WELCOME TO
STORYMODE

STORYMODE is an online school that folows the **"LIFE-LONG LEARNING"** model, emphasizing the ongoing commitment to acquiring knowledge and skills throughout life. We cater to young people between the ages of 15 and 25.

Our mission is to enhance high school education by offering courses tailored to the job market within the **DIGITAL CREATIVE ECONOMY.** We achieve this through gamified learning experiences and project-based approaches.

In this eBook, you will gain insight into how Storymode operates and, more broadly, how we are integrated into society and the creative economy market.

WORLD 2024
YOUNG ADULTS AGED 15 TO 25

THERE ARE 1.2 BILLION YOUNG PEOPLE AGED 15 TO 24 YEARS IN THE GLOBAL POPULATION

USA 2024
YOUNG PEOPLE AGED 15 TO 24

The population of the United States is approximately **341.8 million** people[1]

Estimates indicate that the population aged 15 to 24 in the USA is approximately **43.5 million**[2]

Source: [1]Nations Geo | Population [2] Knoema

CREATIVE ECONOMY AND POP CULTURE

A survey of U.S. students aged 16 to 25 reveals that Generation Z envisions a wide range of career paths:

- Becoming an entrepreneur or starting their own business: **50%**
- Working in the creative arts and media: **44%**

Most are interested in roles in:

- Entertainment and media: **33%**
- Technology: **30%**
- Design: **30%**

Source: [1]The Rise of Gen Z and the Future of Work

T.A.M. (TOTAL ADDRESSED MARKET)
USA

If **44%** would like to work in the creative arts and media[1], this indicates that this market has the potential to attract **19.1 million** young people.

However, this number could be even higher, as a recent report from Morning Consult shows that about 57% of Generation Z expressed interest in becoming influencers[2], equating to **25.7 million young people**.

Source: [1]The Rise of Gen Z and the Future of Work [2] Morning Consult

WHAT DO STUDENTS DESIRE?

TO EXPRESS THEIR CREATIVITY AND SHARE THEIR IDEAS WITH THE WORLD.

The digital creative economy offers young people a platform to express their creativity and share their ideas with the world.

They can achieve this by creating content, developing products and services, or even starting their own businesses.
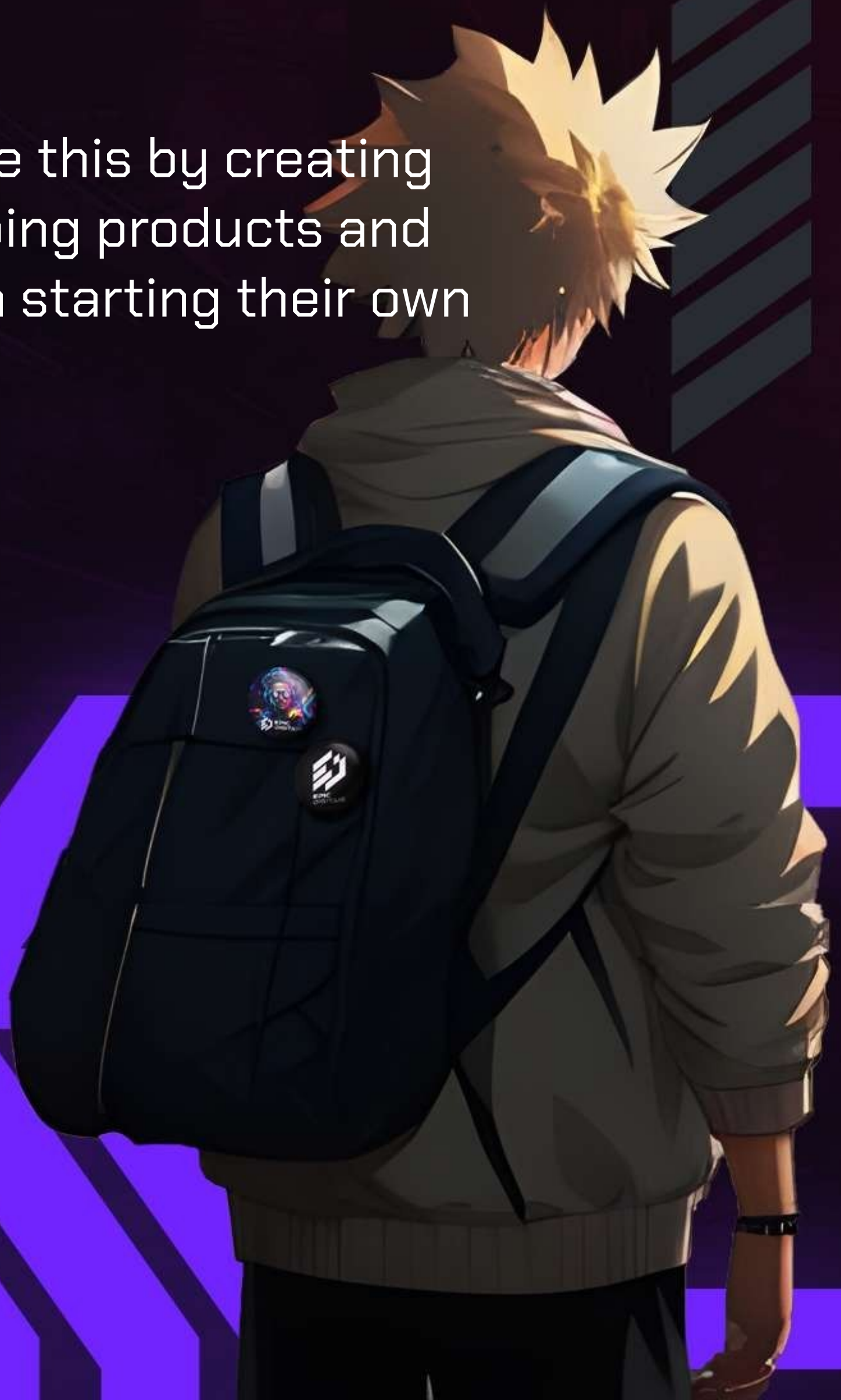
TO HAVE FREEDOM AND AUTONOMY IN THEIR WORK.

The digital creative economy is a sector that offers significant flexibility and autonomy for workers.

Young people can work from anywhere, at any time, and at their own pace.

WHAT DO PARENTS WANT?

A QUALITY EDUCATION.

Parents want their children to receive a quality education that prepares them for the job market.

They want their children to acquire the skills and knowledge needed to succeed in the digital creative economy.

PROFESSIONAL DEVELOPMENT OPPORTUNITIES.

Parents want their children to have professional development opportunities that enable them to grow and advance in their careers.

They seek access to training, mentoring, and other resources that help their children reach their full potential.
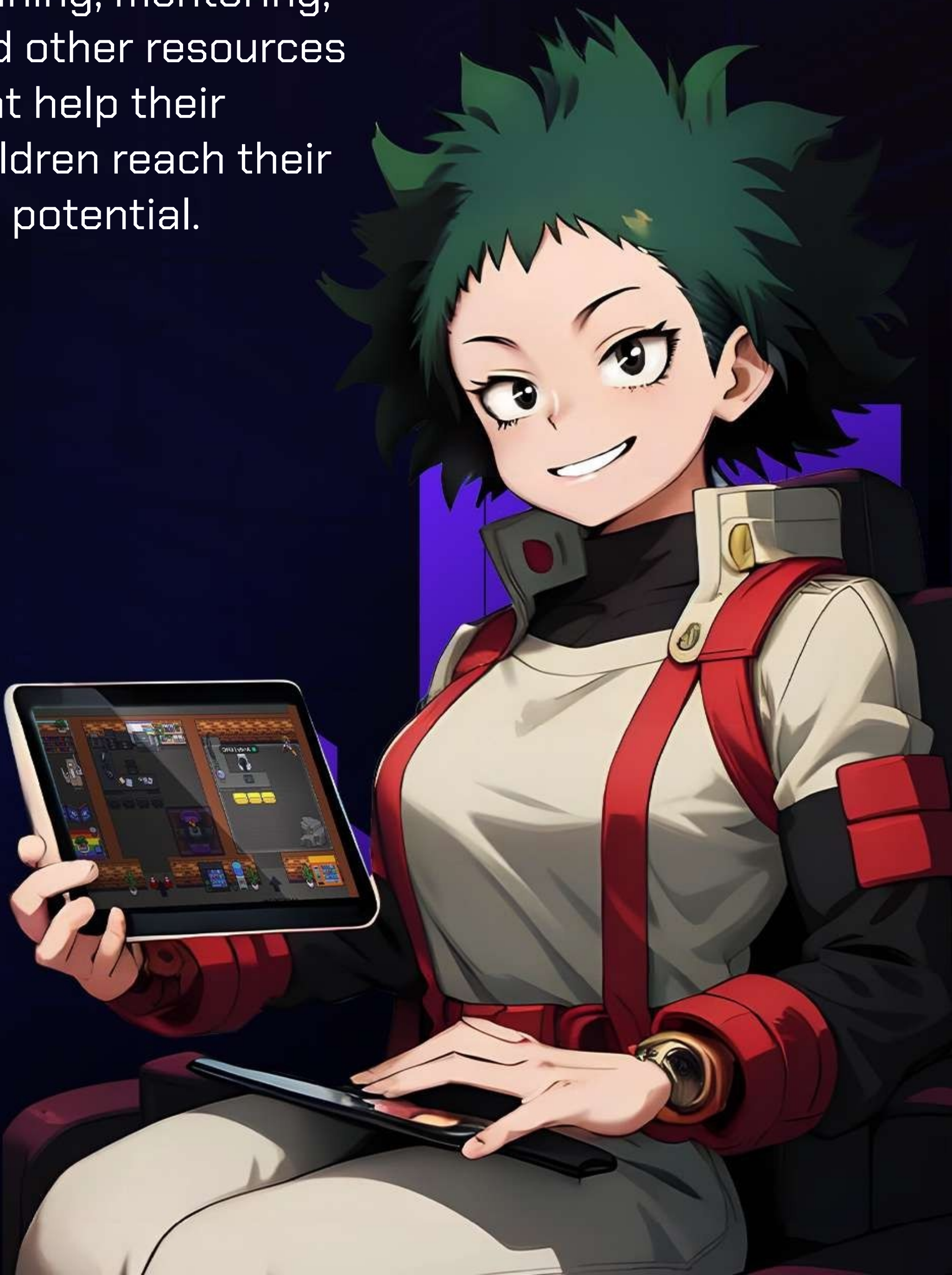
WHAT DO SCHOOLS WANT?

Schools want their students to succeed in all aspects of life, including their professional careers. To achieve this, schools aim for students to develop the skills and knowledge needed to excel in any field.

In the digital creative economy, schools want students to develop the following skills and knowledge:

Students need to be able **to think creatively and innovatively** thrive in the new global economy.

They must be **proficient in digital technologies** to create and distribute content.

Effective **communication skills** are essential for connecting with their target audience.

Additionally, students need **to solve problems in a creative and effective ways**.

EPIC DIGITAIS

Over the past **10 years**, **EPICdigitais** has established itself as a leading authority in the digital creative economy. The company has completed over 600 projects for more than 200 major brands, **reaching 7 million followers** through content created by its creators and influencers.

EPIC EXPERIENCE

+120
Corporate metaverses created.

+60
Companies and partners served.

+700
Creative Economy projects completed.

+80
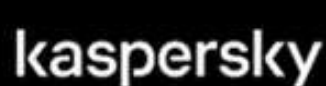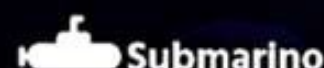Speeches delivered.

+2000
People trained.

EVENTS
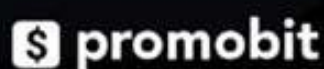Presence in marketing activations at major events such as Brazil Game Show, ComicCon XP, RD Summit, and IBEST

EDUCATIONAL EXPERIENCE

We have also undertaken a variety of educational projects, including the development of gamified courses, lectures, events, training labs, corporate universities, LMS platforms, and edutainment-based courses, all aimed at **creating a meaningful and engaging educational experience.**

SOME OF OUR
CLIENTS

CENTAURO   Coca-Cola   MAGIC THE GATHERING ARENA   LEAGUE OF LEGENDS WILD RIFT

logitech   wondershare   CHINA IN BOX   QUINTO ANDAR

CASA&VIDEO   Gympass   M   Adobe

SONY   M   Paramount   NETFLIX

promobit   Lenovo   Localiza   escola britânica de artes criativas & tecnologia

Guaraná ANTARCTICA   alura   PLANETA DeAGOSTINI   FOX

GAMELOFT   MONDIAL ELETRODOMÉSTICOS   oBOTICÁRIO   WB

NVIDIA   Hasbro   [exit icon]   UBISOFT

CAMBLY   KONICA MINOLTA   Instagram   TNT

f   Trigg   trybe   Submarino

buscapé   kaspersky   next   TELE CINE

Nestlé CHAMYTO   intrínseca   sesc   Husky by Nomad

AREAS OF
KNOWLEDGE TO BE COVERED:

- Digital Creative Economy
- Critical Thinking
- Entrepreneurship
- Digital Startups
- Financial Intelligence
- Creativity and Innovation
- Organization and Planning
- Digital Marketing
- Artificial Intelligence
- Gamification
- Audiovisual Production
- Networks and Social Media
- Streaming and E-Sports
- Virtual and Augmented Reality
- Metaverses
- Web3, Blockchain
- Cryptocurrencies
- Digital Art
- Digital Content Production
- Design and Visual Communication
- Networking and Sales

METHODS

ULTRALEARNING METHODS:
Ultralearning is a self-directed and intensive learning approach, focused on acquiring skills and knowledge quickly and efficiently.

EDUTAINMENT (EDUCATION + ENTERTAINMENT):
Edutainment combines educational elements with entertainment to make the learning process more enjoyable and engaging.

GAMIFICATION AND STORYTELLING:

Gamification and storytelling involve applying game design elements and principles in non-game contexts, like education, to boost student engagement and motivation.

PROJECT-BASED LEARNING (PBL):

Project-Based Learning is a pedagogical approach where students learn by tackling complex questions, problems, or challenges through extensive projects.

TECHNOLOGIES

LMS:

Our Learning Management System (LMS) is the online portal where key content is stored, including micro-video lessons and texts presented in a storytelling format. It also serves as a system for monitoring and managing teaching activities.

2D METAVERSE:

Our renowned platform allows students to engage in both synchronous and asynchronous interactions in a playful format with facilitators, mentors, ambassadors, and the community.

GAMIFIED TOKENIZED APP:
A gamified mobile application that provides access to community content, information, and tokens.

SOCIAL NETWORKS AND MEDIA:
The school uses a transmedia model, distributing internal and external content across various social networks and media platforms.

ENROLLMENT MODEL:

The Epic School functions as a "Knowledge Club." When students join, they receive Tokens from the school, which grant access to educational content and tools.

The tokens **(Smcoins)** are used to pay tuition fees and acquire "Add-ins." These "Add-ins" include supplementary content and activities such as BootCamps, specialized content tracks, collective and individual mentorship, project consultancy, startup incubation, and more.

COINS:

Additional coins (SMcoins) can be purchased separately. After the first year, students (or their guardians) gain access to the secondary market, where they can conduct transactions in the marketplace using SMcoins.

STORY MODE

READY TO CHANGE YOUR STORY?

Click the link below to download the STORYMODE app.

Download on the App Store

GET IT ON Google Play

www.storymode.com.br

✉ comercial@storymode.com.br