKIDOS

PRESS KIT

2023

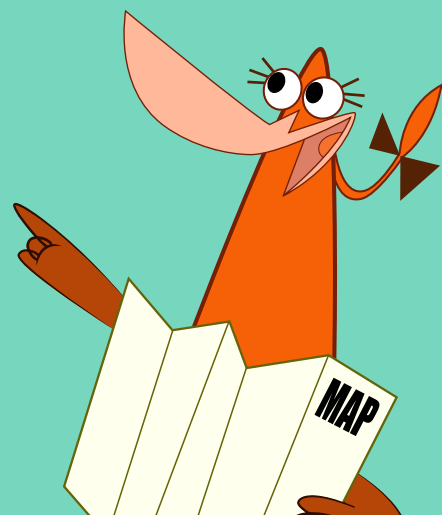


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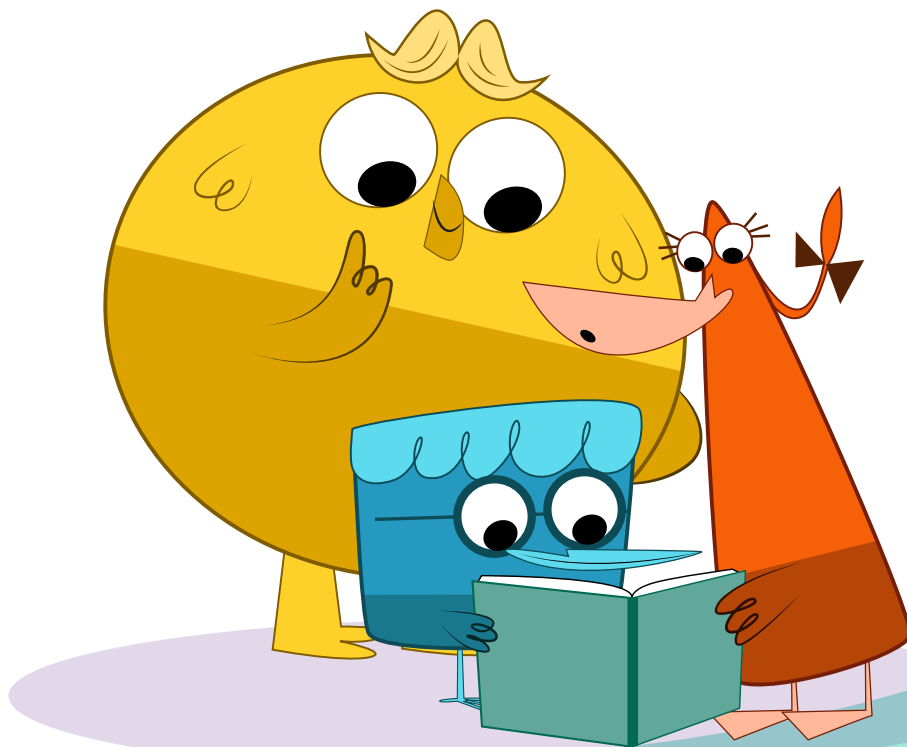
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WHO ARE WE?

SKIDOS is home to popular games across iOS and Android for kids aged 3-11 years, offering learning content around tracing and math skills. Our suite of 40+ freemium learning apps offers fun games, videos, and learning content covering math learning activities for kids, tracing and numeracy, and life skills.

SKIDOS' vast library holds games across life skills, role playing, racing, sports, and more- with bright colors and characters, supplemented with 1000+ learning activities to improve numerical and literacy skills. All our games are completely ad-free, making them safe and secure to play without constant parental supervision.



VISION AND MISSION

SKIDOS' Mission Possible:

To help kids become happy & confident lifelong learners. We believe it is more important NOW than ever before for kids to be equipped with both fundamental academic & non-academic skills. These skills are important for them to be future-ready while being resilient to all of life's uncertainties.



Eyes on the Prize: SKIDOS' Vision Ahead



To make learning meaningful and delightful for children around the world. SKIDOS is committed to becoming the global leading brand in complementing conventional education by teaching 21st century skills like Critical thinking, Tech Literacy, Leadership, and Communication. With SKIDOS' fun-learning platform, kids grow more resilient and develop life-skills.

OUR USP

Traditionally, learning games for kids have attempted to gamify subjects like math and english for children. However, as millions of parents around the world can attest, this tactic is transparent to the young digital generation today- they recognise it as a way to disguise the same old homework they do not wish to do.

The result? Kids get bored and disgruntled by games that seem more homework than fun.

But SKIDOS flips the game on its head- we ensure that learning is always exciting for a kid, and that fun is never second-place.

This means that unlike other learning apps, SKIDOS games do not feel like homework.

They remain exciting and engaging while ensuring kids learn to level up in both game and life!



OUR FOOTPRINTS



7.9M

Total Downloads

2.75M

Registered Users



Available across
190 countries
around the world!

THE SKIDOS JOURNEY

Founded in 2015, SKIDOS began as an early childhood learning-games platform exclusively catering to schools and educational institutions. However, it soon transitioned to offering learning games to be played as mobile apps at home for all children aged 3-11 years in over 14 languages.

SKIDOS looked at merging education into games focusing on creating a fun and immersive learning process for children. The core of SKIDOS apps is an SDK (Software Development Kit) which infuses popular games for children with in-app learning activities for teaching Math, Tracing, Coding, and more. SKIDOS apps have won multiple awards including the silver award for the best mobile app for children in the 2015 BMA awards besides the 2015 Parents' Choice Fun Stuff Award and 2015 Family Choice Award.

Today, SKIDOS offers over 70 apps across iOS and Android which have been loved worldwide by over 2 million children. The company envisions to inculcate kids aged 3-11 with 21st century real life skills including numeracy, literacy, critical thinking, problem-solving etc through fun and challenging learning options. SKIDOS Labs is based in Copenhagen, Denmark, with a team of 55+ professionals from multiple nationalities around the globe.



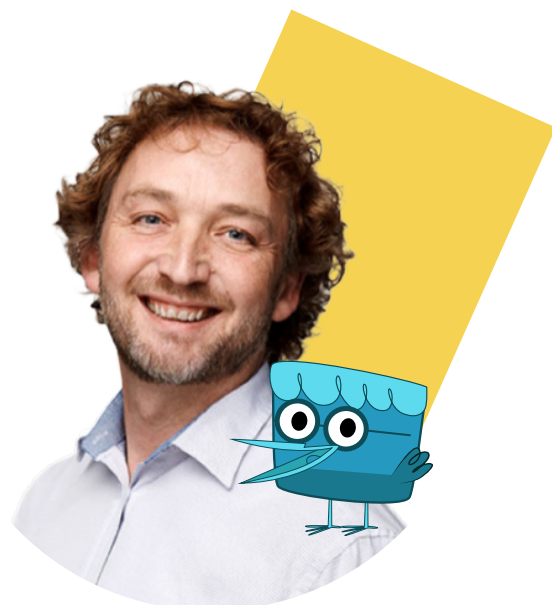
THE SOUL OF SKIDOS

SKIDOS BOARD:

Mikkel Vejlgard is a business executive with particular expertise within Business development, sales and marketing, and people management. He is passionate about working with startups and challenger brands/businesses, in technology and eCommerce, with a special love for Media, Gaming and Online wagering industries.



Maz Spork started his career as a video game developer and has worked in the intersection between entertainment and education for two decades. He is passionate about product development and has a big heart for the kids' space. Outside SKIDOS, Maz works with building innovation capabilities in corporates and scaleups.



SKIDOS is backed by Denmark's leading early-stage investors like Preseed Ventures, Vækstfonden, Innovation Fund Denmark, SEED Capital and leading Danish Angel investors.

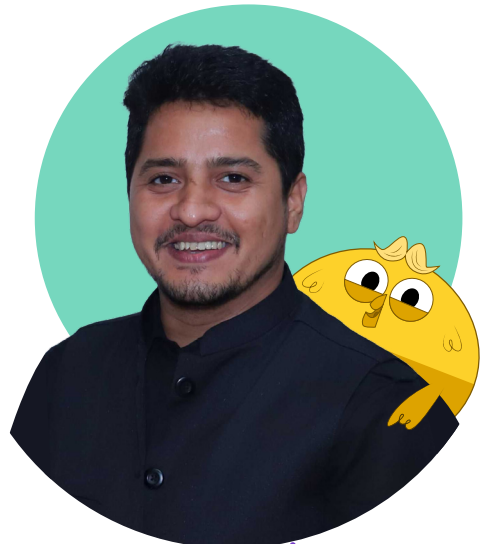
THE SOUL OF SKIDOS

Aditya Prakash -
Founder and CEO,
• *Master Gamer*



“Our mission is to create confident lifelong learners. When education is combined with playfulness, children become more curious and eager to learn.”

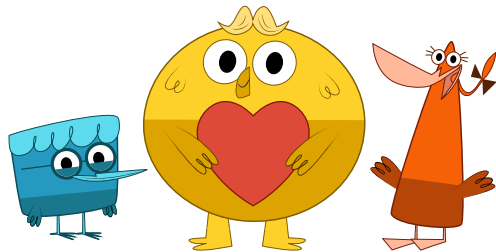
Nirmal Vatsyayan -
Co-Founder and CTO,
• *Tech Wizard*



“I have strongly believed that learning is a lifelong journey. At SKIDOS, we plan to give a headstart to the future generations.”

THE SOUL OF SKIDOS

ABOUT SKIDONIANS:



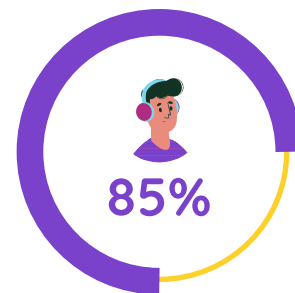
Team growth

125% over 2 years



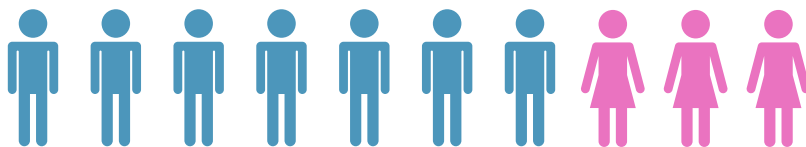
57 SKIDONIANS

Connected globally from
multiple nationalities



85% SKIDONIANS

Young and Passionate
are below 35 years of age



30% WOMEN

Diverse perspectives



AWARDS AND RECOGNITION



Parents' Choice
Award



Best Mobile Apps
Award

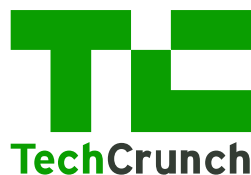


Family Choice
Award



Nordic-Baltic
Edtech 2020

Key Features



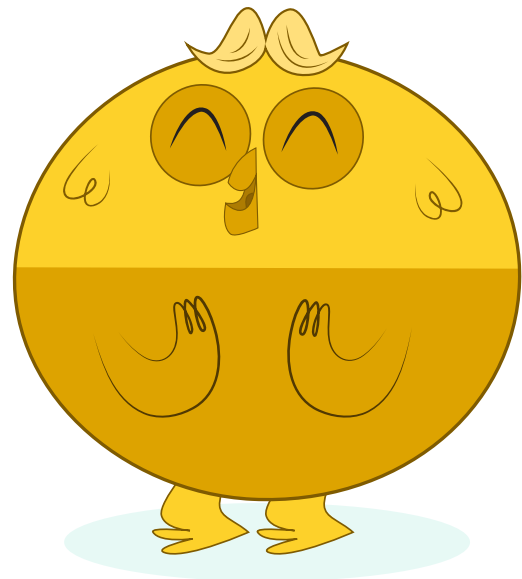
COMPLETE LIST OF APPS



SKIDOS apps are available in 14 languages including US, UK, and Australian English, Danish, Swedish, Norwegian, German, French, Dutch, Spanish, Mexican Spanish, Portuguese (Brazilian) & Italian.

To access SKIDOS apps, parents can purchase a SKIDOS Pass either through monthly, quarterly, or annual subscription plans.

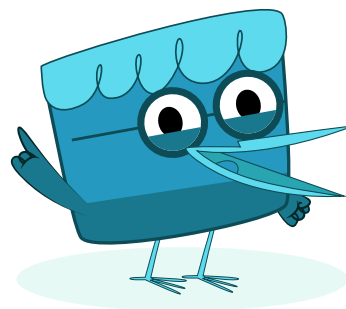
OUR BRAND ASSETS



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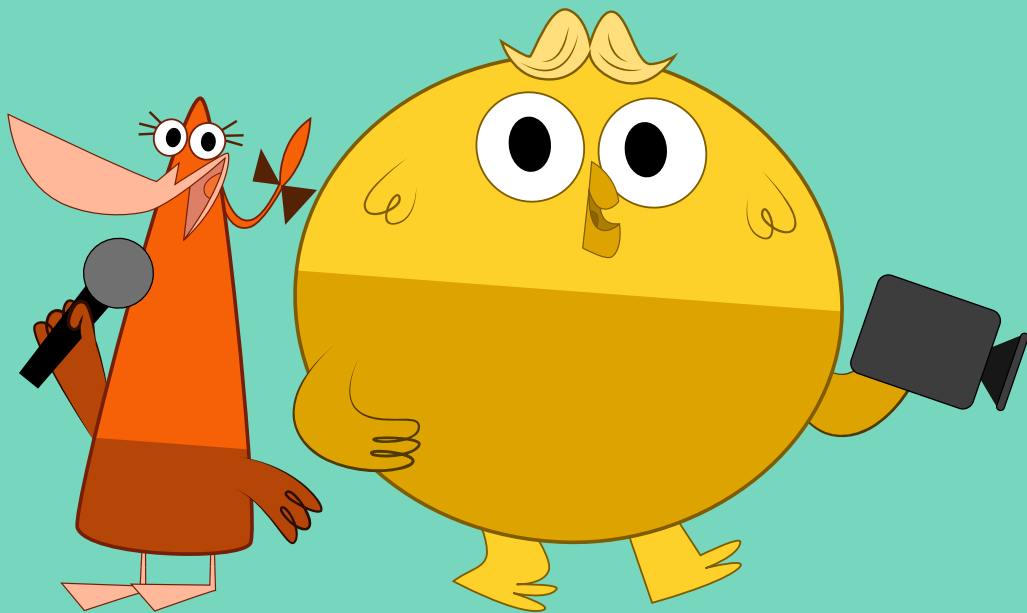


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FIKS

[Download Our High-Res Assets](#)



CONTACT US

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