



LETZ GUESS 2023/2024

Team Luxembourg



www.letzguess.lu - www.eu.letzguess.lu



Summary

Introduction

Letz Guess is the first free educational online game about Luxembourg, available in four languages. It offers an engaging learning experience through multiple choice questions. The game features three modes: playing with friends, competing for prizes, and training your knowledge.

Market Presence and Growth

Currently, Letz Guess has over 1800 users and maintains a presence across various media channels. The game is also prominently displayed in malls throughout Luxembourg. Nationally and internationally, we have significant opportunities as there are no real competitors yet. This presents a substantial market opportunity.

Team and Development

Our dedicated and diverse team of six students from Luxembourg, attending the school "Ecole des Arts et Métiers", possesses coding, marketing, and communication skills that have been pivotal in the game's development and success. Through talent and hard work, we are proud to have designed a scalable concept that can be applied to any topic, city, country, continent, or even the entire world. We have just launched an EU Game Mode.



Revenue Streams

Letz Guess offers multiple revenue-generating opportunities, including advertisement contracts and Event Weeks that companies can purchase. The project has already realized a profit of nearly 6,000.00€.

Future Projections

In the upcoming years, we project profits to exceed half a million euros. Our future plans include expanding to cover more countries and continents, integrating AI technology to enhance the user learning experience, and achieving a global presence by 2026 with a user base exceeding 1.5 million.

Targeted UN Development Goals



Problem

Luxembourg, brings people together from over **170** different countries and welcomes **230,000** **crossborder** workers every day. The mix of **languages** and **cultures** present in Luxembourg **enriches** daily life and contributes to its **cosmopolitan atmosphere**.

However, it also raises one question: **How much do the residents and crossborder workers know about Luxembourg?**

Navigating the complexities of **diversity** and constant **movement** can pose a **challenge** in creating a **sense of belonging** for all individuals, especially when those individuals' **knowledge** of the country is **limited**.

However, **Luxembourg** is not the only multicultural country. **Europe** is home to **millions** of migrants from all over the world, with nearly **3.5 million** people migrating to the EU in 2022 alone. Additionally, the EU's fluidity with **frequent** migrations and cross-country movements presents a unique **opportunity** for diverse cultural **integration** and **adaptation**.

Our **goal** is to help everyone feel more at **home** by bringing **local languages** and **cultures** closer to them, making it easier for them to understand and **integrate** into European societies.



Lack of Accessible Information

One **primary issue** is the **lack** of easily accessible **information** about each country, which complicates the **adaptation** process for **immigrants** and **foreigners**. As a result, many newcomers struggle to feel at **home**.

For instance, a Eurostat survey found that only **42%** of immigrants felt they had sufficient knowledge about the **local culture** and **traditions** of their host country. The more we **know** about the country we live in, the more **connected** we feel to it.

Language Barriers

Another challenge is learning the local **languages**. While the **multilingual** environment in Europe is a **positive** aspect, the necessity to **learn** the language of a specific country adds another layer of **difficulty** for **newcomers**. This requirement can be **overwhelming**, making the integration process even more challenging. Without proficiency in the local language, it becomes harder to **access essential services** and participate fully in the **community**.

In fact, about **30%** of non-EU immigrants in Europe face significant **language barriers** that hinder their integration. Making more information **available** and easier to understand, and providing **resources** for learning local languages, would **help** significantly. This would make it **easier** for everyone to **integrate** and feel like they truly **belong** in their new **homes**.

Solution

Letz Guess is an engaging and educational online game featuring over **500** questions about **Luxembourg**, available in **Luxembourgish, French, German, and English**, ensuring accessibility for a **diverse audience**.

The name "Letz Guess" is a play on words, combining "Let's Guess" with "Letz," a nod to "**Lëtzebuerg**," the Luxembourgish name for Luxembourg. Additionally, our new website, **eu.letzguess.lu**, offers over **1000** questions about the **EU** in **four** languages.

Letz Guess values **community engagement** and **collaboration**. Users can contribute questions to our database, fostering **participation**. Each question is **verified** for accuracy before integration. Our platform also features **live chat support** for instant assistance.

We extend our collaborative approach to **partnerships** with companies and organizations, offering **personalized game modes** with industry-relevant questions.

We take pride in the fact that **Letz Guess** is entirely **developed** by our **team** and continuously evolves with **new features** to enhance user **satisfaction**.

Why Letz Guess?

Letz Guess has **two** main **missions**: **integration** and making **education** enjoyable.

We tackle the challenge of making information about Luxembourg and the EU **accessible** and **appealing** to help **newcomers** and residents better **integrate** into their environment. Collaborating with **Luxembourg's National Institute of Languages** ensures the **accuracy** of our content.

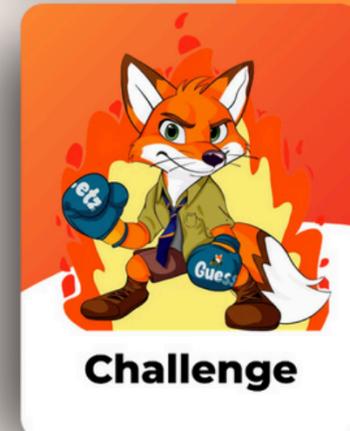
By **gamifying** the **learning** process, we transform **education** into an **enjoyable, engaging** activity that promotes **continuous learning** and **cultural integration**.

The platform offers three interactive game modes:



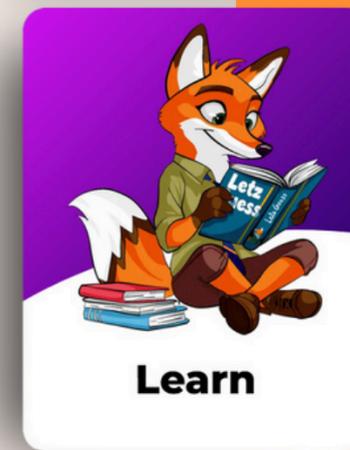
Multiplayer

- Friendly competition with **friends**
- Users can **create** customized **quizzes**
- Adds a **social** dimension to the learning process



Challenge

- Players tackle **multiple-choice** questions within **30 seconds**
- Earn **points** for correct answers
- Compete on a **leaderboard**
- **Rewards** for top performers



Learn

- Structured **learning** experience
- **10 categories**
- Varying difficulty **levels**
- Enhances users' **knowledge** and **skills**

Solution

To meet our customers' **needs**, **Letz Guess** provides an **accessible** and **enjoyable** way to **learn** about different **cultures**, **languages**, and **heritage**. The game's **multilingual** content and **engaging** modes appeal to **diverse** audiences, including **students**, **new residents**, and **tourists**. **Interactive** and **customizable** features enhance the learning experience, allowing users to **engage** in social challenges, making education **fun** and **collaborative**.

Social Impact

- **Cultural Integration:** By offering content in **multiple languages**, Letz Guess **facilitates** the **integration** of **new residents** and **tourists** into society.
- **Educational Accessibility:** As a **free** resource, **Letz Guess** provides **high-quality learning tools** to everyone, regardless of their **financial** means.
- **Community Engagement:** The platform enables users to **submit questions** and participate in **multiplayer** modes, fostering a sense of **community** and **collaboration**.

Ethical and Environmental Impact

- **Ethical Considerations:** The game promotes **inclusivity** and **respect** for **cultural diversity**, ensuring that all content is **culturally sensitive** and **appropriate**.
- **Environmental Considerations:** As an **online** platform, **Letz Guess** minimizes its **environmental impact** compared to traditional learning methods that require **physical** materials.

Context of use

Letz Guess can be utilized in various settings, such as **schools**, **youth centers**, **community centers**, and **language courses**. This flexibility demonstrates that **Letz Guess** can also facilitate **community-building**, bringing people **together** in **real life**, not just through a **screen**.

Moreover, **Letz Guess** is designed to be **accessible anywhere**, allowing users to **engage** with it in their **private** and **leisure time**, whether on their **phone** or **computer**.



Target Market and Opportunity

Europe's **diverse** population, with **millions** of residents and constant **migration** and **tourism**, demands tools for **cultural integration** and **language learning**. Our target customers include:

- **Students** (age 12-25): Across Europe, there is a significant student population seeking **educational** and **entertaining** experiences to complement their studies.
- **New Residents:** With Europe being a hub for international migration, there is a growing demographic of new residents eager for **cultural integration** and **social connection**.
- **Tourists:** Europe attracts **millions** of **tourists** annually, presenting a significant interest in learning about the **diverse** cultures and languages of the continent.

Our **ideal customers** are individuals who value **entertainment**, **learning**, and **cultural immersion**. With over **740 million** people in Europe, this demographic represents a **substantial** market.



Launch Party 9th February 2024



1800+ Users



500k+ Questions answered



Most played language: German



Total time played: 20 days



Total points earned: 80 mio+

Target Market and Opportunity

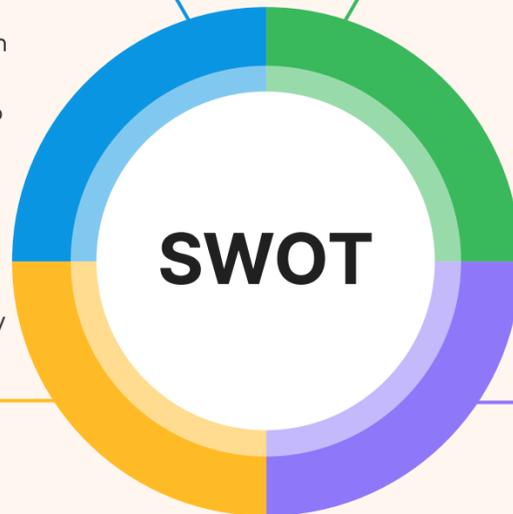
SWOT ANALYSIS

Strengths

- Multilingual Content:** Letz Guess offers content in multiple languages, appealing to a broad European audience.
- Cultural Integration Focus:** The platform prioritizes cultural immersion alongside language learning, aiding integration into European societies.
- Engaging Gameplay:** Interactive and entertaining mechanics ensure high user engagement.
- Local Partnerships:** Collaborations with institutions ensure high-quality, culturally sensitive content.

Opportunities

- Growing Demand for Digital Learning:** Increasing popularity of educational games presents an opportunity for Letz Guess to expand its market share.
- Expansion into New Markets:** With its multilingual approach, Letz Guess can reach a global audience interested in European culture.
- Corporate Partnerships:** Developing tailored game modes for companies can open new revenue streams and enhance corporate training programs.
- Technological Advancements:** Leveraging new technologies such as augmented reality (AR) and virtual reality (VR) can create more immersive and engaging learning experiences.



Weaknesses

- Limited Market Recognition:** Letz Guess may lack widespread recognition compared to already established competitors.
- Dependency on Digital Engagement:** Reliance on digital interaction may exclude users with limited technology access.
- Team Time Constraints:** With team members balancing various responsibilities, development efforts may progress slower than desired, affecting our ability to meet our objectives.

Threats

- Competition from Emerging Education Games:** Big investors might enter the market opportunity, potentially challenging our position in the industry.
- Technological Advancements:** Rapid advancements may lead to new competitors offering more advanced features.
- Economic Uncertainty:** Changes in disposable income could impact consumer spending on leisure and educational products.



Competition

Our primary **competitors** include **traditional card** and **board games** about Luxembourg, such as "Bëssen Wëssen", "Smart10 Lëtzebuerg", and "Wou läit Pisseng". These games offer a different approach to learning about Luxembourg but come with their own **limitations**. Additionally, there are **online European Union** games, like those found on "World Geography Games", "Lizard Point", "Together We Are Europe", and "Learning Corner by Europa", which aim to educate players about Europe through various formats.

	Traditional Card-Game	Online Games	LETZ GUESS
Content Volume and Variety	Limited	Limited questions, less depth	Extensive library
Game Modes	Static gameplay	Varied modes, less interactive	Multiple engaging modes
Accessibility	Paid, limited access	Some free, others paid or limited access	Free, accessible to all
Multilingual Support	One or two languages	Varies, often limited languages	Four languages, expanding
Inclusive Approach	Require physical presence, multiple players	Solo play online, less social interaction	Online, solo play, anytime, anywhere

Letz Guess stands out by offering a **comprehensive, engaging, and accessible** learning experience about Luxembourg and the EU. Its **free, multilingual,** and online nature ensures that it reaches a **wider audience**, breaking down the barriers posed by **traditional card and board games** as well as **online EU games**. By continuously **evolving** and adding **new content**, **Letz Guess** is well-positioned to be a **leading educational tool** in the market.

Market Approach & Sales

We differentiate between **partner companies** who help us to finance Letz Guess, and our **users** who get to enjoy the platform for **free**. The following tables show the **different market approaches** used for the **two** audiences.

Partner companies

Investment in Education: Supporting an innovative educational approach.
Being Part of a Solution: Collaborating with businesses and institutions to promote cultural and social integration
Advertisement Contracts: Expanding brand visibility through advertisement agreements.
Personalized Game Modes: Allowing companies to promote their business with tailored content.
Future Innovation: Providing companies with the opportunity to be part of innovative projects.
International Expansion: Assisting companies in reaching international markets using our platform.

We work with over **18 partners** who help us **financially** and with **marketing**. We reach out to them through **email**, **social media**, and **in-person meetings**.

Having **more partners** means **more investments**, **contract purchases**, and **financial support**, highlighting the significance of our **expanded network** and **active engagement**.

Users and community

Free Online Game: Accessible everywhere via the internet.
Building a Community : Organising events and participating in joint sales to grow and strengthen our community
Interactive Game: Offering rewards and real-life prizes for user participation.
School Engagement: Partnering with schools and ministries for educational use.
Press Coverage: Securing media coverage to expand audience reach
Face-to-Face Interaction: Presenting at stands to engage directly with clients.
Social Media Advertising: Active presence on Instagram, X, TikTok, and Facebook.
Local Influencers: Utilizing influencers to promote the game to users.

Management & Team

Our **team** was carefully chosen based on **personality**, **skills**, and **talent**. The **CEO** was unanimously **elected** by everyone. Department heads proposed **ideas**, which the team then **voted** on. Each department head highlighted their own **strengths** and **talents**. We used a **Discord server** for **communication**, with **different roles** and channels for **internal organization**.

All of our files are stored on **Microsoft OneDrive**. While we also work at school, we primarily work from **home** and regularly hold **video conferences** to catch up.



Crowned winners of JA Luxembourg on 23rd May

Additionally, our **coaches** (business advisors), **JA Alumnis** who **won** the **national JA competitions** in Luxembourg and participated in **Gen-E** themselves with the companies **FräschKëscht** and **WeConnect**, offered invaluable **support** and **guidance** during the **competition**.

Even when things got **tough**, we **stuck together**, **supporting** each other **every step** of the way to reach our **goals**.

Sure, we had our fair share of **disagreements**, but with **empathy** and a lot of **communication** we were always able to find a **compromise** that best suited the **company**.

The **good times** definitely outweighed the bad. We became a **strong team**, working well **together**. Each of us brought different **skills** that fit together perfectly to make this project happen. We **all** played a crucial role, and we couldn't have done it without **everyone**.

During our **journey**, we've learned a lot, gaining **skills** like **teamwork**, **creativity**, and **resilience**. Looking back, we see how **important** these **skills** are for our future. They'll **help** us make **good choices** and handle **challenges** in our **careers**.

We owe a tremendous debt of **gratitude** to our **teachers** and **coaches** who have **supported** us tirelessly throughout our **journey**. Their **guidance** and **mentorship** have been invaluable, helping us **refine** our **pitching skills**, improve **communication**, foster effective **teamwork**, and bolster our **mental resilience**.

In particular, **Claudia Touceira**, with her extensive **experience** of **five years** as a former **JA Luxembourg** staff member and **two years** as a **school teacher**, provided us with invaluable **insights** and **advices** that shaped our approach.



9th March ALWIS-Neunkirchen best Pitch Award

Sébastien, our **CEO** and **Head-Developer**, excels in web programming and IT, managing all coding tasks and ensuring smooth project progress with strong leadership.



Elisabeth, our **Head of Marketing, Design, and Communication**, excelled in game design, accessibility, partner communication, and social media promotion.



Mathieu, our **Head of Research**, created engaging questions for the game and handled all translations.



Leslie, our **Artist**, drew all the visuals for our game, including the beloved fox characters, showcasing remarkable talent.



Fabien, our **Researcher**, crafted engaging game questions and assisted in promotion to effectively reach our target audience.



Timothy, our **Head of Finances**, effectively managed the project's finances, overseeing budgeting, accounting ensuring its financial health.



Business performance and profitability

Letz Guess's **financial strategy** initially involved selling **advertisement packages** to companies. From **January** until **May 2024**, we offered **three** types of **packages** with different values and a **duration** of **four months**. We successfully sold **three bronze packages** using this approach.

BRONZE 1000€	SILVER 1500€	GOLD 2000€
Logo on homepage	Logo on homepage	Logo on homepage
AD banners	AD banners	AD banners
	1-5 Questions	5-15 Questions
	Representation	Main sponsor



Example of an Event Game Mode for Mëllerdall UNESCO Global Geopark

We've also launched a **special Game Mode**, the "**Event Week**", ideal for **companies** seeking **short-term advertising** solutions. We offer **customizable durations**, starting from **200€** per week. These events, ranging from **quizzes** to **weekly competitions**, amplify **user engagement** and **brand recognition** for the client's **company**.

Whether they want to use our **question database** or bring their **own quiz questions**, companies can **customize** the **event** to suit their **needs**. Moreover, this new **solution** is a fantastic **opportunity** for clients who **need** a **quiz** for a **specific event**.

To become more **profitable**, we have **refined** our **strategy** by offering **two packages** with **monthly payments** and various **upgrade** options, as of June 2024. This approach provides clients with more **flexibility** and can significantly **boost** our **revenue**. The client has the option to **pay** for their chosen **package** on a **month-to-month** basis, committing only for **one month at a time**. However, if the clients commit to a **one-year** plan, they will receive a **20% discount**.

Feature	Basic Package (monthly)	Premium Package (monthly)
Payment due	Beginning of the month	Beginning of the month
Logo on homepage under partners section	✓	✓
Price of 1st Event Week	150€	Free
Price of an additional Event Week	100€ each	100€ each
AD banners*	50€	Free
Representation at events	✓	✓
In-game representation through questions (max. 15)	5 (additional questions: 5€ each)	15
Monthly price	150€	250€
Price per month for yearly contract	120€ (20% discount)	200€ (20% discount)

*The contract will outline specific ad space and the associated conditions in detail.

By integrating **enhanced value** into specific aspects of our products and **combining** these features into **new package** models, we offer clients **tailored solutions** that best meet their **needs**. This approach broadens our **appeal** to a diverse range of **companies** with varying campaign **objectives**, increases the **profitability** of our offering, and drives further **business growth**.

Our current annual fixed costs

Yearly fixed cost (Value in €)	
Domain	24.79
Server	202.68
Licenses	220.73
Total Cost	448.20

The rented server capacity is sufficient for **10'000** users with monthly costs of **16.89€**. With growing number of users, **server capacity** will be added and lead to **higher expenditures**.

Future financial forecast

Profit & Loss statement (Value in €)			
	2024	2025	2026
	1/1/2024 - 31/12/2024	1/1/2025 - 31/12/2025	1/1/2026 - 31/12/2026
Advertisement	9,900.00	142,800.00	457,200.00
Event Week	2,950.00	10,600.00	38,000.00
Prize money from competitions	3,200.00	0.00	0.00
Total Revenue	16,050.00	153,400.00	495,200.00
Events	250.00	2,500.00	25,000.00
Material	500.00	1,500.00	4,500.00
Website	500.00	5,000.00	20,000.00
Accounting	500.00	2,500.00	5,000.00
Marketing	2,000.00	10,000.00	30,000.00
Total Cost	3,750.00	21,500.00	84,500.00
Profit before Tax	12,300.00	131,900.00	410,700.00

Comprehensive Calculation of Future Financial Forecast

	2024		2025			2026			
	LU	EU	LU	EU	Europe	LU	EU	Europe	World
Website*									
Users	5,000	10,000	50,000	100,000	150,000	70,000	250,000	500,000	800,000
Companies	5	3	8	10	10	10	12	12	8
Basic monthly price	150.00 €	200.00 €	300.00 €	400.00 €	550.00 €	350.00 €	600.00 €	1,000.00 €	1,400.00 €
Premium monthly price	250.00 €	300.00 €	400.00 €	500.00 €	650.00 €	450.00 €	700.00 €	1,100.00 €	1,500.00 €
1 Event Week	200.00 €	250.00 €	300.00 €	400.00 €	550.00 €	400.00 €	600.00 €	1,000.00 €	1,400.00 €
Sales Event Week	5	2	10	8	8	11	8	12	12

*Different websites with tailored questions to suit the target theme (Luxembourg, EU, Europe, World).

Prices of different packages and Event Week will **change** depending on the **number of users, reach, demand,** and **market dynamics**. Additionally, prices may be subject to change at any moment based on these factors.

Notes

2025:

- **Website:** We will heavily invest in **new technology** and **AI technology**.
- **Marketing:** We have to **promote** the game to prepare going **worldwide**.

2026:

- **Website:** We will invest even more in **new technology** and **security**.
- **Marketing:** We want to invest **heavily** in **marketing** to gain **worldwide recognition**.

We have the **potential** to **scale** our **business** significantly to maximize **profit**, benefiting from our very **low costs** which result in almost **zero risk**. Since we handle all **development** and **operations ourselves**, our expenses are **minimal**. As our popularity and recognition **grow**, our company is more **visible** to **investors**, allowing us to **sell** more **packages, upgrade options** and **game modes**. In line with this growth, we plan to **adapt** our **pricing** to further enhance our **revenue**.

Financials

We successfully raised **310€** by selling **31 shares** at **10€** each, primarily to trusted individuals such as **teachers** and **family members** who support our vision for **education** and **entertainment**. With the money made, we were able to set up a **server**, **release** the project, and host a successful **release party** and marking a significant milestone in our **journey**.

Balance Sheet	
2/6/2024 (Value in €)	
Accounts receivable	4,450.00
Cash and cash equivalents	1,762.48
Total assets	6,212.48
Shareholder's capital	310.00
Retained earnings	5,902.48
Total Liabilities & Shareholder's Equity	6,212.48

Following our participation in **Gen-E** in the summer of **2024**, **Letz Guess** will transition into a **real company**. During this process, all the received **money** will be **reinvested** in our **firm** to purchase further **server capacity**, to upgrade **security** and to **promote** the game through various **channels**.

I have examined the accounts of the company and agree that the above figures are an accurate representation of company position.
June 3rd, 2024, Claudia Touceira,
teacher and company coach



Profit & Loss Statement 2024	
1/1/2024 - 2/6/2024 (Value in €)	
Advertisement	3,150.00
Event Week	1,450.00
Prize money from competitions	3,200.00
Total Revenue	7,800.00
Events	175.10
Material	685.69
Website	24.79
Marketing	1,011.94
Total Expenses	1,897.52
Profit before Taxes	5,902.48

At the **beginning** of our **journey**, we planned a **total revenue** of **3,000.00€**, which we exceeded by almost **250%**, reaching a total revenue of **7,800.00€**. We now have a profit of **5,902.48€** before **taxes**. We plan to scale our business to the **full potential**, estimating a profit of **12,300.00€** in **2024**. As shown in the table above, over the coming years, as we **expand globally**, we aim to **increase** this number by over **40 fold**.



FUTURE

Our plans:

- Adding specific **countries** and **cities** that want an **educational online game**.
- Using **Artificial Intelligence** for a better **learning experience**
- **Organizing events** to gain more **visibility**.
- **Collaborating** with new **partners**: these partnerships aren't just about **financing**, they're vital to foster our **community** with engaging learning experiences.
- **Collaborating** with **tech companies** is also important as we strive to **integrate** cutting-edge **technology** into our platform.

What we need to get there:

- **Securing investments** from **ministries of education, culture, tourism, and integration** is key to our **expansion** plans.
- **Expanding** our **team, hiring** individuals with **expertise** in various areas to streamline our operations as we **grow**.
- **Investing** in **technology** is a top **priority** for us. By staying at the forefront of **innovation**, we ensure our platform remains **competitive**, and meets the **evolving needs** of our **users**.



- **Mobile App**
- Improved **ranking system**

AUGUST



Adding specific **countries** and **cities** + using **Artificial Intelligence** for a better learning **experience**

2025



Expand **worldwide** + new **countries** + new **cities** + new **game modes**

2026

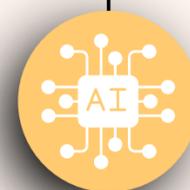
JULY

- **EU Mode**
- **GEN-E Mode**



OCTOBER

- In Game **Shop**
- End 2024 **Europe Mode**



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