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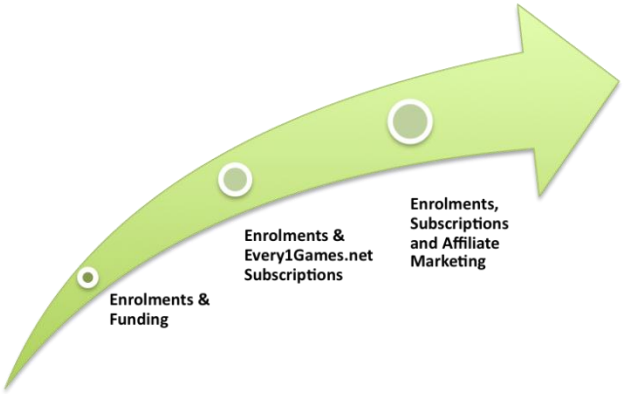
Every1Games Business Summary: Every1Games teaches professional and social skills in the most awesome way possible…Making Videogames! Every1Games is an enrolment-based educational service providing a variety of special educational services to individuals, schools and businesses. (You do not need a proof of diagnosis to participate in Every1Games programs or events.)

Customer Problem (Main): There is an overwhelming (and growing) population of unemployed young adults living with a diagnosis or facing other social challenges while schools and businesses struggle to accommodate their needs.

Solution: E1G programs offer a unique social learning experience aimed at increasing accessibility to employment. E1G's curriculum is relevant, interesting, and considers the expectations and needs of local creative businesses, colleges and universities.



Revenue Model: E1G Revenue is currently based on enrolments for seasonal programs sponsored by Brock University's Center for Digital Humanities and Autism Ontario. Every1Games.net is crucial to E1G operations and additional value (revenue) in subscriptions and affiliate marketing.

Target Market:

- Local teens 14-25 years old with social challenges or disability
- Male and female
- Parents, social workers and educators

Competitive Advantage: There is no other program that offers the E1G experience. E1G instructors offer a unique combination of expertise and experience in video game development and creative production, mental health and education. E1G's connected curriculum keeps in mind the expectations and needs of local employers giving E1G the competitive advantage to deliver meaningful assessments, job matching and quality skills training.

Milestones for the next year: 2013 is about assessing course delivery, strategizing operations, and building existing relationships to be successful in multiple locations next year. Next year, E1G will be ready to upgrade every1games.net and begin planning a province-wide marketing campaign.