



MEDIA KIT

ABOUT US

Autsera is a tech for good startup founded in 2019 with a mission to help children communicate and interact socially through smart, science-based, and engaging educational game apps.

We fuse our professional experiences in engineering, technology, media, and business with our personal passion, to make a difference in the lives of children and make social communication learning accessible, affordable and fun for all.



Over the past two years we were awarded three Innovate UK grants; we received an EU seal of Excellence for quality innovations worthy of investment; and we were selected to join Google for Startups for female entrepreneurs, NatWest Business Incubator, Vodafone F-LANE Accelerator for Female Empowerment, and Deutsche Bank WeInSocialTech Accelerator. We also featured in national and international media, including Forbes, Evening Standard and Startup Magazine.

Our new product, EmoGami, is a fun educational game that helps children understand emotions and read social cues. It blends fun and engaging activities with evidence-based teaching methods to ensure an effective and engaging experience. EmoGami is designed to meet Covid-19 challenges, allowing independent use and progress by children and remote monitoring and assessment by teachers and parents. EmoGami comes in two versions: PC version for schools and mobile app version for families and children to use at home.

THE TEAM



Inas Ismail
Co-Founder

Inas Ismail, PhD engineering, is the co-founder of Autsera and leads the game production team. Her child's journey to unlock his social and communication skills has inspired her to start Autsera helping children develop socially, boost their self-confidence, integrate, and learn better. Inas has been selected for the Google for Startups first female founders residency in London, the Deutsche Bank funded WeInSocialTech business support programme, and the Vodafone-backed F-LANE Social Impact Accelerator.



Omar Massoud
Co-Founder

Omar is an experienced entrepreneur, business consultant and co-founder of Autsera. Prior to Autsera, Omar founded Bridges, an engineering and technology business consultancy, where he provided consultancy services to household names such as Marks & Spencer, Heathrow Airport and WWF, as well as ambitious SME's and startups. He worked in the UK, Egypt and the USA, and delivered projects in over 20 countries. Omar co-authored "The Business Growth System", providing a structured system to grow businesses. He delivered workshops and spoke at various business events in the UK and overseas.



Jane Pidduck
SEN Consultant

Jane has been working with children with Special Education Needs (SEN) and their families for over 20 years, supporting the children both socially and academically. She helps families in understanding how best to support and communicate with their child. She delivers social communication skills and autism training to families and professionals. She is also trained in carrying out the play-based assessment for an autism diagnosis. Jane has been working with Autsera since its inception, advising on social communication training and early intervention techniques.

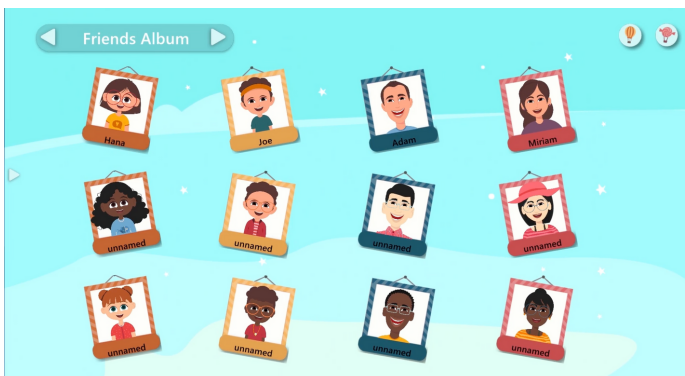
INTRODUCING EMOGAMI



EmoGami is a science-based fun educational game that helps children understand emotions and read social cues through fun and interactive gameplay. It blends fun and engaging activities with evidence-based teaching methods to ensure an effective and engaging experience.

EmoGami is part-funded by Innovate UK Covid-19 Fast Response Competition and designed to meet Covid-19 challenges. It enables children to progress independently through various emotions, social situations and levels of difficulties; while enabling teachers and parents to monitor and assess children's progress remotely, through a dedicated, personalised teacher and parent dashboard.

EmoGami is autism and colour-blind friendly, making sure that it is inclusive to most children. EmoGami comes in two versions: PC version for schools and mobile app version for families and children to use at home.



FEATURES AND BENEFITS



Science Based

EmoGami has been developed with the help of social communication specialists and rich advice from game experts in Ubisoft and DICE to ensure the game is effective and fun without being over stimulating.



Content Rich

EmoGami offers many different emotions for the child to learn with gradually increasing difficulty, so each child can play at their own pace and progress from simple emotions to more challenging ones.



Engaging and fun

Children are motivated to play by earning reward coins as they progress through the game without ever losing them. They also get to choose their own theme for the game and build their own Trophy Castle.



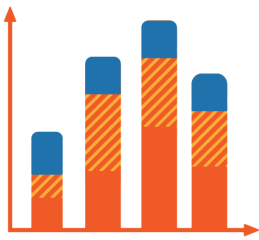
Child Safe

Offering parents and teachers peace of mind, EmoGami can be played offline. The game also has a screen time lock that a parent or teacher can control and adapt for each child's needs.



Inclusive player-designed

Children get to create their own characters using a diverse set of skin colours and hairstyles, choosing whether the character will look just like them or come straight out of their imagination.



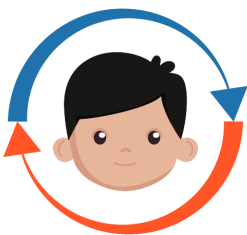
Personalised Progress Tracking

Parents and teachers get a personalised dashboard for each child in order to track their progress without comparing them to other children and provide them personalised support.



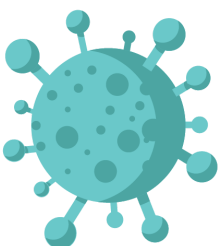
Autism and Colour Blind Friendly

EmoGami was built to be inclusive and accessible to as many children as possible. The game is autism and colour-blind friendly.



User Driven Development

EmoGami has benefited from input and feedback from the early stages of design up until launch.



Covid-19 Responsive

EmoGami responds to Covid-19 triggered educational needs, allowing teachers to support children learn in the safety of their own homes.

TESTIMONIALS

"We love Autsera! Brilliant idea, worthy cause and real business potential. Inas and Omar are passionate, dedicated and big-time hustlers."

[Marta Krupinska - Head of Google for Startups UK](#)

"He enjoyed the game very much. He quickly started playing independently."

[Parent of a 7 year old child](#)

"EmoGami is a great cause and a very intelligent way to leverage interactivity in games for educational purposes."

[Yossef Benzeghadi - Lead Game Analyst, Ubisoft](#)

"You have an awesome company purpose and a strong will to bring Autsera to the next level. All the best for you, your company and your team!"

[Maira Gerland - Venture Partner, Better Ventures Group](#)

"It has been an honour to work with Autsera and I am very excited to see what great achievements the next years hold in store!"

[Matei Frunzetti - Innovation Manager, Vodafone](#)

"The team convinced us not only with their impact focus and user-centric product design but also with their deep understanding of technological excellence."

[Lisa Guggenmos - senior director of Yunus Social Business](#)

"A great cause and two dedicated, capable and persistent co-founders, working to make a real and long lasting impact in the lives of children with social and communication challenges."

[Lana Hersak - Business Consultant, WeinSocialTech Manager](#)

"He liked being able to choose the theme and also liked the jumping emoji"

[Grandmother of a 5 year old child](#)

"The children enjoyed the game and have been keen to go on again."

[Teacher, Primary School in Southwest London](#)

AS SEEN IN

Forbes

**London
Evening
Standard**

STARTUPS
MAGAZINE

Autsera

CONTENT TOPICS

Our team is available for speaking, opportunities, interviews and guest writing opportunities on a wide range of topics.

Social and Communication Skills for SEN children - a digital solution: Interactive digital games, based on evidence-based techniques, can be an accessible, affordable, and personalised way to help SEN, and many more, children learn vital social and communication skills like understanding emotions and reading social cues.



Case study on the role of human-centred design in building games for SEN children: Why is human-centred design crucial in developing personalised skill-building games for SEN children? What happens if we don't involve children and carers in the design/build process?

How gamification can help SEN children develop their skills: Gamification - is it just a buzzword or a game-changer in engaging SEN children to develop their skills?

What are Social-Emotional skills? The foundations for making and keeping friends, managing and recognising feelings in our self and others, and feeling empathy.

The importance of social skills: Good social skills are central to social interaction and communication through life. Autistic people don't tend to develop social skills in the same way as their Neurotypical peers. Is it important to teach them these skills?

CONTENT TOPICS

Improving your child's social skills - making eye contact: Eye contact is an important social skill because it shows that you are listening and interested in the person who is talking to you. However, some children, particularly children with social communication difficulties or a diagnosis of Autism can find eye contact difficult. There are ways that these children can be taught to look as though they are looking.



How can parents teach empathy to their children? Feeling empathy and showing it are two very different skills. Some children need to be taught what empathy is and how to show it to others. This can be achieved by using many different methods including watching TV programs, reading books, and drawing situations and thought bubbles.

Why do some children have difficulty expressing their feelings? If a child has differences in social communication and interaction, it can be extremely difficult to know how to express feelings appropriately. There are lots of different strategies that can be used to help children to be able to do so.

How is play important for a child's social development? Social play from a very early age teaches children how to communicate and interact with each other, how to take turns and how to understand and show empathy. These are all really important skills needed in order to develop their social development.

How can stories help children understand facial expressions and emotions? Reading and sharing stories with children from a very young age help their understanding of how people are feeling. Looking at the pictures and asking children how they think the character is feeling and why will support their understanding of real people and how they are feeling.

CONTENT TOPICS

Understanding autism: How can I support autistic children and adults and improve communication between us?

Autism and executive function: Executive function is like a control centre in our brain. It's what helps us to get things done. The control centre can run quite differently for Autistic people compared to their neurotypical peers.



Changes to routines are good, aren't they? Sometimes we can feel the boredom of daily routines and a change can brighten up the day. This is often not the case for Autistic people, as routines can be one of the most important things to get through the day successfully.

Restart - startups are not just for millennials: Why going through multiple careers and experiences makes you a better founder. After an Engineering Ph.D., a journalism career, and two children, you are prepared to take (almost) anything as a startup founder!

Business models for startups: How startup businesses can build a solid business model, that articulates the vision for the business, identifies how to create and capture value, and sells the business idea to potential investors.

Startup growth strategies: Identifying key business growth drivers, and developing an integrated plan to grow startup businesses.

Startup finance through innovation grants: Overview of the main sources of finance for startup businesses, and a step-by-step approach to securing Innovate UK grant funding for innovative business ideas.

CONTENT EXAMPLES

Games That Enrich Social Emotional Skills

<https://inasismail.wixsite.com/emogami/post/what-kind-of-games-can-teach-social-emotional-skills>

Social Emotional Skills Learned Through Games

<https://inasismail.wixsite.com/emogami/post/games-and-social-emotional-learning>

Behaviour is Communication!

<https://inasismail.wixsite.com/emogami/post/behaviour-is-communication>

The Impact of Technology-Based Learning

<https://inasismail.wixsite.com/emogami/post/the-impact-of-technology-based-learning>

CONTACT US

PRESS ENQUIRIES

Name: Charlotte Mitchell

Email: charlotte@autsera.com

Phone: 07968118380

A link for the game is available on request for review and trial purposes.
Contact us and we will supply you with your login.

Images and promotional video available on request.

GENERAL ENQUIRIES

Email: emogami@autsera.com

Website: www.emogami.com



<https://www.facebook.com/EmoGamiGame/>



<https://www.instagram.com/emogamigame/>



<https://twitter.com/emogamigame>

VISUALS AND VIDEO

