

Alex's Adventure

Better Education, Better Choices, Smarter Outcomes



Problem

The problem we face is that Ireland has the 5th highest drug mortality rate in Europe with over 35% of 15-16-year olds admitting to drinking and around 10% of the population of 15-16-year olds admitting to trying hard drugs. That equates to on average around 20,000 15-16-year-old students taking hard drugs such as Cannabis, Cocaine and New Psychoactive Substances. On a global scale there are 50 deaths per 1hr worldwide.

Solution

Here at Alex's Adventure we understand that not every school or community will have the same substance misuse problems with the same topics, so we've created the "Build your own ED-venture" package. We want users to have a completely unique experiences that is tailored to the school's or communities' specific needs and experience your own learning adventure.

Marketsize

In 2013 Fortune Global 500 companies spent \$19.9bn on education related activities and this is growing rapidly. E-Learning is a growing worldwide market that is estimated to grow to \$325 Billion by 2025.

Competition

We have a great opportunity in Ireland whereby the only operators at the moment are the HSE and Scientology. We will quickly scale to compete very effectively against both of these organisations who are not specialists in this area. Our innovative platform will be a game changer to existing methods being used by all competitors.

Revenue model

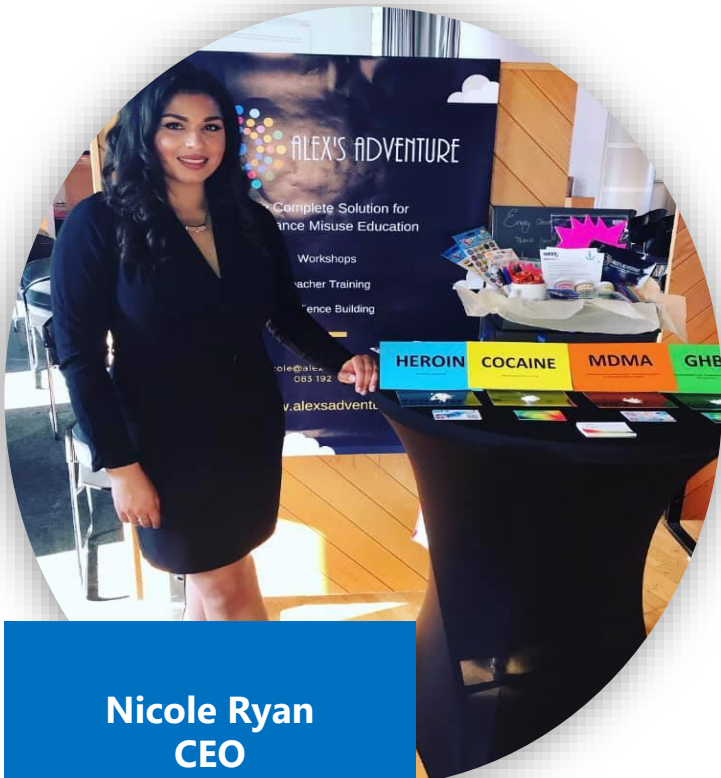
Our customers are healthcare providers, higher education institutions and Corporates. They sponsor classes to partake in the programme and for every class sponsored we dedicate a half day workshop to another school.

GTM strategy

While there are many routes, we plan on working on combining our channels can give Alex's Adventure Ltd. The best chance of reaching our audience, we can work out which channel is most effective and adjust our sales strategy accordingly.

Traction:

We've already been hitting all of our key milestones and beyond. Our workshop has impacted over 6,000 students in over 55 schools across Ireland. We have been featured on TV, Radio as well as various newspapers and magazines. We've begun to gain global traction in both the UK & US.



Nicole Ryan
CEO

4 QUALITY EDUCATION

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all



Contact us:
+35383 1924687
nicole@alexсадventure.ie