



Woozworld, inc. 2010 Media Kit





Welcome to...



Woozworld.com is a fast growing, kid-safe virtual world for tweens (9-14 years old) that uniquely allows Tweens to take control of their environment, leveraging their natural creativity and feeding their equally natural hunger for social interaction. Woozworld, established in 2009 and spun off from Tribal Nova in 2010, is the first true Web 2.0 virtual world for Tweens and is certified COPPA-compliant.



Figure 1 - Swimming pool (user-generated Unitz)



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Creative



Tweens are at an age where self-expression is at a crossroads between being kid-cute and being taken seriously by adults. They seek to be different but without risking exclusion. Becoming self-conscious of oneself in areas where one was particularly comfortable is a difficult process to absorb. Wooworld naturally fits as the complete self-expression environment where no “social risk” is taken but where needs and desires can actually be fulfilled.

At this age Tweens look very closely to imitate Teens and Adults but don't want to bear the consequences of failure or the risks of the real deal. Wooworld allows them to set-up their own businesses, take part in close replications of reality TV shows either as organizers, actors or active spectators, organize parties all in perfect anonymity and safety. Players decide what happens and what's built, so being ahead of their desires and needs is actually built-in. In that sense, it is a carefully planned and organized Second Life for Tweens.



Figure 2 – Disco Party (user-generated Unitz)



Safe Woozworld is the only tween-centered social virtual world to be fully COPPA (Children’s Online Privacy Protection Act) compliant and certified (Privo). Woozworld has its own secure internal emailing system and in-game chat for users to socialize and communicate with one another. No personal information is solicited, collected or shared with any other user or third party. All in-game communications are filtered real-time to exclude inappropriate communications or personal information exchange, and Woozworld’s own moderators monitor the world’s growth and user communications in real-time. Users can also report inappropriate behaviors.

Social Woozens (players) can safely build relationships, make friends, chat, collaborate, build businesses, and interact with the rest of the world through Woozworld. Tweens can make and keep a social network of friends, as a list shows which friendships are the most active. They can also build their relationship tree by having brothers, sisters, parents, children, nephews, and so on. Each level of relationships are an important part of Woozworld; similar to real-life, friends and relatives are there to help, encourage, share, and play with you. Woozens can also link their Unitz (player built areas) with their friend’s Unitz, building vast city-like complexes of pure self-expression.



Figure 3 - Relationships diagram (user interface)



Real-life like experience

Many players on Woozworld start their own businesses and sell products in their "Shop Podz". Woozworld has two in-game currencies: The Beex and the Wooz. The Beex are earned by the user for their involvement in the virtual world and for completing various achievements. The Wooz are harder to acquire and are worth more, as it is generally obtained through accomplishing special feats, such as taking part and succeeding in large scale events. They can also be earned faster through real-life transaction. An achievement system keeps track of users' actions, awarding them with rewards. The whole community can follow up the merit of the best Woozens through public Leaderboardz.



Figure 4 - Shopping mall (user-generated Unitz)



Multi-Cultural Woozens can be part of one of the four different Nationz present in Woozworld, each with its own sub-culture, specific style, language, codes, and exclusive zones called City Zones. Nationz help users build an identity and find friends who can share similar tastes and interests.



Figure 5 - Friendly competition between Nationz



Interactive Users are offered many toolkit features to help them set their own activities, challenges and contests, largely based on self-expression and content generation. There are many different kinds of contests and animations that players can utilize to help build their world: they can grow Plantz and harvest them, buy and receive Mystery Gifts and cast funny Spellz on each other. Some enter the spotlight and seek to become icons in Woozworld, others prefer to act from the comfort of the backstage, and many remain active spectators and just enjoy the show. An in-game newspaper keeps everyone informed of new activities and features while making sure they remain active and involved in the community. The only true limit to what can happen is the users' imagination, and in a true web 2.0 state-of-mind, the community determines the outcome.



Figure 6 - Project Runway (user-generated Unitz and Event)



Woozworld, Inc.

Woozworld Inc. is a developer and operator of virtual worlds. Woozworld.com is an innovative global web 2.0 virtual world for tweens that is built and led by its users. Woozworld Inc. is a spin off from Tribal Nova and has received \$3 million in Series A Funding from *Inovia Capital and ID Capital*.

Woozworld Inc.'s innovations

Woozworld Inc. has created a unique hybrid between a social network and virtual world that allows users to interact and visually engage with others and express their social skills. Users create and indulge in a parallel life where anything is possible for them. Woozworld offers key differentials to competitors in its Web 2.0 approach, its elaborate business intelligence and its commercial recipe that is based on a deep understanding of Tween patterns, exhaustive business intelligence (BI) built into the infrastructure and highly flexible platform. The combination of self-determination (for the users) and elaborate BI is unique, especially in the online tween segment and provides an exclusive insight into what this market wants and needs right along with the technology to address it quickly.

Since Woozworld launched in mid-December 2009:

- More than 400,000 accounts have been created
- More than 580,000 profiles have been created
- 1.2 million user generated Units (Woozworld's rooms)
- Strong recurrence rate (around 70% of daily UV)
- More than 20% of overall traffic is viral

The entire application is built on a UGC (User Generated Content) platform, letting users create and produce their own culture and community. Users can create a free account, and play and interact with the world and its community at no cost. Micro-transactions and subscriptions allow users to purchase a virtual currency they use to acquire in game benefits, such as exclusive access to higher items, zones and features. Woozworld can create in-game brand placement in an elaborate fashion and provide completely unique understanding to brands of how tweens relate to their product, service or brand in general.

Woozworld Media Information

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Additional Press Materials are available at: <http://corporate.woozworld.com/>



Woozworld Executive Team

Éric Brassard, President and CEO - ebrassard@woozworld.com

An established marketing executive, Eric Brassard has over 20 years of experience in a variety of industries, including: telecommunications, E-commerce, software, fashion, and publishing. He has held senior management positions in both American and Canadian companies, including: Saks Fifth Avenue (New York), Microcell Telecommunications (Montreal), Rogers Communications (Toronto), Avon Canada, and Reader's Digest Canada.

Eric has strong expertise in the field of database marketing and a solid track record in identifying new or untapped commercial opportunities. Over the years, he has launched new companies and divisions and, for two of them in particular (Avon's direct marketing division and Fido), delivered a tenfold increase in subscribers in less than two years. Eric was Vice-President of Marketing for Quebec at Bell Aliant Regional Communications (a \$3 billion company), where he managed a team of 95 highly skilled professionals and produced industry-leading revenue growth, as well as a corporate-record subscriber increase in the Wireless and High Speed Internet businesses (respectively 28 percent and 75 percent year over one year). Before joining the ranks of Bell Aliant, Eric was an independent marketing consultant. He served a number of organizations (such as Loto-Québec, Integration New Media, and Look Communications), helping them plan for and meet sales and subscriber growth targets, as well as improve their yield. Eric was also Chief Executive Officer of Iceberg Factor Inc., a spin-off launched by Fido specialized in Business Intelligence.

Luc Vincent, CFO – lvincent@woozworld.com

Luc Vincent has over 20 years of experience in consulting, financial management and as an entrepreneur. For over eight years, he worked for Grant Thornton and was heavily involved in financial engineering for business transactions. Luc founded ModelCom, a boutique firm specialized in business modeling, and also started and sold Accelia, a business in the financial compliance field. He also co-founded Kerosene, which specialized in recruitment of professionals in finances and accounting. Throughout his years serving as a consultant, he advised start-ups and establishments in more than 50 projects in the technology sector. He was involved in two companies that made their entrance on the stock exchange (IPO from



Microcell and TIW) and in several buying and selling projects. Luc Vincent led several interim management assignments, such as General Manager for Fujitsu Consulting, and CFO for LocusDialog, Kangaroo TV, and Videoway. Luc Vincent is a member of the Ordre des comptables agréés du Québec since 1988 and holds a Master in Business Administration.

Chris 'Wombat' Crowell, Creative Director – ccrowell@woozworld.com

Chris is a video game veteran with over 16 years of game development behind him. He has worked at industry-leading companies, such as Electronic Arts, Maxis, Ubisoft, and A2M on a wide variety of hit titles, such as Tiger Woods, The Sims, and Indiana Jones. While at A2M, he co-founded the online division via a partnership with Nickelodeon to create a new original MMO for kids. Chris has served on the IGDA Board of Directors and is currently working on starting up the Positive Impact Games (PIG!) S.I.G with the IGDA.