



Chorify

"Making households happy"

13th March, 2016

What is the problem?



"74% of parents report that their children rarely help with chores unless asked. 50% of parents say they spend as much time arguing with their kids about chores as the children doing the chores."

by WebMD newlsetter 27th February 2012

What is the solution?



Chorify

Making households happy

An app for mobile phones and tablets designed to motivate and reward children to do their chores around the house using rewards

We believe Chorify creates happy households because:

1.

Less arguments

2.

Relieves parents
of stress

3.

Better
relationships
between parents
& children

4.

Positive aura at
home

Who is our target audience

PARENTS

- Under 18 children living at home
- Busy
- Have access to a phone or iPad



CHILDREN

- 6 - 16 years old
- Living at home
- Dislike and don't do chores
- Have access to a phone or iPad



Who are the competitors



CHORE MONSTER

- Its similar but only available in the USA.
- Too complicated for young users.

How will people know about it?

- *Create Twitter (#chorify_) and Instagram (@chorify_) accounts - Post updates about the app and encourage users to tweet or post their experiences*
- *Announce the launch of the app in local school newsletters*
- Presentation to school kids at assembly - start at Hendon School and then move out to other local schools
- Publicity stand at the Christmas Concert / Summer Fair to promote Chorify with the adults
- Create Facebook Group to post videos of people using Chorify

How will we make money

Inapp adverts -
Freemium
business model

Partnerships with
brands



The technical stuff

Front end
HTML / CSS

Back end
Java

Database

Demo



Please choose your role:

Parent

Child



Hello Parent

Username:

Password:

☐ Remember Me

Login



Number

1
2
3

Name

Victoria
Chloe
Charlie

Points

50
94
80

New task

New child

The Final Pitch!

Happy families are good for society

Chorify is teaching the children responsibility and good behaviour





Creators of Chorify

Thank you