



MAGLY

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Innovative IoT entertainment system that enables the management and creation of real-life interactive experiences as a revolutionary technology method for children's psychomotor, emotional and social development.

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OUR VISUALS



PROBLEM

Limiting social interactions to the virtual world by children, adolescents and adults makes them unhappy, seriously addictive, creates anxiety and loneliness, causes depression and has a negative impact on health, causing serious defects in posture and eyesight, muscle failure and obesity. The same research also shows that the **cognitive process** of a child using **technology** brings **faster** and more lasting **results** - only that there are **no such solutions** (McPake, Stephen, prof. Dr. Jacek Pryzalski). At the same time, during interviews with **20 hotels**, 80% of them said that they were **interested** in extending the **offer of attractions**, but there is **nothing new** on the market at the moment. Violetta Hamerska, CEO **"Family Friendly Hotel"** **confirmed** that there are **no new offers** in hotels and that the **existing attractions** are **outdated** and **very similar** to each other.

SOLUTION

MAGLY transforms the space into a fully interactive entertainment in which players are engaged in solving logic, memory, dexterity riddles, and active search for interactive "live" game objects. The heart of our game system is the **MAGLY Controller**, which includes a 9-axis MEMS sensor and the motion recognition algorithm based on our neural network, thanks to which the player's movement is instantly read by our proprietary data transfer algorithm. Game objects are connected to the **MAGLY Engine** entertainment system, which aggregates and recognizes data in real-time, guiding the player's gameplay. Game objects consist of sensors, actuators, servos, and other components that enliven the space scenery. Thanks to that, scenography in the real world can enter into physical, visual, or voice interaction with the player, or the player can also control the scenography - whether by casting unique spells or moving the controller accordingly. As a result, a player playing a game based on **MAGLY IOT** game infrastructure can feel that "magic" exists in the real world.

DEVELOPMENT STRATEGY

MAGLY's product met with great interest during the market research. 16 of the 20 interviewed hotels expressed their interest in implementing the product. After analysing potential go-to-market marketing strategies, we came to the conclusion that in our situation, the best choice would be to base it on a success case strategy and choose the best place for the first implementation. Therefore, for over 2 years, we have been cooperating with the first client (MCKW Hotel Zamek Ryn ****, a hotel in a historic medieval castle), where on September 1, 2022, we are launching the first full game. We believe it will act as a flywheel for our scaling process, thanks to which we want by the end of 2023 launch 20 new facilities with **MAGLY** in Poland, which will make us a revenue around 27 mln PLN in the 3rd year of our operation. Moreover, operating around 20 facilities will deliver us steady monthly revenue in around 3,5-4 mln PLN. We are scaling very fast to create a network product. Our goal is that kids and parents travel around the world, meet new places and discover the world of **MAGLY** in the same time in incredible legendary places.