

DISCOVER A WHOLE NEW WAY TO PLAY, LEARN AND GROW!

# Spin & Play®

by swip<sup>+</sup>

## PITCH DECK

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# Spin & Play® – DEAL SUMMARY



## FUNDRAISING

CHF 2M



## ALLOCATION OF FUNDS

Completion of development / Market launch (CH + EU)  
/ International expansion (USA + ASIA)



Our investments to date : CHF 1M



Markets : Education, Sports & Toys



Founders : 3 partners and serial entrepreneurs,  
already active in distribution within Switzerland  
and Europe



Key partner : Decathlon International



Technology : Providing a game that fosters  
cognitive development and enhances children's  
activity, promoting sustained practice

Low-tech solution to solve fundamental issues on  
children's life, such as sedentary lifestyle, hyperactivity,  
overweight and social disorders

More than 10% annual growth in the educational toys  
market

Forecasted turnover of CHF 768M over 4 years

A global market opportunity of \$207B

Official launch at the CES Las Vegas 2025

Rapid and widespread market penetration in Switzerland  
and Europe with Decathlon International as a strong  
commercial partner

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# A MAJOR PROBLEM FOR OUR CHILDREN'S FUTURE

## Children's screen time and sedentary lifestyles



### MENTAL DISORDER



Worldwide, **10% of children** and adolescents experience a **mental disorder** (**200 million**)<sup>1</sup>.

### OVERWEIGHT



Over **390 million** children and adolescents aged 5–19 years were **overweight** in 2022<sup>2</sup>.

### ANXIETY



In 2019, **58 million** children and adolescents were living with an **anxiety disorder**<sup>3</sup>.

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Concern

# CHILDREN'S SCREEN TIME AND SEDENTARY LIFESTYLES

## How did we get here?



Keep kids occupied



Ease of use and accessibility



Ignorance of the Risks



Lack of available activities



Managing challenging behavior



Missing alternatives



Parental fatigue



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Concern

# AN INNOVATIVE HEALTH MODEL – OUR SOLUTION

We solve **societal issues**, described by the World health organization<sup>1</sup> as strategic, with a **screen-free device** which develop **physical** and **cognitive** skills while **having fun**

## PHYSICAL ACTIVITIES

Mobility

Agility

Dexterity

Muscle development

Bone strengthening

+

## COGNITIVE DEVELOPMENT

Reactivity to external stimuli  
(lights & sound)

Multitasks learning

Concentration

Memory

+

## GAMIFICATION\*

Increasing engagement

Fun & distractive

Educational contents &  
learning

Social interactions

\*Gamification concept described in Appendix 4

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Solution



# WE CREATED THE FIRST GENUINELY SCREEN-FREE CONSOLE!



Discover a whole new way to **play**,  
**learn** and **grow** !

Meet the basic physiological and social needs of children and young people including **mobility**, **dexterity**, **reactivity** and **concentration** – while promoting quality sleep. For age 4 and up.



[Discover the video](#)

**Spin & Play®** aims to send your kids off on an **adventure** that helps develop their **cognitive** and **motor skills** in a **fun** and **healthy** way. \*

## Product

\*Product specifications in Appendix 3

raphael@swip.swiss | [spin-and-play.com](https://spin-and-play.com)

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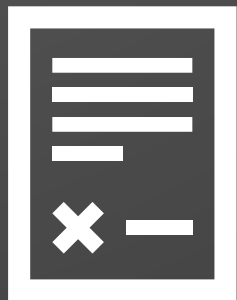


# SECURED INTELLECTUAL PROPERTY POSITION



The three fundamental principles of the Spin & Play® are well protected !

Patent  
Pending



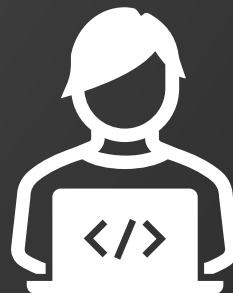
Technical device  
design & firmware

Games  
Copyright©



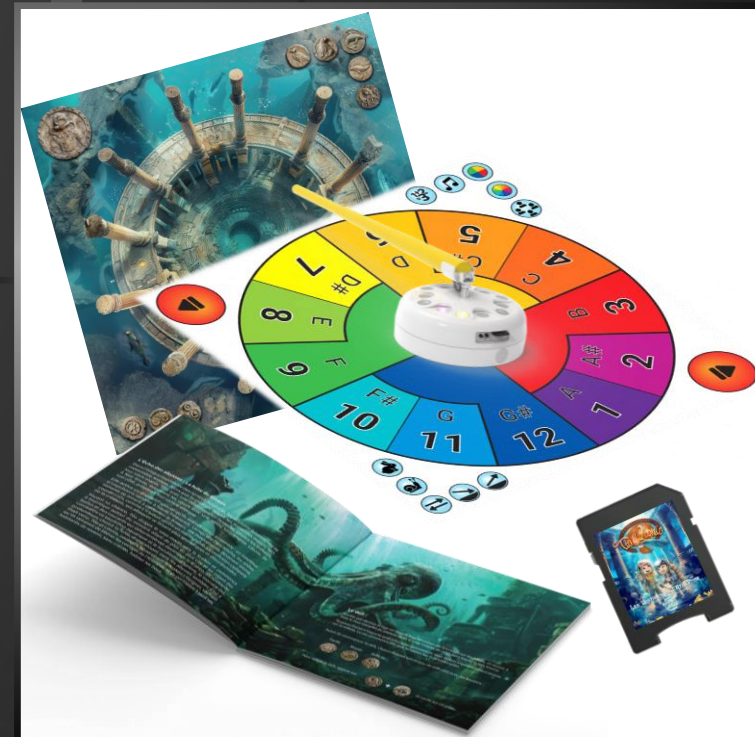
Story books &  
mats design

Software  
Copyright©



Source code

Product



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# BUSINESS MODEL - B2B & B2C

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## THE GAMES

Games retail price: CHF 30

1x Story book with challenges

1x Dedicated cover mat

1x Memory Card



B2C MARGIN: 78%

B2B MARGIN : 57%

Business Model

## THE CONSOLE

Spin & Play® retail price: CHF 130



B2C MARGIN: 46%

B2B MARGIN: 18%

## DISTRIBUTION CHANNELS NETWORK

### STORES & ONLINE

- General stores
- Sports
- Toys
- Electronics
- Education & bookstores

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# BUSINESS MODEL – LICENSE

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**BOOST YOUR BRAND** WITH OUR ACTIVE KIDS GAME CREATION LICENSE !

IMPROVE **CLIENT'S FIDELITY** & REINFORCE **SOCIAL ENGAGEMENT** !

## LICENSING PARTNERSHIP & CO-BRANDING

- Strengthen your brand's reputation with a Children health-focused initiative
- Unique storytelling reflecting the company positioning
- Use an existing distribution network to increase visibility
- Offer a unique and family-friendly experience
- Easy integration into a distribution network, community and events
- Get a concrete evaluation of potential customers reach



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**CO-BRANDED GAME CREATION : CHF 50K**

+

**GAME LICENSE : CHF 2.50 / game produced**

## DISTRIBUTION CHANNELS NETWORK

- EXISTING B2B & B2C NETWORK
- EXISTING PARTNER'S DISTRIBUTION NETWORK

Business Model

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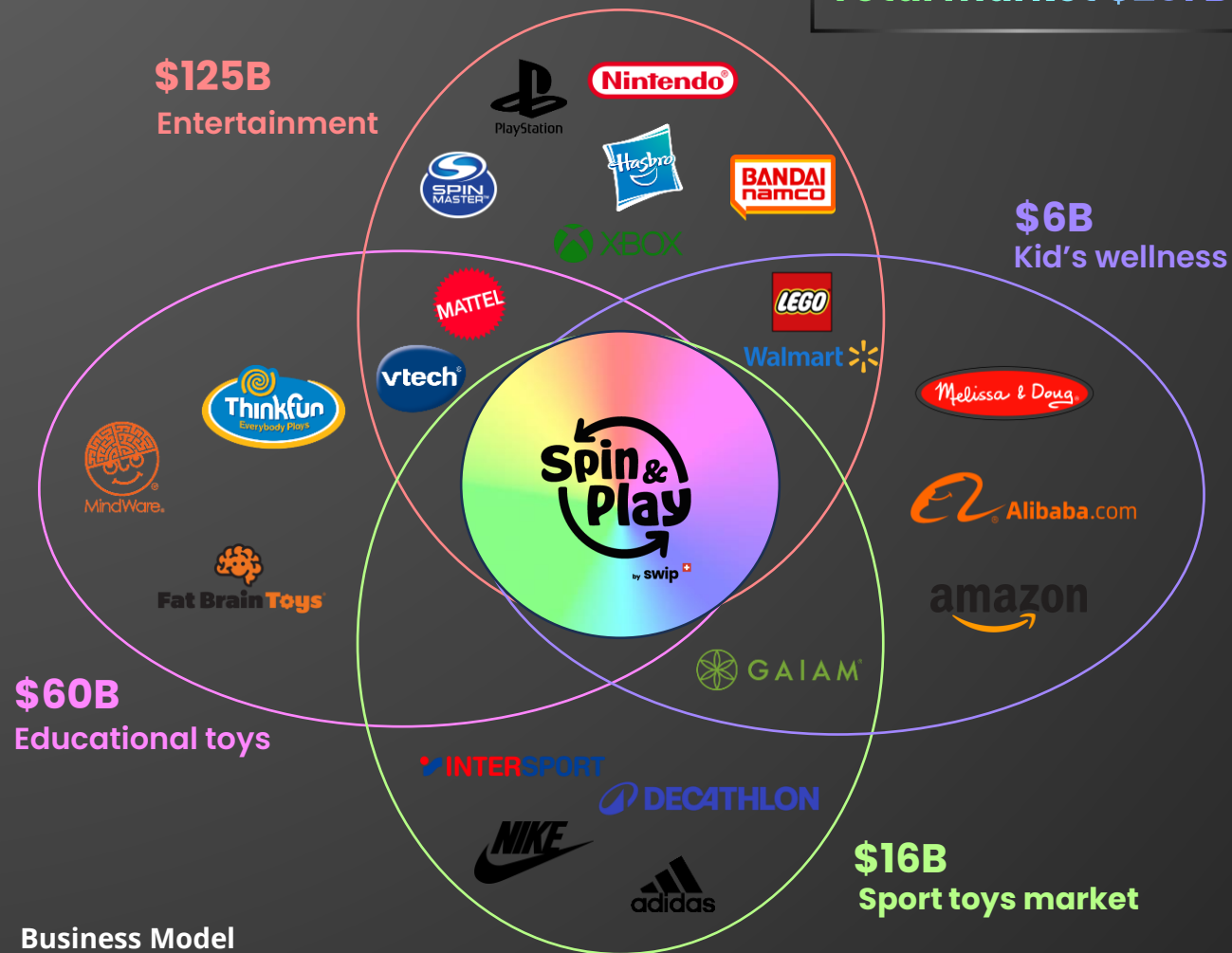


# BUSINESS MODEL – DISTRIBUTION STRATEGY

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## STRONG COMPETITIVE ADVANTAGES

Total market \$207B



Business Model



B2B & B2C competitors are potential licensing leads



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Potential licensees are potential distribution networks



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# BUSINESS MODEL – DISTRIBUTION STRATEGY

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## DISTRIBUTION CHANNEL

### ONLINE DIRECT MARKETS

[www.spin-and-play.com](http://www.spin-and-play.com)

Marketplaces : Amazon / Galaxus / Alibaba / Fat brain toys

### SPECIALIZED RETAILERS

Toys "R"Us / Hamleys / Barnes&nobles

Decathlon / Dick's Sporting Goods/ Sun & Sand

Fnac / Best Buy / Mediamarkt

### GENERAL STORES

Walmart / Target / Costco / Carrefour / El Corte Inglés / Auchan

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## LICENSE PARTNERSHIPS

Distribution partners

General worldwide brands

Business Model

# MARKET – A DESTINATION WITH STRONG GROWTH

## TOTAL ADRESSABLE POPULATION<sup>4</sup>

Children population (ages 4 to 12)

Target 2025-28	Total	Obesity	ADHD	Anxiety
CH/EU/US	49.7M	7.7M	4.95M	6.1M

Saturation rate at 15% = Potential 3.1M users

Integration of advanced technologies into toys stimulates demand

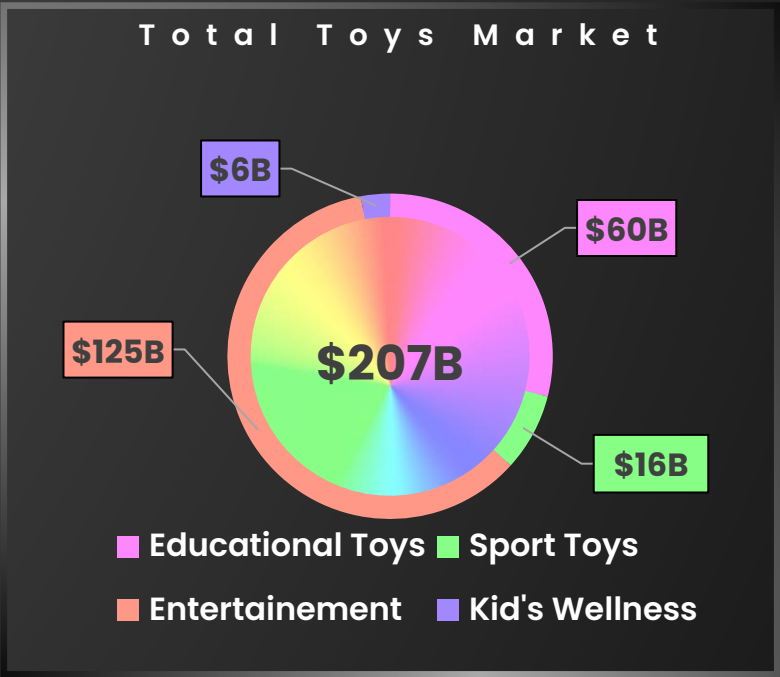
Target 2026-29	Total	Obesity	ADHD	Anxiety
Asia/MENA	790M	48.1M	32.5M	63.6M

Saturation rate at 15% = Potential 21.6M users

Increased purchasing power in emerging regions

Market

## 10% ANNUAL GROWTH IN THE TOYS MARKET<sup>5</sup>



Increased awareness of the benefits of educational toys encourages their adoption



# TRACTION & KEYS INDICATORS

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## Children

"Always jumping gets boring after a while; it's great to have different positions."

"Wow, the colors are amazing."

"The rod is not long enough."

"Atlantis looks nicer, but the buttons are hard to understand."

"We know directly what's in the game, unlike many video games."

## Parents

"Kids have fun, and it gets them moving."

"The adjustments on the mat are really great!"

"It's great to have learning through play; I would love to have clear and dedicated themes."

"It's interesting when you have children of different ages; everyone can play!"

## Market

## Assumptions & Developments

The console and games developments are **verified and tested**. We observed usage, analyze contexts of use, and integrate economic and social challenges to offer the innovative products that **customers desire**.

### Willingness-to-Pay Survey:

- **100+** responses in **2 weeks** (family, partners & friends)
- **90%** of respondents find the price affordable
- **95%** express interest in purchasing the product

## UX-LAB



## Partners

"You succeeded in creating something that addresses a need we have only just begun to recognize. Children's engagement and involvement in various activities are at the forefront of Decathlon's global mission, and we wholeheartedly support the underlying idea behind the Spin & Play."

### Following the presentation of Spin & Play to Decathlon Switzerland, we:

- Immediately received their commitment to integration in Switzerland with 5000 pieces for a launch in 40 stores (estimates for 2 months)
- Were invited to their global headquarters in Lille for further discussions.
- Secured the support of their category managers for potential global integration in over 1,500+ stores.

### Decathlon International

"The Spin & Play clearly caught our attention. Sports, especially for children, as well as their well-being and health, are important topics. We support Swip in their development and look forward to offering this product to our community, whether through a call for testers or a special event sale."

### QoQa

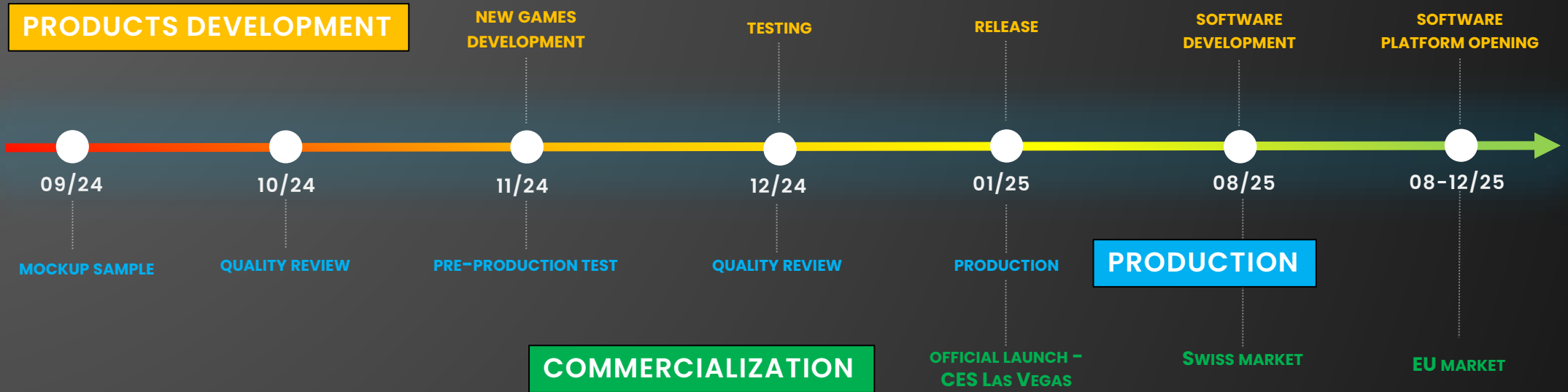
"We hold firm belief in the concept and the strategic positioning of the future product. We share a common emphasis on "body & Mind". It is in our commercial interest to witness the launch of the Spin & Play in the market and actively contribute to its presence on store shelves."

### MIGROS GROUP

raphael@swip.swiss | [spin-and-play.com](https://spin-and-play.com)



# MILESTONES



## GROWTH OBJECTIVES OF 100% BY 2026

**Market** – Deployment of the collaboration with Decathlon within Europe

**Market** – Penetration of the US market beg 2026

**Games** – Up to 20 new games end of 2025, 50 new games in 2026

**Games** – Open software to create a community of designers while adapting to markets needs

**License** – Increase new games under license partnerships

**Point of sales** – Improvement of the global experience in shelves and with school & clubs



# MEET OUR TEAM



**JOËL JEANRENAUD**  
*Neuchâtel, Switzerland, 11/11/87*  
CEO & CFO



**RAPHAËL KAUFMANN**  
*Neuchâtel, Switzerland, 29/05/85*  
Initiator & CMO



**ALEXANDRE WITTWER**  
*Neuchâtel, Switzerland, 11/02/87*  
COO

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Joël is **down-to-earth oriented** – Expertise in finance, former CFA. Joël spent 10 years working for major international banks.



Raphaël is an **innovation enthusiast** – Expertise in development, sales and marketing.



— **Dad and Innovation Enthusiast**

*"Spin & Play® aims to send your kids off on an adventure that helps develop their **cognitive** and **motor skills** in a **fun** and **healthy** way."*



Alexandre is the **supervisor** – Expertise in corporate audit. Alex spent 8 years working for PWC.

Team

# WHY BEING PART OF THE JOURNEY ?



A DESTINATION WITH STRONG GROWTH  
AND HIGH PROFITS

Cumulative sales over 4 years:

OVER 4.8 MILLIONS UNITS SOLD

Cumulative turnover over 4 years:

OVER CHF 836M

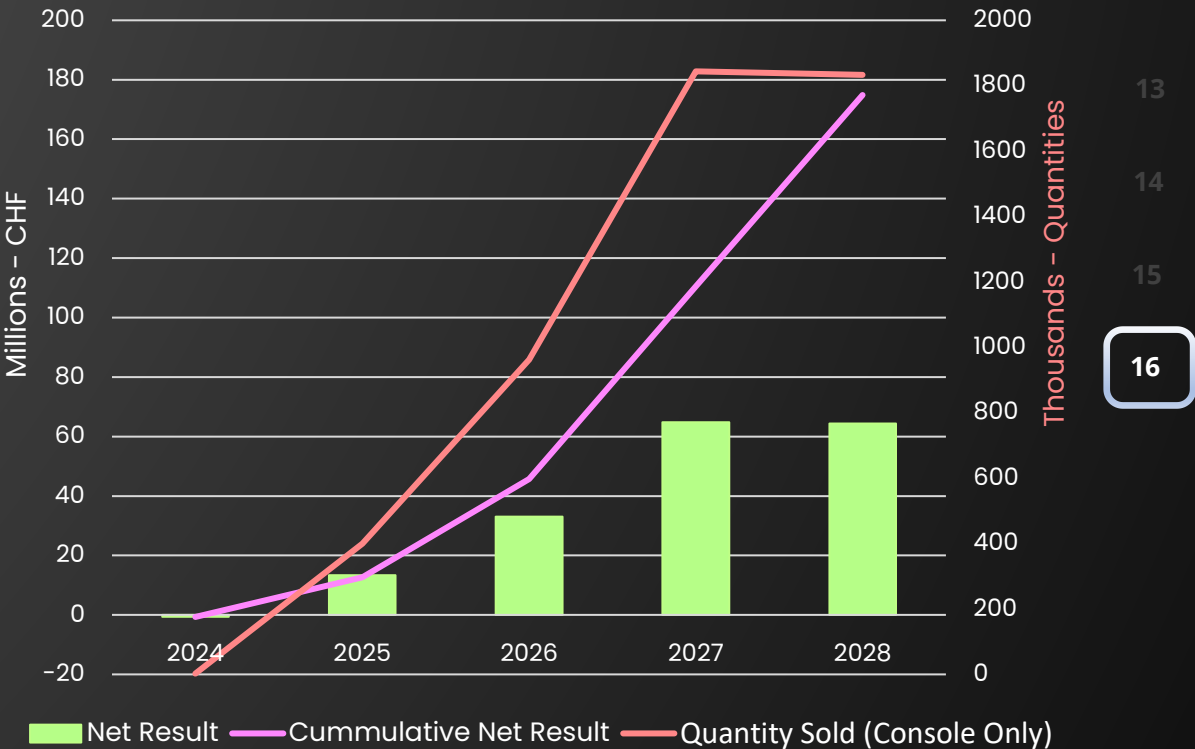
Cumulative net result over 4 years:

OVER CHF 169M

Development costs: CHF 2M

Finances

Forecast 2024-28



# Spin & Play® – FINANCIAL PLAN

## CONSOLE

Direct retail sale price	CHF 129.90
International distribution	CHF 85.00
Product cost	CHF 70.00

## GAME

Direct retail sale price	CHF 29.90
International distribution	CHF 15.00
Product cost	CHF 6.50

## LICENSE

Sales price	CHF 50K + CHF 2.5 / game produced
Development costs	CHF 25K

## SALES FORECASTS

QUANTITY	2025	2026	2027	2028
DIRECT SALES	6 000	59 000	88 000	87 000
GAMES DIRECT SALES	30 000	230 000	439 000	436 000
INTERNATIONAL DISTRIBUTION	120 000	1 180 000	1 758 000	1 746 000
GAMES INTERNATIONAL DISTRIBUTION	600 000	5 910 000	8 793 000	8 734 000

## OPEX FORECASTS

CHF	2025	2026	2027	2028
Revenue	21 000 000	205 000 000	305 000 000	303 000 000
Development Costs	480 000	240 000	240 000	240 000
Purchase Costs	13 000 000	127 000 000	189 000 000	188 000 000
Transport & Custom	1 535 000	14 897 000	22 158 000	22 010 000
Marketing Costs	1 918 000	18 622 000	27 698 000	27 513 000
Staff Costs	798 000	1 596 000	1 596 000	1 596 000
Other Costs	30 000	40 000	40 000	40 000
Total Expenditures	17 761 000	162 355 000	239 136 000	239 399 000
OPEX % Revenue	85%	79%	78%	79%

# FINANCING NEEDS – CHF 2M



## EXPECTED OPERATING RESULTS CHF

BREAKEVEN (Q) :	130K
EXPECTED BREAKEVEN PERIOD :	06/26
WORKING CAPITAL REQUIREMENT :	1.8M
TURNOVER YEAR 1 :	21.3M
RESULT YEAR 1 :	2.9M
CUMULATIVE TURNOVER YEAR 3 :	532.8M
CUMULATIVE RESULT YEAR 3 :	95.1M



## ALLOCATION OF FUNDS CHF

DEVELOPMENTS COSTS :	500K
STAFF COSTS:	300K
PRODUCTION:	700K
LOGISTICS:	75K
LEGAL:	25K
MARKETING:	400K
TOTAL:	2M

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# WHY ARE WE GOING TO MAKE A GLOBAL SUCCESS?



RESPOND TO A **NEED** AND OFFER AN **ALTERNATIVE**

VARIOUS **GAMES** AVAILABLE

**EASY** TO USE AND **INTUITIVE**

**HIGH-QUALITY** PRODUCT WITH STATE-OF-THE-ART **TECHNOLOGY**

ESTABLISHED **B2C** AND **B2B** SALES CHANNELS

**OPEN SOFTWARE**

PARTNERING WITH **DECATHLON** **INTERNATIONAL**

LAUNCHED IN **CES LAS VEGAS 2025**

STRONG **INTERNATIONAL** NETWORK



Invest With Us

# INVEST WITH US

INVESTMENT : CHF 2M

INVESTMENT DATE : 06 / 2025

If you're interested in [partnership](#) or [investment](#) opportunities, we'd love to hear from you!

Contact us at [joel@swip.swiss](mailto:joel@swip.swiss) to explore opportunities for working together to shape the future of our children's well-being!

Join the [adventure!](#) 

Invest With Us

## Contact Us


### OFFICE HOURS

Monday - Friday  
08.00 - 18.00

### GET IN TOUCH

+41 32 721 08 55  
[info@spin-and-play.com](mailto:info@spin-and-play.com)

### FOLLOW US

[www.spin-and-play.com](http://www.spin-and-play.com)  
 <https://www.youtube.com/watch?v=fSeuiByl9BU>

### OUR ADDRESS

Rue de la Pierre-à-Mazel 39  
2000 Neuchâtel  
Switzerland

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Spin and Play®

# THANK YOU

*"One never notices what has been done; one can only see what remains to be done."*

— Marie Curie (1867 - 1934)

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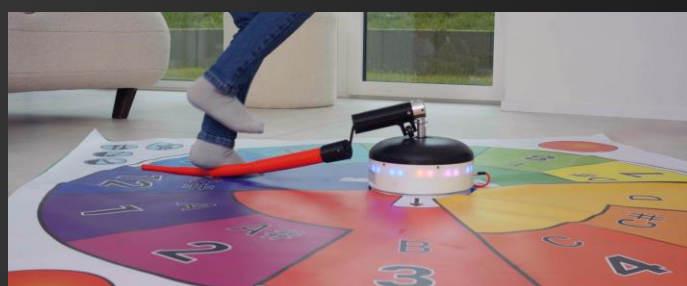
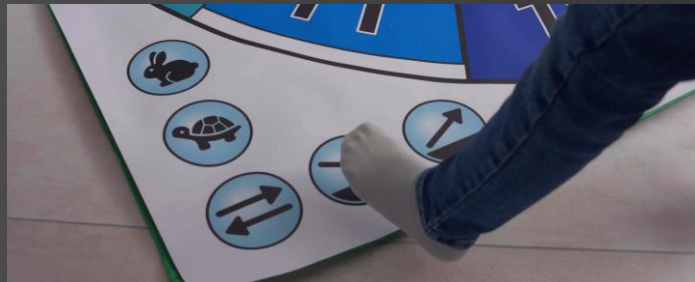
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# Spin & Play<sup>®</sup> GALLERY

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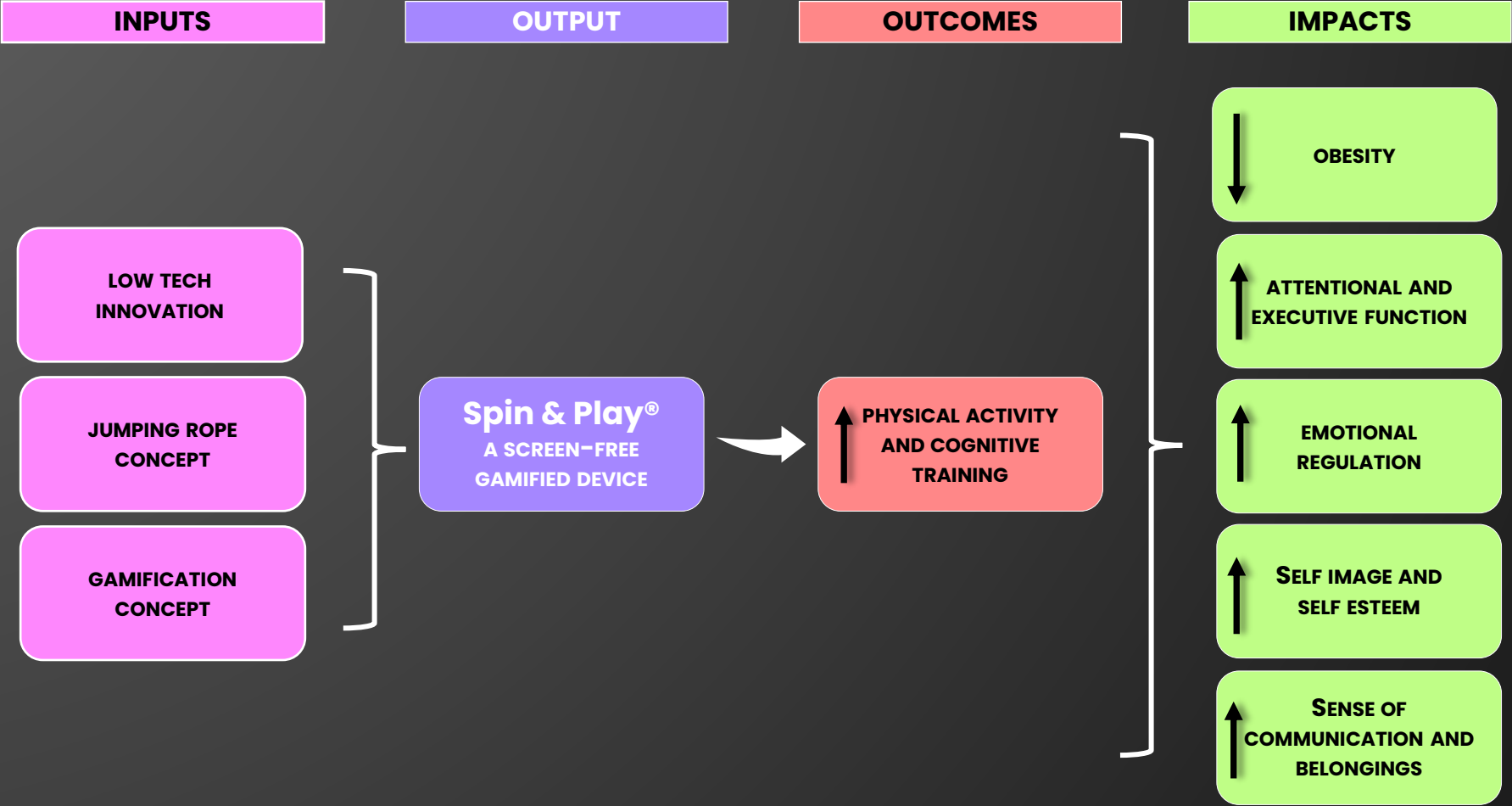
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# BIO PSYCHOSOCIAL HEALTH MODEL





# SPIN & PLAY® - HARDWARE

THE CONSOLE – AVOID THE SPINNING ROD AND COMPLETE THE VARIOUS OBJECTIVES!

**Foldable rod**  
Made of PVC and foam for safety

**Elevation**  
Up to 50cm

**Speed**  
Adaptative to 4-year-old children's capabilities

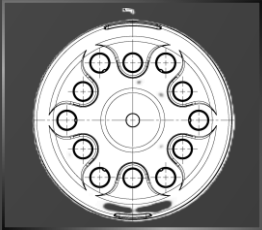
**Lights**  
Train, react and give feedbacks

**Sound**  
Learn music, train to react and give feedbacks

**Children's autonomy**  
Control and play

**Cognitive mini-game**  
Introduce variety and difficulties

**Foldable mat**  
Carry-on bag included



01

An **easy-to-use** game that helps kids become more **independent**!

02

Play **indoors** or **outdoors**, depending on the season with **built-in battery**!



03

Play **alone** or with **friends** and **family** – it's up to you!

04

Develop the **knowledge** and the **education** through story

05

Grow and develop your **skills** while staying **engaged**



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# GAMIFICATION CONCEPT

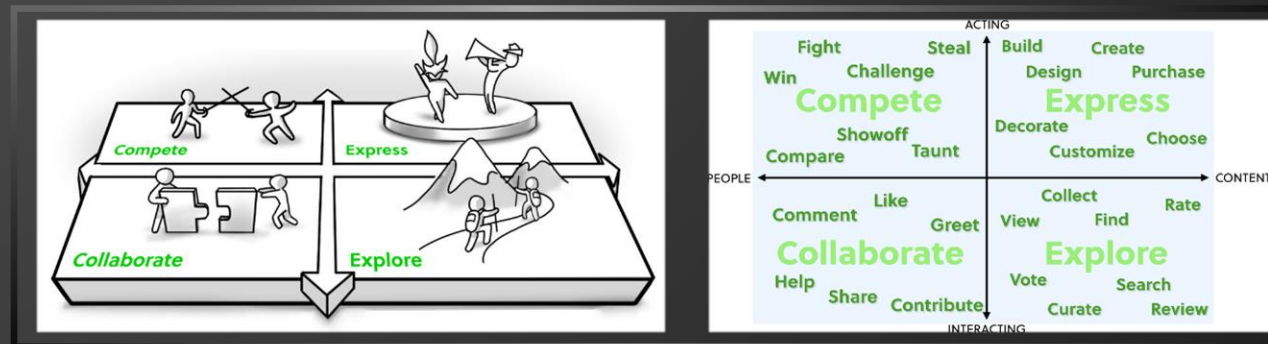
## AN INNOVATIVE HEALTH MODEL – OUR SOLUTIONS

To assure a high **end-user engagement**, a design must be tailored in regards of motivations (Ryan & Deci, 2000):

- **Intrinsic motivation** – the user finds the activity enjoyable
- **Integrated motivation** – the user's values and identity are in line with the activity
- **Identified motivation** – the user identifies with the objectives of the activity
- **External motivation** – the user wants to obtain external elements like rewards

To heighten the **users' emotions** for more captivating play, knowing their personalities and what they are looking for is needed. Although this design fundamental aspect is too often underestimated, we are quite confident that taking it into account will improve our design. Thus, we aim to develop a "Social Action Matrix" (Amy Jo Kim, 2015), inspired by Bartle's Player Types (Bartle, 1996), that will be combined to the use of the "Four keys to Fun" (Lazarro, 2004):

- **Easy fun** is based on **emotions** such as **wonder** or **admiration**. Players like to **exploration** and be **surprised**. This is a vehicle for **imagination**.
- Let **children** take **ownership** of the **Spin & Play®** in a **creative** way by adding colourful stickers that will be provided with the device.
- Provide **storytelling** to immerge the players.
- Inclusive **challenges** that encourage **creativity** must be set.



# Spin and Play®

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- 5 : <https://www.grandviewresearch.com/industry-analysis/toy-market>

## References

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