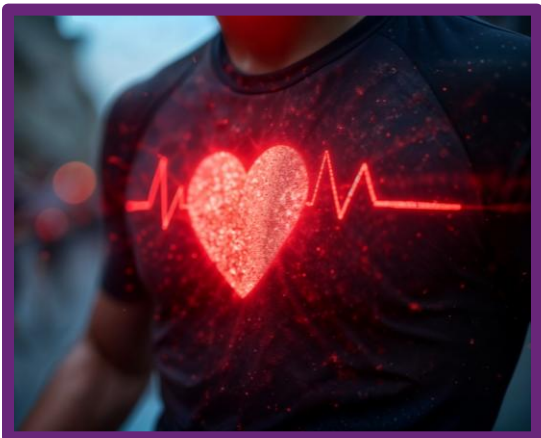
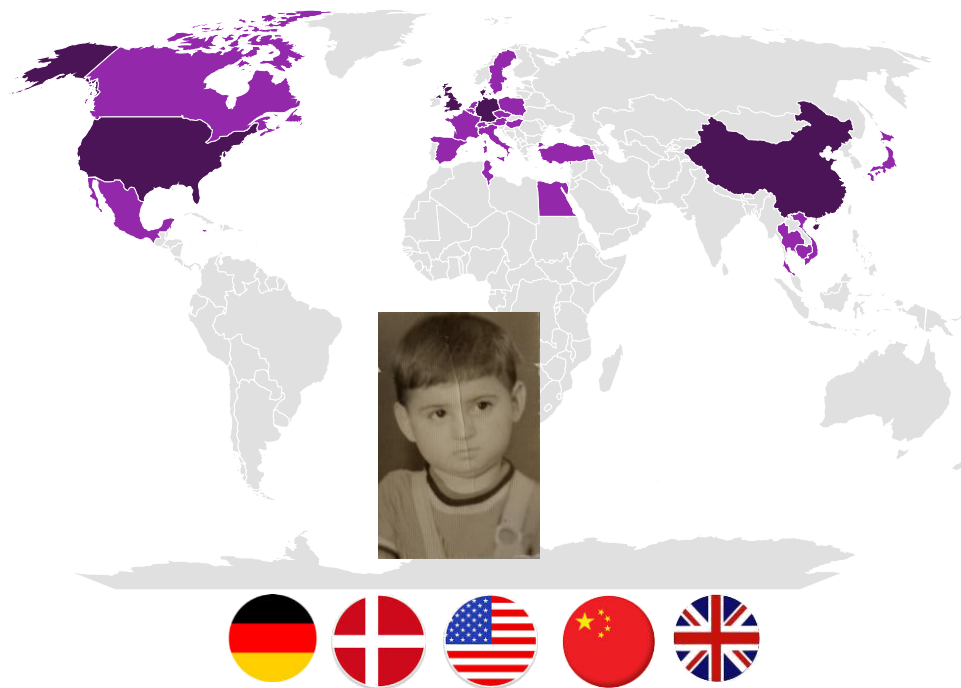


A young boy with curly hair, wearing an orange t-shirt and blue jeans, is kneeling on a light-colored wooden floor. He is smiling and reaching into a yellow, bowl-shaped toy with a smiling face. The toy is sitting on a wooden chair. A young girl with long brown hair, wearing a blue and white striped shirt and white pants, is sitting on the floor next to the chair, clapping her hands. The background is a white shelf filled with various toys, including a pink guitar, a giraffe figurine, a car, and some books. A corkboard with photos and a small bag is also visible on the wall. The scene is brightly lit with natural light coming from the left.

QUBS

■ SMART TECH.
SIMPLE PLAY.

Intro



Fähigkeiten entfalten ihren Wert in der Zusammenarbeit



Internationalisierung scheitert selten an Technik – sondern an Mangel von Verbindung

Effizienz

Wie bringe ich mein Produkt in 10 Länder?



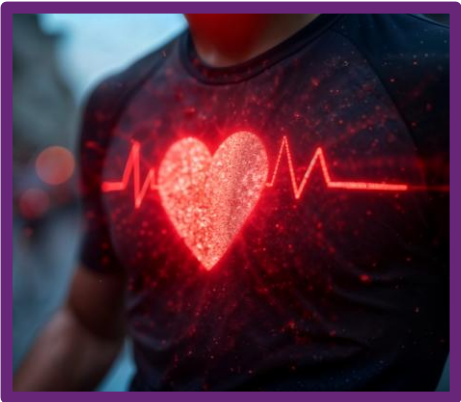
Universal Playbook

- $a^2 + b^2 = c^2$
- Wenn $a > b$, dann $c - d$

Strategie
Daten
Skalierung
Budget

Effektivität

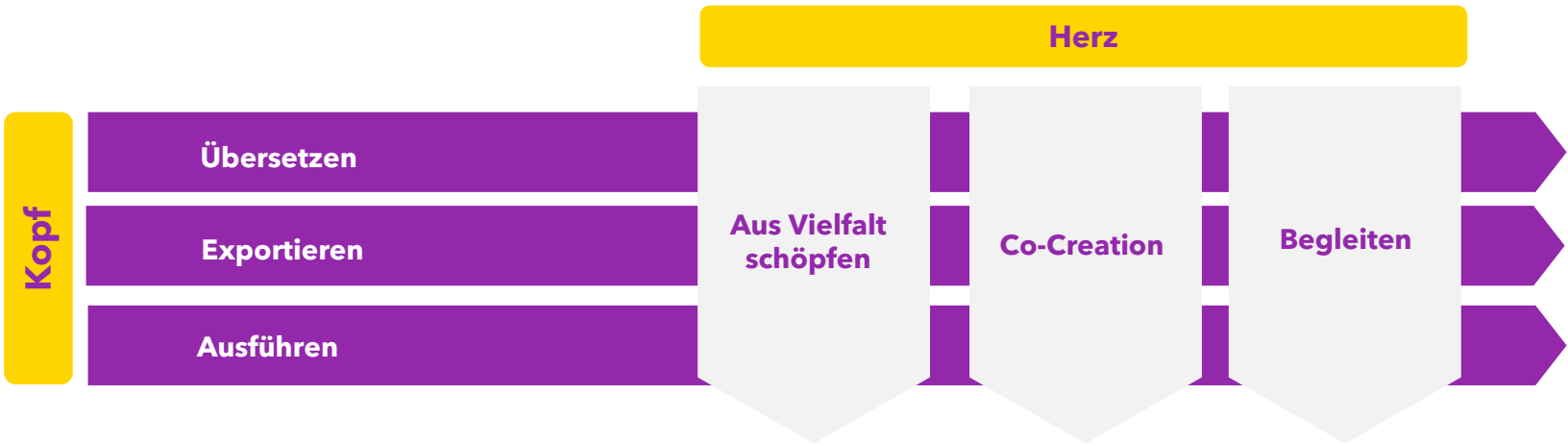
Wie fühlen sich Menschen in 10 Ländern verstanden?



Adaptation

- Keine Formel
- Keine logische Konsequenz

Bedeutung
Werte
Empathie
Kultur



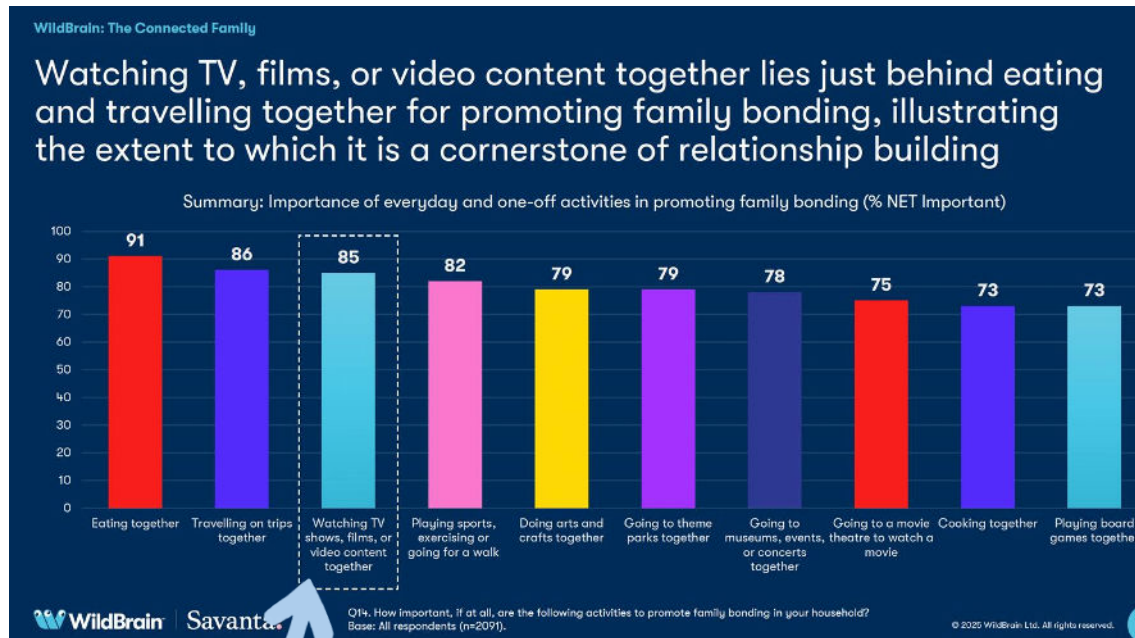
Beispiel Effektivität Ansatz QUBS:

Familien stärken: Gemeinsame Zeit und Mentale Gesundheit ist Priorität!

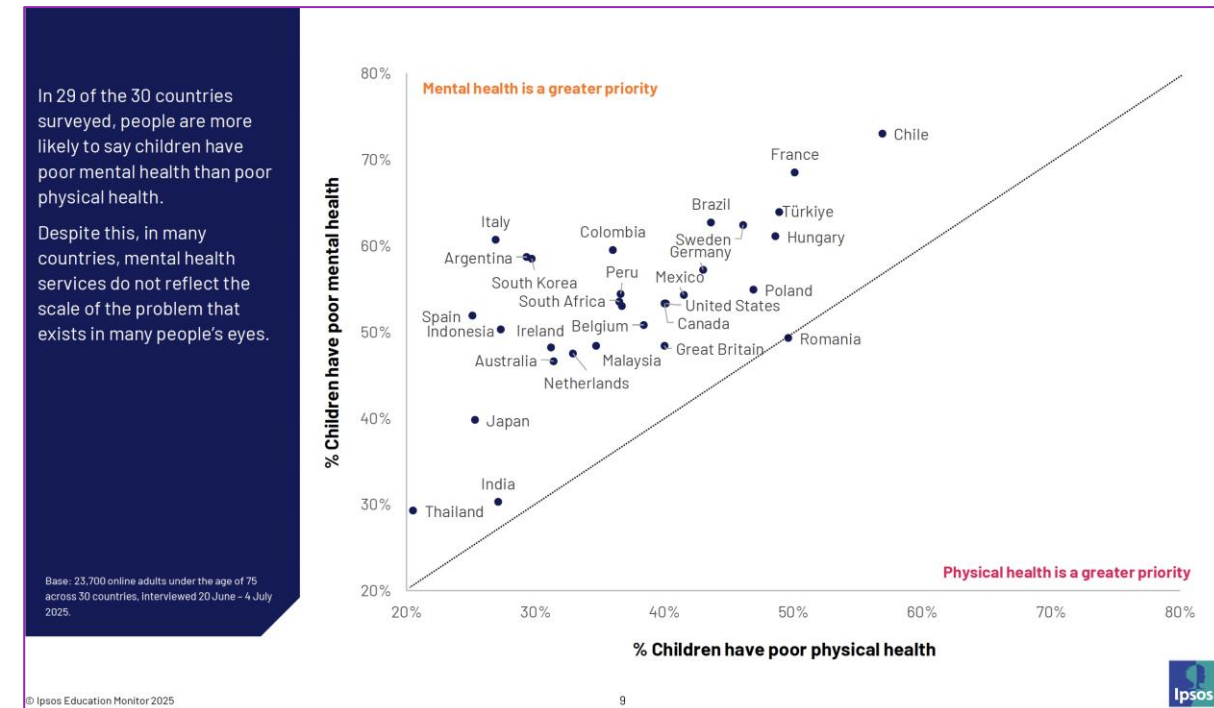
New WildBrain research affirms that:

*“Spending time together enjoying content and gaming is core to family bonding, especially for gen z and millennial parents, with **nostalgia** being a key driver.”*

New WildBrain research , March 2025



Family Bonding Time Importance: 85%

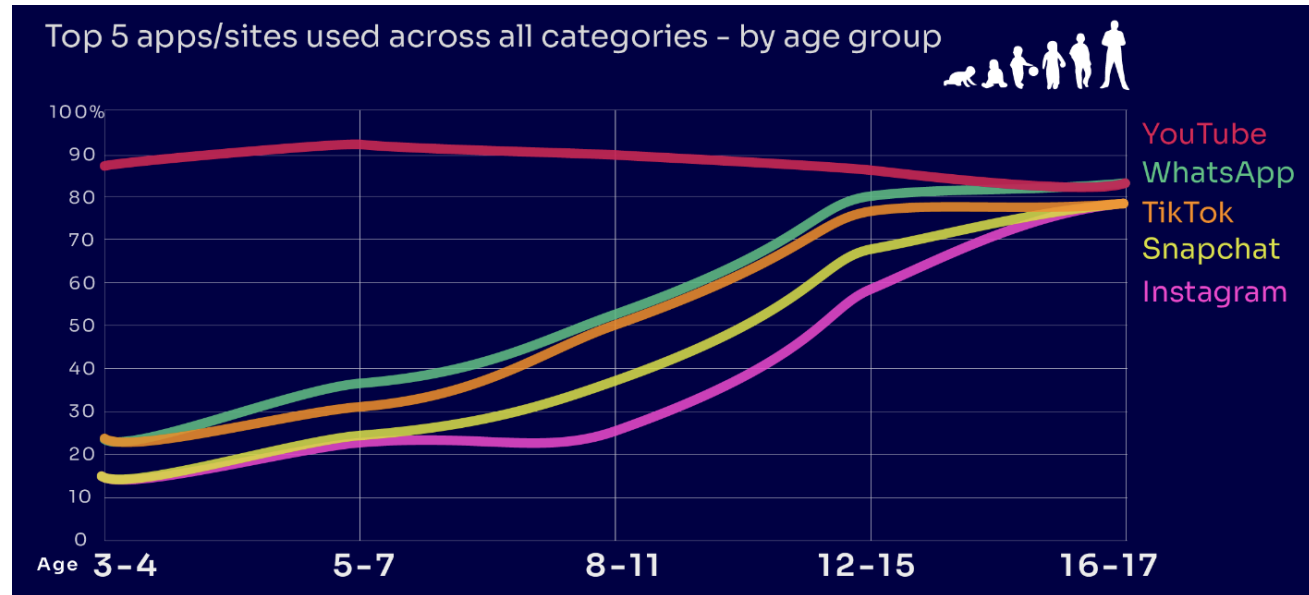


Mental Gesundheit #1 Priorität

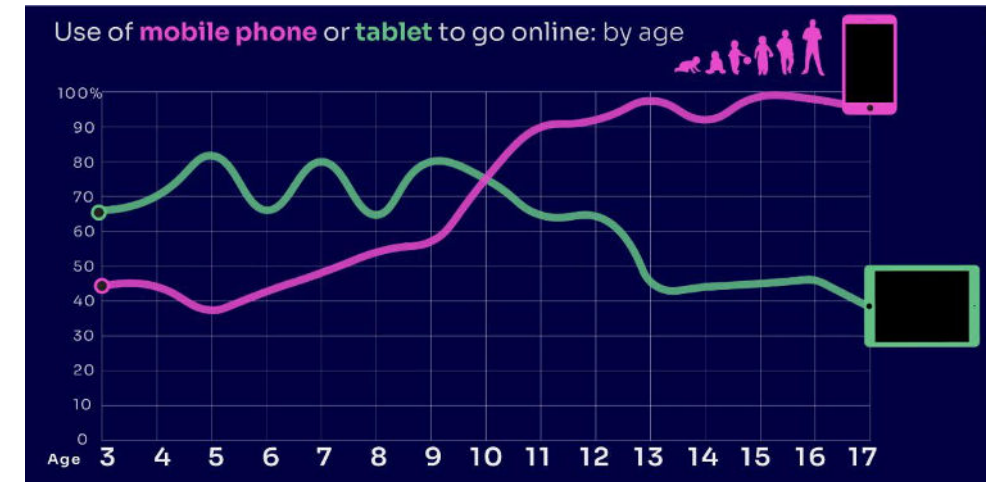
Kognitive Fähigkeiten von Kindern Erhalten und Fördern

Children are intensive users of digital tools such as artificial intelligence (AI). Generative AI - AI that can create new content such as text, images, videos and music - is becoming increasingly sophisticated, making it difficult to distinguish user-generated content from AI-generated (synthetic) content. **If not supervised properly, these tools might carry risks for children, whose cognitive and emotional capacities are still developing.** The need to strengthen generative AI literacy for children, educators and parents is therefore growing increasingly important, along with greater efforts by industry and enhanced implementation of AI legislation, including monitoring indicators.

European Parliament, 2025



Source: Ofcom 2024

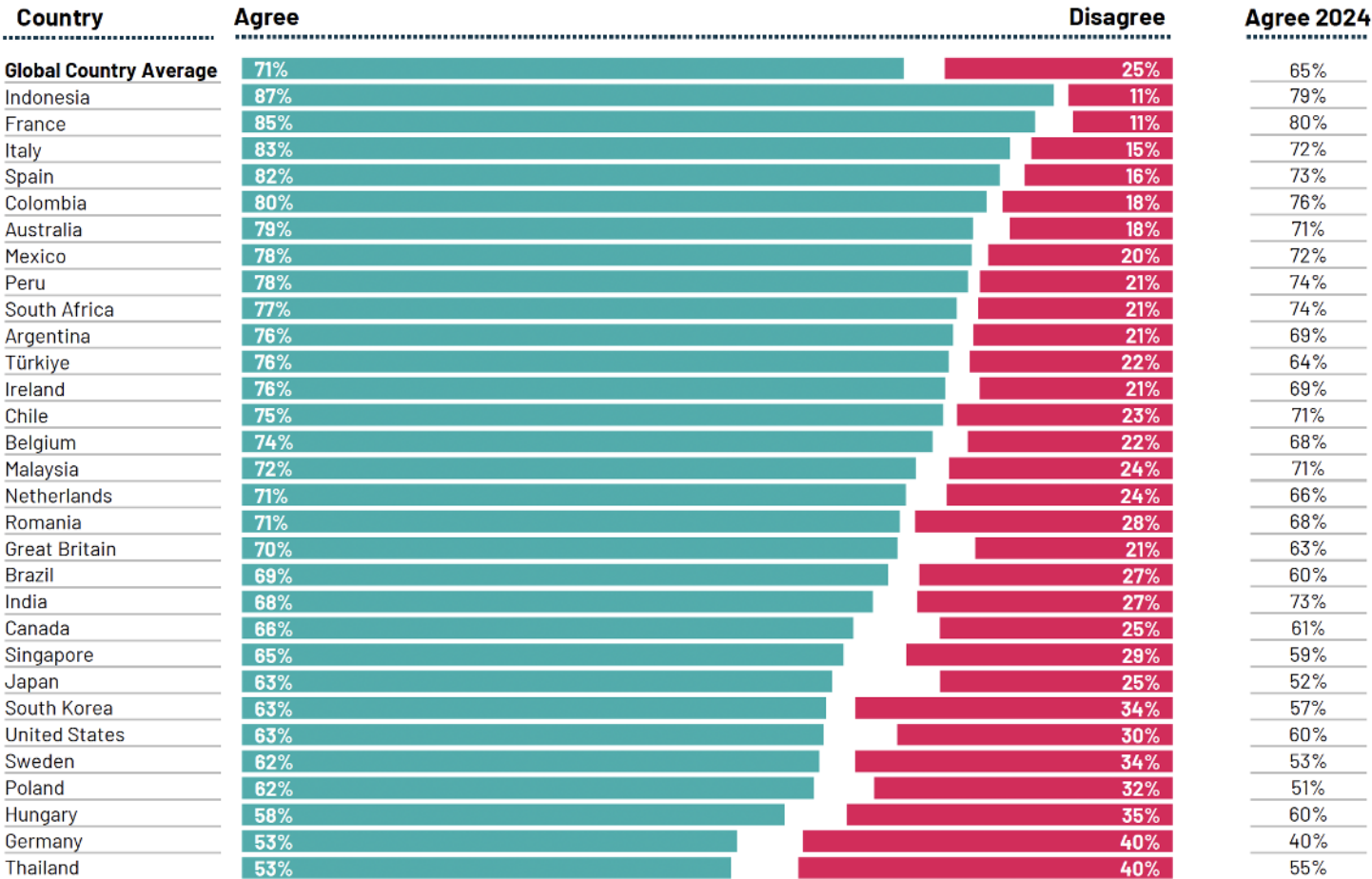


AI tends to over dictate internal narrative which is not what children want. Childhood is the time we explore our own path and discover superpowers thru stories, game play, understanding limitations, frictions; in which ways we are creative and when Ai does all of it then what is left for for kids? **Qubitunes cover the most vulnerable development years of children,** (this is where mental health, bonding and backlash to screen time can come in) we want to provide clues that kids can play and expand their curiosities...

Soziale Medien an Schulen verbieten? Ja/Nein?

How much do you agree or disagree with each of the following statements? - **Children under 14 should be banned from using social media both inside and outside of school**

Base: 23,700 online adults under the age of 75 across 30 countries, interviewed 20 June - 4 July 2025.



QUBS Ausrichtung mit Ki – Sicherheit Von Kindern Bleibt Oberste Priorität



SB 243 was introduced in January by state senators Steve Padilla and Josh Becker, and gained momentum after the [death of teenager Adam Raine](#), who died by suicide after a long series of suicidal conversations with OpenAI's ChatGPT. The legislation also responds to leaked [internal documents](#) that reportedly showed Meta's chatbots were allowed to engage in "romantic" and "sensual" chats with children. More recently, [a Colorado family has filed suit](#) against role-playing startup Character AI after their 13-year-old daughter took her own life following a series of problematic and sexualized conversations with the company's chatbots.

KI als Wettbewerb:

- ChatGPT startet ab Oktober 2025 Pilot mit Kindersicherung.
- „Companions“ ab 3 Jahren & Story-Tools wie Miro geplant.
- Mattel hat Partnerschaft mit ChatGPT geschlossen.

Ki als Markenherausforderung

- Kritik an Bildschirmzeit: Smartphone-Verbote & strengere Elternkontrollen.
- Eltern sorgen sich um Inhalte & Sicherheit.
- Companions **gefährden Empathie, Gespräche, Fantasie & Problemlösung bei Kindern.**
- Überwachung nötig – macht Geschichten oberflächlich (z. B. Miro).
- **Offenes Spiel bleibt entscheidend**, v.a. im früheren Kindesalter

Ki für QUBS:

- **Unterstützung in der Produktentwicklungsphase – Full Stop!**

QUBS Ready to Seize Emerging Trends Sustainably

Summary of Research; 2025 Insights , STEEP Trends

Trends Emerging

Education

- Stressed, unequipped educators and stressed students
- Outcome oriented curriculum
- Focus and Attention lacking in kids

Screen Time

- Kids as young as 5 overspending time at screen
- Social Media for old

Ai

- Ai is in some schools mostly Private Schools but still a ban for most countries because of developmental distraction
- Character Ai, Chat GPT, Snap Chat My Ai are used by kids

Mental Health

- Big worry on Mental Health of Children in general for all the countries that our markets in

Outcomes

Education / Most Important Skills

Listening Skills, Collaboration, Focus, Empathy, Creative Problem Solving, Curiosity, Playful Learning Approach

Screen Time/ Bans in Countries

- Concern over too much Screen Time
- Children under 14 are banned from Social Media

Ai/ Growing Interest and Backlash

- Distraction to development
- Safety of Data and Privacy
- Kids use for creative outcomes

Mental Health and Needs

For the stresses of world, the human need is Laughter, Humour, Empathy, Bonding and Community

QUBS Direction

Playful learning through Focus and paying attention.

No Screen and this is a brand identity

No Ai as a Comforter or as a game for kids / but will be used in the development of products

Fun, Playful Content, Diverse interests. Bonding Time (Multi generational, tailored for diverse skills and stages that easily adapts to the developmental needs)

Co-Creation



Internationalisierung ist nicht erreicht wenn dich alle verstehen
- sondern wenn sich alle verstanden fühlen.