

Interest in the LearnLaunch Fund + Accelerator Program

Trenux
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Background

- ▶ My name is DAK. I am an 8th grade student from Hanson, Massachusetts.
- ▶ I believe in the power of education. In my view:
 - ▶ **Education** should be a **fundamental human right that promotes equity and inclusion and helps all people, especially those with limited or no access**, to improve their lives.
 - ▶ Online safety for kids has increasingly become an issue, as kids are exposed to potential scams, cyberbullying, tricked into sharing personal or family information, and fake or inappropriate content.
 - ▶ By continuing to publish offline accessible apps for free, without in-app advertisement or purchases, or data collection, I am trying to promote a safe and fun experience to learn and play.
- ▶ With that in mind, I made it my goal to tackle this issue. Since I like programming, technology, and challenging myself, I started taking online courses in the past 4-5 years to learn about app development and publishing to achieve my goal.

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Vision

- ▶ My apps are a combination of learning and games while having fun. For example, I created an app when I was in 5th grade, called Knowledge 4 Ever that is a collection of short stories, trivia, and games and is a perfect app for those who enjoy reading books, learning, and playing games
- ▶ **Full interview about my 1st app:**
<https://blog.appgyver.com/creator-of-the-week-10-year-olds-quest-for-knowledge-4-ever-684d1c2e19e9>
- ▶ Later, I created English and Math tips/tricks offline apps for K-12 students. Finally, I have parents and Google teacher-approved strategy/endless games kids can enjoy without worrying about their online safety.
- ▶ I was featured in SAP's annual TechEd as an upcoming Jr. App developer. The Video about me starts at about minute 28.
<https://www.youtube.com/watch?v=ClwmZkGH9f8>

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Vision

▶ I would like to specialize in creating educational learning and assessment apps for all ages but focusing more on the K-12 market for now. My mission is to combine fun in playing games with learning, using the latest international trends, technology, and AI.

I am confident that my unique approach to learning pedagogy based on my own experience as well as interactive app development will set my apps apart from others in the same field.

▶ I believe providing supplemental educational tools and apps should be free, without direct advertisement, or any other sneaky data collection as collateral. With that in mind:

▶ All my apps are free, do not contain any ads or in-app purchases, and work offline since online safety for kids my age or younger is crucial in today's digital age. Kids should not be tricked into sharing their personal or family information, get cyberbullied because they cannot recognize potential scams, figure out the difference between real and fake content, or have their online interests and activities captured and make them a target for additional marketing scams.

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About

- ▶ About three years ago, I started my app development company, Trenux (Trenux.biz)
- ▶ The three pillars of my company are:
 - App Development
 - All my apps contain no ads, or in-app purchases, and have one goal in common: having fun while learning new things. My apps demonstrate this approach!
 - Animation/Graphic Design
 - Using unique characters, I try to awaken fun in learning. With the help of the app user, each character has a mission to accomplish.
 - Game Development
 - My mission in game development is to take classic games that everybody grew up with and put my twist on them; or develop a new game, combine it with today's technology, and make them accessible and fun for all ages.

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Products in App Stores

- ▶ To date, I have already developed and published 13 apps that cover **all major platforms** such as iOS, Android, Amazon, and Windows that are getting downloaded for free every day globally including some countries that I have to look up on the map.
- ▶ **App Store:**
<https://apps.apple.com/us/developer/trenux-llc/id1562776436>
- ▶ **Google Play:**
<https://play.google.com/store/apps/developer?id=Trenux+LLC>
- ▶ **Amazon:**
https://www.amazon.com/s?i=mobile-apps&rh=p_4%3ATrenux+LLC&search-type=ss
- ▶ **Microsoft:**
<https://apps.microsoft.com/store/search?publisher=Trenux%20LLC>

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Merchandise

- ▶ Although publishing 13 apps to almost all major platforms is a huge accomplishment - even some large companies are not able to do the same - I was unsuccessful in creating revenue to support my business.
- ▶ For that reason, I started creating highly requested merchandise from the game characters using third-party distributors. Unfortunately, that did not generate the necessary revenue due to markups and my lack of social media advertising skills to operate my business.
- ▶ Links to my merchandise:
<https://www.redbubble.com/people/trenux/shop>

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Next Steps


- ▶ Business
 - Identifying, adapting, and applying a new business model
- ▶ Apps:
 - Updating the existing apps
 - Creating four brand new apps based on feedback from end users
 - Incorporating AI into existing apps
- ▶ Revenue:
 - Determine the right revenue creation strategy
 - Relaunch merchandise campaigns using social media
- ▶ Relaunching the business
 - Untapped audience and markets

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Needs

- ▶ To accomplish my goal - **providing learning apps by combining the fun of learning with games and making them accessible to everyone** – I am looking for a mentor(s) and possible financial support to continue my mission.

- ▶ Here are the things I am specifically looking for:
 - Mentorship on how to take my business to the next level including:
 - Determining the right business structure
 - Identifying and establishing connections and collaborating with communities and organizations that share the same vision and can help promote my mission.
 - Marketing including using social media for revenue generation to operate the business
 - Financial support
 - Scaling up and gaining access to the right tools, software, and platforms
 - Purchasing new equipment, acquiring necessary licenses and content, and creating merchandise related to app characters to accomplish my goal.



I hope I was able to explain my idea clearly, if not please let me know if you have any questions.

If the request is accepted, I am looking forward to work with you and provide more details as needed!!!

Thank you!