

Pitch Day Summary

Creative Founder 2020

Wed, Dec 2, 2020

Team: Nutcrackers

Product: HerLand

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Summary

Accelerator Support	Angel Investment
12-month program & support	\$1,025,000 from 4 Angel investors

Details

Reviewer	Accelerator support	Angel Investment
R1	12-month program & support	\$10,000
R2	12-month program & support	-
R3	12-month program & support	\$5,000
R4	-	\$10,000
R5	6-month program & support	-
R6	6-month program & support	-
R7	12-month program & support	\$1,000,000
Summary	4 @ 12 months; 2 @ 6 months; 1 @ do not support	\$1,025,000

Reviewer Comments

R1	<p>love the mission, real problem for individuals and society, good awareness of stigma re social support. what was the nature / content of the game? interesting insight that game format may have been pitched too young.</p> <p>good insights into day-to-day behavior of moms and where to show book samples.</p> <p>what is the business model? it's hard to establish a new market. it says freemium but it looks like there is a small price for any content (49 cents)? Do customers see themselves as playing a game or gaining more efficacy in their life toward their dreams.</p>
R2	<p>Role playing game to help 50 yo chinese women find a life</p> <p>65% of housework is done by women 8/13 dissatisfied 32% marriage problems but ashamed to change build comms skills explore hidden stories intriguing scenarios go to story lines to role play games and relieve stress 3/5 want to sign up but most thing digital games are stupid</p>

pivoted to book platform
9/12 attracted (not a significant difference)
open market space
210 k users feels small Not a scalable business as is, but the total market for older women in china is huge. Is this the product for the market?

How do you know that providing these stories will produce the outcomes you want for these women?

early adopters slide was too quick. should ditch the thank you slide and leave the most important data up on the screen during the question session.

Very interesting market space. Not sure this the right problem/product, but would explore this space.

R3

Hard to validate as I don't have enough experience in Chinese market. However, the idea of building a WeChat game is interesting, builds on a pre-existing marketplace. However, I'm still unclear on what the actual product is - so they'd need to spend time during the accelerator program to further rapidly test different products, and build products that are viral and also provide the customers with feelings of well being.

Almost too many slides - I couldn't really concentrate as it breezed by.

R4

Good: Really enjoyed the problem space that this team was tackling. Mental health issues experienced by women in Asian countries is not something that has been talked about a lot. I find this problem space very promising, and I enjoy the research that you had been doing to validate that women are experiencing societal pressures to act a certain way but not receiving the mental health help that they need. (0 out of 12 women!)

To improve: While I think that it was an interesting perspective for you to shift their perceptions of mental health (looking at it as a game instead), I don't think you really explained WHY you chose a game during your pitch. It would have been good to talk about your concept testing initially to show why you arrived at this choice. Additionally, I don't necessarily think that a game is the best way to reach the target audience. I get a sense that this is still influenced by Gen-Z interests in gaming. Have you done substantial research that women in this age group in China prefer gaming? I would almost think that they are biased against it. Additionally, the question of how they can pay for it is so valid. Would they have to continue relying on the breadwinners of their families (presumably their husbands) to pay for this service? And how does it really change their livelihoods? The chores still need to be done, and I don't see how your role-playing game will help them solve their real-life problems. Perhaps it would be possible to encourage these women to develop healthier communication styles to advocate for their needs with their loved ones.

Why I'm funding \$10k: I'm not convinced that gaming, or paying for the games with their partners' income will help them feel more empowered. However, I think this is a really powerful problem space, and I think the initial research proves that the problem exists. I hope that this team can use the \$10k to find what would really be helpful for

this target audience using MVP testing and talking to women in that age group. I would consider letting this group into the accelerator if there is something more validated.

R5 You're addressing a real problem, and I think there's a lot of potential here. Look into viral growth; Virtual goods as a business model; and potentially find a thing that appeals to these women, and provide the "support" aspects alongside something that they want. Look at the IMVU case study.

R6 Very important problem, and very well explained.
I didn't really understand what the game is and what it's like to play it. Therefore, its was difficult to evaluate it.

R7 Great work! Great idea! — This is an exceptional product, great pricing, just not sure how people get the money to pay for it.