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Business Plan Enuimo

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Abstract

Enuimo is a gamified mobile app that turns children's real-world movement into care for a virtual avatar, helping kids aged 6–12 build healthy activity habits while enjoying screen time instead of adding hardware or pressure. The software-only, subscription-based model targets German families first, with strong SaaS-style margins, and shows promising engagement in early primary school pilots and supportive evidence from digital health research on gamified physical activity.

Keywords: Children's Health, Physical Activity, Gamification, Digital wellbeing, Habit building

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Group Part:

1. The Problem

Enuimo exists to help children build healthy movement habits early,

in a way they enjoy and want to sustain.

The physical and mental health of children is increasingly the focus of scientific and social debate. Lack of exercise, excessive screen time, and a lack of everyday activity are now among the key challenges to children's health in the 21st century. Organizations such as the World Health Organization (WHO) and national health institutes around the world are sounding the alarm: more and more children are not getting enough exercise and are spending too much time sitting down, with serious consequences for their physical development, well-being, and long-term health (World Health Organization 2024).

This problem is not only medically, but also socially and educationally relevant: a lack of exercise not only affects physical fitness, but has also been shown to influence concentration, social behavior, self-efficacy, and psychological resilience. At the same time, digital leisure activities compete with traditional incentives for physical activity: mobile devices, streaming services, and games mean that many children prefer passive entertainment to actively exploring their environment (Neumann et al. 2022).

In addition to reviewing numerous studies, we also conducted several interviews with educators, parents, and professionals who confirm this trend. The interviews clearly showed that many children today play outside significantly less and engage in spontaneous physical activity less often than they did a few years ago. A qualitative content analysis of all interviews according to Philipp Mayring can be found in Appendix 1.

A mother of three children (aged 1, 3, and 5) observed: “It used to be normal to play outside. Today, I notice that many children prefer to stay indoors and need to be motivated.” A primary school teacher stated: “Sports hardly play a role in the everyday lives of many children today.” Another teacher described how children would rather watch YouTube videos or play Roblox than meet up outside or get some exercise.

Even committed parents and teachers encounter systemic limitations when trying to integrate more physical activity into everyday life. A mother of four children explained that it takes a lot of effort for her to motivate her younger children to go outside on their own. A teacher explained: “It sounds good in theory, but when you have 25 children, no gym, and a full curriculum, exercise falls by the wayside.”

Although there are apps designed to promote physical activity among children, many fail to engage them long-term. A mother of three (aged 5 to 14) reported: “If there’s no reward or it’s not really fun, they quickly lose interest.” An educator added that many offerings come across as too didactic and do not respond sufficiently to the children’s lives and motivations. A middle school teacher commented: “Those who are already in a sports club participate, but the others are difficult to motivate.”

These findings highlight that the challenge is not a lack of awareness, but a lack of accessible, engaging tools that fit seamlessly into children’s digital lifestyles. The market lacks solutions that combine fun, motivation, and measurable health impact, a gap Enuimo is designed to fill. By positioning itself between play and health, the company redefines how children experience movement in their everyday digital lives.

2. The Solution

A game that rewards movement and playfully builds long-term healthy habits.

Enuimo is a software-based activity companion that increases children's physical activity by linking real-world movement to a persistent digital relationship - without pressure, manipulation, or hardware. Most existing approaches rely on instruction, rules, or external rewards that lose effectiveness over time. Enuimo instead builds intrinsic motivation by giving children something they care for: a virtual avatar whose state directly reflects their real-world movement. The product is a mobile app in which children care for a friendly avatar. When a child is active - playing outside, walking, or participating in sports - the avatar becomes healthier, more energetic, and more expressive. Reduced activity leads to subtle changes in mood, signaling absence rather than failure. This creates a feedback loop based on care and responsibility rather than compliance.

The core loop is intentionally simple: Move - Earn - Grow. Physical activity generates progress that unlocks customization options such as outfits and environments. These rewards are expressive, not competitive. There are no leaderboards, streak penalties, or loss mechanics so children are motivated to return because they want to support their avatar, not because they risk losing progress. This design is grounded in pediatric and behavioral research showing that gamified, feedback-based interventions can increase children's physical activity compared with purely instructional approaches. Studies consistently show higher engagement and adherence when feedback is immediate, positive, and playful (Wang et al. 2025). Enuimo encodes these principles directly into its mechanics.

Unlike step-counting apps, Enuimo does not optimize for raw movement volume. It interprets activity patterns - consistency, variety, and regular engagement - aligning incentives with how

healthy movement habits develop in children. The avatar responds to patterns over time, not isolated spikes.

Enuimo is software-only and hardware-agnostic, enabling instant distribution and low marginal cost per child. Ethics and trust are embedded in the architecture: no ads, no in-app purchases that accelerate progress, and no monetization tied to attention extraction. All progress is earned through real-world activity.

By combining evidence-based behavior change with child-first product constraints, Enuimo supports sustained engagement, parental trust, and suitability for institutional partners such as schools and health insurers.

3. Why now

Health urgency meets digital readiness.

We are reaching a tipping point: Physical inactivity among children is no longer just a concern, it's a crisis. The COVID-19 pandemic further exacerbated sedentary behavior, leading to a rise in obesity and mental health struggles among young people. In response, health authorities and educational institutions have increased public awareness and are actively seeking new approaches to reintroduce movement into children's lives. Also Parents are searching for meaningful digital solutions to support their children's health and well-being.

At the same time, Generation Alpha born 2010-2025 is growing up fully immersed in the digital world. According to the German KIM study (2025) over 64% of 6- to 13-year-olds play digital games regularly which is a clear signal that digital formats resonate with them deeply. Instead of competing with screen time, Enuimo transforms it into a gateway for

real-world activity. The behavioral alignment of digital play that drives physical action is a natural fit for the habits of modern children.

From a technological standpoint, the conditions are ideal. Smartphones and tablets are now present in 98% of German households with young children, making Enuimo's mobile app instantly accessible without requiring additional hardware (Medienpädagogischer Forschungsverbund Südwest 2025). Importantly, parental attitudes have shifted. Today's generation of parents are mostly tech-savvy millennials, who are open to using digital tools for their children's development. In Germany, households invest significantly in educational and wellbeing resources. Since the COVID-19 pandemic the willingness to pay for digital tools that support children's health and development has markedly increased, particularly in the area of digital wellbeing features (Babiker et al. 2024).

At the same time, new interactive products such as the latest Toniebox generation, which now puts a stronger focus on playful, game-like experiences, show that parents are highly willing to invest in digital products for their children when they are intuitive, safe, and clearly linked to development and education. Enuimo is seen not as a "game," but as a modern, interactive fitness and self-care companion, similar to a digital sports class that promotes responsibility, health, and independence, and thus taps into this strong, growing readiness to buy digital products that actively enhance children's wellbeing.

Institutional partners are also opening up. Schools and pediatricians are increasingly willing to endorse digital health initiatives, and public funding for innovative educational tools is expanding. This creates new B2B and partnership pathways which were previously inaccessible.

Finally, the competitive landscape remains open. No product has yet claimed a leadership position in the children's fitness and movement app segment. While titles like Pokémon GO have shown that gamified movement can spark mass adoption, no player has successfully adapted that model for children's daily engagement and sustained behavioral change. With Enuimo, we are poised to define and lead this emerging category.

4. Market Potential

A large, addressable subscription market paid by parents

Category	**Definition**	**Calculation**	**Annual Revenue Potential**
TAM	All households with children aged 6-12 and device access	3M households x €60 ARPU	~€180M
SAM	Households willing to pay for child-focused digital health subscription	~30% of TAM ≈ 900k households x €60	~€54M
SOM (3-4 years)	Modeled penetration under conservative adoption assumptions	25k-30k households x €60	€1.5M-1.8M

Table 1: Enuimo Market Opportunity Breakdown (TAM / SAM / SOM)

Enuimo targets households with children aged 6-12 who are willing to pay for digital solutions that support healthy behavior. According to the Demografie-Portal of the German Federal Government, there are 5.55 million children aged 6-12 in Germany in 2024 (Deutsche Bundesregierung 2025). Assuming an average of 1.5 children per household this corresponds

to roughly 3.7 million households. In Germany, 65% of children aged 6-18 own a smartphone, rising to 76% among 10-12 year-olds, and to 90% among 13-15 year-olds reflecting high digital access in our core demographic (Weber 2024). At a blended annual price of approximately €60 per household, this represents a direct-to-consumer market of roughly €180 million annually in Germany alone.

We conservatively define our serviceable market as a subset of these households: parents who already pay for digital subscriptions and actively seek solutions to improve children's physical activity and screen habits. This reflects parents who are both able and willing to purchase subscription-based digital products for their children, and who perceive sedentary behavior as a problem worth addressing. Based on subscription penetration in Germany and our own initial user research, we estimate this group to represent approximately 20-30% of the device-enabled household base, or 600,000 - 900,000 households (Stripe 2025). At current pricing, this corresponds to a serviceable available market of approximately €36-54 million annually.

In our financial model we calculate bottom-up capabilities to reach a penetration well below this serviceable market, reaching single-digit percentages over several years. This translates into a user base of approximately 25,000 - 30,000 households and €1.5-1.8 million in annual recurring.

While this analysis focuses on Germany, the same household-based subscription logic applies across other developed markets with similar demographics, device penetration, and parental willingness to pay, making international expansion a meaningful long-term opportunity beyond the initial market.

5. Competition

While some apps and wearables touch on gamified movement, none match Enuimo's blend of emotional design, accessibility, and long-term motivation.

The market for digital solutions that promote healthy movement behavior in children is steadily growing. A prominent example that shaped the entire segment is Pokémon Go. Launched in 2016, the augmented reality app encouraged millions of players worldwide to walk outdoors in order to find and capture virtual creatures. Studies have shown that users significantly increased their daily step counts during active play periods, highlighting how strong narrative and social elements can sustainably drive physical activity (Howe, Suharlim, and Ueda 2016). The game illustrates that movement-based gamification can appeal not only to children but to a broad audience when integrated with compelling storytelling and social engagement features. Existing offerings can be divided into two main categories: app-based applications like Pokémon Go and hardware-integrated wearables. In addition, adjacent competitors in the areas of habit-building and mental health demonstrate the broad applicability of gamified approaches.

5.1. App-based competitors

Several direct competitors validate the core mechanism of linking a virtual companion with movement tracking. HealthMon and Stepets both connect physical activity with gamification.

HealthMon is a movement-based app that links step tracking to a virtual pet: the more the user moves, the better the digital companion feels (HealthMon, n.d.).

If the user is inactive for too long, the pet in HealthMon can even get sick or die, employing a Tamagotchi-style consequence to motivate consistent exercise.

This mechanism confirms strong engagement potential, though its punitive aspect might be

too harsh for young children. *Enuimo* can learn from this by emphasizing positive reinforcement (keeping the pet happy through activity) without the extreme negative outcomes, making it more suitable and encouraging for kids.

Stepets combines step tracking with a virtual game world in which movement becomes the central element of game progression. Through real-life walks, users collect new pets, take care of them, and help them grow, while gradually expanding their own island.

Movement is the central driver of game progression: completing daily step goals yields in-game rewards and causes the pets to evolve and the virtual island to expand This approach closely parallels Enuimo's core idea of turning exercise into tangible game progress. However, Stepets focuses on collecting many pets and decorating an island, which appeals to the collector mindset and creative play.

Enuimo sets itself apart by deepening the personal bond with a single companion. Rather than just amassing pets, Enuimo creates a stronger narrative and emotional component by a single evolving creature that grows with the child's consistent activity, providing a mentor-like relationship.(Stepets, n.d.) .

5.2. Wearable-based competitors

Wearables create strong competitive pressure due to the combination of hardware and strategic brand partnerships. Garmin vívofit Jr. and Fitbit Ace combine comprehensive activity tracking with well-known entertainment brands and narrative gamification.

Garmin vívofit Jr. 3 uses licensed themes such as Disney, Marvel, and Star Wars to directly tap into children's existing interests. Through the Garmin Jr. app, parents can monitor activities, assign tasks, and reward positive behavior. A long battery life and robust design address key parental concerns regarding durability and everyday usability (Garmin, n.d.).

The Fitbit Ace LTE follows an alternative approach. Its „movement-as-gatekeeper“ concept limits passive screen time by making further gameplay possible only after physical activity. Developed in collaboration with early childhood development experts, this method is considered particularly effective in reducing sedentary behavior. For app-only solutions, this serves as an important benchmark: a strong link between real-world movement and rewards remains essential for sustaining long-term motivation (Fitbit, n.d.).

The Ace LTE comes with trade-offs that differentiate it from Enuimo's context. Firstly, it's a premium device ($180+ plus a monthly subscription). It offers calls and messages to parents, GPS location tracking for safety, and new games released regularly. This puts it in a higher cost bracket and complexity level. Enuimo as a standalone app would be far more affordable and simple to adopt, which is a significant advantage for budget-conscious parents or those not ready to give their young child a cellular device. Enuimo could position itself as the "lightweight" alternative for families who want the benefits of gamified fitness without the expense or potential distractions of a full smartwatch. Secondly, while Fitbit's closed system is very feature-rich (essentially a kid-safe smartphone on the wrist), it might be too much for our use-case. In contrast, Enuimo being on an existing device (like a family tablet or phone used at set times) could give parents more control over when and how it's used, avoiding constant wear.

5.3. Adjacent competitors: Habit building and mental health

Neighboring market segments show that gamified virtual companions can also be effective for non-movement-related goals.

Joon targets children aged 6 to 12 and integrates parents as a motivating force. In the app, the child must care for a virtual pet. Parents define real-life routines as quests that the child must complete. Only after the assigned tasks have been accomplished in real life does the child receive rewards that can be used to take care of the virtual pet (Joon, n.d.).

Finch follows a similar concept but focuses on mental health. The core principle is: taking care of yourself helps your digital companion grow. Daily self-care tasks are broken down into small, manageable steps and are tied to in-game rewards. The pet symbolically „goes on adventures“ and only returns stronger when users have completed their personal goals or reflection exercises (Finch, n.d.).

A visual overview of the competitive environment is provided in the Competitor Landscape Matrix (see appendix 2). The matrix positions key players along two axes - Hardware to App and Movement to Mental Health.

Enuimo’s competitive edge lies in offering a purely software-based, emotionally intelligent alternative to hardware-heavy competitors. While brands like Garmin and Fitbit depend on costly wearables, brand licenses, and device maintenance, Enuimo eliminates these barriers entirely through sensor-free, gamified movement tracking that operates seamlessly on existing devices.

By merging emotional engagement with physical activity in a single digital environment, Enuimo captures the motivational depth found in virtual companion apps such as Joon and Finch, yet maintains the immediacy and accessibility of a standalone app. This balance between emotional resonance and practical simplicity fosters an experience that feels both personal and effortless.

Ultimately, this unique combination of low-friction usability, adaptive gameplay, and emotional connection drives faster adoption, broader reach, and sustained engagement. Therefore, Enuimo achieves a scalable advantage that hardware-driven or narrowly focused competitors cannot easily replicate.

The behavioural validity of Enuimo's approach is already evident in the success of adjacent innovations in gamified movement and digital companionship. By adapting these proven mechanics to the underserved intersection of child health, emotional literacy, and everyday movement - while remaining hardware-free and regulation-compliant - Enuimo positions itself within a validated yet still under-penetrated market space. In other words, its strategic fit is not speculative but evolutionary: it builds on a trusted paradigm and extends it into a domain that is both socially urgent and commercially promising.

6. Business Model

Enuimo is a high-margin, SaaS-like hybrid subscription for parents, with value and pricing linked to measurable increases in children's activity.

6.1. User & Buyer

Users of the app are children aged 6-12. The payer is the parent or caregiver, who controls children's digital and extracurricular spending. Their core pain points are low physical activity, excessive screen time, and the challenge of motivating kids without conflict. Enuimo reframes this into a positive monthly spend, priced like a digital learning app, by offering a playful, always-available activity companion. Longer term, institutional buyers such as health insurers and public health programs may fund access as a preventive health measure. In both cases, the purchase addresses sedentary behavior and its downstream health and behavioral costs.

6.2. Value Proposition & Willingness to Pay

Parents are paying for a behavior-changing product that converts a game their children enjoy into real movement. The value is measurable activity gains plus emotional engagement that builds healthy habits. Compared to sports clubs, ad-driven games, or fitness trackers, Enuimo is purpose-built for child health, ad-free, manipulation-free, and rewarding only real-world activity. For insurers and public programs, Enuimo offers scalable, low-cost prevention with population reach, no hardware, and analytics to support engagement monitoring and outcomes reporting.

6.3. Revenue & Pricing Model

Enuimo uses a hybrid subscription model with an optional lifetime purchase. Core offers include a €5.99 monthly plan, a €58.94 annual plan (~18% discount), a €99/year family plan for multiple children, and a €120 lifetime option. The structure follows research, which indicates that most families are comfortable with subscriptions when apps deliver ongoing value and updates, with 70-80% preferring subscription access (Heidel, Hagist, and Schlereth 2021). However, a meaningful minority of parents (15-25%) favor one-time purchases to avoid recurring fees (Mileros and Forchheimer 2025). Parental purchasing behavior in education and health contexts favors predictability and trust: annual and family plans are perceived as easier to budget and more aligned with school-like programs than monthly renewals (Brito and Dias 2020). Based on this evidence, Enuimo projects the following adoption mix: ~80% subscription users (≈60% monthly, 35% annual, 5% family annual) and ~20% one-time or lifetime purchasers. Pricing is based on active child profiles per month, an intuitive value metric that scales with engagement and activity, aligning closely with delivered value. This approach reflects established SaaS guidance that effective pricing metrics should be simple, value-correlated, and easy to track (Korczynska 2025). As more children engage,

families naturally upgrade to higher tiers, driving expansion revenue without pricing complexity. On the B2C side, families subscribe directly for one or more children. Based on the current plan mix and after app store fees, Enuimo generates a weighted average net ARPU of ~€4.29/month - well within the €3-10/month range typical for consumer wellness and education subscriptions (Litterst 2025). Based on our projected subscriber mix, Enuimo achieves a weighted average monthly ARPU of €4.29 after app store fees (25%). This metric incorporates platform commissions and reflects the true monetization potential per active subscriber.

6.4. Unit Economics at Scale

Enuimo's unit economics are structured to mirror best-in-class SaaS: high gross margins, improving LTV/CAC, and short CAC payback as scale increases. Variable costs per active user are minimal (~€0.02/month for hosting, ~€0.25/month for support, plus modest API costs and app-store fees) resulting in planned gross margins above 80%. This places Enuimo within the 70-90% SaaS target range and close to the 80%+ benchmark associated with top-tier subscription businesses (velaris 2025). At scale, costs are driven primarily by customer acquisition rather than service delivery. As CAC declines and LTV increases, LTV/CAC is expected to approach ~3x, with CAC payback well under 12 months - consistent with modern SaaS efficiency benchmarks, where investors look for ~3:1 LTV/CAC and 10-18 month payback periods (re:cap 2025). This supports a capital-efficient model in which incremental customers are highly profitable over their lifetime.

6.5. Revenue Expansion Mechanics

Revenue expands through three primary levers: additional children per household, plan upgrades, and institutional upsell. As one child engages, families add siblings and upgrade

from single-child plans to the family plan, increasing ARPU with minimal incremental CAC, a classic SaaS land-and-expand dynamic (re:cap 2025). Annual and lifetime plans serve as natural upgrades for high-satisfaction families, converting monthly subscribers into longer commitments that increase effective contract value and pull revenue forward (re:cap 2025). Medium-term, B2B2C channels such as insurers and schools add further expansion paths, including per-member pricing, family bundles, and license-based programs covering multiple children. This mirrors leading SaaS growth patterns, where a significant share of revenue comes from expansion and strong net revenue retention rather than new customer acquisition alone (RevPartners 2024).

6.6. Structural Advantages of the Model

Enuimo benefits from several structural advantages that create rising switching costs and soft lock-in over time. First, the child-avatar relationship forms an emotional bond: children personalize their digital companion and see its progress directly linked to real-world activity, reducing willingness to switch. Second, Enuimo is fully software-based and hardware-agnostic, avoiding the friction and churn risks of device-dependent models while remaining compatible with wearables. This lowers adoption barriers and supports long-term use. Third, as features such as class challenges, club dashboards, and insurer-funded programs are added, Enuimo becomes embedded in social and institutional contexts, increasing switching costs relative to standalone alternatives. Finally, pricing per active child or family aligns closely with perceived value and platform costs. Clear value-aligned pricing can reduce churn and shorten sales cycles, therefore reinforcing revenue durability as families see the impact on their child`s activity level.

7. Team

Behind Enuimo stands a team that combines creative vision with real-world expertise.

We, the Team behind Enuimo, bring together a variety of disciplinary backgrounds, experiences, and perspectives and are united by one vision: helping the next generation build more healthy and active lives.

Philipp Pause - Product:

Philipp brings strong product knowledge and hands-on experience in healthtech and pharma. As a consultant at Veeva, he works at the intersection of pharma and commercial consulting, gaining exposure to regulated environments and customer-driven product-design. Previously, he held cross-functional roles at Frieda Health, a digital menopause clinic, spanning business development, product support and operations, and earlier worked in innovation management at Bayer, helping design digital solutions to improve clinical trial processes. He also co-founded Hygienelösung.de, gaining early startup experience in product development and sales. His analytical background (Python, R, Java) supports data-driven decision making.

Florian Wegener - Strategy & Growth:

Florian brings hands-on experience from A11, the former operating arm of Project A, an early-stage VC that supported the growth of European scaleups such as Trade Republic, Sennder and ARX. As a Growth Associate, he works closely with clients commercial operations, sales and go-to-market and monetization. He has built deep experience in business development and strategic planning in an entrepreneurial context from his prior role as a Founders Associate at Stancy, a company builder and investor and within the innovation unit of hy - the Axel Springer Consulting Group. A lifelong endurance athlete, Florian has

completed an Ironman 70.3 and multiple marathons, bringing firsthand user empathy and personal passion to Enuimo's mission of getting kids more active.

Philipp Nordmeyer - Research & Impact:

Philipp brings a rigorous academic and practical grounding in innovation, sustainability, and impact-driven entrepreneurship. His undergraduate work focused on strategies for accelerating sustainable economic impact, and he has hands-on experience in business development, growth, and venture ecosystems through roles at Upmin, Sustainable AG, and Zeppelin University's startup incubator PioneerPort. His involvement in community and social-impact initiatives, including leading a student entrepreneurship team and conducting a Europe-wide civic cycling project, reinforces his credibility in designing interventions that meaningfully influence behavior, driven by his personal passion for cycling and sports.

Paul Henry Bendix - Finance:

Henry brings a strong analytical and financial foundation shaped by experience in multi-project controlling, cost analysis, and data-driven decision support across large-scale industrial environments. At BMW, he conducted financial evaluations of vehicle development projects and supported cost optimization decisions. His earlier roles at KBC Consultants and Felix Böttcher GmbH focused on supplier quality tracking, production margin analysis, and operational reporting - giving him a deep understanding of unit economics, financial accuracy, and performance measurement. As an endurance athlete who has completed marathons and an Ironman 70.3 with co-founder Florian, he brings authentic passion for movement and wellbeing - a core driver of our mission to inspire kids to be more active.

Together, our team combines venture-scale execution, product and healthtech insight, research-driven impact design, and authentic passion for sports - uniquely positioning us to build the world's most engaging fitness experience for kids.

Motivation:

We are united by a shared conviction: children deserve digital experiences that make their real lives better. In a world where physical activity is increasingly displaced by passive digital consumption, we see an opportunity and responsibility to flip the script. We believe technology can inspire kids to explore the outdoors, discover their strengths, and experience movement not as a chore but as an adventure.

This belief has guided every phase of our work, from the first sketches of the idea to user interviews, prototype development, and real-world testing with children. Our ambition is not to engineer short-term behavior changes, but to help spark lifelong habits of physical activity, curiosity, and joy.

8. Financials

With a lean cost structure and healthy unit economics,

Enuimo is designed for strong gross margins from the start.

Enuimo's financial model is built to resemble a lean, early-stage SaaS company, combining high gross margins with conservative spending on product, customer acquisition and HR. Over the first three years, net revenue is projected to grow from approximately €85k to about €1.24M, driven by gradual penetration of an estimated 600k-900k addressable German households (see appendix 3). This implies strong early growth, but still sits below the

triple-digit growth rates seen in the very best SaaS benchmarks, which makes the trajectory ambitious but not dependent on outlier performance (Poyar 2025).

On the profitability side, Enuimo follows a typical SaaS curve: significant upfront losses that shrink over time as revenue scales faster than operating expenses. EBITDA improves from a loss of around €171k (about -163% of revenue) in Year 1 to roughly €52k (about -3% margin) in Year 3. This path compares reasonably with SaaS benchmarks where early companies often run at -40% to -100% EBITDA while pursuing growth, but aim to converge toward breakeven as they approach €1-5m of ARR. Enuimo's modeled path implies a faster-than-average move toward break-even, reflecting its low marginal delivery costs and focused go-to-market strategy (Godick 2025).

Metric	**Year 1**	**Year 2**	**Year 3**
Revenue (Net)	€84.9k	€427.9k	€1,238.8k
YoY Growth	-	404%	190%
Operating Expenses	€255.7k	€681.4k	€1,290.6k
EBITDA (Loss)	(170.8k)	(253.6k)	(51.8k)
EBITDA Margin	-162.8%	-48%	-3.4%

Table 2: 3-Year Financial Projections (Key Metrics)

8.1. Revenue Model & Assumptions

User growth is modeled bottom-up through several acquisition channels: SEO content, parenting influencers, community partnerships, paid social, referrals, and later health insurance partnerships. Each channel is defined by explicit assumptions for reach, conversion,

and cost, leading to a calculated 1,838 paying users at the end of Year 1, 9,402 in Year 2, and 27,517 in Year 3 (see appendix 4). This corresponds to ~3-4% penetration of the modeled addressable German household base, leaving substantial headroom beyond the initial planning horizon. While these adoption numbers assume strong product-market fit, they remain below "hyper-growth" SaaS benchmarks in which companies double or triple annually for multiple years, aligning Enuimo more with a disciplined, validation-first growth profile than an extremely fast-scaling software company (Maxio, n.d.).

The revenue logic combines these elements into a coherent narrative: as more families join, multi-child usage and referrals increase ARPU without proportionally increasing CAC. This is consistent with successful SaaS and subscription businesses, where expansion within existing customers - through additional seats, children, or features - becomes a major driver of revenue growth and improves net revenue retention (Godick 2025).

8.2. Cost Structure & Unit Economics

Enuimo's cost structure also reflects a classic SaaS pattern: heavy initial fixed costs in development and marketing, combined with very low marginal delivery costs per user. Fixed costs include €40k of upfront development (MVP programming, UX, GDPR compliance, and company formation), founder and developer salaries that ramp across the three-year period, and modest administrative spend on software, co-working, legal, and insurance. Marketing is the main cost lever, rising from €105.6k in Year 1 to €489k in Year 3 as acquisition channels are scaled (see appendix 5).

Variable costs per user (hosting at €0.02 per user-month, customer support at €0.25 per user-month, modest API usage, and a 25% app-store fee) keep COGS at a small share of revenue (see appendix 5). This supports gross margins that approach 80% as the user base grows, which is in line with or slightly above median SaaS gross margins of around 77-81%

reported in recent benchmark studies. Benchmarks classify gross margins above 80% as "highly efficient" particularly for cloud-native, software-only businesses, suggesting that Enuimo's margin structure compares favorably to the broader SaaS comparables (Whitener 2025).

Unit economics show a healthy trajectory. Blended CAC declines from about €97 in Year 1 to €55 in Year 2 and €38 in Year 3 as referrals, and partnerships contribute a larger share of new users. In parallel, LTV increases from €71.57 to €85.88 and €107.36, based on net ARPU of €4.29, improving retention (average lifetime from roughly 17 to 25 months), and high gross margins. The result is an LTV/CAC ratio that improves from 0.74x in Year 1 to 1.57x in Year 2 and 2.85x in Year 3: below the widely cited 3x "healthy" benchmark in early years, but converging toward it as the company grows (see appendix 6). This pattern is in line with many early-stage SaaS companies, where LTV/CAC starts below 2x before improving toward and beyond 3x as product and go-to-market are refined (Eveleigh, n.d.).

8.3. Financial Projections

The three-year projections reflect a transition from validation to early scale. Net revenue increases from around €84.9k in Year 1 to €427.9k in Year 2 and €1.24m in Year 3, corresponding to multi-factor growth from a small base, but still short of the highest-growth SaaS cohorts that exceed 100% annual growth beyond €1m ARR (Poyar 2025). Operating expenses grow from roughly €255.7k to €681.4k and €1.29m, driven primarily by incremental hires and marketing rather than heavy infrastructure or service costs. The income-statement logic is straightforward, revenue is determined by subscriber numbers, plan mix, and pricing, net of app-store fees, gross profit equals net revenue minus hosting, support, and API costs. Operating expenses comprise product development, HR, administration, and marketing.

EBITDA evolves from -€170.8k (-162.8% margin) in Year 1 to -€253.6k (-48.0%) in Year 2 and -€51.8k (-3.4%) in Year 3, demonstrating clear operating leverage as revenue scales faster than the cost base (see appendix 7). In comparison, benchmark data show many SaaS companies at similar size operating with negative margins between -40% and -80%, while "best-in-class" companies balance growth and profitability via the Rule of 40 (growth rate plus profit margin above 40%) (Godick 2025). Enuimo's model focuses first on getting gross margin and unit economics into benchmark territory, with profitability following as growth compounds. From a cash-flow perspective, revenue begins to offset a growing share of operating costs by Year 2, and by Year 3 the company is close to cash-flow breakeven at the annual level (see appendix 8). This compares favorably with many B2C subscription businesses, where heavy marketing spend can extend the path to positive cash flow beyond three to five years if unit economics are weaker or hardware plays a role (Lucid.now 2025).

8.4. Cash Flow, Burn Rate & Runway

Enuimo's cash-flow profile is shaped by high initial burn followed by rapid improvement as user cohorts mature. In early months, revenue of €6-8k sits against total operating costs exceeding €50k due to one-time development and setup costs, resulting in monthly burn of roughly €50k and a cumulative deficit of about €51k after Month 1. Over the remainder of Year 1, monthly burn moderates into the single-digit thousands as revenue climbs and operating costs stabilize in the €17-19k range, producing a total Year-1 funding gap of approximately €151k. In Year 2, revenue ramps from roughly €32k to €54k per month, while monthly operating expenses grow from about €53k to €60k. This narrows monthly burn from around €21k toward €6k and results in a Year-2 funding need of roughly €153k, broadly in line with many early stage companies where a significant portion of capital is consumed by go-to-market measures. By Year 3, monthly revenue reaches €96-155k and begins to overtake

operating costs of €97-116k, turning monthly burn into positive cash contributions during the second half of the year (see appendix 8).

Overall, the model indicates cumulative negative cash flows of about €304k over three years, which defines the core funding requirement to reach near-break-even operations (see appendix 9). Benchmarks for CAC payback in SaaS suggest that payback periods shorter than 12 months are ideal, with a broader median around 16 months across the industry; Enuimo's improving payback, driven by rising LTV and falling CAC, supports the view that the business can generate a relatively long runway from a modest amount of external capital (Drivetrain 2024).

8.5. Break-Even & Scalability

Break-even is reached when high-margin subscription revenue from a large user base offsets the fixed cost of product, team, and marketing. The model shows monthly break-even in Year 3, once net revenue consistently exceeds total operating expenses. This is consistent with SaaS benchmark observations that companies with gross margins above 75-80% and LTV/CAC ratios around or above 3x can typically attain sustainable profitability within a few years if growth is disciplined (Benchmarkt, n.d.).

Scalability is underpinned by two features. First, incremental delivery costs per child are minimal (hosting, support, and API usage amount to well under €1 per user-month) so additional revenue flows largely to gross profit. Second, Enuimo's business naturally supports "land-and-expand" dynamics: once a family sees value for one child, the marginal cost to add siblings is small, but the pricing model allows monetization at the family level, increasing ARPU without additional marketing. This structure compares well with SaaS and subscription benchmarks where high gross margin and expansion within existing accounts are key predictors of durable growth (Maxio, n.d.).

Sensitivity in the model is mainly around churn and CAC. If churn rates were higher, LTV would fall short of the benchmark 3x LTV/CAC target, stretching payback beyond the ideal sub-12-month range and requiring either slower growth, more efficient channels, or pricing adjustments (Jackson 2023). Similarly, if influencer or paid social CAC remains elevated rather than declining, Enuimo would need to lean more heavily on referrals, school partnerships, and insurer channels to stay in line with industry norms on CAC payback and capital efficiency.

8.6. Funding Requirements & Use of Funds

The financial model calculates a total funding requirement of approximately €304k to cover cumulative negative cash flows through Year 3 and reach a position where the business is close to self-funding under the current assumptions (see appendix 9). In practice, an equity round would likely be sized higher to provide a buffer for slower acquisition, experiments, and international expansion, but the benchmark implication is clear: relative to many consumer health and wellness apps, Enuimo targets break-even on comparatively modest invested capital.

Capital deployment closely follows the key levers of unit economics: (1) Product and engineering spend is directed toward richer game loops, integrations, and social features that increase engagement, extend customer lifetime, and thus improve LTV toward and potentially beyond the 3x LTV/CAC benchmark that investors typically look for in SaaS. (2) Go-to-market funds are used to refine and scale the most efficient channels - content, influencer, and partnership-driven acquisition - targeting CAC payback in the under-12-month range that recent SaaS and B2C subscription benchmarks identify as “strong”. (3) Data and analytics investments support impact measurement, which is critical for insurer and school partnerships that can deliver structurally lower CAC than pure paid marketing.

This funding plan is explicitly tied to milestones that align with industry benchmarks: reaching low- to mid-seven-figure net revenue, sustaining gross margins above 75-80%, demonstrating LTV/CAC at or above 3x, and maintaining CAC payback around or below 12 months. Hitting these markers would place Enuimo among the more efficient early-stage SaaS and subscription companies, providing a solid foundation for either a subsequent growth round focused on international expansion or an increasingly self-financed scale-up strategy (stripe 2024).

9. Vision

A future where movement is a natural and

an enjoyable part of growing up, not a task to be enforced.

Our vision is to help normalize a childhood, where regular movement is not prescribed or enforced, but experienced as enjoyable, meaningful and self-directed. Our belief is that early experiences with physical activity shape long-term health outcomes, and a child's sense of autonomy, confidence, and emotional wellbeing.

Sedentary behavior has become an unintended default, in a time where digital media is increasingly competing for children's attention. Our intention is not to compete with digital engagement, but to reshape it, so that digital experiences actively support healthy movement habits. By aligning technology with how children naturally engage and learn, Enuimo's vision is to make movement a natural part of everyday life.

Our vision results in a design philosophy centered on intrinsic motivation, emotional connection, trust and safety. Through ethical constraints, non-judgmental feedback, and

evidence-based behavior change principles, Enuimo aims to support lasting habits without relying on pressure or manipulation.

In the long term, Enuimo has the potential to extend beyond individual households as a customer into educational and preventive health contexts, where incentives are aligned around children's long-term wellbeing. Ultimately, Enuimo's vision is to contribute to a cultural shift in how physical activity is introduced and sustained in childhood - one rooted in enjoyment, agency, and respect for developmental needs.

Deep Dive - User testing and proof of concept

1. User Testing Implementation (Three-Phase Approach)

Our prototype was tested in a real school setting with a class of 30 German primary students (ages 6-12) during their weekly “media lesson.” This teaching unit is designed to systematically promote media literacy. The familiar environment lets us see how children naturally interact with a new digital product in their normal routine. We structured the trial in three phases: (1) Introduction and Onboarding, (2) Free Exploration and Play, and (3) Feedback and Ideas. All activities took place in a single class period under ours and the teacher’s supervision. This setup provided direct observation of the children's usage and a chance to gather their input on the spot. The session was about 90 minutes total and our goal was to capture immediate reactions, engagement levels, and qualitative feedback - rather than to measure long-term behavior changes.

Phase 1: Introduction and Onboarding.

We began by briefly introducing Enuimo to the class. The prototype was accessed via a shared link that could be opened directly on the school’s tablets or the children’s smartphones. To simplify access, we provided pre-created email addresses, which the children used to log in. In most cases, two to three children shared one device.

The interface and basic mechanics proved highly intuitive for these “digital natives”. Tutorials or longer explanations were skipped. The children understood the core game concept, created their avatars and began interacting with the app. With only minimal explanation, they quickly understood the core concept: real-world movement leads to in-game rewards. Within minutes, they navigated confidently between the main screens and started playing. This rapid onboarding confirmed that the interface and mechanics are intuitive for this age group and

comparable to mobile games they already know. Overall, the onboarding phase demonstrated that Enuimo aligns well with how children learn new apps today.

Phase 2: Free Exploration and Play.

In the main phase, children used Enuimo freely without guidance and moved outdoors to the schoolyard. Engagement was consistently high, and physical activity emerged naturally. Children ran, jumped, and played outside with the explicit goal of earning points in the app, demonstrating a clear understanding of the core mechanic: real-world movement translates into in-game progress.

We observed children frequently checking their point totals and then independently deciding to be more active to increase them. This confirms that the gamified reward loop (move → earn points → unlock rewards) effectively prompted spontaneous physical activity without external instruction. Interaction with in-app features was deliberate: children explored the shop and often saved points to unlock specific avatar accessories rather than spending immediately. Avatar customization proved to be a strong motivator, encouraging continued movement to access new items.

The free-play session lasted approximately 60 minutes, during which the majority of children remained active and engaged for most of the time. The sustained attention and enjoyment over this extended period indicate that the core gameplay is immediately rewarding and capable of maintaining interest beyond short novelty effects.

Phase 3: Feedback & Ideas.

After about an hour of play, we gathered the children for a short feedback session, including a group discussion and a simple survey. The responses were overwhelmingly positive regarding both fun and ease of use. The kids enthusiastically reported that Enuimo made them excited to move and exercise “because it feels like a game, not like exercise.” Nearly all said they would

want to play the app again given the chance. When asked what they liked most, many pointed to “the pet character” - they loved taking care of their virtual creature and earning rewards for it to individualize the character and its “home”. This indicates an emotional attachment: the virtual pet turns exercise into taking care of a friend, which is a powerful motivator for children. The competitive aspect of earning points was also frequently mentioned, especially boys had compared scores with their friends during play. In terms of improvements, the students had clear ideas. A majority asked for more social features in the app: for example, a friends list or live leaderboard to see each other’s progress, and options for class or team challenges (several suggested competitions inter-class tournaments). This shows the potential to leverage kids’ social connections and school spirit to further boost engagement. Others suggested adding more varied challenges and goals - such as daily missions (e.g. “5-minute dance challenge”) or sport-specific tasks (one soccer-loving student wanted a dribbling mini-game). Many felt there should be levels or increasing difficulty as you improve; they wanted the game to “level up” with them so it stays challenging over time. A structured overview of the three testing phases, including the central findings and derived learnings, is provided in the appendix (see appendix 10). The table summarizes the objectives, procedures, and key insights of each phase, highlighting how the observations directly informed the product’s ongoing development.In summary, the children’s feedback highlighted that both competitive features (scores, leaderboards) and creative/personalized elements (custom goals, new activities) would make Enuimo even more fun. Incorporating these ideas in future updates is a clear next step to keep a broad range of kids engaged.

2. Key Results and Observations

The classroom test confirmed that Enuimo’s core concept is effective and appealing to the target audience. The prototype was intuitive, fun, and immediately got kids moving. In a

single short session, students embraced the gamified exercise idea. They were running, climbing a climbing frame and jumping as part of gameplay, not as an “exercise task”, which is exactly the mindset we hoped to foster. This strong initial engagement is a promising sign of product audience fit. We did not run a long-term trial, so we have no data on sustained behavior change (for example, whether daily activity would increase over weeks).

Seeing the children’s enthusiasm and higher activity in just 60 minutes suggests the app has real potential to motivate movement in the short term. Just as importantly, the kids' qualitative feedback was very positive: they genuinely enjoyed the experience and almost all wanted to continue using it. That willingness to keep playing is crucial for an app aiming to encourage regular physical activity. Usability also proved age-appropriate, even the youngest (6-9 year olds) managed to navigate and play without trouble, which means our child-centric design and onboarding worked well. We did observe slight differences across ages: older children (around 10-12) tended to master the app’s features quickly and then took a more strategic or competitive approach (for instance, optimizing how to earn points or planning what to buy for their avatar), whereas younger ones were more haphazard in exploration. Both groups stayed highly active and engaged. Once the older kids grasped the competitive aspects, they pushed themselves to move even more. With regard to gender-specific differences, significant tendencies emerged: boys focused strongly on performance progression and character strength, indicating a competition-driven motivational structure. Girls, by contrast, demonstrated a more empathy-based attachment to the avatar, describing it as “cute” and showing particular interest in decoration and aesthetic customization. These distinctions suggest that both competition- and progression-oriented as well as design-oriented motivational profiles need to be supported in order to ensure long-term engagement across groups.

The class teacher’s observations were encouraging too. She noted that the students seemed energized and in a good mood after the session, and in the subsequent (non-game) lesson many were more alert and focused than usual, particularly those older students who had been very active in the game. The teacher described that children often display similar behaviour after physical education classes. These lessons also have a positive effect on the children's receptiveness and attention span. (This aligns with the idea that a short burst of physical activity can help refresh children’s concentration.) The teacher also remarked that having the shared game experience sparked a lot of positive conversation among the kids. For the rest of the day they kept talking about their pets and points, comparing achievements and teasing each other in a friendly way. This suggests the app can help build a sense of community and excitement around being active.

In summary, our pilot test showed that children find the idea of gamified movement both appealing and workable. Enuimo succeeded in turning physical activity into a playful experience, which was the primary design goal. The app was able to motivate children to be active immediately and sustain their interest throughout the session. The children’s suggestions provided a clear roadmap for further development, particularly around social features, additional challenges, and expanded content. The next step will be to integrate this feedback and conduct a longer-term study to examine whether the observed engagement can translate into sustained increases in daily activity and the development of healthier movement habits. To better assess Enuimo’s long-term potential, we also reviewed existing research on gamification and children’s physical activity, which is discussed in the following section.

3. What Research Shows about Gamification and Physical Activity

Existing research provides evidence that gamification can support increased physical activity among children. While gamified interventions do not lead to dramatic behavior change on

their own, they tend to nudge activity levels in a positive direction, particularly when they are thoughtfully designed and used over a sufficient period of time.

A large 2025 systematic review and meta-analysis covering 16 randomized controlled trials with more than 7000 children and adolescents found that gamified physical activity interventions led to a significant increase in physical activity compared to non-gamified approaches (Wang et al. 2025). Although the reported effect size was small, the results consistently pointed in a positive direction. The same analysis also identified small but significant reductions in BMI, suggesting that repeated engagement with gamified movement can contribute to improved health outcomes over time.

Not all indicators improved equally. Measures such as total daily step count or sedentary time often showed no significant change. This underlines that gamification is not a universal solution, but a supportive mechanism whose impact depends strongly on how it is implemented.

The review emphasized that design quality matters. The effectiveness of gamified interventions was moderated by factors such as the underlying behavioral framework, the type of game elements used (e.g. rewards, narratives, challenges), and the duration of use (JMIR Serious Games, 2025). Well-structured programs with clear feedback loops and sustained engagement tended to outperform short or superficially gamified interventions. This finding is particularly relevant for Enuimo, as it highlights the importance of emotional feedback, progression systems, and continued content development rather than short-term novelty.

Complementing this, a 2024 review of digital health and mobile fitness applications found that apps incorporating gamification features slightly outperformed non-gamified apps in terms of physical activity and health-related outcomes (Kishi, Kavanagh, and Ramboanga

2024). On average, users of gamified apps showed higher engagement and small improvements in activity levels and weight-related measures. While these effects were described as modest, they were consistent across studies, reinforcing the conclusion that gamification improves motivation and adherence even if absolute behavioral change remains limited.

Leaderboards act as a powerful social driver of movement and should be included as a core feature to support the children's suggestion. The Management Science study from 2023 on Fitbit users shows that adding leaderboards to a wearable-based program leads to a measurable average increase of about 370 daily steps, with especially large benefits for users who were initially less active. These findings resonate with what the kids intuitively proposed: that friendly competition and social comparison can make moving more fun and meaningful. Leaderboards bring otherwise invisible behaviors into a shared space, allowing children to see their own progress, compare it with peers, and experience a sense of achievement when they climb or maintain a rank. For less active participants in particular, even relatively small leaderboards and mid-tier rankings were enough to shift their expectations about "normal" activity and to sustain higher step counts over time (Hydari, Adjerid, and Striegel 2022).

A 2021 experimental study demonstrated that higher interactivity like real-time sharing of progress, challenges, and collaborations with peers directly increased users' intention to keep using their devices. Complementing these findings, interactive features like friend invitations for competitions or team goals amplified motivational dynamics, leading to stronger adherence intentions compared to self-goal settings alone. Users exposed to peer collaboration scenarios reported the highest continued use intentions, as social connectivity transformed individual activity data into shared experiences that reinforced accountability and enjoyment

(Windasari and Lin 2021). Such mechanisms are particularly valuable for applications targeting children, where friend-based interactivity can convert sporadic movement into habitual behavior by leveraging natural social bonds.

Beyond quantitative metrics, research consistently highlights the role of enjoyment and intrinsic motivation. Studies on exergames and movement-based games show that children are more willing to participate, remain engaged longer, and report higher enjoyment compared to traditional exercise formats (Sal-de-Relln Alejandro Sal-de-Rellán, Hernández-Suárez, and Hernaiz-Sánchez 2025). In educational settings, active games have been associated with improved participation and motor performance, particularly among younger children. Enjoyment appears to act as a gateway mechanism: when movement feels playful rather than obligatory, children are more likely to engage voluntarily and repeatedly.

From a psychological perspective, gamification leverages several well-established motivational mechanisms. Immediate feedback and rewards provide a sense of achievement, clear goals and progression systems prevent boredom, narratives and avatars add emotional meaning and optional social elements can further increase engagement for certain user types (Frontiers in Psychology, 2025). Together, these elements support a shift from extrinsic motivation (moving because one is told to) toward intrinsic motivation (moving because it is enjoyable), which is widely regarded as a prerequisite for habit formation.

4. Conclusion: Implications for Enuimo

Taken together, both our user testing and the broader research literature support the core premise behind Enuimo. Gamification can meaningfully increase children’s willingness to move, especially when it emphasizes enjoyment, emotional engagement, and visible progress rather than performance pressure.

Our classroom pilot demonstrated that children quickly engage with a gamified movement concept, understand its mechanics intuitively, and are motivated to be physically active in the moment. The research suggests that, while such immediate engagement does not automatically translate into long-term behavior change, it represents a necessary first step. Sustainable impact depends on maintaining interest over time through variation, personalization, and emotional connection.

For Enuimo, this reinforces a clear strategic direction: the app should not promise radical fitness outcomes, but position itself as a playful catalyst that lowers the barrier to movement and integrates physical activity naturally into children's digital lives. By continuously evolving content, supporting different motivational profiles, and embedding the app within supportive environments such as schools and families, Enuimo can realistically contribute to healthier movement habits over time.

Deep Dive - Product

1. Product & User Experience

As soon as they interact with Enuimo, it becomes clear that physical activity is not an abstract "health goal" but something that makes a virtual buddy happier, more energetic, and more unique. This emotional link is the core of the product. Instead of treating movement as a task handed down by adults, Enuimo frames it as something children choose to do because it benefits a character they care about. Physical activity is reframed from obligation to relationship: the child is not just "doing exercises" but taking responsibility for a small digital avatar that depends on them.

Every aspect is tuned to positive reinforcement and empathy. Children are motivated to be active because they care about their avatar, not because they fear a negative outcome. By

focusing on a single cherished companion (rather than collecting many pets or points), Enuimo creates a deeper sense of personal responsibility and intrinsic motivation. This gentle design philosophy makes our experience more encouraging and engaging than competitive offerings.

The app follows a hybrid play model that connects digital fun with real-world action. Rather than confronting users with statistics, step counts, or minute-by-minute targets, Enuimo translates progress into narrative and visuals. Movement is reflected in the changing state of the avatar, in new unlockable items, and in the overall atmosphere of the app's world.

If the child is lacking consistency in movement the avatar suggests the child to move and do fun things outside. Every interaction, from logging an activity to equipping a new accessory, feeds back into a continuous loop of care, reward, and self-expression.

1.1. Role of the Avatar and emotional feedback

The avatar is the emotional center of the experience. It functions as a mirror for the child's behavior and as a narrative anchor that gives meaning to physical activity. The avatar's energy level, mood, and animations act as immediate feedback:

- After active days, the character appears lively, bright, and expressive.
- After periods of inactivity, it becomes visibly tired or less vibrant, without shaming or blaming the child.

These changes are not presented as punishment, but as a gentle reminder: your buddy needs you. Children quickly understand that they can actively influence how their character feels. This creates a sense of self-efficacy and turns movement into an emotionally meaningful action.

In addition, the avatar's appearance can be customized over time. As children collect gems and unlock new items, their digital friend evolves from a basic starter character into a unique companion that reflects their personality and journey. This evolution gives the experience a long-term narrative arc: the avatar tells the story of the child's movement habits.

1.2. User Journey

The user journey of Enuimo can be summarized in four key phases, each designed to be intuitive and emotionally rewarding: "Choose - Move - Earn - Upgrade"

1. Choose a Hero (Onboarding)

   Upon entering the app, the child is introduced to their virtual hero or creature. This is not only an avatar but a character that reflects the user's own energy and health levels. During onboarding, the child selects their first version of the avatar and gives it a name.

   This personalization step is crucial: it establishes emotional ownership and introduces the caring relationship that underpins the game mechanics. The child immediately understands that their new companion "needs" them to stay healthy and active.

2. Complete Missions (Real-World Activities)

   Once the avatar is created, the child logs physical activities to keep their buddy healthy. In the current MVP, this happens manually via an easy input field where they record the type (steps) or duration of movement.To keep technical complexity low during the MVP testing phase, in our current prototype children manually input their type and duration of movement. While this is not a permanent solution, it allows for making progress visible and concrete for any activity during the testing phase.

   Future versions will integrate with device sensors and health data. In the next

development phase, Enuimo will connect to smartphone health platforms (like Apple Health or Google Fit) to automatically pull step counts and basic activity data, eliminating the need for manual step entry. After that, we plan to incorporate wearables (either via partnerships with existing fitness tracker brands like Whoop or Garmin, or through our own low-cost devices) to gather movement data more reliably and capture a broader range of activities. This staged approach allows us to test and refine the experience now, then gradually increase data accuracy and automation as the product evolves.

3. Earn Rewards (Feedback & Reinforcement)

   Each completed activity grants XP (experience points) and gems, which serve as the app's main reward currency. Instead of abstract statistics, the user immediately sees the result: the avatar smiles and progress bars increase.

   This creates a closed motivational loop:

   Action → Feedback → Reward → Progress → New goal.

   The child clearly perceives that each bit of real-world effort directly improves their digital friend's well-being and their game world. This tight feedback loop reinforces the desire to stay active, without the need for any external pressure.

4. Upgrade the Hero (Customization & Growth)

   With the gems earned from being active, children can visit the in-app shop to unlock new outfits, accessories, and other fun items. Initially, these items focus on personalizing the avatar itself (different clothes, hats, colors, etc.). In upcoming development stages, the customization will extend to the avatar's environment, for

example decorating the character's room or "home base". This customization serves two important functions:

- Functional progression: Certain items can be tied to small in-game benefits (for example, a special pair of shoes that makes the energy bar fill up slightly faster). This gives a sense of advancement and reward for consistent activity.
- Expressive progression: More importantly, it lets children design a character and world that feels truly like theirs. Their avatar becomes a visual diary of their active habits and achievements over time.

The game does not have a fixed "end" or final level. It offers ongoing growth, new content, and seasonal items to keep things fresh. This open-ended design supports long-term engagement without creating pressure to "finish" or "win". Children can always continue to care for their buddy and enjoy new rewards at their own pace.

1.3. Gamification Elements and Design Logic

Enuimo applies several gamification mechanics grounded in behavioral science and educational psychology, adapted for children aged 6-12:

- Experience Points (XP): Each activity earns XP that contributes to leveling up. Leveling provides visible progression and maintains engagement over time.
- Levels: Leveling acts as a motivational milestone system. It communicates achievement in a non-competitive way, encouraging children to continue logging activities.
- Achievements (planned): Future iterations will include collectible badges or milestones (e.g., "One Week of Movement", "Morning Explorer", "Outdoor Champion") to reinforce consistent engagement.

- Immediate Feedback: Visual changes in the avatar and UI appear directly after logging activity. Planned additions include subtle sound effects and micro-animations to make progress more tangible.
- Positive Reinforcement: Enuimo avoids any form of negative reinforcement. There are no punishments for inactivity. Instead of scolding the user or imposing penalties, the system uses only gentle cues, for example, the avatar might look sleepy or bored after long inactivity - to remind the child it's time to play again. There are no scary consequences. Unlike some fitness games where a pet can get sick or die if you don't hit your step goal, an Enuimo avatar will simply wait patiently. This approach ensures children feel encouraged rather than guilty. All the game mechanics translate physical progress into positive emotion, not pressure. The goal is not to push for higher performance or competition, but to inspire more joy in movement and help kids build a stable, healthy habit.

All mechanics are designed to translate physical progress into positive emotion, not pressure. The goal is not higher performance, but more joy in movement and a stable daily habit.

1.4. User Interface and Visual Design

The visual identity of Enuimo was developed in Figma, following three design principles:

1. Simplicity: The interface uses large, easily recognizable buttons, intuitive icons, and minimal text to reduce cognitive load. Young users can navigate with little or no explanation.
2. Playfulness: Rounded shapes, pastel gradients, and a friendly mascot create a safe and cheerful atmosphere.
3. Consistency: All components like colors, fonts, icons follow a unified design language to make navigation intuitive.

Each screen is designed to spark curiosity and reward engagement. For example, the home screen places the avatar at the center with a circular “status ring” and a short motivational message, immediately drawing the child’s focus to their buddy’s state. The dashboard screen uses colorful bars and simple charts to represent health, energy, and recent activity reducing numbers to a visual language that children can grasp at a glance. In the shop screen, items are shown with icon images and a gem price tag (using the gem symbol) instead of numeric cost, reinforcing the game’s playful economy without requiring reading. When an activity is completed and rewards are earned, a celebration modal pops up with an upbeat animation and a “Claim Reward” button, providing instant gratification.

We have included illustrative screenshots of these interfaces in Appendix 11. All these design choices create an environment that feels like a whimsical game world while subtly delivering a health message. Children experience Enuimo primarily as a source of fun and companionship. The “healthy movement” aspect happens almost behind the scenes, through repeated positive associations between being active and feeling good in the game.

2. Technology & Implementation

2.1. Technology used in the process

At the beginning of our development journey, the central question from a technical perspective was: how can we translate children’s real-world movement into a simple, testable digital experience without over-building the system? As a student team with limited engineering resources, we needed technologies that allowed us to prototype quickly, experiment with different interaction models, and iterate based on feedback rather than on assumptions.

Our first experiments took place in sandbox-style game development tools, where we explored the idea of a fully controllable character in a virtual world. While this was helpful for understanding basic game mechanics, it soon became clear that building and maintaining a real-time, controller-based game would require skills and time far beyond the scope of this project. More importantly, it risked shifting the focus too far toward the digital game world and away from the core objective: motivating real-world physical activity.

We therefore moved to a second approach based on AI-assisted app concepts. Using Lovable as a front-end builder and Supabase as a backend, we developed a prototype for a story driven chat application. In this version, a virtual "Agent Supervisor" used GPT-based natural language processing to assign missions to children, which they were supposed to complete in the real world. This setup allowed us to combine conversational AI, authentication, and mission tracking in a relatively short time.

This solution exposed two major challenges. First, the storytelling logic, ensuring that the missions remained coherent, age-appropriate, and engaging over time was considerably more complex than anticipated.
Second, we identified safety and control concerns: Allowing an autonomous agent to generate real-world tasks for children creates risks that are difficult to moderate with a small team, particularly in early-stage development.

These insights led to rethinking of our technical strategy. We decided to move away from an AI-first, backend-heavy architecture and adopt a "Tamagotchi" like model: a digital companion that visually reflects the user's progress and well-being, without relying on free-form AI outputs.

This conceptual shift coincided with a platform migration from Lovable and Supabase to Base44. Base44 offered several advantages that matched our needs as a small, time-constrained team:

- Integrated frontend and backend: Visual and logical changes can be made from a single interface, reducing coordination overhead.
- Natural language configuration: Adjustments to data models and rules can be made through prompt-based configuration rather than manual backend scripting.
- Reduced complexity: Many features we had set up in Supabase (e.g.,authentication, AI functions, database sync) were no longer necessary for the MVP and could be safely removed.
- Higher iteration speed: The platform enabled us to modify screens, data structures, and game logic quickly, which was crucial for preparing and running user tests with children.

This pivot to Base44 and a simpler architecture let us concentrate on experience quality instead of infrastructure. The result was a lean MVP that we could put in front of real users much sooner than if we had pursued the more complex game or AI-driven approaches.

2.2. System Architecture

The current MVP is structured as a mobile-first, gamified application with an intentionally lightweight technical foundation. We deliberately left out complex backend functions such as AI-based content generation, user account management, or real-time sensor integration. All user interactions run through local or simple client-side logic and data is stored locally. This means no specialized hardware or wearables are required at this stage - a strategic decision to

reduce barriers during testing. We recognize this trade-off and have planned for more advanced integrations once the core engagement loop is validated.

The architecture centers around four key components, each of which can be expanded in the future without major restructuring:

1. Avatar System: A central module that stores the avatar's current state (e.g., energy level, mood, equipped items). It translates logged activity into visual changes and status values. Rather than modelling a full physics-based character, the system focuses on a small set of parameters that can be mapped to simple visual states ("tired", "neutral", "energetic"). This keeps things computationally simple while still giving a convincing sense of a "living" character.
2. Gamification Engine: This module handles points, experience and levels. It converts logged activity into XP and in-game currency, based on straightforward rules. The logic is deliberately simple and transparent, which makes it easy to adjust progression curves later without refactoring the entire system.
3. Reward Shop:The shop component manages the catalogue of available items, their prices in gems, and the users owned and equipped items. Items are grouped into categories like clothing, accessories and furniture in future updates and can be updated without touching the core logic of the app. This separation allows us to expand the catalogue over time.
4. Dashboard: The dashboard aggregates key information such as recent activity entries, current health and energy levels and progress towards simple goals. It does not attempt to provide medically precise metrics, but instead focuses on providing a clear, easy-to-read overview for children and parents.

A visual representation of the system setup is provided in the System Architecture Screenshots (see Appendix 11).

All modules are orchestrated through Base44's internal logic layer. Thanks to the architecture, state transitions for example, from "activity logged" to "avatar updated" to "gems awarded" are easy to trace and debug. This clarity is particularly valuable when working with a small team, as it minimizes technical debt and simplifies onboarding for future developers or collaborators.

2.3. Core Features

The implementation of Enuimo focuses on a small set of core features that are technically robust yet easy to expand:

1. Manual activity tracking: Activities are logged via a simple input interface where children specify what they did and for how long. Each activity entry is translated into a numerical score based on predefined rules. This score in turn updates XP, gem balance, and avatar parameters. We chose manual input for the initial MVP to avoid early dependencies on wearables, external APIs, or specialized hardware, thereby keeping the product accessible in any context.

   Manual entry inherently relies on the child's honesty and consistency. We acknowledge this limitation and do not view manual logging as a permanent solution. To improve accuracy and ease-of-use, upcoming versions will phase in automatic tracking wherever possible. In the near term, Enuimo will utilize smartphone sensors and health app integrations to pull step counts and other activity data automatically. In the longer term, as mentioned, integration with wearable fitness devices is planned, which will allow Enuimo to verify movement data more reliably and even detect

different types of activity. This phased upgrade path ensures we maintain low barriers now, while paving the way for robust tracking as we grow.

2. Avatar state management: The avatars condition is driven by a small number of numerical values (health, energy, movement). Changes to these variables are reflected in predefined visuals which we could easily link to a numerical value from the health progress bar. This approach avoids expensive real-time rendering or complex animation systems while still delivering a convincing sense of “life” and responsiveness.
3. Reward and customization system: The in-app shop is implemented as a catalog-driven feature. Each item has attributes such as category, price and visual representation. When a purchase is made, the system updates the user’s inventory and applies visual changes to the avatar or in future versions the avatar’s home. This modular design allows us to add new items, seasonal content, or limited-time rewards without altering the underlying logic.
4. Health dashboard: The dashboard aggregates activity history and current status into simple visualizations. On a technical level, this means reading from a small number of tables or state objects and mapping them to charts and bars. The focus here is on clarity and reliability rather than extensive analytics.
5. Planned extensions: Based on user feedback, future versions may include lightweight mission prompts and more interactive avatar behaviors. From a technical perspective, these features will be implemented as rule-based interactions rather than AI-generated content to maintain control and predictability while keeping the architecture lean. As discussed, integration with external activity data sources (phone sensors and wearables) is a high priority once the MVP’s engagement is proven. These extensions

will be added incrementally, ensuring the app remains stable and user-friendly as we grow its capabilities.

2.4. Methodology and implementation approach

Our development process followed a lean and iterative methodology, emphasizing early testing and continuous adaptation:

1. Rapid prototyping with no-code / low-code tools: Using platforms such as Lovable and later Base44 significantly reduced the time between idea and testable prototype. This allowed us to explore different interaction models (chatbot missions vs. avatar-based feedback) without committing to a heavy codebase too early.
2. User-centered design: Children from the target age group participated in early testing sessions. Their reactions and feedback directly influenced the evolution of the interface and features.
3. Progressive simplification: Throughout the process, we consciously reduced technical and narrative complexity to strengthen usability and focus on what truly motivates children's visible progress, emotional feedback and reward collection.
4. Testing and validation: During our pilot sessions, children showed strong engagement, enjoyed logging their movement, and spent extended time customizing their avatar. Feedback suggested a desire for more interactive missions, a broader variety of rewards, and the ability to decorate the avatar's environment. These insights are being incorporated into the next design phase.

By combining technological pragmatism with playful emotional design, Enuimo evolved into a functional and testable MVP that demonstrates how hybrid digital experiences can positively influence children's physical activity behavior.

Individual Part Florian Wegener: Deep Dive - Finance

1. Financial Model Architecture & Design

The financial model has been designed as a classic driver-based, audit-friendly SaaS engine that clearly shows the relationship between assumptions, operating decisions and financial outcomes. It is organized into three separated layers: (1) An input layer containing all all assumptions that can be actively controlled or monitored, such as acquisition channel budgets, funnel parameters, pricing plan and mix, churn rates, staffing levels and cost benchmarks. (2) A transformation layer, that converts these inputs into operational outputs through explicit algebraic relationships. Acquisition spend is turned into new paying users per channel and active users are split up by revenue mix. (3) An output and control layer that contains revenue, EBITDA, cash burn, cumulative funding need, user counts as well as core KPIs. Scenario analysis is therefore embedded in the acquisition driver assumptions, as each channel has independent levers (budget, conversion rates, churn).

1.1. Assumptions Framework: What Is Known, Tested, and Uncertain

The financial model is structured around core assumptions, each can be classified into confidence levels and mapped to observable validation signals. This allows analysis of how fragile the model is and how a change in these assumptions would affect outcomes, such as runway or unit economics in practice.

1.2. Structural assumptions (high confidence)

Structural assumptions describe constraints and parameters that are mostly unrelated to day-to-day operations and unlikely to change materially in the medium term. These include demographic fundamentals of the target market, smartphone and tablet penetration in Germany, baseline pricing levels relative to comparables and therefore the underlying

subscription structure. These assumptions are anchored in external data. Pricing for example, is assumed to be stable within approximately ±15% without materially changing the value proposition or demand profile. Similarly, device penetration and addressable households define an upper bound on growth but do not drive short term unit economics. If any of these assumptions were to change, the business case would require fundamental revision.

1.3. Operational assumptions (medium confidence)

Operational assumptions govern how the business executes within its structural constraints. These include acquisition funnel parameters by channel (SEO, influencers, community partnerships, paid social, referrals, insurers), monthly churn rates, staffing, and cost levels across marketing, HR and operations. These assumptions are aligned with benchmarks but provisional. For example the model assumes SEO traffic growth of 15% per month in year 1 from a low base and visitor to trial conversion of 2-4% and trial to paid conversion of 25-30%. Each of these variables directly affects CAC, payback and runway, but none individually define the viability of the business case. Their interaction is what matters for example, higher churn can be tolerable if CAC declines. Therefore these assumptions can be seen as execution risk rather than structural risk. Validation occurs rapidly through early cohorts and fast feedback loops can allow for relocation of marketing spend.

1.4. Market-behavioral assumptions (lower confidence)

Market-behavioral assumptions capture how users behave once they are acquired - particularly where multiple monetization paths exist. These include adoption rates within the addressable base, the distribution of users across monthly, annual, family and lifetime plans, upgrade behavior and the pace at which institutional partners convert. The model assumes growth towards ~27,500 paying users by year 3, representing low single-digit penetration of the addressable market, as well as a pricing mix of 60% monthly, 35% annual, 5% family

plans with additional users opting for a lifetime purchase. These assumptions are the largest source of uncertainty and variance in revenue timing and cash conversion, but they do not change the gross margin structure. If upgrade behavior or lifetime uptake underperforms, ARPU and cash flow would lag the base case. However, the underlying unit economics remain intact as long as churn and delivery costs stay within expected ranges.

2. Revenue Build: From User Acquisition to Monthly Cash Inflows

Revenue is modeled bottom-up from monthly paid-user cohorts, not from aggregate growth rates. This ensures that user acquisition, churn, and monetization are explicitly linked to cash inflows and can be validated early. New paid users are generated monthly across SEO, influencer marketing, community partnerships, paid social, referrals and later institutional channels. Each channel is defined by concrete drivers (reach, conversion, cost), meaning growth occurs only if spend increases, conversion improves or referrals compound. Early acquisition ramps from a low base to reflect realistic build-up of awareness and distribution.

Monthly cohorts roll forward with an explicit monthly churn rate. This structure makes retention a primary growth limiting factor. If churn does not improve as modeled, revenue growth slows materially even with constant acquisition. The monthly active user cohorts are allocated across monthly, annual, family and lifetime plan using fixed assumptions, resulting in a stable weighted ARPU. No price increase or ARPU increase are assumed and revenue growth is driven by volume and retention.

The revenue model is most sensitive to (1) churn, (2) realized CAC relative to conversion and (3) the speed at which organic channels contribute. Weakness in any one slows growth, weakness in multiple dimensions would delay break-even and increase funding needs.

3. Cost Structure, COGS, and Margin Scalability

The cost structure is designed to reflect software-first models with high fixed costs upfront and low marginal delivery costs per additional user. Costs are separated into fixed operating expenses, variable costs and discretionary growth spend.

Fixed operating costs: Fixed costs include one-off product development costs and setup expenses, founder and developer salaries and baseline administrative overhead (software, legal, accounting, insurance). These costs define the minimum operating footprint required to build and maintain the product and are intentionally lean in the early phase. Step-ups in compensation and hiring occur in year 2 and 3 and can be adjusted to if revenue lags.

Variable costs: COGS scale directly with user volume and revenue and consist of app-store fees (25%), hosting, customer support and API-usage. Infrastructure and support costs per user remain low and predictable, with app-store fees representing the dominant variable cost.

Marketing and CAC-related spend: Marketing costs are treated as operating expenses rather than COGS and are the primary driver of CAC. Budgets for influencer marketing, content, community programs and paid social are modeled monthly and can be adjusted. Therefore, gross margins remain stable even when growth spend is throttled in downside scenarios.

Because marginal delivery costs are low and marketing spend is discretionary, the model supports strong operating leverage. In downside scenarios, burn can be reduced by lowering marketing spend and delaying hires, without affecting the gross margin or product. This allows for flexibility in trading growth for runway.

4. Unit Economics Over Time

Metric	**Year 1**	**Year 2**	**Year 3**
Net ARPU (/user/month)	~€4.3	~€4.3	~€4.3
Avg. customer lifetime (months)	~17	~20	~25
Blended LTV	~72	~86	~107
Blended CAC	~€97	~€55	~€38
LTV/CAC	0.7	1.6	2.8
CAC Payback (months)	>18	~14-16	<12

Table 3: Unit Economics over time

Early cohorts are acquired at deliberately inefficient economics to validate product-market fit and build organic distribution; later cohorts reflect the steady-state unit economics the business is designed to scale.

Net ARPU is held constant in the model, reflecting conservative assumptions on pricing and upsell. Improvements in lifetime value are therefore driven primarily by declining churn rather than price expansion. Average customer lifetime increases over time as product quality, engagement and trust improve. Customer acquisition as fixed marketing investments are spread over a larger base and as referrals compound. Paid and influencer channels dominate early acquisition while organic channels increasingly cap blended in CAC in later periods.

Unit economics are most sensitive to churn and realized CAC. Faster-than-expected improvements in retention have a positive impact on LTV and payback, while sustained high churn or CAC would materially delay convergence to benchmarks.

5. Cash Flow Dynamics, Burn Management, and Downside Control

Enuimo's cash usage follows three distinct phases. (1) An initial setup and validation phase, which included one-off product and organizational costs and limited early revenue, resulting in elevated burn. (2) A scaling phase, where revenue grows faster than fixed operating costs but remains below total spend due to continued investments in acquisition. (3) Recurring revenue from retained cohorts begins to offset operating expenses, moving the business toward cash-flow neutrality on a monthly basis.

A core principle of our financial strategy is the separation between non-discretionary costs (minimum team, product maintenance, baseline administrative) and discretionary costs (marketing intensity, influencer programs and hiring beyond core roles). The majority of burn during the scaling phase is discretionary, allowing management to trade growth for runway if acquisition efficiency or retention underperforms. Because working capital requirements are minimal and cash collection is immediate, burn is driven almost entirely by operating decisions. Runway can therefore be extended primarily through three levers: moderating marketing spend, pacing hiring and compensation step-ups and prioritizing channels with faster payback. As CAC declines and customer lifetime extends, monthly revenue increasingly covers fixed operating costs. Cash-flow neutrality is reached before full accounting profitability.

6. Funding Strategy and Capital Instrument Rationale

The modeled funding requirement (€304k) reflects the minimum capital needed to reach operational self-sufficiency under base-case assumptions, rather than an optimized fundraising target. In practice, financing would be sized with additional buffer to accommodate slower validation cycles or deliberate growth acceleration. External capital is used to (1) complete product development and early iteration, (2) validate and refine repeatable acquisition channels, and (3) demonstrate improving unit economics at scale. The objective of this phase is to proof capital efficiency and retention dynamics that support sustainable growth, rather than aggressive market capture.

For Enuimo, equity financing and non-dilutive funding (e.g. government grants) are the appropriate instruments at this stage. Cash flows are negative and volatile during the first validation and scaling phases, and unit economics are still converging toward benchmark levels, making debt-based instruments inappropriate due to repayment risk. As retention stabilizes and CAC payback shortens the business becomes structurally capable of supporting alternative financing instruments. Predictable subscription revenue, high gross-margins and improving LTV/CAC would enable selective use of venture dept or revenue-based financing in later stages to accelerate proven acquisition channels.

7. Funding Progress

As part of early market validation, initial conversations were held with investors active in digital health and preventive care. In particular, an initial meeting took place with Heal Capital (Dr. Lucas Mittelmaier - Investment Team), a Berlin-based health-tech venture capital firm. During this discussion, the concept and underlying preventive-health approach were received positively, and Heal Capital indicated interest in staying in contact as product and traction evolve (see appendix 12).

While no investment commitment has been made yet, this interaction can be interpreted as early qualitative validation from a specialized investor that the problem addressed by Enuimo and its proposed solution align with current themes in digital health and prevention.

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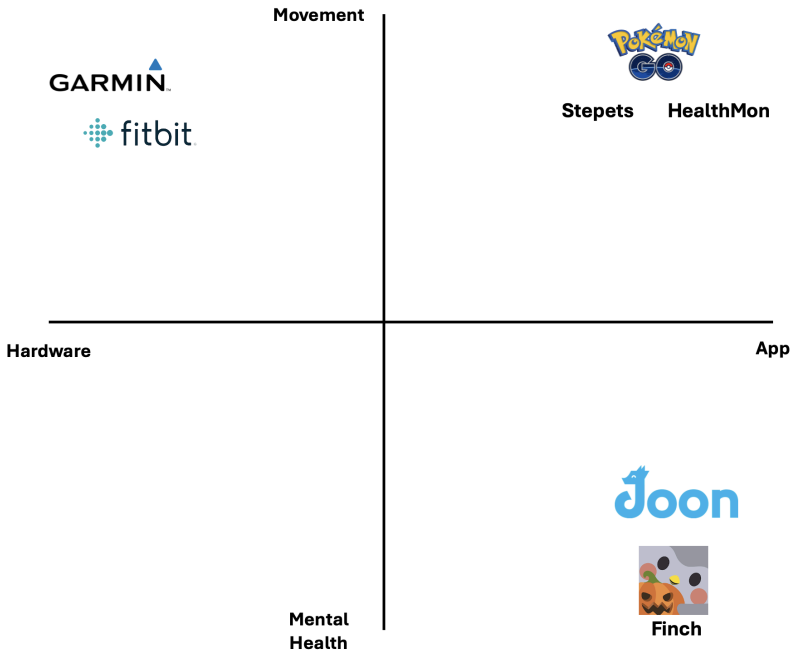
Appendices

	Categorie	Interviewpartner	Quote	Paraphrase	Generalisation	Reduction
1	Physical activity in children's everyday lives	Clara	„Meine Kinder sind auch relativ sportlich oder sind auch alle in irgendeinem Sportverein. Aber sie haben auch das Glück, dass sie schon mittags zu Hause sind und dann Sportangebote wahrnehmen können."	Meine Kinder sind recht aktiv und nehmen alle an einem Sportverein teil. Ein Vorteil für sie ist, dass sie bereits am Mittag nach Hause kommen und somit Zeit haben, Sportangebote zu nutzen.	Kinder, die früh aus der Schule kommen, haben bessere Möglichkeiten, an sportlichen Aktivitäten teilzunehmen.	Mehr Freizeit ermöglicht Kindern mehr Sport.
2	Physical activity in children's everyday lives	Clara	„Wenn sie rausgehen, dann meistens in Gruppen mit Nachbarskindern. Sie sind oft mit dem Fahrrad unterwegs oder spielen auf der Straße, aber es wird weniger als früher."	Wenn meine Kinder nach draußen gehen, dann meistens gemeinsam mit Nachbarskindern. Sie fahren häufig Fahrrad oder spielen auf der Straße, aber insgesamt passiert das seltener als in der Vergangenheit.	Kinder bewegen sich oft in Gruppen und nutzen Fahrräder oder Straßen als Spielorte, allerdings nimmt diese Aktivität im Vergleich zu früher ab.	Kinder spielen draußen, aber weniger als früher.
3	Physical activity in children's everyday lives	Clara	„Wir haben versucht, das Draußenspielen zu fördern, aber manchmal dann doch Tablets oder Fernsehen mehr."	Wir haben versucht, unsere Kinder dazu zu motivieren, mehr draußen zu spielen, aber oft bevorzugen sie dennoch Tablets oder das Fernsehen.	Trotz elterlicher Bemühungen verbringen Kinder ihre Freizeit häufig lieber mit digitalen Medien als mit Spielen im Freien.	Bildschirme sind oft attraktiver als Draußenspielen.
4	Physical activity in children's everyday lives	Eva	„Meine Kinder sind immer draußen, aber ich sehe auch, dass viele andere Kinder viel Zeit drinnen verbringen. Es ist nicht mehr so selbstverständlich, dass Kinder rausgehen."	Meine Kinder verbringen viel Zeit draußen, aber ich bemerke, dass viele andere Kinder lieber drinnen bleiben. Es ist nicht mehr selbstverständlich, dass Kinder draußen spielen.	Während einige Kinder weiterhin viel Zeit im Freien verbringen, zieht es viele andere zunehmend ins Haus. Spielen im Freien ist weniger selbstverständlich als früher.	Viele Kinder bleiben lieber drinnen als draußen zu spielen.
5	Physical activity in children's everyday lives	Eva	„Sportvereine sind wichtig, aber ich merke, dass Kinder oft nur dort aktiv sind und danach direkt wieder an ihre Handys oder Tablets gehen."	Sportvereine spielen eine wichtige Rolle, aber ich beobachte, dass Kinder sich meist nur während des Trainings bewegen und danach sofort wieder ihre Handys oder Tablets nutzen.	Kinder sind oft nur während organisierter Sportaktivitäten körperlich aktiv, verbringen ihre restliche Freizeit jedoch mit digitalen Medien.	Kinder bewegen sich meist nur im Verein, sonst nutzen sie Bildschirme.
6	Physical activity in children's everyday lives	Katharina	„Der Älteste (18) der baut Sport täglich ein, weil er weiß, wenn er es macht, dass er fokussierter ist, Das ist sein Start in den Tag, jeden Tag."	Mein ältester Sohn (18) integriert Sport bewusst in seinen Tagesablauf, weil er merkt, dass es ihm hilft, sich besser zu konzentrieren. Er beginnt jeden Tag mit Bewegung.	Manche Jugendliche nutzen regelmäßigen Sport gezielt, um ihre Konzentration und ihren Tagesablauf zu verbessern.	Sport hilft Jugendlichen, fokussierter zu sein.
7	Physical activity in children's everyday lives	Katharina	"Bewegung ist bei uns fest in den Alltag integriert. Die Kinder müssen mit dem Fahrrad zur Schule und zu Freunden, ich sehe es nicht ein, sie überall mit dem Auto hinzufahren."	In unserer Familie ist Bewegung ein fester Bestandteil des Alltags. Die Kinder fahren mit dem Fahrrad zur Schule und zu Freunden, da ich es nicht für notwendig halte, sie immer mit dem Auto zu bringen.	Eltern können Bewegung fördern, indem sie ihre Kinder ermutigen, alltägliche Wege aktiv zurückzulegen, anstatt sie mit dem Auto zu fahren.	Kinder bewegen sich mehr, wenn Eltern sie Wege selbstständig zurücklegen lassen.
8	Physical activity in children's everyday lives	Katharina	„Während Corona war das [Sport treiben] schwieriger, aber jetzt haben sie es wieder aufgenommen, weil sie wissen, dass es ihnen guttut."	Während der Corona-Pandemie war es schwieriger, Sport zu treiben, aber inzwischen sind meine Kinder wieder aktiv, da sie spüren, dass es ihnen guttut.	Nach Einschränkungen, wie während der Corona-Zeit, nehmen Kinder Sport wieder auf, wenn sie dessen positive Wirkung erkennen.	Kinder machen wieder Sport, wenn sie merken, dass es ihnen guttut.
9	Physical activity in children's everyday lives	Paula	„Wenn ich jetzt sage, so wir gehen heute in den Wald, dann ist erstmal nicht so eine hohe Begeisterung, weil die nicht so Lust haben sich zu bewegen. Aber sobald sie anfangen zu spielen, haben sie total Spaß und fragen, wann wir es wieder machen."	Wenn ich vorschlage, in den Wald zu gehen, sind die Kinder anfangs wenig begeistert, da sie keine große Lust auf Bewegung haben. Doch sobald sie spielen, haben sie viel Spaß und fragen, wann wir es wieder machen.	Kinder zeigen oft anfangs wenig Interesse an Bewegung, entwickeln aber Freude daran, sobald sie aktiv sind.	Kinder zögern zuerst, genießen Bewegung aber, wenn sie erst einmal angefangen haben.
10	Physical activity in children's everyday lives	Paula	„In der Schule sehe ich, dass viele Kinder gar nicht mehr gewohnt sind, sich viel zu bewegen. Sie empfinden einen Spaziergang als anstrengend."	Ich beobachte in der Schule, dass viele Kinder es nicht mehr gewohnt sind, sich regelmäßig zu bewegen. Selbst ein einfacher Spaziergang wird für sie als anstrengend empfunden.	Viele Kinder haben wenig Bewegungserfahrung und empfinden selbst leichte körperliche Aktivitäten als anstrengend.	Viele Kinder sind nicht mehr an Bewegung gewöhnt.
11	Physical activity in children's everyday lives	Paula	„Früher war es normal, draußen zu spielen. Heute merke ich, dass viele Kinder lieber drinnen bleiben und erst motiviert werden müssen."	Früher war es selbstverständlich, dass Kinder draußen spielten. Heute stelle ich fest, dass viele lieber drinnen bleiben und erst dazu ermutigt werden müssen, nach draußen zu gehen.	Das Spielen im Freien ist für Kinder nicht mehr selbstverständlich, sie brauchen oft Motivation von außen.	Kinder spielen weniger draußen und müssen dazu animiert werden.
12	Influence of digital media	Clara	„Die Kinder gehen raus, aber sobald sie wieder zu Hause sind, sitzen sie am Tablet oder am Handy. Das ist einfach die neue Realität."	Kinder verbringen Zeit draußen, aber sobald sie nach Hause kommen, nutzen sie sofort Tablets oder Handys. Das ist mittlerweile die normale Entwicklung.	Digitale Medien haben einen festen Platz im Alltag von Kindern und bestimmen ihre Freizeitgestaltung zu Hause.	Kinder nutzen sofort digitale Geräte, wenn sie nach Hause kommen.
13	Influence of digital media	Clara	„Ja, und was macht sie dann? Dann guckt sie sich YouTube-Videos an, wo sich irgendwelche Trottel dabei filmen, wie sie Roblox spielen."	Statt andere Aktivitäten zu unternehmen, schaut sie sich YouTube-Videos an, in denen Personen beim Spielen von Roblox zu sehen sind.	Viele Kinder verbringen ihre Zeit damit, anderen beim Videospielen auf Plattformen wie YouTube zuzusehen (weil ihnen das spielen verboten wurde).	Kinder schauen oft Gaming-Videos statt selbst zu spielen (weil das Spielen ihnen Verboten wurde).
14	Influence of digital media	Eva	„WhatsApp-Gruppen sind praktisch, aber sie ersetzen teilweise das physische Treffen. Kinder verabreden sich weniger spontan draußen."	WhatsApp-Gruppen sind zwar nützlich, aber sie führen dazu, dass Kinder sich seltener spontan draußen treffen.	Digitale Kommunikation ersetzt zunehmend persönliche Treffen und beeinflusst das soziale Verhalten von Kindern.	Kinder treffen sich seltener spontan, weil sie online kommunizieren.
15	Influence of digital media	Eva	„Gaming ist eine riesige Konkurrenz zu Bewegung. Ich sehe das bei vielen Jungen im Umfeld meiner Kinder."	Videospiele stellen eine große Konkurrenz zur körperlichen Aktivität dar. Ich beobachte das besonders bei vielen Jungen im Umfeld meiner Kinder.	Gaming verringert die Bereitschaft vieler Kinder, sich körperlich zu betätigen, insbesondere bei Jungen.	Gaming hält viele Jungen von Bewegung ab.
16	Influence of digital media	Eva	„Es gibt einige Kinder, die durch TikTok und YouTube den ganzen Nachmittag an Bildschirme gefesselt sind."	Manche Kinder verbringen ihren gesamten Nachmittag vor Bildschirmen, weil sie TikTok und YouTube nutzen.	Soziale Medien und Videoplattformen binden die Aufmerksamkeit vieler Kinder über lange Zeiträume.	TikTok und YouTube fesseln Kinder stundenlang an Bildschirme.
17	Influence of digital media	Katharina	„Ich merke, dass Kinder, die viel Bildschirmzeit haben, sich weniger bewegen. Sie verlieren teilweise das Interesse an körperlicher Aktivität."	Ich beobachte, dass Kinder mit hoher Bildschirmzeit weniger aktiv sind und oft das Interesse an Bewegung verlieren.	Ein hoher Medienkonsum führt dazu, dass Kinder sich weniger bewegen und körperliche Aktivität an Bedeutung verliert.	Viel Bildschirmzeit senkt das Interesse an Bewegung.
18	Influence of digital media	Paula	"Medienkonsum beginnt immer früher. Selbst Grundschulkinder haben schon eigene Smartphones und Smartwatches."	Kinder nutzen digitale Medien immer früher. Bereits in der Grundschule besitzen viele ein eigenes Smartphone oder eine Smartwatch.	Der Zugang zu digitalen Geräten beginnt immer früher, und selbst junge Kinder verfügen bereits über eigene Smartphones oder Smartwatches.	Schon Grundschulkinder besitzen digitale Geräte.
19	Role of parents	Eva	„Da ist wirklich das Elternhaus, dass sie neben ihrer Arbeit und dem Ganzen, was du halt sonst eben nebenbei machst, dann eben vielleicht auch nicht mehr die Energie haben, sage ich jetzt mal, ihre Kinder noch da hinzufahren und hier noch irgendwie zu fördern. Vielmehr auch mit Medien und Handys und Alltags- und so weiter auch ruhig gestellt werden, dass die Eltern dann eben nach ihrer Arbeit auch ihre Ruhe haben."	Eltern haben neben Arbeit und anderen Verpflichtungen oft nicht mehr die Energie, ihre Kinder zu Sport oder anderen Aktivitäten zu bringen. Stattdessen werden Kinder häufig mit digitalen Medien ruhiggestellt, damit die Eltern nach der Arbeit entspannen können.	Viele Eltern sind nach einem langen Arbeitstag erschöpft und nutzen digitale Medien, um ihre Kinder zu beschäftigen, anstatt sie aktiv zu fördern.	Eltern nutzen Medien, um ihre Kinder nach der Arbeit ruhigzustellen.
20	Role of parents	Katharina	"Ich hatte neulich mit einer wirklich sehr tollen Mutter, fand ich, mich unterhalten, und die, der Mann von einer großen Versicherung, also wenn du denkst, die werden schon auch alle irgendwie mal nachgedacht haben, aber sie sagt, nee, das ist mir einfach zu anstrengend, ich kämpfe da jetzt nicht mehr. Und dann benehmen sich die Kinder ja auch schlechter, weil sie merken, da kann sie gegen die Mutter gewinnen. Also das ist ja alles so ein Scheißkreis, der nicht gut endet irgendwie am Ende des Tages."	Ich habe mit einer Mutter gesprochen, deren Mann in einer großen Versicherung arbeitet. Obwohl man denken könnte, dass sie sich intensiv mit Erziehungsthemen auseinandersetzt, meinte sie, dass ihr der Kampf gegen ihre Kinder in Bezug auf Regeln zu anstrengend ist. Dadurch merken die Kinder, dass sie sich durchsetzen können, was zu einem negativen Kreislauf führt.	Manche Eltern geben in Erziehungsfragen nach, weil es ihnen zu anstrengend ist, konsequent zu bleiben. Dadurch entwickeln Kinder Verhaltensweisen, bei denen sie Grenzen austesten und sich gegen ihre Eltern durchsetzen.	Eltern geben manchmal auf Grund von Anstrengung nach, was zu einem negativen Kreislauf führt.
21	Role of parents	Katharina	„Aber natürlich ist die Aufgabe der Mutter am Anfang häufig noch zu motivieren, wir probieren mal das aus, mal das aus. Der mittlere hat auch ewig nicht seinen Sport gefunden. Jetzt liebt er es spazieren zu gehen - er findet Graffiti interessant und läuft durch die Gegend um sich die Werke anzuschauen"	Anfangs ist es oft die Aufgabe der Mutter, das Kind zu motivieren und verschiedene Sportarten auszuprobieren. Mein mittleres Kind hat lange gebraucht, um eine passende Aktivität zu finden. Jetzt geht es gerne spazieren, weil es sich für Graffiti interessiert und dabei die Kunstwerke erkundet.	Eltern spielen eine wichtige Rolle dabei, ihre Kinder für Bewegung zu begeistern. Manche Kinder brauchen länger, um eine Aktivität zu finden, die ihnen wirklich Spaß macht.	Eltern helfen Kindern, ihre passende Bewegung zu entdecken.
22	Role of parents	Paula	"Und das sind sozusagen 90% der Kinder und es sind über 300 Kinder an der Schule, die nachmittags bleiben, weil beide Eltern in Vollzeit arbeiten. Und da ist es einfach auch weniger Bewegung. Wahrscheinlich auch dann weniger Möglichkeit, noch in Vereine zu gehen."	Etwa 90 % der über 300 Kinder an der Schule bleiben nachmittags dort, weil ihre Eltern Vollzeit arbeiten. Dadurch haben sie insgesamt weniger Bewegung und wahrscheinlich auch weniger Möglichkeiten, einem Sportverein beizutreten.	Ganztagsschulen führen dazu, dass Kinder weniger Bewegung haben und es schwieriger wird, an außerschulischen Sportaktivitäten teilzunehmen.	Ganztagsschule reduziert Bewegung und Vereinsbesuche.
23	School & Education System	Eva	"Ich habe das von einem Lehrer, fünfte Klasse hat der unterrichtet und der hat berichtet, dass 50 Prozent seiner Klasse, also Sportlehrer war das, nicht mehr richtig rückwärts laufen konnten. Das hat mich schockiert, das fand ich echt irre."	Ein Sportlehrer, der eine fünfte Klasse unterrichtet, erzählte mir, dass die Hälfte seiner Schüler nicht mehr richtig rückwärts laufen konnte. Das hat mich sehr schockiert.	Die motorischen Fähigkeiten von Kindern nehmen ab, sodass grundlegende Bewegungen wie rückwärts laufen für viele nicht mehr selbstverständlich sind.	Viele Kinder haben eingeschränkte motorische Fähigkeiten.
24	School & Education System	Eva	„Mittlerweile sind die Kinder fast bis halb vier in der Schule. Die kriegen dann natürlich auch zum Beispiel ein AG-Angebot oder Ähnliches. Aber du musst dich natürlich irgendwo auf eine gewisse Art und Weise schon selber interessieren, beziehungsweise das Elternhaus muss dich interessieren."	Heutzutage sind Kinder oft bis fast halb vier in der Schule. Sie haben zwar die Möglichkeit, an AGs oder ähnlichen Aktivitäten teilzunehmen, aber dafür müssen sie selbst Interesse zeigen oder von ihren Eltern dazu ermutigt werden.	Lange Schultage bieten zwar Freizeitangebote, doch die Teilnahme hängt stark vom Eigeninteresse der Kinder und der Unterstützung durch die Eltern ab.	Freizeitangebote in Schulen erfordern Eigeninitiative oder elterliche Unterstützung.
25	School & Education System	Paula	"Und das sind sozusagen 90% der Kinder und es sind über 300 Kinder an der Schule, die nachmittags bleiben, weil beide Eltern in Vollzeit arbeiten. Und da ist es einfach auch weniger Bewegung. Wahrscheinlich auch dann weniger Möglichkeit, noch in Vereine zu gehen. Und da sind dann Projekte an den Schulen, aber wenige sind auf Bewegung aus. Also eher so Basteln und so."	An einer Schule bleiben etwa 90 % der über 300 Schüler nachmittags dort, da ihre Eltern Vollzeit arbeiten. Dies führt zu weniger Bewegung, da die Kinder weniger Zeit für Sportvereine haben. Die angebotenen Nachmittagsprojekte konzentrieren sich eher auf kreative Aktivitäten wie Basteln und beinhalten selten Bewegung.	Viele Kinder, deren Eltern Vollzeit arbeiten, verbringen ihre Nachmittage in der Schule. Dadurch haben sie weniger Möglichkeiten für körperliche Aktivität, da die meisten schulischen Nachmittagsangebote nicht bewegungsorientiert sind.	Nachmittagsbetreuung für Kinder bietet oft wenig Bewegung, da kreative Aktivitäten überwiegen.

Appendix 1 - Table 1: Table summarizing the results of the qualitative content analysis based on Mayring's methodological framework. The table outlines key categories, subcategories, representative examples, and derived insights from the evaluation process.



Appendix 2 - Figure 1: The Competitor Landscape matrix systematically compares the key players across all identified segments.

Input Fields:		Monthly Subscript	5,99 €	Annual Subscriptio	58,94 €	Family Subscriptio	99,00 €	Lifetime Purchase:	120,00 €

Revenue Model - Hybrid Subscription + Lifetime

Month	Total Active Users	Subscription (80%)			Lifetime (20%)	Subscription Revenue			Lifetime Revenue	Total Revenue
		Monthly	Annual	Family		Monthly	Annual	Family		
1	210	101	59	8	42	603 €	288 €	69 €	5.030 €	5.990 €
2	407	195	114	16	39	1.169 €	559 €	134 €	4.730 €	6.593 €
3	592	284	166	24	37	1.702 €	814 €	195 €	4.449 €	7.161 €
4	766	368	215	31	35	2.204 €	1.054 €	253 €	4.184 €	7.695 €
5	930	447	261	37	33	2.675 €	1.280 €	307 €	3.936 €	8.198 €
6	1.085	521	304	43	31	3.119 €	1.492 €	358 €	3.703 €	8.672 €
7	1.230	590	344	49	29	3.536 €	1.692 €	406 €	3.485 €	9.119 €
8	1.367	656	383	55	27	3.929 €	1.880 €	451 €	3.281 €	9.540 €
9	1.495	718	419	60	26	4.299 €	2.057 €	493 €	3.089 €	9.938 €
10	1.617	776	453	65	24	4.648 €	2.223 €	533 €	2.909 €	10.314 €
11	1.731	831	485	69	23	4.976 €	2.380 €	571 €	2.742 €	10.670 €
12	1.838	882	515	74	22	5.286 €	2.528 €	607 €	2.585 €	11.006 €
Year 1 Total						**38.147 €**	**18.247 €**	**4.378 €**	**44.124 €**	**104.895 €**
13	2.657	1.275	744	106	164	7.639 €	3.654 €	877 €	19.638 €	31.807 €
14	3.435	1.649	962	137	156	9.875 €	4.724 €	1.133 €	18.668 €	34.400 €
15	4.174	2.004	1.169	167	148	12.001 €	5.741 €	1.377 €	17.748 €	36.867 €
16	4.877	2.341	1.366	195	141	14.023 €	6.708 €	1.609 €	16.875 €	39.216 €
17	5.546	2.662	1.553	222	134	15.945 €	7.627 €	1.830 €	16.048 €	41.451 €
18	6.182	2.967	1.731	247	127	17.774 €	8.502 €	2.040 €	15.264 €	43.580 €
19	6.787	3.258	1.900	271	121	19.514 €	9.334 €	2.240 €	14.520 €	45.607 €
20	7.363	3.534	2.062	295	115	21.169 €	10.126 €	2.430 €	13.816 €	47.540 €
21	7.910	3.797	2.215	316	110	22.744 €	10.879 €	2.610 €	13.149 €	49.382 €
22	8.432	4.047	2.361	337	104	24.244 €	11.597 €	2.783 €	12.518 €	51.140 €
23	8.929	4.286	2.500	357	99	25.672 €	12.280 €	2.946 €	11.921 €	52.819 €
24	9.402	4.513	2.633	376	95	27.032 €	12.930 €	3.103 €	11.357 €	54.422 €
Year 2 Total						**217.631 €**	**104.100 €**	**24.979 €**	**181.520 €**	**528.230 €**
25	11.259	5.404	3.153	450	371	32.372 €	15.485 €	3.715 €	44.571 €	96.143 €
26	13.044	6.261	3.652	522	357	37.503 €	17.939 €	4.304 €	42.830 €	102.576 €
27	14.759	7.084	4.132	590	343	42.434 €	20.298 €	4.870 €	41.161 €	108.763 €
28	16.407	7.875	4.594	656	330	47.174 €	22.565 €	5.414 €	39.563 €	114.716 €
29	17.992	8.636	5.038	720	317	51.730 €	24.744 €	5.937 €	38.033 €	120.444 €
30	19.515	9.367	5.464	781	305	56.111 €	26.840 €	6.440 €	36.568 €	125.959 €
31	20.981	10.071	5.875	839	293	60.324 €	28.855 €	6.924 €	35.166 €	131.268 €
32	22.390	10.747	6.269	896	282	64.376 €	30.793 €	7.389 €	33.825 €	136.383 €
33	23.746	11.398	6.649	950	271	68.275 €	32.658 €	7.836 €	32.543 €	141.312 €
34	25.051	12.024	7.014	1.002	261	72.027 €	34.453 €	8.267 €	31.318 €	146.065 €
35	26.307	12.627	7.366	1.052	251	75.638 €	36.180 €	8.681 €	30.149 €	150.649 €
36	27.517	13.208	7.705	1.101	242	79.116 €	37.844 €	9.081 €	29.032 €	155.073 €
Year 3 Total						**687.079 €**	**328.653 €**	**78.859 €**	**434.760 €**	**1.529.351 €**

Appendix 3 - Table 2: Revenue Model

User Acquisition Funnel - 36 Month Build

Month:	Organic Visitors (SEO)	New Users (SEO)	Paid Ads Clicks	New Paid Users (Paid Ads)	Influencer Partnership Reach	New Paid Users (Influencer)	Community Partner Reach	New Paid Users (Partnerships)	Insurance PartnersReach	New Paid Users (Insurance	Total New Users (Marketing)	New Paid Users (Referral)	Churned Users	Net New Paid Users	Total Paid Users (Cum.)
1	100	1	125	2	300.000	180	200	12	-	-	**194**	16	*0*	210	***210***
2	115	1	125	2	300.000	180	200	12	-	-	**194**	16	*13*	197	***407***
3	132	1	125	2	300.000	180	200	12	-	-	**194**	16	*24*	185	***592***
4	152	1	125	2	300.000	180	200	12	-	-	**194**	16	*36*	174	***766***
5	175	1	125	2	300.000	180	200	12	-	-	**194**	16	*46*	164	***930***
6	201	1	125	2	300.000	180	200	12	-	-	**195**	16	*56*	154	***1085***
7	231	1	125	2	300.000	180	200	12	-	-	**195**	16	*65*	145	***1230***
8	266	1	125	2	300.000	180	200	12	-	-	**195**	16	*74*	137	***1367***
9	306	2	125	2	300.000	180	200	12	-	-	**195**	16	*82*	129	***1495***
10	352	2	125	2	300.000	180	200	12	-	-	**195**	16	*90*	121	***1617***
11	405	2	125	2	300.000	180	200	12	-	-	**196**	16	*97*	114	***1731***
12	465	2	125	2	300.000	180	200	12	-	-	**196**	16	*104*	108	***1838***
Year 1 Total											**2337**	**187**	**686**	**1838**	**1.838**
13	500	5	133	2	800.000	720	400	35	200	40	**802**	108	92	818	***2657***
14	550	5	133	2	800.000	720	400	35	200	40	**802**	108	133	778	***3435***
15	605	5	133	2	800.000	720	400	35	200	40	**803**	108	172	740	***4174***
16	666	6	133	2	800.000	720	400	35	200	40	**803**	108	209	703	***4877***
17	732	7	133	2	800.000	720	400	35	200	40	**804**	109	244	669	***5546***
18	805	7	133	2	800.000	720	400	35	200	40	**805**	109	277	636	***6182***
19	886	8	133	2	800.000	720	400	35	200	40	**805**	109	309	605	***6787***
20	974	9	133	2	800.000	720	400	35	200	40	**806**	109	339	576	***7363***
21	1072	10	133	2	800.000	720	400	35	200	40	**807**	109	368	548	***7910***
22	1179	11	133	2	800.000	720	400	35	200	40	**808**	109	396	522	***8432***
23	1297	12	133	2	800.000	720	400	35	200	40	**809**	109	422	497	***8929***
24	1427	13	133	2	800.000	720	400	35	200	40	**810**	109	446	473	***9402***
Year 1 Total											**9.665**	**1.305**	**3406**	**7.563**	**9.402**
25	1500	18	143	4	1.500.000	1.688	600	72	400	80	**1.861**	372	376	1.857	***11.259***
26	1620	19	143	4	1.500.000	1.688	600	72	400	80	**1.862**	372	450	1.785	***13.044***
27	1750	21	143	4	1.500.000	1.688	600	72	400	80	**1.864**	373	522	1.715	***14.759***
28	1890	23	143	4	1.500.000	1.688	600	72	400	80	**1.866**	373	590	1.648	***16.407***
29	2041	24	143	4	1.500.000	1.688	600	72	400	80	**1.867**	373	656	1.585	***17.992***
30	2204	26	143	4	1.500.000	1.688	600	72	400	80	**1.869**	374	720	1.524	***19.515***
31	2380	29	143	4	1.500.000	1.688	600	72	400	80	**1.872**	374	781	1.465	***20.981***
32	2571	31	143	4	1.500.000	1.688	600	72	400	80	**1.874**	375	839	1.409	***22.390***
33	2776	33	143	4	1.500.000	1.688	600	72	400	80	**1.876**	375	896	1.356	***23.746***
34	2999	36	143	4	1.500.000	1.688	600	72	400	80	**1.879**	376	950	1.305	***25.051***
35	3238	39	143	4	1.500.000	1.688	600	72	400	80	**1.882**	376	1002	1.256	***26.307***
36	3497	42	143	4	1.500.000	1.688	600	72	400	80	**1.885**	377	1052	1.210	***27.517***
Year 1 Total											**22.458**	**4.492**	**8834**	**18.115**	**27.517**

Appendix 4 - Table 3: User Acquisition Funnel

Category/Month	1	2	3	4	5	6	7	8	9	10	11	12	Year 1 Total	13	14	15
Fixed Costs																
Development Costs:																
MVP Programming	13.500 €												13.500 €			
Design & UX (Freelancer)	9.000 €												9.000 €			
GDPR Compliance	15.000 €												15.000 €			
Company Formation	2.500 €												2.500 €			
Development Subtotal:	**40.000 €**	**- €**	**- €**	**- €**	**- €**	**- €**	**- €**	**- €**	**- €**	**- €**	**- €**	**- €**	**40.000 €**	**- €**	**- €**	**- €**
HR Costs:																
Founders (4 FTE)	- €	- €	- €	- €	- €	- €	- €	- €	- €	- €	- €	- €	- €	12.000 €	12.000 €	12.000 €
Developer (1 FTE)	5.000 €	5.000 €	5.000 €	5.000 €	5.000 €	5.000 €	5.000 €	5.000 €	5.000 €	5.000 €	5.000 €	5.000 €	60.000 €	5.000 €	5.000 €	5.000 €
Intern (1 FTE)	- €	- €	- €	- €	- €	- €	- €	- €	- €	- €	- €	- €	- €	2.669 €	2.669 €	2.669 €
HR Subtotal:	**5.000 €**	**5.000 €**	**5.000 €**	**5.000 €**	**5.000 €**	**5.000 €**	**5.000 €**	**5.000 €**	**5.000 €**	**5.000 €**	**5.000 €**	**5.000 €**	**60.000 €**	**19.669 €**	**19.669 €**	**19.669 €**
Administrative:																
Software & Licenses	150 €	150 €	150 €	150 €	150 €	150 €	150 €	150 €	150 €	150 €	150 €	150 €	1.800 €	200 €	200 €	200 €
Office & Coworking	950 €	950 €	950 €	950 €	950 €	950 €	950 €	950 €	950 €	950 €	950 €	950 €	11.400 €	1.140 €	1.140 €	1.140 €
Legal & Accounting	300 €	300 €	300 €	300 €	300 €	300 €	300 €	300 €	300 €	300 €	300 €	300 €	3.600 €	500 €	500 €	500 €
Insurance & Compliance	300 €	300 €	300 €	300 €	300 €	300 €	300 €	300 €	300 €	300 €	300 €	300 €	3.600 €	600 €	600 €	600 €
Administrative Subtotal:	**1.700 €**	**1.700 €**	**1.700 €**	**1.700 €**	**1.700 €**	**1.700 €**	**1.700 €**	**1.700 €**	**1.700 €**	**1.700 €**	**1.700 €**	**1.700 €**	**20.400 €**	**2.440 €**	**2.440 €**	**2.440 €**
Marketing & Sales:																
Content Marketing & SEO	300 €	300 €	300 €	300 €	300 €	300 €	300 €	300 €	300 €	300 €	300 €	300 €	3.600 €	500 €	500 €	500 €
Influencer Partnerships	7.500 €	7.500 €	7.500 €	7.500 €	7.500 €	7.500 €	7.500 €	7.500 €	7.500 €	7.500 €	7.500 €	7.500 €	90.000 €	20.000 €	20.000 €	20.000 €
Community Partnerships	- €	- €	- €	- €	- €	- €	- €	- €	- €	- €	- €	- €	- €	500 €	500 €	500 €
Paid Social	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €	12.000 €	1.000 €	1.000 €	1.000 €
Marketing Subtotal:	**8.800 €**	**8.800 €**	**8.800 €**	**8.800 €**	**8.800 €**	**8.800 €**	**8.800 €**	**8.800 €**	**8.800 €**	**8.800 €**	**8.800 €**	**8.800 €**	**105.600 €**	**22.000 €**	**22.000 €**	**22.000 €**
Total Fixed Costs:	**55.500 €**	**15.500 €**	**15.500 €**	**15.500 €**	**15.500 €**	**15.500 €**	**15.500 €**	**15.500 €**	**15.500 €**	**15.500 €**	**15.500 €**	**15.500 €**	**226.000 €**	**44.109 €**	**44.109 €**	**44.109 €**
Variable Costs																
Operations:																
Hosting Costs	3,14 €	6,10 €	8,88 €	11,50 €	13,96 €	16,27 €	18,45 €	20,50 €	22,43 €	24,25 €	25,96 €	27,58 €	199 €	39,85 €	51,52 €	62,61 €
Customer Support	52 €	102 €	148 €	192 €	233 €	271 €	307 €	342 €	374 €	404 €	433 €	460 €	3.317 €	664 €	859 €	1.044 €
AppStore Fee	1.498 €	1.648 €	1.790 €	1.924 €	2.049 €	2.168 €	2.280 €	2.385 €	2.485 €	2.579 €	2.667 €	2.752 €	26.224 €	7.952 €	8.600 €	9.217 €
Operations Subtotal:	**1.553 €**	**1.756 €**	**1.947 €**	**2.127 €**	**2.296 €**	**2.455 €**	**2.606 €**	**2.747 €**	**2.881 €**	**3.007 €**	**3.126 €**	**3.239 €**	**29.740 €**	**8.656 €**	**9.510 €**	**10.323 €**
Total Operating Costs	**57.053 €**	**17.256 €**	**17.447 €**	**17.627 €**	**17.796 €**	**17.955 €**	**18.106 €**	**18.247 €**	**18.381 €**	**18.507 €**	**18.626 €**	**18.739 €**	**255.740 €**	**52.765 €**	**53.619 €**	**54.432 €**

Category/Month	16	17	18	19	20	21	22	23	24	Year 2 Total	25	26	27	28	29	30	31	32
Fixed Costs																		
Development Costs:																		
MVP Programming										- €								
Design & UX (Freelancer)										- €								
GDPR Compliance										- €								
Company Formation										- €								
Development Subtotal:	**- €**	**- €**	**- €**	**- €**	**- €**	**- €**	**- €**	**- €**	**- €**	**- €**	**- €**	**- €**	**- €**	**- €**	**- €**	**- €**	**- €**	**- €**
HR Costs:																		
Founders (4 FTE)	12.000 €	12.000 €	12.000 €	12.000 €	12.000 €	12.000 €	12.000 €	12.000 €	12.000 €	144.000 €	18.000 €	18.000 €	18.000 €	18.000 €	18.000 €	18.000 €	18.000 €	18.000 €
Developer (1 FTE)	5.000 €	5.000 €	5.000 €	5.000 €	5.000 €	5.000 €	5.000 €	5.000 €	5.000 €	60.000 €	6.000 €	6.000 €	6.000 €	6.000 €	6.000 €	6.000 €	6.000 €	6.000 €
Intern (1 FTE)	2.669 €	2.669 €	2.669 €	2.669 €	2.669 €	2.669 €	2.669 €	2.669 €	2.669 €	32.026 €	2.669 €	2.669 €	2.669 €	2.669 €	2.669 €	2.669 €	2.669 €	2.669 €
HR Subtotal:	**19.669 €**	**19.669 €**	**19.669 €**	**19.669 €**	**19.669 €**	**19.669 €**	**19.669 €**	**19.669 €**	**19.669 €**	**236.026 €**	**26.669 €**	**26.669 €**	**26.669 €**	**26.669 €**	**26.669 €**	**26.669 €**	**26.669 €**	**26.669 €**
Administrative:																		
Software & Licenses	200 €	200 €	200 €	200 €	200 €	200 €	200 €	200 €	200 €	2.400 €	250 €	250 €	250 €	250 €	250 €	250 €	250 €	250 €
Office & Coworking	1.140 €	1.140 €	1.140 €	1.140 €	1.140 €	1.140 €	1.140 €	1.140 €	1.140 €	13.680 €	1.140 €	1.140 €	1.140 €	1.140 €	1.140 €	1.140 €	1.140 €	1.140 €
Legal & Accounting	500 €	500 €	500 €	500 €	500 €	500 €	500 €	500 €	500 €	6.000 €	700 €	700 €	700 €	700 €	700 €	700 €	700 €	700 €
Insurance & Compliance	600 €	600 €	600 €	600 €	600 €	600 €	600 €	600 €	600 €	7.200 €	900 €	900 €	900 €	900 €	900 €	900 €	900 €	900 €
Administrative Subtotal:	**2.440 €**	**2.440 €**	**2.440 €**	**2.440 €**	**2.440 €**	**2.440 €**	**2.440 €**	**2.440 €**	**2.440 €**	**29.280 €**	**2.990 €**	**2.990 €**	**2.990 €**	**2.990 €**	**2.990 €**	**2.990 €**	**2.990 €**	**2.990 €**
Marketing & Sales:																		
Content Marketing & SEO	500 €	500 €	500 €	500 €	500 €	500 €	500 €	500 €	500 €	6.000 €	1.500 €	1.500 €	1.500 €	1.500 €	1.500 €	1.500 €	1.500 €	1.500 €
Influencer Partnerships	20.000 €	20.000 €	20.000 €	20.000 €	20.000 €	20.000 €	20.000 €	20.000 €	20.000 €	240.000 €	37.500 €	37.500 €	37.500 €	37.500 €	37.500 €	37.500 €	37.500 €	37.500 €
Community Partnerships	500 €	500 €	500 €	500 €	500 €	500 €	500 €	500 €	500 €	6.000 €	750 €	750 €	750 €	750 €	750 €	750 €	750 €	750 €
Paid Social	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €	12.000 €	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €
Marketing Subtotal:	**22.000 €**	**22.000 €**	**22.000 €**	**22.000 €**	**22.000 €**	**22.000 €**	**22.000 €**	**22.000 €**	**22.000 €**	**264.000 €**	**40.750 €**	**40.750 €**	**40.750 €**	**40.750 €**	**40.750 €**	**40.750 €**	**40.750 €**	**40.750 €**
Total Fixed Costs:	**44.109 €**	**44.109 €**	**44.109 €**	**44.109 €**	**44.109 €**	**44.109 €**	**44.109 €**	**44.109 €**	**44.109 €**	**529.306 €**	**70.409 €**	**70.409 €**	**70.409 €**	**70.409 €**	**70.409 €**	**70.409 €**	**70.409 €**	**70.409 €**
Variable Costs																		
Operations:																		
Hosting Costs	73,16 €	83,19 €	92,73 €	101,80 €	110,44 €	118,66 €	126,48 €	133,93 €	141,03 €	1.135 €	169 €	196 €	221 €	246 €	270 €	293 €	315 €	336 €
Customer Support	1.219 €	1.386 €	1.545 €	1.697 €	1.841 €	1.978 €	2.108 €	2.232 €	2.350 €	18.923 €	2.815 €	3.261 €	3.690 €	4.102 €	4.498 €	4.879 €	5.245 €	5.598 €
AppStore Fee	9.804 €	10.363 €	10.895 €	11.402 €	11.885 €	12.346 €	12.785 €	13.205 €	13.605 €	132.058 €	24.036 €	25.644 €	27.191 €	28.679 €	30.111 €	31.490 €	32.817 €	34.096 €
Operations Subtotal:	**11.096 €**	**11.832 €**	**12.533 €**	**13.200 €**	**13.836 €**	**14.442 €**	**15.020 €**	**15.571 €**	**16.097 €**	**152.116 €**	**27.019 €**	**29.100 €**	**31.102 €**	**33.027 €**	**34.879 €**	**36.661 €**	**38.377 €**	**40.029 €**
Total Operating Costs	**55.205 €**	**55.941 €**	**56.642 €**	**57.309 €**	**57.945 €**	**58.551 €**	**59.128 €**	**59.680 €**	**60.206 €**	**681.422 €**	**97.428 €**	**99.509 €**	**101.511 €**	**103.436**	**105.288**	**107.070**	**108.786**	**110.438**

Category/Month	33	34	35	36	Year 3 Total
Fixed Costs					
Development Costs:					
MVP Programming					- €
Design & UX (Freelancer)					- €
GDPR Compliance					- €
Company Formation					- €
Development Subtotal:	**- €**	**- €**	**- €**	**- €**	**- €**
HR Costs:					
Founders (4 FTE)	18.000 €	18.000 €	18.000 €	18.000 €	216.000 €
Developer (1 FTE)	6.000 €	6.000 €	6.000 €	6.000 €	72.000 €
Intern (1 FTE)	2.669 €	2.669 €	2.669 €	2.669 €	32.026 €
HR Subtotal:	**26.669 €**	**26.669 €**	**26.669 €**	**26.669 €**	**320.026 €**
Administrative:					
Software & Licenses	250 €	250 €	250 €	250 €	3.000 €
Office & Coworking	1.140 €	1.140 €	1.140 €	1.140 €	13.680 €
Legal & Accounting	700 €	700 €	700 €	700 €	8.400 €
Insurance & Compliance	900 €	900 €	900 €	900 €	10.800 €
Administrative Subtotal:	**2.990 €**	**2.990 €**	**2.990 €**	**2.990 €**	**35.880 €**
Marketing & Sales:					
Content Marketing & SEO	1.500 €	1.500 €	1.500 €	1.500 €	18.000 €
Influencer Partnerships	37.500 €	37.500 €	37.500 €	37.500 €	450.000 €
Community Partnerships	750 €	750 €	750 €	750 €	9.000 €
Paid Social	1.000 €	1.000 €	1.000 €	1.000 €	12.000 €
Marketing Subtotal:	**40.750 €**	**40.750 €**	**40.750 €**	**40.750 €**	**489.000 €**
Total Fixed Costs:	**70.409 €**	**70.409 €**	**70.409 €**	**70.409 €**	**844.906 €**
Variable Costs					
Operations:					
Hosting Costs	356 €	376 €	395 €	413 €	3.585 €
Customer Support	5.937 €	6.263 €	6.577 €	6.879 €	59.742 €
AppStore Fee	35.328 €	36.516 €	37.662 €	38.768 €	382.338 €
Operations Subtotal:	**41.621 €**	**43.155 €**	**44.634 €**	**46.060 €**	**445.664 €**
Total Operating Costs	**112.030**	**113.563**	**115.042**	**116.469**	**1.290.570 €**

Appendix 5 - Table 4: Cost Model

Unit Economics & Key SaaS Metrics

Metric	Formula	Year 1	Year 2	Year 3
Customer Acquisition:				
Blended CAC		96,69 €	54,77 €	37,62 €
Customer Lifetime Value:				
Weighted ARPU (monthly)	*Net after AppStore fees*	4,29		
Lifetime (Months)		16,67	20,00	25,00
Lifetime (Years)		1,39	1,67	2,08
Blended LTV	*Weighted average*	71,57	85,88	107,36
LTV:CAC Ratio	*LTV / CAC*	0,74	1,57	2,85
Key Performance Indicators:				
Paying Users (End)	*Active Subscriptions*	1.838	9.402	27.517

Appendix 6 - Table 5: Unit Economics & Key Saas Metrics

	Year 1	Year 2	Year 3	3-Year Total
Revenue				
Subscription Revenue	60.772 €	346.710 €	1.094.590 €	**1.502.072 €**
Lifetime Purchase Revenue	44.124 €	181.520 €	434.760 €	**660.405 €**
Total Gross Revenue	**104.895 €**	**528.230 €**	**1.529.351 €**	**2.162.476 €**
Net Revenue	**84.965 €**	**427.866 €**	**1.238.774 €**	**1.751.605,86 €**
Year over Year Growth		*80%*	*65%*	
Operating Expenses				
Development Costs	40.000 €	- €	- €	40.000 €
HR Costs	60.000 €	236.026 €	320.026 €	616.051 €
Administrative Costs	20.400 €	29.280 €	35.880 €	85.560 €
Marketing Costs	105.600 €	264.000 €	489.000 €	858.600 €
Variable Costs	29.740 €	152.116 €	445.664 €	627.520 €
Total Expenses	**255.740 €**	**681.422 €**	**1.290.570 €**	**2.227.731 €**
EBITDA	**- 170.774 €**	**- 253.555 €**	**- 51.795 €**	
EBITDA Margin %	-162,80%	-48,00%	-3,39%	

Appendix 7 - Table 6: Profit & Loss Statement

Month	Revenue	Operating Costs	Monthly Burn	Cash Balance	Runway
1	5.990 €	57.053 €	- 51.063 €	- 51.063 €	0
2	6.593 €	17.256 €	- 10.663 €	- 61.726 €	0
3	7.161 €	17.447 €	- 10.287 €	- 72.012 €	0
4	7.695 €	17.627 €	- 9.932 €	- 81.944 €	0
5	8.198 €	17.796 €	- 9.598 €	- 91.543 €	0
6	8.672 €	17.955 €	- 9.283 €	- 100.826 €	0
7	9.119 €	18.106 €	- 8.987 €	- 109.813 €	0
8	9.540 €	18.247 €	- 8.707 €	- 118.520 €	0
9	9.938 €	18.381 €	- 8.443 €	- 126.963 €	0
10	10.314 €	18.507 €	- 8.193 €	- 135.155 €	0
11	10.670 €	18.626 €	- 7.956 €	- 143.112 €	0
12	11.006 €	18.739 €	- 7.732 €	- 150.844 €	0
Year 1 Total	**104.895 €**	**255.740 €**			
13	31.807 €	52.765 €	- *20.958 €*	- *171.802 €*	0
14	34.400 €	53.619 €	- *19.219 €*	- *191.021 €*	0
15	36.867 €	54.432 €	- *17.564 €*	- *208.586 €*	0
16	39.216 €	55.205 €	- *15.990 €*	- *224.575 €*	0
17	41.451 €	55.941 €	- *14.490 €*	- *239.065 €*	0
18	43.580 €	56.642 €	- *13.062 €*	- *252.128 €*	0
19	45.607 €	57.309 €	- *11.702 €*	- *263.830 €*	0
20	47.540 €	57.945 €	- *10.405 €*	- *274.235 €*	0
21	49.382 €	58.551 €	- *9.168 €*	- *283.403 €*	0
22	51.140 €	59.128 €	- *7.988 €*	- *291.391 €*	0
23	52.819 €	59.680 €	- *6.861 €*	- *298.252 €*	0
24	54.422 €	60.206 €	- *5.784 €*	- *304.036 €*	0
Year 2 Total	**528.230 €**	**681.422 €**			
25	96.143 €	97.428 €	- *1.285 €*	- *305.321 €*	0
26	102.576 €	99.509 €	*3.066 €*	- *302.255 €*	0
27	108.763 €	101.511 €	*7.252 €*	- *295.002 €*	0
28	114.716 €	103.436 €	*11.280 €*	- *283.722 €*	0
29	120.444 €	105.288 €	*15.157 €*	- *268.566 €*	0
30	125.959 €	107.070 €	*18.888 €*	- *249.677 €*	0
31	131.268 €	108.786 €	*22.483 €*	- *227.194 €*	0
32	136.383 €	110.438 €	*25.945 €*	- *201.249 €*	0
33	141.312 €	112.030 €	*29.283 €*	- *171.966 €*	0
34	146.065 €	113.563 €	*32.501 €*	- *139.465 €*	0
35	150.649 €	115.042 €	*35.606 €*	- *103.859 €*	0
36	155.073 €	116.469 €	*38.604 €*	- *65.255 €*	0
Year 3 Total	**1.529.351 €**	**1.290.570 €**			

Appendix 8 - Table 7: Cash Flow

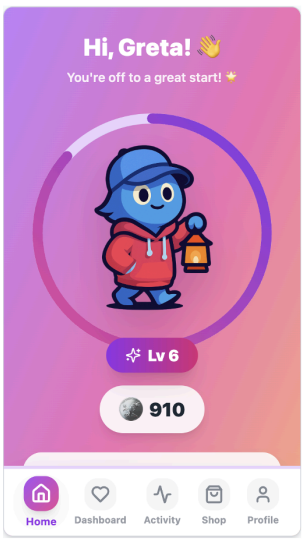
Funding

Metric	Value	
Year 1:		
Sum of negative Cash Flows	150.844 €	
Year 2:		
Sum of negative Cash Flows	153.192 €	
Year 3:		
Sum of negative Cash Flows	1.285 €	
Total Funding Needed	**304.036 €**	

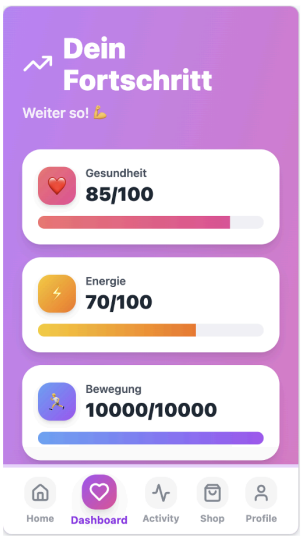
Appendix 9 - Table 8: Funding

	Phase 1: Explanation of our project and introduction to the prototype	**Phase 2:** Test phase in which the children test the prototype independently	**Phase 3:** Suggestions and ideas for improvement from the children
Insights & Observations	• Short introduction to explain the purpose and goal of the app • Kids understood the game mechanics fast and needed no onboarding • Startet playing without further guidance • Intuitive usability	• Children played independently and navigated through the app without guidance • Followed the movement instructions and developed independently new movement (mainly girls) challenges to make the game even more fun • All children were engaged in the game • Switched between the different screens to see progress, the shop and their character • Played strategically: moved more to buy more items, selected special items they wanted and saved points up for them • Wanted to furnish their own room (feature that is shown in the shop but not available yet) • Progression bar that display characters state fo mind and energy	• App motivates to move more • Playing with friends would make more fun than playing alone • Comparison with friends (leaderboard) • Include concrete missions and objectives and sports • Mixture between different motion measurement technique: steps, minutes, altitude, etc. • Stronger individualization of character and "base" (cosmetics) • Difficulty should increase progressively with each level • Unlock new world /design with each level • Each school class should have its own character that they care about. At the end of the week, all classes are compared, and the one with the most progress receives a reward
Strategic Takeaways & Implications	Since the children largely skipped the introduction and immediately went outside to start playing, we assume that our prototype offers a level of intuitive usability comparable to other games, where tutorials or explanations are typically ignored by kids. Therefore, no further focus on developing a tutorial seems necessary at this stage.	The core gameplay loop (play - earn - customize - progress) is already strong and give sustained engagement. The next strategic focus should not be on basic usability, but on expanding the gameplay. More structured challenges and enhanced personalization, like the housing features should be prioritized. To strengthen the emotional attachment, the characters emotional response should be integrated more prominently into the gameplay. Additionally, implementing an energy indicator would provided players with a clear visual understanding of their characters well-being. This feedback system would encourages children to regularly check-in and respond to their character.	**Boys** appear to be particularly motivated by character progression and performance. They tend to form a stronger emotional attachment to the game developing a powerful and well-equipped character. -> Focus on implementing a leaderboard or other ways to use the boy's competitiveness -> Focus on game progress through levels rather than cosmetics **Girls** tend to display higher level of empathic motivation while interacting with the game. They describe the character as "cute" and show strong interest in decorating its environment. Their engagement appears to be more thoughtful. -> Focus on game progress through cosmetics and emotional attachment to the charectar miro

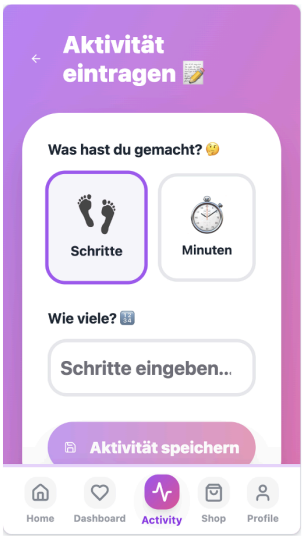
Appendix 10 - Table 9: The table summarizes the objectives, procedures, and key insights of each phase, highlighting how the observations directly informed the product's ongoing development.



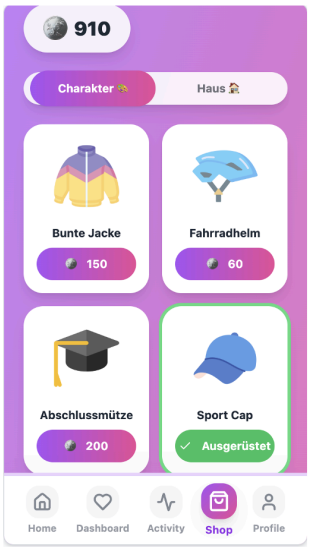
Avatar System



Progress bar



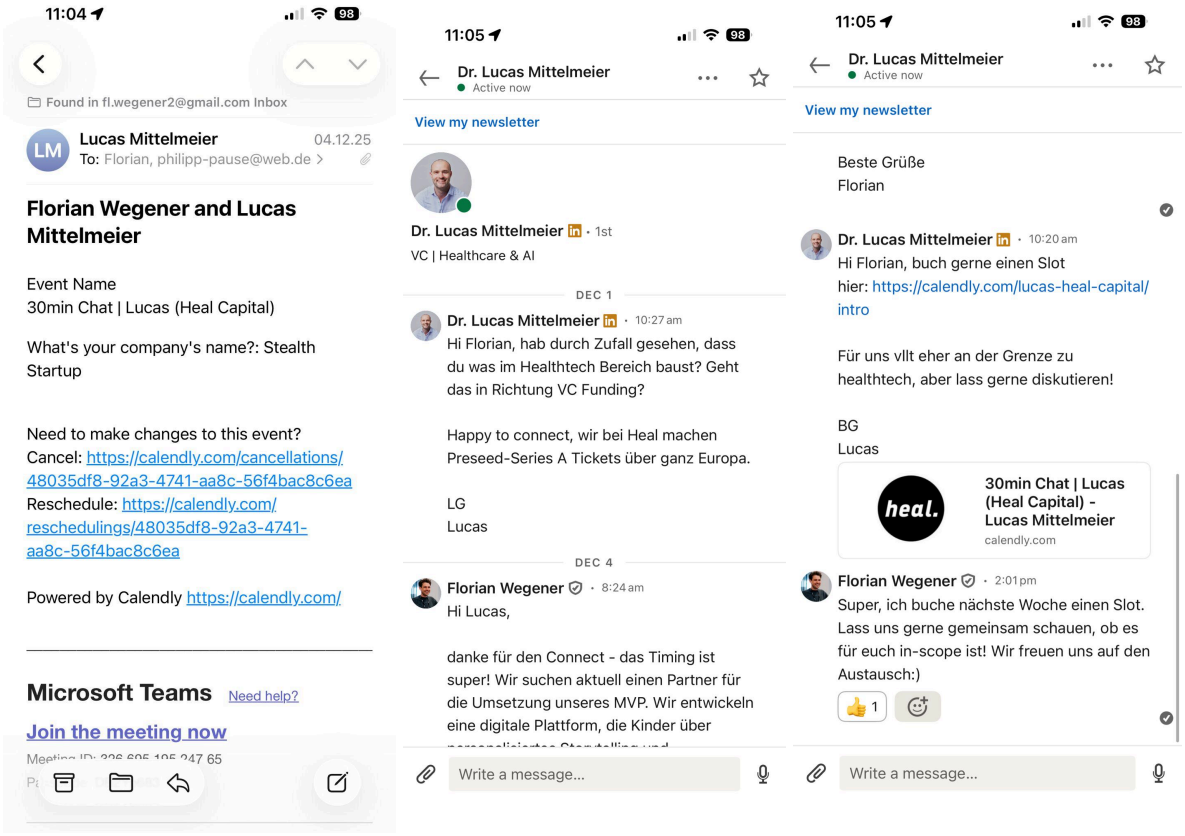
Activity Tracker



Shop

Profile

Appendix 11 - Figure 2: The images illustrate the modular structure of the MVP - Avatar System, Progress bar, Activity Tracker,, Reward Shop, and Profile - highlighting the simplicity and scalability of the current MVP architecture.



Appendix 12 - Figure 3: Screenshots from the LinkedIn chat and email correspondence with Dr. Lucas Mittelmeier (Heal Capital) regarding the scheduling and confirmation of an initial introductory meeting to discuss Enuimo's concept and potential VC funding interest.