



peachy³⁶⁰ GbR

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The App

This app tells the story of the two water droplets Tropf and Tripfel on their journey through the water cycle. Children will learn where drinking water comes from, how water is cleansed and how everyone can practice water conservation in their own home. Next to that children will also learn how important it is to keep Nature clean by, for example, avoiding the use of plastic bags.

Over the course of eight scenes, children will be able to colour in lovingly detailed illustrations and, with the press of a button, bring them to life. Each scene will be animated in the colours that the child chose. A narrator tells the story of the water droplets and explains the important aspects of the water cycle. Immersive sound effects and a great musical score complete the entire package.



Learning objectives: The water cycle, clouds and rain, cleansing of water through geological layers, ground water, waterworks, distribution of water to households, water usage in households, canalization, water pollution, water cleansing by municipal services, keeping water clean, water processing plants and their functionality, water cleansing, the journey through rivers, avoiding pollution from waste.

Target audience: Children between the ages of 4 and 7.

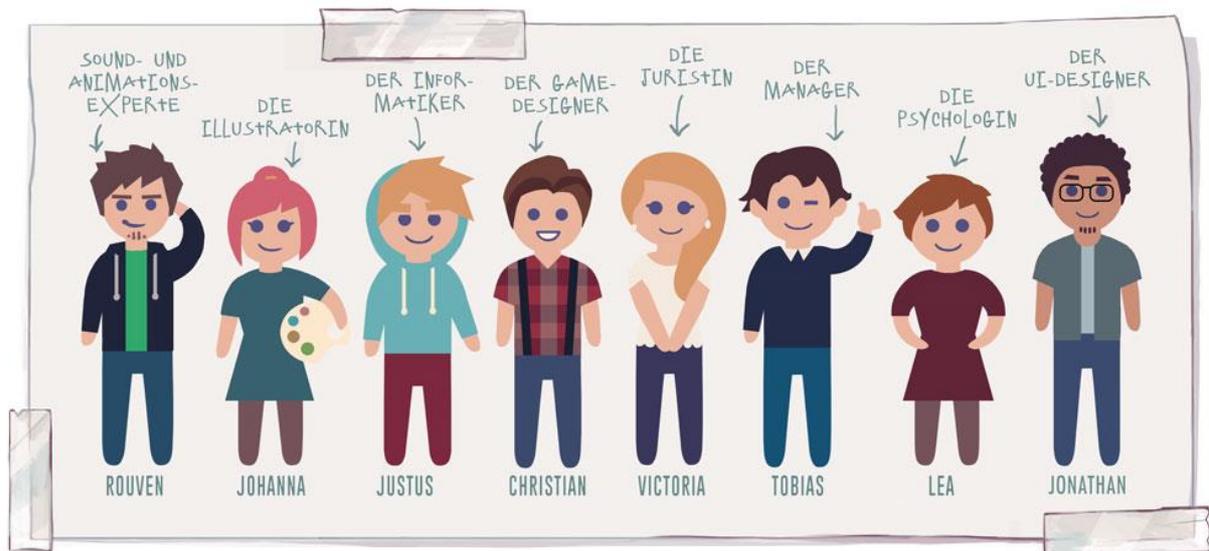
Presentation: Calming, meditative colouring app with 8 scenes (levels)
Animation of the coloured scenes.
Endearing music and sounds.
Appealing, professionally narrated text.
Educational concept.
Game mechanics (search-and-discover game) for long term playability.

Platforms: Android, iOS, Web

Business model: The app is intended for use by municipal services, water distribution and removal services for their own websites or as their own app for communication purposes. (B2B-sale).

The Developers

Behind the app company, peachyapps, stands the peachy³⁶⁰ GbR with a team of eight developers, psychologists, marketing experts, illustrators and animation- and sound experts. The business has taken the goal upon itself to produce learning-media that communicates educationally founded knowledge and is fun to use at the same time. The company was founded in May of 2017 by Tobias Warken, Christian Brandt von Fackh and Lea Spille.



The founders are accompanied by five additional employees. Justus Henne as software developer. Johanna Puhl and Jonathan Dawo as illustrators. Rouven Schumacher as animation and sound expert. Victoria Warken as lawyer for data-protection-rights analysis.

