Executive Summary

Who We Are

GoKid is a productivity app for parents to facilitate carpooling for kids, which will help to drastically reduce traffic and emissions. The GoKid app will provide families with a complete carpool solution. Say good bye to email and texting chains; with GoKid you can set up carpools with complete calendar functionality and invite other parents to join (and drive).

What We Sell

The GoKid app will provide families with a complete carpool solution, in addition to giving parents a powerful productivity tool to help manage day-to-day schedules. Initially a free mobile app, we will later sell premium features including enhanced notifications, additional power-user functionalities, and desktop scheduling.

Who We Sell To

Our market is made up of the millions of parents in the United States, and all over the world, who spend hours each day driving their children to and from school, social functions, and other extracurricular activities.

In the United States there are 50 million school age children that need rides to daily activities. Their parents and caregivers are eager to find ways to save time and money and reduce traffic. GoKid is designed to make their lives easier, and greener.

Company

Company Overview

GoKid provides a complete carpooling solution for kids. The app launched in October 2015 in the App Store, and an Android version is currently in the works for a Q 1 2015 release. The GoKid carpooling app addresses the parents and caregivers of the 50 million schoolchildren in the United States. The app will allow parents to easily facilitate shared rides for their children's transportation to and from school, to after-school activities such sports team practices and other activities, as well as one time events such as sports competitions and birthday parties.

The app will bring state-of-the-art technology to the carpooling experience such as:

- automatic invitation
- GPS based navigation and (later stage) tracking of cars
- automatic instant messages and alerts
- in-app texting
- mapping functionalities
- easy set up of carpools
- family accounts including child accounts

While our primary market is the US, the technology is invitation based and therefore is inherently viral. We will also be launching the app in international markets and cities with traffic problems such as London, Istanbul, Paris, Central & South America, as well as U.A.E. GoKid was founded by partners Stefanie Lemcke and Sophie Koven. The app has been developed by a senior user experience team (based in New York) and an excellent mobile-first developer team (based in California).

Stefanie owns 55% of the business and Sophie 35%. The remaining 10% of company stock is reserved for the future CTO and early-stage employees. The business is established as an LLC in Delaware.

The company is seeking angel funding in convertible debt investing. It is seeking $1 million at an evaluation of $5 million.

Company History

Founded with $100,000 of start-up capital by Stefanie Lemcke and Sophie Koven, the concept and technology of the company has been developed over the course of 2015. The app is live in the App store and we will be launching and Android version early 2016.

Our initial market will be Fairfield County, Connecticut with a population of almost 1 million. The test market is ideal as towns like Greenwich, Westport and Fairfield have very competitive schools and sports leagues and the average number of children per household is 2.8.

From Connecticut we are aiming to go nationwide with various marketing activities and distribution channels.

Management Team

Management Team

Stefanie Lemcke. CEO and founder is an experienced manager who has worked in digital and traditional media, innovation and technology for the past 15 years; some of her business experiences include:

- As principal of a boutique consulting firm Quantum Media advises global corporate clients on technology and innovation initiatives (scouting/ investing / collaborations opportunities) Some of her clients include: Lego Inc., Metro AG, ProSiebenSat.1 AG, HBO, Disney.
- Worked as advisor on international business development with several US and international startups such as Brightcove, leading to million dollar deals with digital units of global publishers
- Launched NYInternational a website and technology for international entrepreneurs launching businesses in the US, which quickly became a partner of the city of New York, the city of Berlin and large corporate sponsors
- Head of Online Video at Sky Europe (EUR 80 million annual budget, personnel management - recruitment, hiring, training, evaluation and termination of staff.
- Head of legal department at Disney Channel, Germany and Business and Legal Affairs Manager at Sony Music.
- Stefanie is a trained lawyer, with a PhD in international copyright law from the University of Munich and holds an MBA from Steinbeis University Berlin / NYU Stern School of Business
- As CEO GoKid Stefanie will be in charge of overseeing all product and technology developments, fundraising, and business development

Sophie Koven. COO and founder is a lawyer and consultant who has worked in the area of sustainable development for 15 years.

- Sophie was the founder and managing partner of Gambit Consulting, a company that advised real estate developers and not for profit organizations regarding lease and purchase negotiations, sustainable development and design and organizational management and program implementation.
- Prior to founding Gambit, Sophie worked in consulting in New York City and nationally, advising municipalities on how best to reinvigorate their downtown neighborhoods and facilitate transit oriented development.
- Sophie is a board member of the Municipal Arts Society and chairs the Program Committee, she is also a board member of the Harbor Foundation.
- She is a graduate of Harvard Law School and has a BA in Urban Studies from Brown University
- As COO of GoKid Sophie will work closely with Stephanie to launch the GoKid app. Her main responsibilities include overseeing the product development. marketing, partnership deals, legal and HR.

"The GoKid app will provide families with a complete carpool solution."

Products and Services

Parents of the 50M schoolchildren in the US are constantly planning their kids' activities and managing complex driving schedules. More than 50% of the parents we surveyed are regularly creating carpools, but many are frustrated by the experience. Parents' main concerns tended to center on the amount of time it takes to create and manage a carpool, as well as the anxiety of not knowing the location of their children when other parents were driving. The GoKid carpooling app will solve these problems, making existing carpools easier to manage, and encouraging more carpooling among parents for an environmental friendly solution.

The GoKid app will be available in the App- and Android store for the 2015/2016 school year. After downloading the app parents will be able to use the following core functionalities:

- Easy set up of future carpools (one way, two way, multiple stops, repeat events)
- Set up of family 'teams' - including accounts for parents,other drivers (babysitters) and kids accounts
- Invite other parents using existing contact information
- Automatic invitation and reminder functionalities
- In-app messaging and automatic text message reminders on the day of carpool for driver
- Detailed run down of carpool including driver and passenger information
- Mapping functionalities and automatic text messages once the car approaches
- Automated messages once kids arrive home or are being dropped of at designated destinations

The modern and beautiful designed app appeals to both moms and dads (who are mainly driving on weekends). Other family members as well as babysitters and get added to form a 'Family Team', making communication around transportation needs easily manageable.

Competitors

Carpooling is not a new idea or concept, but something millions of parents worldwide are already doing to meet their children's transportation needs. Our biggest competition is the technology parents are currently using to create and manage carpools: emails, texting and even excel sheets.

By creating a state of the art technology solution, we intend to change a behavior of existing carpools while increasing the overall volume of carpooling both nationally and internationally. When comparing existing carpooling apps targeted at kids' transportation needs head-to-head with GoKid, we found that there is no direct competition, but several non-functioning and badly designed apps:

Car Pool Party (US) – no clear profile, not targeted at kids

Carpool-Kids – Similar core idea, allows families to organize carpools, but poorly designed, no mapping functionality, no GPS and texting functionality. Paid.

CarpooltoSchool is a b-2-b transportation planner for regional governments and transportation management agencies (TMAs and MPOs) promoting school pool programs that reduce fuel energy usage, emissions and traffic congestion. The solution is customizable, and provides statistical tracking and data analysis for school pools.

Competition with a similar target group / different business model

Shuddle: this California based startup is targeted at parents for paid rides with kids. Uber-like model with vetted female drivers. High secure standards. The service is expensive with a monthly subscription and single ride fees that are comparable to cab rides. According to our market survey, only 1% of the parents are willing to pay for their kids transportation needs so we feel this service is likely to strive in urban environments like L.A., San Francisco and New York with low penetration of car ownership.

Uber Pool - new service introduced by Uber to share cost of a ride. According to our survey, very few parents are considering a paid service for their kids transportation needs. Only older kids (13+) would be put in a taxi service on their own. Uber is, however, our benchmark in terms of ease-of-use and transparency.

We do not believe that either Shuddle or Uber Pool will be a significant competitor to us, as our own market research has shown that parents prefer to leverage their own social networks as opposed to hiring people to drive their kids:

Despite the rise of UBER for adults, and the introduction of an UBER-like service for kids, Shuddle, 80% of the parents we surveyed do NOT pay others to drive their kids (this includes sitters, taxis and UBER). However, 50% of parents do pay someone to babysit other children so they do not have to spend so much time in the car as ride along passengers.

Competition in a different segment (adults / longer range carpooling)

Singu Car Pooling – UK based, targeted at commuters, not kids

Carpooling.com - German based carpooling recently entered the US market and partnered with UBER for last mile transportation. The app is state of the art, but focused on adults and on larger distance carpooling with cost share – recently go acquired by Blabla Car.

Blabla car: The largest European car sharing company has a focus on longer distance paid car rides. It has provided more than 2 million rides to European passengers and serves as a cheaper alternative to buses and trains.

Zimride: Carpooling for university students.

Target Market

Market Overview

Go Kid will focus on a clearly defined market segments: Parents between 30 and 50 years old, with two or more kids age 6 and older.

During our market research with 150 families we found out, that 50% of this demographic group already carpools:

Use cases for carpooling:

- 90% of the parents carpool for birthday parties
- 84% carpool for after school activities
- 78% carpool for sports practices and games
- 45% carpool to school at least occasionally

BUT, there is no great way to organize carpools (yet!):

- 92% of parents organize carpools via text message
- 70% of parents also use email.

  We surveyed parents from California, Connecticut, DC, Florida, Maryland, Minnesota, New Hampshire, New Jersey, New York, Oregon, Pennsylvania, South Carolina and South Dakota with the majority living in suburban areas and about 20% in urban areas and 5% in rural areas.

Market Needs

The majority of parents are juggling careers and parenting, with 50% of the surveyed moms working full time and 23% working part time. Most families have two children, about 65%, with 22% reporting three children and roughly 5% reporting one child and 5% reporting four or more.

Families spend a lot of time in the car:

The majority of parents spend at least 30-60 minutes a day driving kids to and from school and activities. Siblings are also reported as spending 30-60 minutes a day in the car just along for the ride, dropping off and picking up other family members.

A surprising number of respondents, 70%, drive their kids to school; not surprisingly 60% report that the area around school is extremely or quite congested around drop off and pick up times. The majority of parents also report congestion around after school activity locations like athletic fields, community centers and YMCAs.

Strategy and Implementation

Marketing Plan

Overview

GoKid will use the following marketing channels to reach its target market of parents (40 - 50 years old) with kids 6 years and older:

- **Viral Marketing**: Our app is designed to go viral as carpooling only works if 1-3 other families are invited to participate; our key matrix of success will be a 1.7% invitation rate per family.
- **SEO / SEM:** We are employing search optimization technologies with the key goal to drive sign up and download of the GoKid app
- **Target Bloggers**: There are an estimated 3.9 million mom bloggers in the US alone. Within this large group we have identified the 50 most influential mom bloggers with a focus on family productivity, technology (Geek moms) and sustainable living. We are also targeting green bloggers, sports team writers and technology blogs for the widest possible promotion of the app.
- **Content Marketing:** The founders are already blogging about carpooling, sustainable trends for families and tech advice for families and will seek out content partnerships with leading green blogs, mom bloggers and dad bloggers (see above). We hope to be partnering / leveraging our content at larger green / sustainable organization, parent magazines and parenting websites, sports teams and other parenting / technology outlets.
- **Email Marketing:** Initially the main purpose of the email communication will be to help promote the launch of the GoKid app and to help with the on boarding process by setting up a life cycle email system (e.g. using services such as Customer.io). We will also communicate with users by promoting our content, staging photo competitions (sending in pictures of kids in a carpool) and in stage 2 of the app, including awards for carpooling.

- **Social Media and Social Media Ads**: As Facebook is one of the most popular social media outlets for our target group we will focus our social media efforts on this platform, as well as Instagram and Pinterest. We will be targeting our demographic through contests, campaigns and free app trials.
- **Traditional PR**: As GoKid is a consumer app, there is tremendous value in getting into the traditional media channels (television / newspapers / parent magazines / technology magazines) We are using our excellent network in the media industry to promote GoKid. For example, Sophie is carpooling with ABC anchor Laura Spencer, while Stefanie is carpooling with CNN anchor Alysin Camorotta (formally Fox News). We already appeared in Connecticut television. Given Stefanies' background in media and technology we have an extensive network into traditional media outlets like WSJ, NY Times, Time Warner as well as to technology and media writers. We are already in touch together a target list of key journalist in (green) technologies.
- **Trade Shows / Speaking engagements:** We were already selected as the finalists of the "Women in Tech" competition sponsored by Craig Newmark and have spoken at several conferences (Shared Mobility, Chicago, MAS New York). Within the trade show segment, we will be focusing on team sports and school related trade shows, without neglecting the main tech conferences in the US like SXSW in Austin (applying for accelerator / panels).
- **Business Development**: We believe that the GoKid carpooling app can be a beneficial partner for a number of existing parent and technology communities and we have actively started discussing partnership opportunities. TeamSnap, for example, provides technologies for team sports and leagues. The CEO of Team Snap admitted that carpooling was a major pain point for his 8 million (parent) users and asked for updates on our development. Other digital partners: Evite (birthday parties carpooling) Paperless Post, all online school communication and parent productivity tools such as SignupGenius, Schoology
- **Community Building**: As a consumer facing app we need to build out a passionate community. Only if parents love using the app, we will get recommended - and most importantly - used. As a community building tool we will include a 'green index' into upgraded versions, that will inform parents of

the gas / time saved and that will credit 'green miles/ similar to an airlines program. We will be seeking out partners / sponsors for our users to redeem green miles into awards (e.g. sports camps credits, family destination travel)

The marketing messages will focus on the three main components / USPs of our app:

- saving time
- saving gas
- saving the environment

Positioning

Pricing

GoKid's objective is to become the leading carpooling technology with millions of users in the US and later internationally. To obtain that goal the GoKid app will be free initially. After we reach the first 100,000 users, we will A/B test a freemium business model: adding paid features such as a desktop version that we'd charge an annual subscription of appr. $ 20.00 (pricing to be confirmed in A/B testing). We are calculating with 6-8% premium subscribers. Currently, most productivity apps are free of charge initially and strive for a deep market penetration. The Cozi App, a parenting scheduling tool (which was recently acquired by Time Inc) has 4 million daily users and charges $ 30.00 annually for the premium feature that allows parent to instantly inform their caretakers of any scheduling changes. One other option is to add a rewards program for parents who carpool, bringing in advertising and sponsorship revenues.

Promotion

GoKid will be marketed using different tactics to reach its' two target populations:

- Moms, age 35-50 with more than one child
- Dads, age 35 - 50 with more than one child

Moms: Our demographic group is very active and engaged both in traditional and on social media, mainly Facebook and Pinterest and (to a lesser degree) Pinterest.

- Paid campaigns on Facebook and posting viral content on Facebook page
- Photo Contests on Instagram and Facebook
- paid SEO / SEM
- Advertising / co-branding with other parent facing apps and websites (e.g. Evite, Schoology, Life360)
- Advertising in local parenting online and physical magazines (e.g. Fairfield County parent, Redwagon)
- Sponsoring mom bloggers (tech mom blogs, productivity moms blogs, sustainable living blogs
- Get television speaking exposure (morning shows)
- Phase 2: attracting sponsors for our 'green miles' award program

Dads: For this target group, some different channels will apply, as dads are mostly driving the kids on weekends; also dads are slightly more tech affine and are likely to read different social media and online content

- while there are fewer 'dad" platforms we will target / advertise on the New York Times Tech section, Tech Crunch (with an age target), Yahoo! Answers (target by genre of question - i.e. dad questions), and business blogs that speak to the tech industry.
- working with larger ad networks for behavioral targeting

Distribution

Milestones

Milestone	Due Date	Who's Responsible
MVP of App	Completed	Sophie / Stef / Gigster
App Store Launch	October 30, 2015	Gigster / GoKid
Optimized UI / UX	December 31, 2015	GoKid
Build and launch Android version	Q 1 / 2016	GoKid Tech team
First partnership / data integration	Q 2/ 2016	Marketing / Biz Dev
Build web version of GoKid	Q 3/ 2016	GoKid / Tech team

Financial Plan

Profit & Loss Statement

Profit & Loss Statement	2015	2016	2017
Subscription Revenues	$-	$806,431	$3,560,282
Direct Costs	(25,000)	(162,118)	(245,925)
Gross Margin	$(25,000)	$644,313	$3,314,357
Operating Expenses			
Salary	122,100	325,000	447,096
Employee Related Expenses	19,620	60,200	84,619
Marketing & Promotions	-	15,000	24,000
Rent / Virtual Office	450	11,700	26,500
Utilities	2,200	2,400	2,400
Office Supplies & Software	1,000	12,000	25,000
Insurance	666	4,000	4,000
Software Development	40,000	112,000	240,000
User Experience / Design	18,500	25,000	35,000
Intern / Freelance - Social Media	5,600	9,600	9,600
Legal Fees	8,500	15,000	22,000
Travel	2,000	16,000	28,000
CTO	10,000	60,000	60,000
Total Operating Expenses	$230,636	$667,900	$1,008,215
EBITDA	$(255,636)	$(23,587)	$2,306,142
Interest Expense	-	2,000	11,061

Personnel Table

The personnel required to launch and subsequently operate the GoKid venture will include a mix of full and part-time employees, as well as contractors and freelance workers to fill additional duties as needed. In the early stages of company growth, we intend to keep personnel costs as variable as possible, and forgo fixed costs until such time that a critical mass, steady user base, and higher business volumes can reliably support a larger permanent staff.

Personnel	2015	2016	2017
Product Manager / CTO	25,000	156,000	162,240
Head Marketing	70,000	124,800	129,792
Intern	5,600	9,600	9,600
CEO	-	24,000	99,840
COO	22,500	93,600	97,344
Assistant	24,000	24,000	24,000
Developer	-	49,000	86,520
Total	$147,100	$481,000	$609,336

User Growth Assumptions

Our user growth assumptions provide for an initial user base of approximately 90 registered users at the beginning of Q1-2016. We assume that new users will refer, on average, about 1.7 other new users to download the GoKid mobile application.

This figure, noted below as the "referral coefficient," is projected to decline slightly in years two and three, and the drop-off rate or attrition rate for active users is projected to start at 35% in 2016, growing slightly over the span of the financial projections. This churn rate represents those users who have either uninstalled or stopped regularly using the application. As we gain more reliable data on usage and user engagement, we will seek to project active user statistics with greater detail.

Additionally, in accordance with our plan to facilitate deep market penetration in the growth stage of building user base, we assume that subscription fees will not begin being charged until we have reached an active user base of 100,000 users.

User Growth	2016	2017	2018
referral coefficient	1.7	1.2	1
churn/attrition	35%	39%	40%
paid subscribers	8%	6%	5%
subscription fee	$ 1.67	$ 1.67	$ 1.67
Total Users	**84,896**	**1,539,310**	**3,843,248**