KARRI

Sparking kids' independence

Free of digital distractions

karri.io

Parents want their young kids to **explore the world safely** without the **distraction of digital devices.**

But there is currently **no solution which is reliable and age appropriate for 4 - 12 year olds.**

Smartphones

- Distracting screen
- Unwanted content
- Unwanted contacts from strangers

Smartwatches

- Distracting screen
- Wearables banned by schools
- Poor user experience

Walkie-talkies

- Limited range
- Does not work abroad
- No connection to parents phone

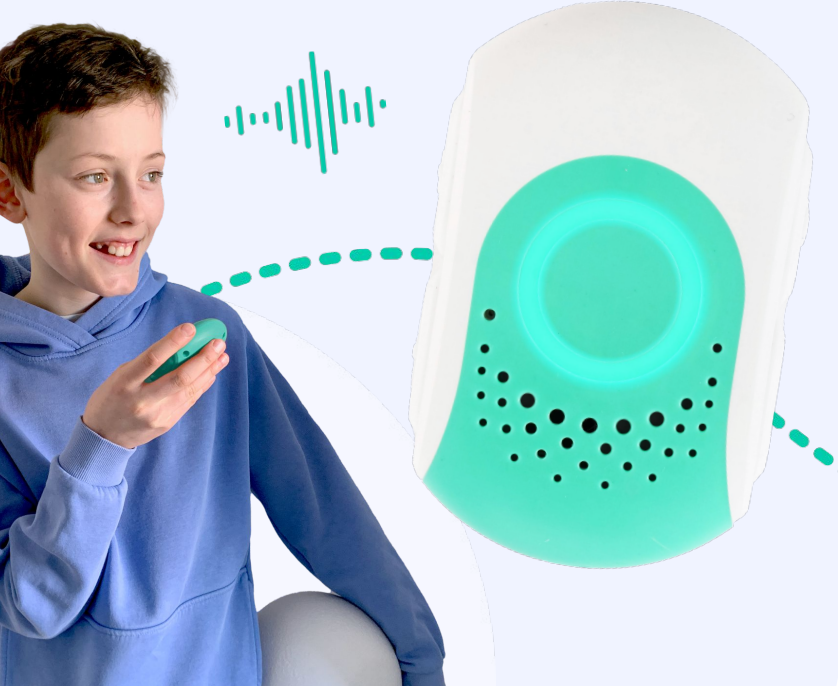
Dumb phones

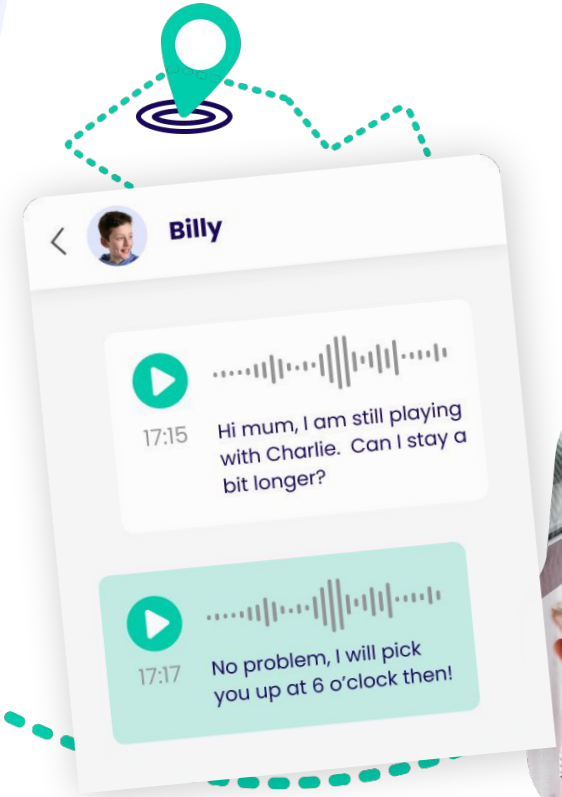
- Clunky to use
- No GPS tracking
- Not “fun” or “cool”

Meet KARRI

A screen-free device for kids to send and receive voice messages...

...integrated to a smartphone app with GPS tracking for parents





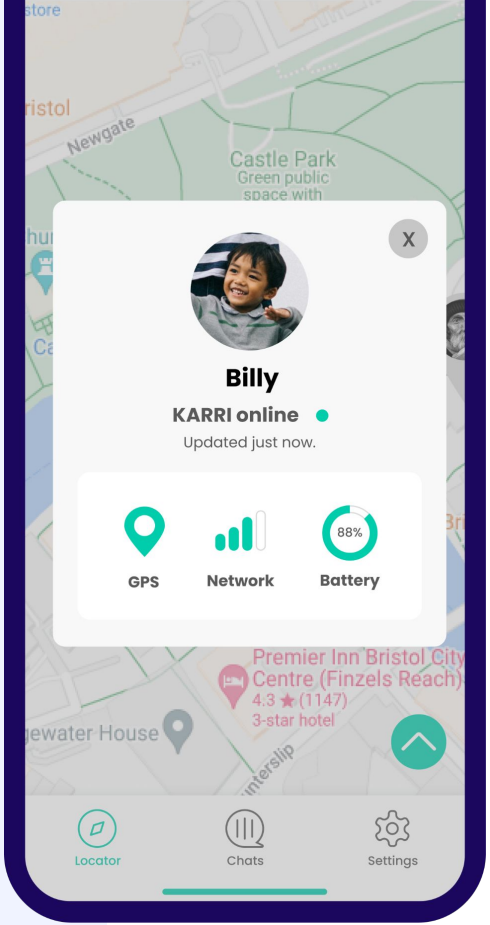
KARRI allows kids to:

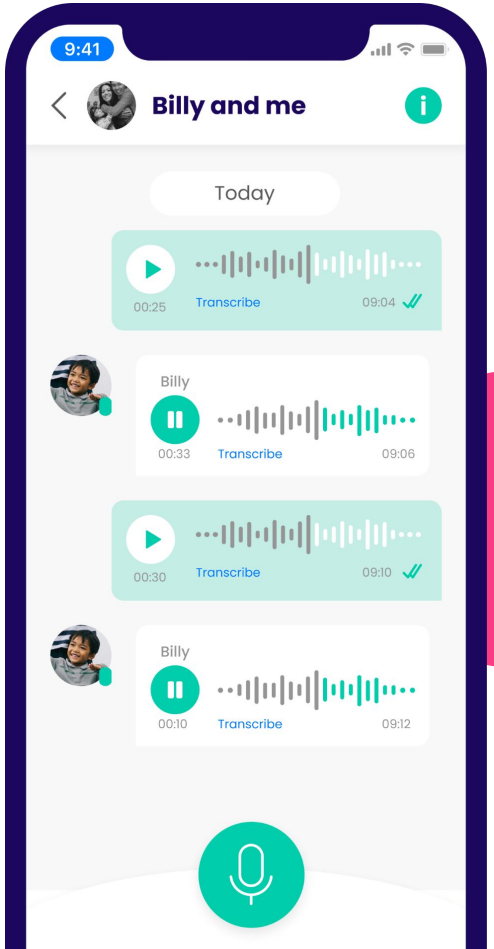
- **grow their independence** without the distraction of a screen
- **learn how to organise** by chatting to friends directly from KARRI to KARRI
- **stay in touch** with their family wherever they are

- Works everywhere (Wifi & LTE networks)
- GPS tracking via app
- KARRI to KARRI chats
- Drop resistant
- Water-resistant

And it gives parents peace of mind by:

- **being able to see where their kids are** using GPS
- **staying in touch with their kids** via asynchronous voice messages
- Knowing their kids are not **being distracted or exposed to harmful content**





We have been executing at rapid speed...

Q4 2023

Prototype scoping, Karri hard- & software development ✓

Q1 2024

Mobile app development & Integration, launch of D2C presale ✓

Apr 2024

600th presale customer and ~€1m pre-seed led by 468 Capital ✓

Aug 2024

100 proof-of-concepts for customer feedback +Pre-seed extension (~€1.3m) w. Emerge ✓

Dec 2024

Shipping began of first 750 Alpha Devices & 1300th presale customer ✓

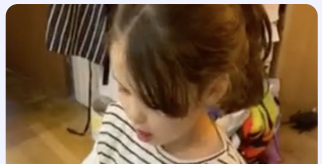
Jan 2025

First 300+ regular alpha device users & 20,000th message ✓

Our customers already love the experience...

We wanted to be able to give our son more independence without getting him a phone. The KARRI works brilliantly, allowing us to stay in touch via voice notes, without him needing to use a screen of any sort. ***Our son gets his independence and we get our peace of mind. It's win-win!***

Sarah, mum of Edward (10)



...and we have a vision of the future.

The **KARRI Universe** will see KARRI as ***the*** out-of-home platform device for young children, **pioneering a new category** in screen-free, voice-driven communication for young kids.

Digital Payments

Voice Control

Our **KARRI mass-production** concept by world-renowned industrial design agency

Pentagram

Navigation

Knowledge

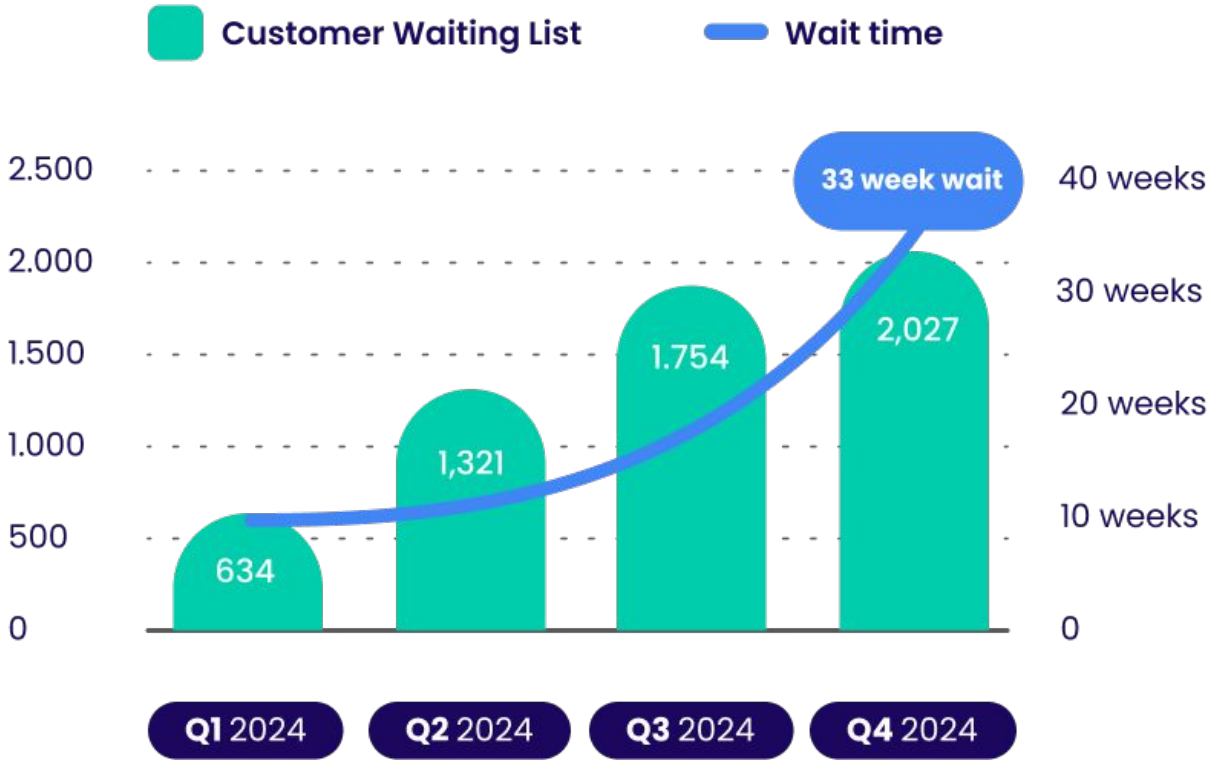
AI Assistant

Branded Accessories

We are not able to keep up with the incredible demand.

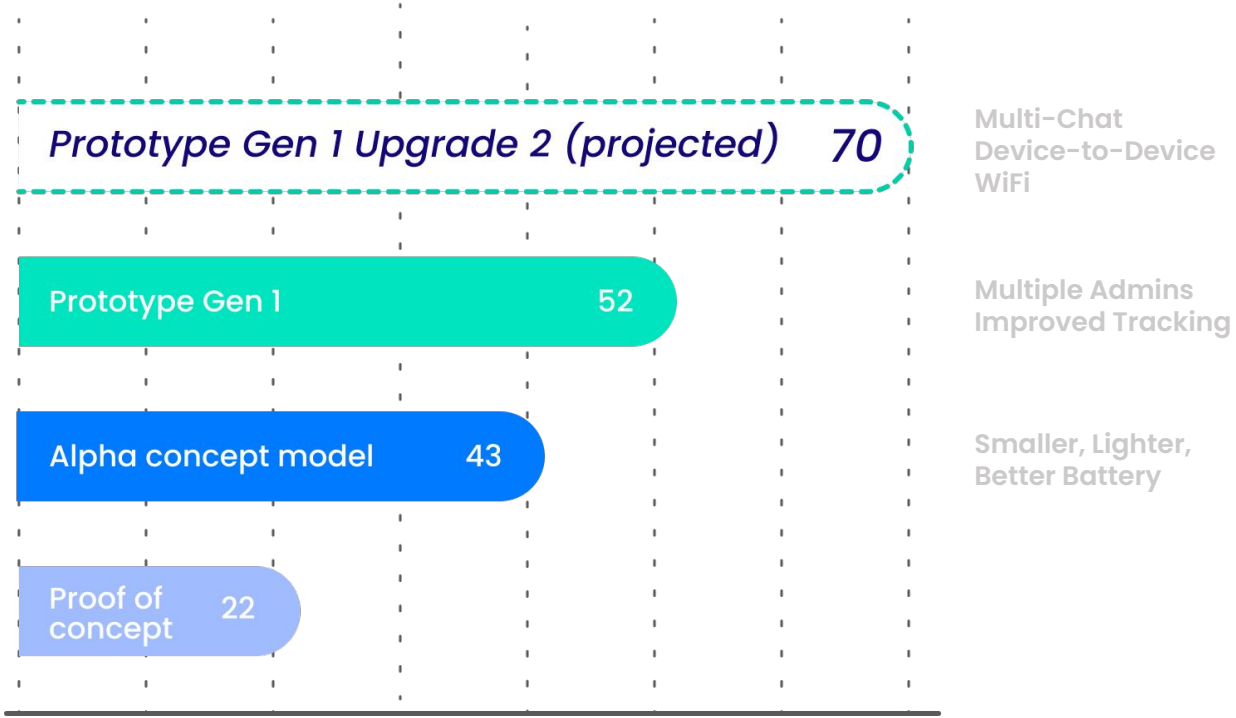
We have over 2.000 **customers waiting**, 65% of whom already paid pre-sale.

With just one Instagram campaign, demand is surging - **consistently outpacing our supply**



Engagement grows with every update.

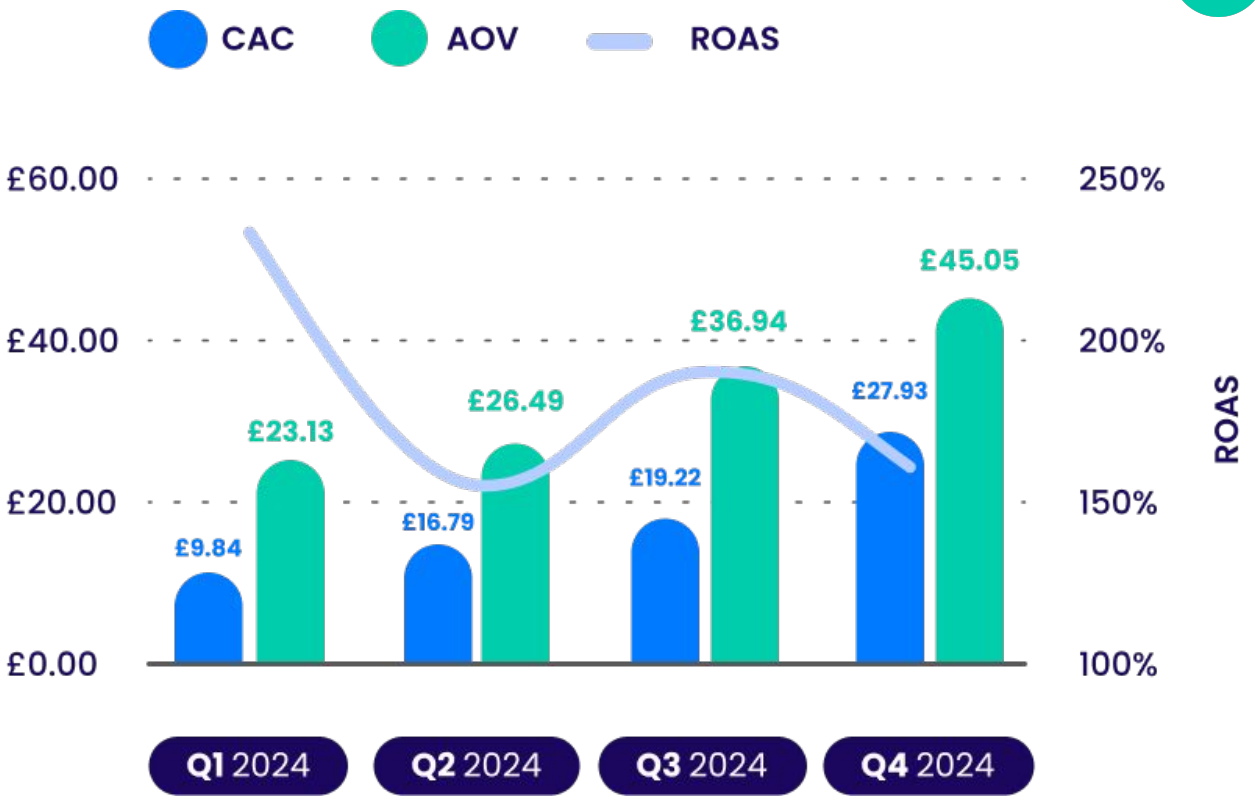
With every upgrade to the KARRI experience we ship, we're seeing **leaps in engagement.**



Messages Sent first 4 weeks after activation

We are already ROAS positive in presale...

We've consistently been **increasing our pre-sale selling price** and have remained **ROAS positive throughout**



AOV = Average Order Value | **CAC** = Customer Acquisition Cost | **ROAS** = Return on Advertising Spend

...and our memberships will be launched from Q2 2025.

Pricing will be tiered based on features as well as billing cycle.

One membership. All included.

Pick a membership, get your KARRI and start chatting.
No hidden costs - cancel anytime.

Monthly | **Annually** Save 15% | 2 years

83% select this plan for their child

Basic

~~£4.99~~

£3.99

per month

£47.88 charged annually

Browse KARRIs

- UK use only
- 2 chat channels per KARRI
- ~~KARRI-to-KARRI Chats~~

Plus:

- ✓ GPS tracking
- ~~Wifi~~
- ~~Geofencing~~
- ~~Second adult admin~~

Premium

~~£6.99~~

£5.99

per month

£71.88 charged annually

Browse KARRIs

- UK and EU use
- 4 chat channels per KARRI
- KARRI-to-KARRI Chats

Plus:

- ✓ GPS tracking
- ✓ Wifi
- ✓ Geofencing
- ✓ 2 adult admins

Premium +

~~£7.99~~

£6.99

per month

£83.88 charged annually

Browse KARRIs

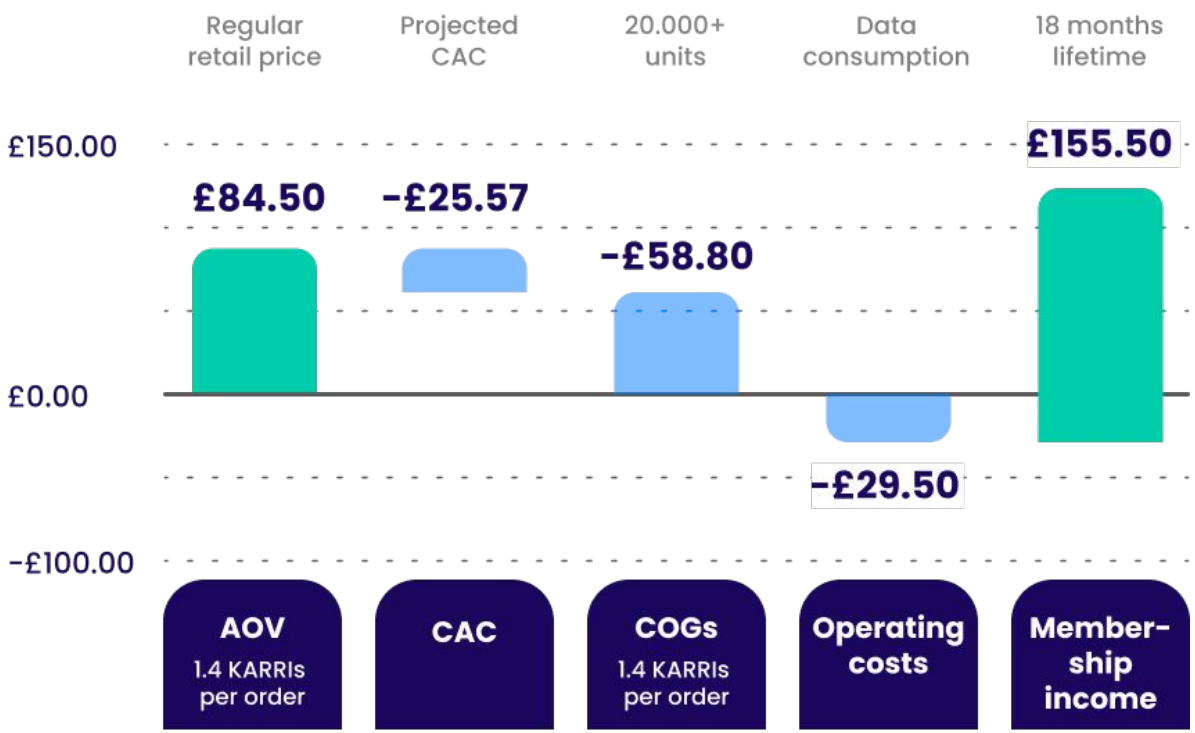
- Worldwide use
- ∞ Unlimited chat channels
- KARRI-to-KARRI Chats

Plus:

- ✓ GPS tracking
- ✓ Wifi
- ✓ Geofencing
- ✓ Unlimited adult admins

We expect an 8x Net LTV -CAC Ratio.

Projected 2026 **customer-level** unit economics



* "Net LTV" means lifetime revenue ***minus*** lifetime COGs

The time is now...

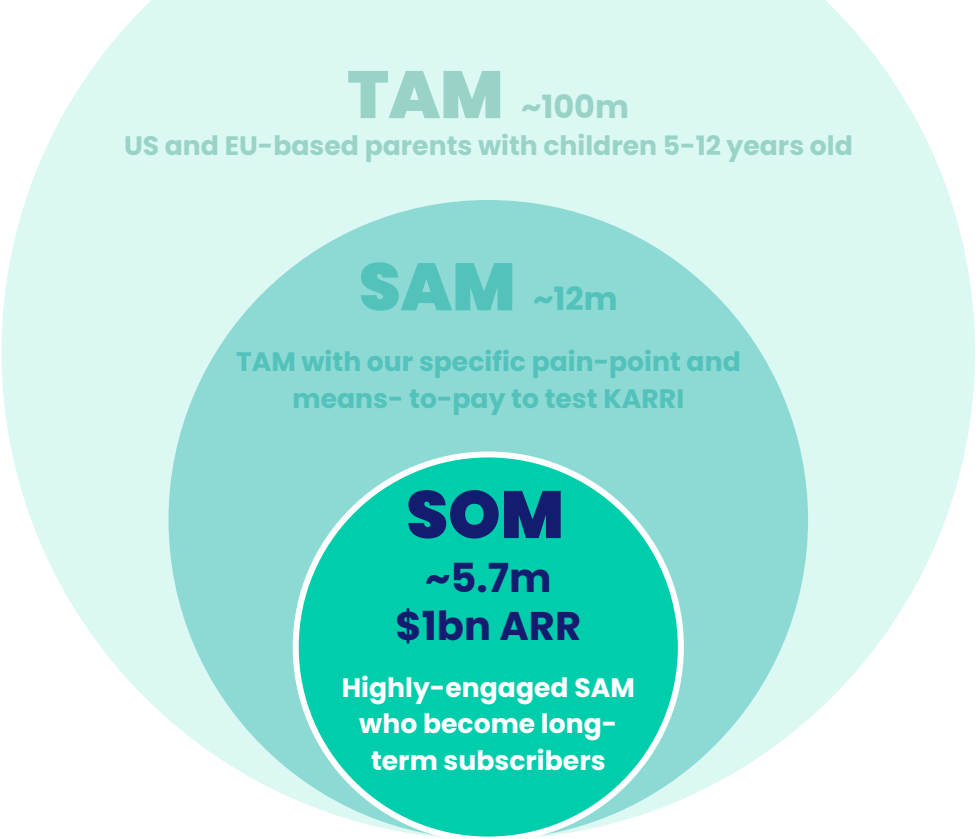
A cross-section of meta-trends have converged to make this the perfect time for KARRI.

Child wellbeing

Screen time & content concerns

Lack of child appropriate alternatives

Capability of voice tech & AI



Activating just 5% of our TAM, we are perfectly positioned to build a ***category-defining*** **$1bn brand**

..and we have an ambitious roadmap.

4.000
Prototypes shipped

20.000
Active users

1m
Active users

	2025	2026	2030
Platform	Voice Messaging Location Tracking Geo-Fencing	Voice Control Knowledge Navigation	Payments Voice AI Assistant KARRI App store
Geography	**Launched** UK and Ireland	**Pre-Sale started** Canada and US	Europe

We are **2nd-time founders and parents with 50+ years of collective expertise** across all key areas.

Pete Clifford

Co-Founder Strategy & Operations 20+ years experience in...

...supply chain, logistics and internationalisation. Worked in large, multinational organisations before transitioning into start-up. Worked in all phases including pre-launch, scaling and late stage growth (as well as founding before).

TESCO · Bringmeister.de von EDEKA · MARLEY SPOON · LINAS MATKASSE · recmart · PlusDental+

Mehul Botadra

Co-Founder Product 14+Years of experience...

...in bridging the gap between hardware and software realms, with a focus on delivering innovative and customer-centric solutions. Skilled in leading cross-functional teams and driving successful product launches.

TIER · BOSCH

Carsten Zimmermann

Co-Founder Engineering 20+Years of experience in...

building and scaling technology solutions. Led engineering teams at multinational B2C companies, focusing on order management, logistics, and systems integration. Focused on delivering robust systems, fostering collaboration and building great teams.

Casper · MARLEY SPOON · FUNKE Works

You will be joining
a stellar set of investors and advisors

emerge

468 Capital

Sven Vaders
tonies®
Product

Hakan Koç
AUTO1 GROUP
IoT

Michael Hurnaus
Commercial

Wolfgang Reisinger
Commercial

Verena Pausder
Fox & Sheep DIGITAL KIDS STUDIO
Go-To-Market

Matthias Laug
TIER
IoT

Christian Indra
Pricing

Tom-Foster Carter
UI/UX

Mengting Bönsch
kitchen stories
Strategy

Gustav Nordbäck
Strategy