ThinkaBit

Fact sheet · AI literacy game for children aged 7–12



What	An AI literacy game for children: how AI works, spotting deepfakes and other fakes, online safety, privacy and AI ethics.
For	Children aged 7–12, with a Grown-ups area for parents behind a PIN.
Inside	5 worlds, 8 missions, a daily Fake or Fact round and the Workshop (Story, Music, Voice and Image makers). Characters: Sparky, Glitch and Professor Pixel.
Price	Free to download (1 child, the first unit of every world, one daily activity a day). Family plan for up to 5 children: $3.99/month (7-day free trial) or $24.99/year. Launch offer: first year $14.99 for new subscribers until 3 January 2027.
Platforms	iPhone and iPad (App Store), Android (Google Play).
Languages	App interface in English, German, French, Dutch, Spanish, Romanian, Italian and Polish. The first lessons of every world are translated; the rest are in English for now.
Privacy	Built to meet COPPA (US) and GDPR (EU). No ads, no third-party analytics, no tracking, no generative AI.
Founder	Ioan Bercea, a dad based in the Netherlands with 25 years in tech.
Contact	support@thinkabit.app
Links	App Store: https://apps.apple.com/app/id6783635792 Google Play: https://play.google.com/store/apps/details?id=app.thinkabit Demo video: https://youtube.com/shorts/jsEuStWax7A Press kit: https://thinkabit.app/press/

Prices are in US dollars; each store shows the price in local currency.