

# Whyville

a Numedeeon, Inc. property



Whyville is Seriously Fun!



The Only Educational Virtual World for Tweens



See you in Whyville!

# Whyville ...

- @ was founded by Caltech scientists in 1999.
- @ is a vibrant, engaging, kid-safe, immersive, “curated,” online destination, where millions of tweens live a dynamic virtual life through their avatar.
- @ is sponsor-supported, COPPA compliant and parent/teacher approved.
- @ is a virtual world where kids learn and play in a social, hands-on context.
- @ features moderated user-generated content, chat (via proprietary bubble chat technology), games, live events and activities.



An intrinsically interesting environment to teach kids something. *The Wall Street Journal*



## What Goes on in Whyville?

Whyville citizens engage in 4 basic types of activities:

- @ Educational
- @ Social
- @ Entertainment
- @ Recreational



Anagram Game at the Wishing Well



Summer Reading Hangout



Flu Shots Administered at Whyville's CDC



Whyville Aeronautics & Space Administration (WASA)



Pop Concert at Whyville's Greek Theater

What sets Whyville apart is not what it teaches kids about the world, but how it teaches them. *The Escapist*

## Whyville's Kids Are Engaged in:

- Nutritional Education (*Obesity & Type II Diabetes*)
- Music & Dance
- Science (*from astronomy & physics to rocket science & marine biology*)
- Global Warming
- Art
- History
- Entrepreneurship
- Film & TV
- Economics
- Fashion & Design
- Work Force Development (*Robotics, Advanced Manufacturing, Biotechnology*)
- Mathematics
- Hearing Loss Education
- Learning About Disabilities (*Physical & Learning*)
- Infectious Disease
- Civics & Government
- Journalism
- Reading
- Recycling
- Finance & Credit
- Philanthropy
- Automobile Engineering
- Internet Safety
- Games

**And more to come!**



A 9 year old can explore without alarming their parents.

*Chicago Tribune*





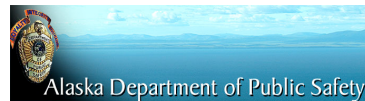
## Our Partners:



The Huntington



penguin group (usa)



STANFORD



National Science Foundation  
WHERE DISCOVERIES BEGIN

nsf.gov



SCHOLASTIC



# Learning in Whyville - The WhyEat Program:

## Healthy Diet



Healthy eating manifests a healthy avatar

## Not-So-Healthy Diet



Kids select from over 500 foods at Whyville's Cafeteria

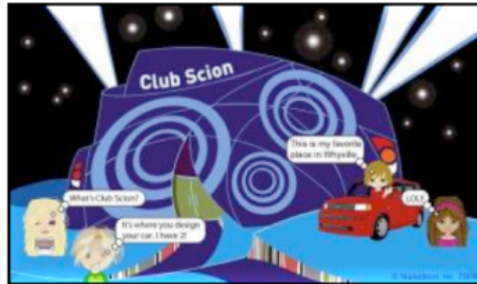
- Ⓢ Kids, and even adults, have trouble associating today's poor eating habits with health consequences in years to come.
- Ⓢ Our ability to compress time in Whyville, where citizens can contract scurvy in just 7 days, helps kids grasp and internalize the importance of eating a healthy diet.
- Ⓢ In the WhyEat Program, citizens plan their daily menus, and the nutritional content of their choices impacts the health (appearance) of their avatars.
- Ⓢ Poor diet choices can result in scurvy, brittle bones, bloating, and more!
- Ⓢ Citizens visit a virtual dietitian and learn to make better food choices to get their avatars healthy again.



Don't you wish this kind of stuff was around when we were in school? *CNN Headline News – Hotwired*



# How Whyville Works with Sponsors:



Meet up at the Scion Night Club



Customize and Show Off Your Car



Take Your Friends for a Ride



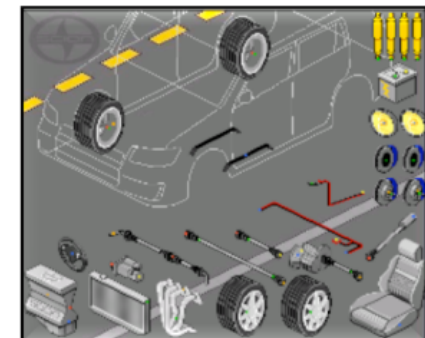
Learn about Loans and Finance



Compete in a Car Rally



Create Original Songs



Learn About Automotive Engineering

- ⌚ In 2006, Toyota teamed up with Whyville to introduce Club Scion, a custom destination where kids could gather, hang out, configure virtual Scions, and even learn about loans and financing.
- ⌚ Each year since then, Whyville has introduced new and unique activities, features and ongoing events for our citizens to enjoy.
- ⌚ To date, there have been more than 3 million visits to Club Scion and more than 100 million impressions of Scion drive-bys inside Whyville.





## Other Sponsors in Whyville:



A Virtual Museum,  
Complete with Art & Activities



Visit The Curator



Kids Gear Up at the Beach....



...And Use Their Tools in the Nim's Island Maze

# Creating Content in Whyville: Avatar & Face Part Design ...



- @ Avatars custom designed by our citizens
- @ Thriving face part industry:
  - over 56,000 virtual stores owned and managed by citizens
- @ More than 100 million face parts created and sold
- @ Whyville's citizens contribute to the world's culture & history
- @ Given tools, kids ALWAYS surprise us

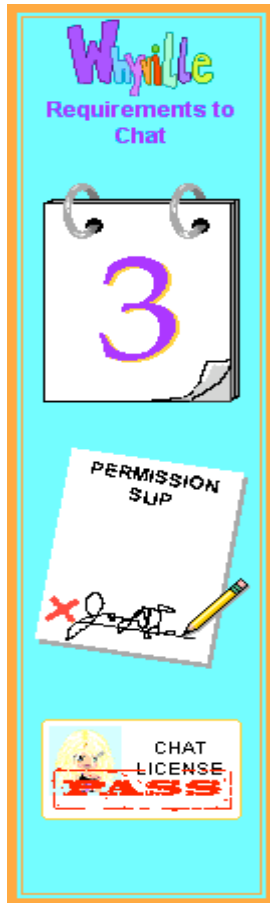


A safety enhanced virtual world for teens and preteens  
allows kids to buy cool cyber-gear.





# Whyville's Safety is Best in Class:



Underage "newbies" cannot chat until....

- Submit signed parental permission slip
- Pass 'Chat License' test (100% required)



*"Report Decision: You are muted for 3 days due to inappropriate behavior."*



Whyville  
Safety  
White Paper  
–  
available upon  
request



Whyville's safety orientation is best in class and also offers kids and teenagers a secure environment to socialize and play. *iParenting Media Awards*



# Whyville Facts & Stats:

## • What's Special about Whyville

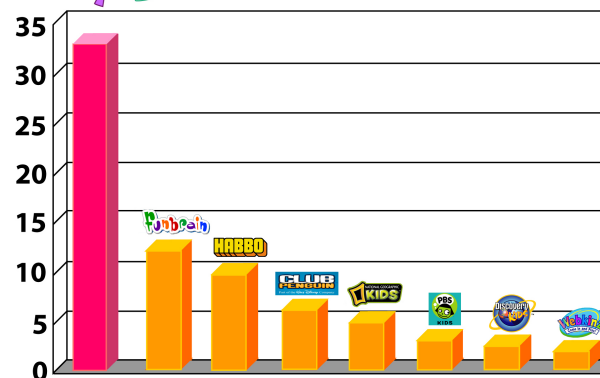
- **30+ minutes per login:** Whyville leads the industry in engagement measures
- **Composition Index 570 for tweens and 810 for tween girls:** Whyville leads the industry in targeted demographic
- Proven expertise in immersive campaigns that deeply engage and impact our users:
  - Custom campaigns generating **click-through rates as high as 27%**
  - **Site-wide participation** in immersive campaign activities
  - **Long term influence:** 78% of kids remembered Little Mermaid campaign 4 months afterward

## • Demographics

- Kids age 8-15
- 70% girls and 30% boys
- 5.3 million registered accounts
- 200,000 monthly uniques

comSCORE

Average Minutes Per Visit  
(Sept 08)

## Partnership Opportunities:

# Engagement



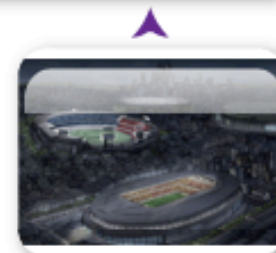
Sponsor an  
Activity in  
Whyville



Build a Custom  
Destination  
in Whyville



Build a Custom  
Island tied to  
Whyville



Build a Stand  
Alone Virtual  
World

## Behind Whyville:

### Dr. James Bower - Chairman, Founder

- Professor of Biology at Caltech 1985-2002
- Founder and Director of Caltech Pre-College Science Initiative
- Authored 100+ scientific publications and edited or authored 15+ books
- Ph.D. in Neurophysiology – University of Wisconsin



### Dr. John Nackel – Chief Executive Officer

- Global Managing Director of Ernst & Young's Health Care Consulting business
- Managing Director of New Ventures (E&Y's Venture Capital Fund)
- CEO of Sogeti North America
- Masters Degrees in Public Health and Industrial Engineering from Univ. of Missouri
- Ph.D. in Industrial Engineering at the University of Missouri



### Dr. Jennifer Sun - President, Co-founder

- Founding member of Idealab's Learning.net
- Director Educational Development – Electric Schoolhouse
- Ph.D. in Neuroscience – Caltech



### Mark Dinan - Chief Technology Officer, Co-founder



### Ann Pickard - Senior Art Director, Co-founder



Whyville, the place girls love to go for science.  
*Christian Science Monitor*

