

ABSTRACT

By introducing animals to young children using outdated methods, there is a risk of limited active engagement and comprehension due to their easy distraction during the learning process. Insufficient stimulation can have adverse effects on children's cognitive, fine motor, and sensory development. However, an ideal learning approach involves incorporating play and active participation, which facilitates the overall development of their abilities. Recognizing these challenges, the startup CREDUCENT was established by four visionary founders who shared a common vision and mission. This startup aims to generate profit through an innovative interactive educational game application called MARGA , which draws inspiration from the Montessori Education method and incorporates tangible interaction. The founders play a crucial role in the development of MARGA products, employing the SGDM (Serious Game Development Model) methodology.

Keywords: Game, Knowing Animals, Montessori, Technology, Tangible Interaction