



# Core of the Business Canvas



## Value Proposition

A location based mobile app that connects a parent to other parents close-by when you need it.

## Customer Segment

Parents with children < 5



# Customer Validation



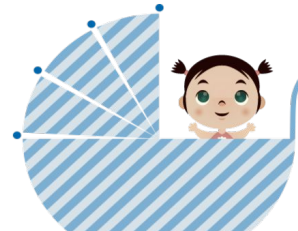
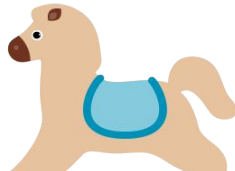
## Parents with kids < 5

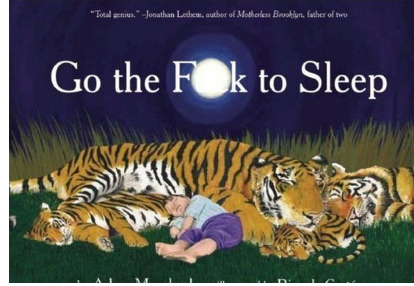
### Pains

- Loneliness
- Scattered information (blogs, forums, email lists, etc.)
- Lack of a local supportive network.

### Gains

- Meet other parents
- Discover
- Share insights and recommendations
- Find new playdates for the kids





# Market Size (USA)



TAM: Parents (21.168.421)

SAM: Parents  $\cap$  (smartphone 66.8%)  $\cap$  (Android+Apple 92.8%)  $\cap$  (Facebook 88.6%)

TM: Estimated conversion rate (0.1)

TAM:  
21,168,421 users

SAM:  
11,363,988 users

TM:  
1,136,398 users

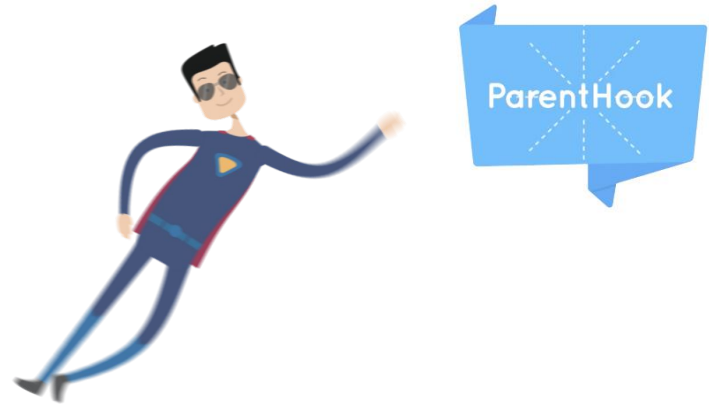
# Revenue Streams

## Free app with in-app purchases

Highly targeted ads based on location and time.

Users will pay for (\*):

- Real time messaging to child care professionals such as kid psychologist, first cares, breastfeeding, toddlers sleep consultants, etc.
- Contact privately more than 3 user per day
- No ads



\*Still need to validate

Many iterations over a common ground:  
“How we can connect people?”

ParentHook

28 interviews

LOCAL INSIDR  
P2P Tourism  
21 interviews

P2P

WALKIE WALKIE  
Learn & travel  
17 interviews

Mobile

1 Sided Market

*Mamacity*  
Foreign parent with  
local parents  
21 interviews

2 Sided Market - Web

ALTERNATIVE MONUMENTS  
inside tours  
23 interviews

OPENSESA.NET  
Business with insider  
27 interviews

ParentHook



Thank you

**Key Partners**



Mobile ads networks  
Child care institutions

**Key Activities**



Platform development  
and maintenance

**Value Proposition**



A mobile app to connect parents with other parents and share information related to parenthood, in real time and location based.

**Customer Relationships**



Self service  
Customer support

**Customer Segments**



Parents with kids < 5

**Key Resources**



Parents network  
Platform

**Channels**



Mobile  
Iphone and Android

**Cost Structure**

App development  
App maintenance  
Servers



**Revenue Streams**

**Free app with in-app purchases**  
Highly targeted ads based on location and time.  
Users will pay for:  
- Contact privately more than 3 user per day  
- \*Real time messaging child care professionals.  
- Avoid ads

\*Need to still validate