



## Company Overview

PodKeeper is a consumer technology startup whose mission is to make life easier for parents by providing them with an online communication platform that helps parents to finally stay on top of their many family commitments.

## Problem

Many of the 80 million parents in the U.S. who have kids ages 3 to 15, live life on a hamster wheel, in terms of having to manage all of the details related to their kids' school and extracurricular activities. Many of these parents are also volunteers for these groups in roles such as room parent, sports coach or scout troop leader, making it even more of a struggle to stay on top of everything. Daily questions include:

- What day did I volunteer to go read to my son's school class?
- Is team practice cancelled because of the rain?
- When do we need to bring snacks for the soccer team?
- Who is driving to the girl scouts meeting?

Parents need a simple solution to manage the details of their children's lives.

## Solution

PodKeeper is a website (<http://www.podkeeper.com>) where parents stay organized with other parents and within one's own family. It provides parents with a dashboard to manage their hectic lives in a user-friendly interface from a computer, tablet or mobile phone. A group leader creates a "Pod" (an online group), invites other group members and easily organizes the group using PodKeeper's core features: Events, Discussions, Lists and Files. PodKeeper works with your existing email address and web calendar. It takes less than 1 minute to sign up, and is completely free. Parents add one Pod for their family and one Pod for each group in their lives, and finally have a single place to manage it all. Busy parents only have so much time each day, and PodKeeper is solving the problem of using that time more efficiently, helping them to be less stressed, more organized and more in control of their lives.

## Target Market / Opportunity

We are initially targeting the 80 million parents in the U.S. with kids ages 3 to 15. We will eventually broaden our reach globally, as managing kids' group activities is a universal challenge. This market is extremely valuable to brands and marketers as parents of school-age children have a tremendous amount of purchasing power and are difficult to reach.

## Competition

The method parents use the most to manage kids' activities with other parents is an email list. However, using an email list is inefficient for this purpose, as inboxes fill with reply-all chains with multiple topics that can't be kept straight, and it takes too long to find that email with the important attachment from two months ago. Several technology startups have emerged and are trying to meet the online personal productivity needs of parents. These companies are using a niche strategy and taking varying approaches in terms of their product and target audience. For example, they are either focusing on specific markets (e.g. just communication within one's own family, just sports teams or just neighborhoods) or specific functionality (e.g. just events or just sign-up-lists). However, these are incomplete solutions, whereas the biggest market need is an all-in-one communication tool for parents, and that is how PodKeeper is uniquely positioned.

## Business Model

One of our key goals is to accelerate user growth and build scale so we can then more significantly monetize the business and make us attractive to potential acquirers. We have made the strategic decision for PodKeeper to always maintain a free version, allowing us to acquire users at scale, and we will monetize our user base along the way. Revenue sources include: (1) Sponsorships and advertising to this valuable demographic of parents (began in late 2014); (2) Premium features available for a monthly fee (to begin in 2016); (3) Referral fee revenue by leveraging our business partnerships (timing TBD); (4) Licensing to strategic partners and small businesses (timing TBD).

## Management Team

- Steven Sacks, Co-Founder, dad of two, has 25 years of product management and marketing experience, including 19 years focused on the internet. He has experience with startups and Fortune 100 companies and has an MBA.
- Nikki Sacks, Co-Founder, mom of two, has 20 years of experience with roles including equity analyst at Citibank, investor relations at ICR, and corporate strategy at MetLife. She has an MBA from Duke.
- Jeff Duncan, Chief Technology Officer, dad of two, has 25 years of technology experience, spanning areas including, software development, architecture, quality assurance and technology management.

## Ready for Growth

The 2<sup>nd</sup> generation of our product launched in August 2015, and since then we have doubled the number of registered users. We are currently seeking capital to implement several marketing and business development initiatives to accelerate our growth.