

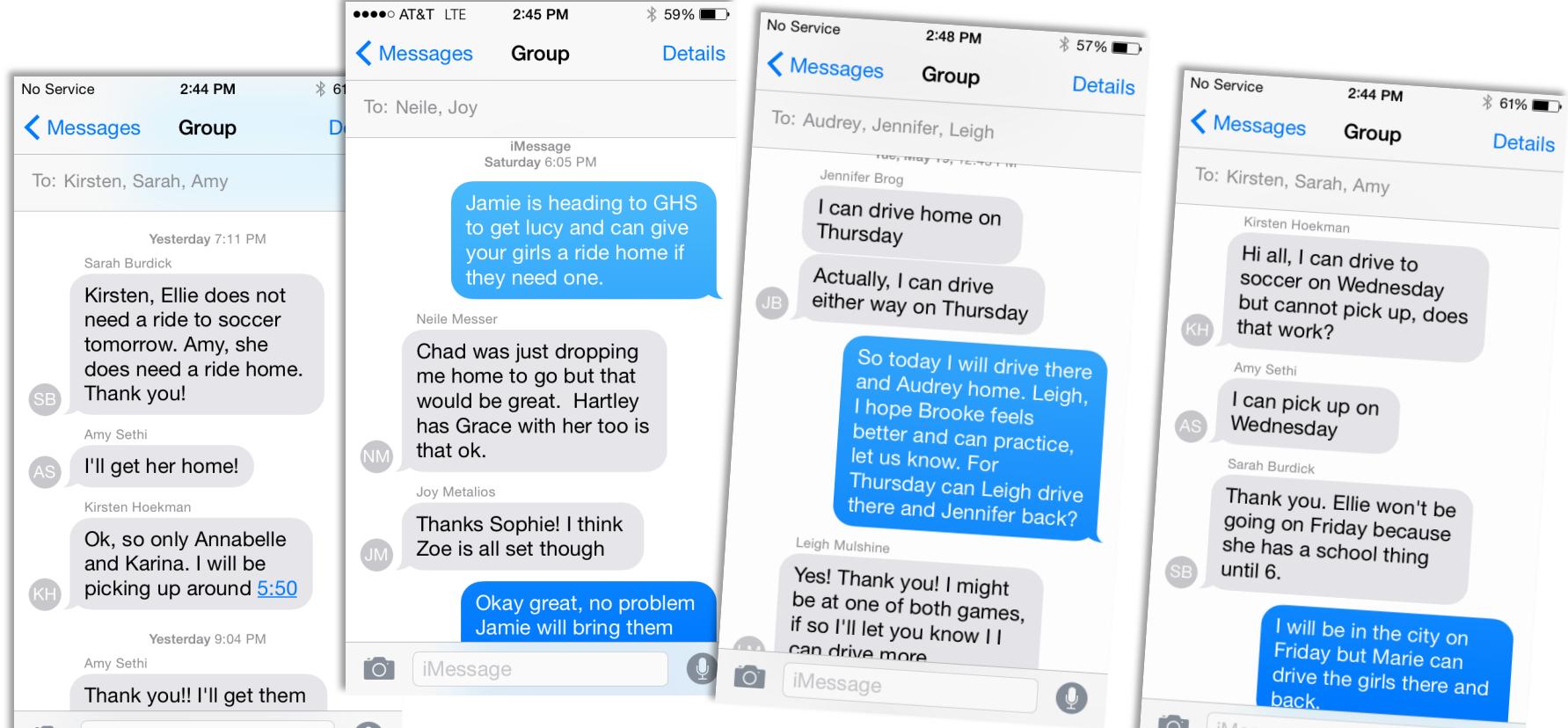


GoKid is a productivity technology facilitating carpooling for parents, helping to drastically reduce traffic and emissions.

goKid
THE GREENER WAY TO GO



Moving from NYC to suburbs: Realizing how much time spend driving our kids



A Solution Carpooling? But so difficult to organize...

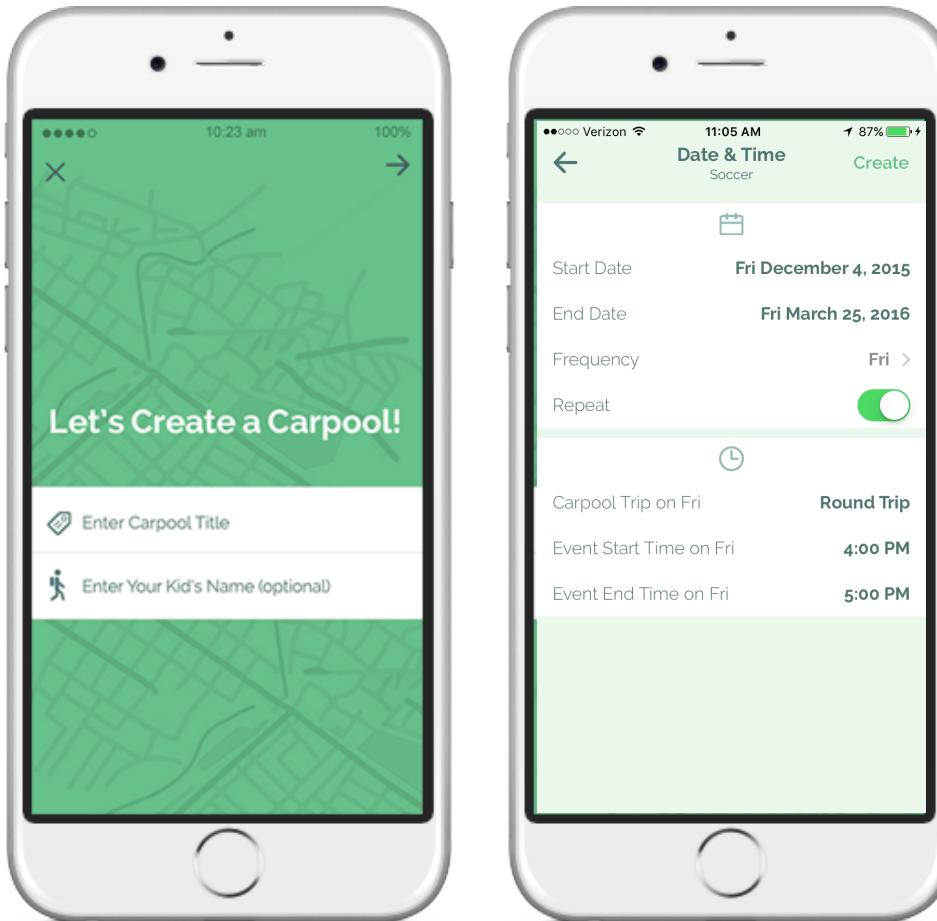
Why carpooling matters

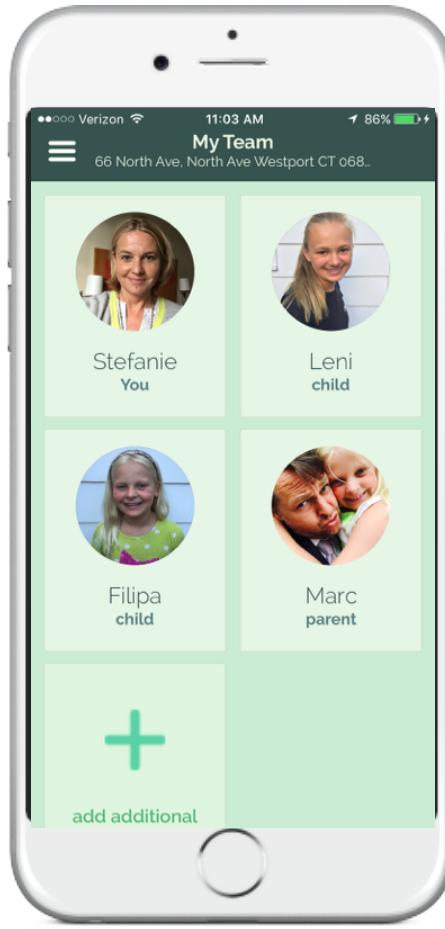
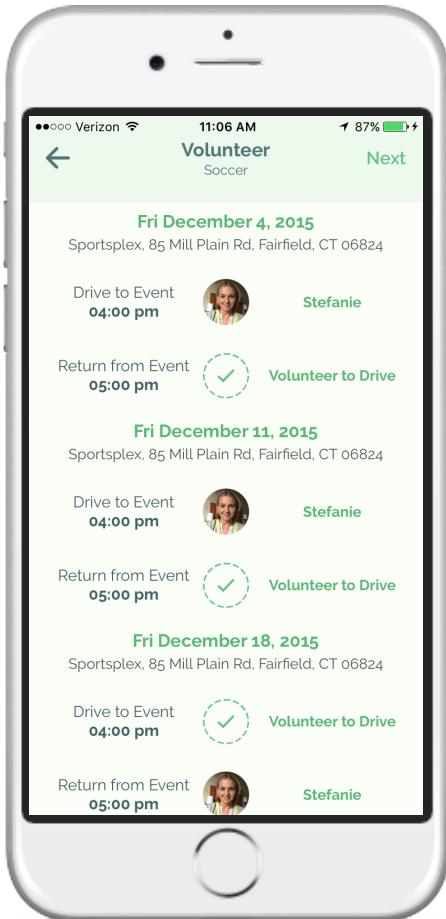
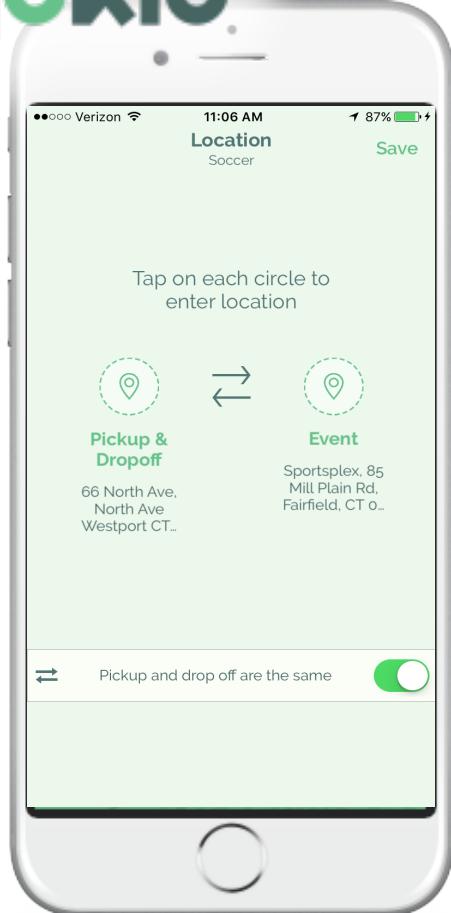
- Global agenda: Stop climate change
- 30% of all morning traffic caused by parents
- Families are crunched for time
- Economic benefits for parents
- Safest Drivers? Parents!



The Solution: State of the Art App

- Parents as Drivers
- Automated invitations
- Integrated calendars







- Route optimization
- Notifications and reminders
- GPS and live tracking
- Family profiles and pictures



GoKid: Combining invitation based approach like Evite with mobility technologies like Uber



Initial market:

Parents of 50 million school-age children in the U.S.

Billions

of journeys
to schools and after-school
activities in the U.S. alone

annually

15 M
daily

+33 M
weekly



The Impact of Carpooling for New Haven, CT

If 10% of
those driving
to school
carpoled
with 2 others...

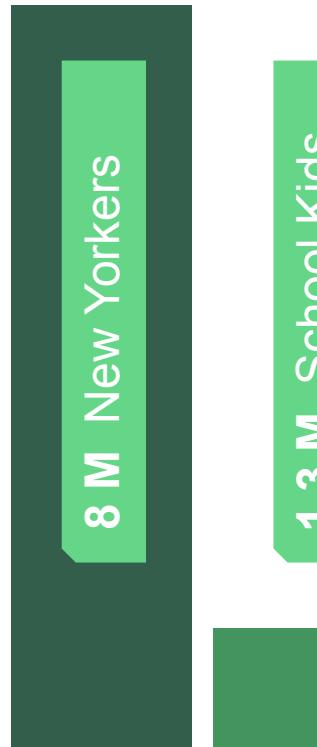
...it would reduce:

- Traffic **congestion** by 1,290 cars daily
- Commute by 1,080 miles across three **families** per school year
- **Commuting** miles by 1,393,200 per school year
- Carbon **emissions** by 760 tons per school year

Student enrollment in public schools: 21,500 students
Approx. 30% of students are driven to school
Average commute: 3 miles per ride



An urban Mobility Solution: Case Study New York City



Driven by car

5%
using
carpool

Taking all
13,000 taxis
off NY
streets





Next: Megacities with Traffic Problems



- Oct 2015 App Store Launch – Customer Validation
- Q 1 2016 Android Launch
- 2016 Desktop Version and new features

Progress & Planned Work





Bla Bla Car

Right Timing: Ridesharing on the Rise

goKid
THE GREENER WAY TO GO

**220 M
invites / year**

Ads + paid



**4 M
users / day**

Subscription+
ads



**9 M
users**

B2B / B2C



**7 M
users**

Ads



**GoKid
=
Mobility+
Productivity**



Right Market: Productivity Apps fastest growing sector in mobile

Business Model And Assumptions

- Freemium: Basic use free 6-7% premium users
- Premium features: Desktop, notification
- Subscribers: 84 k users 2016 / 1.5 m in 2017
- Monthly premium price \$ 1.67 / month
- Additional revenue from advertising starting 2017



User Growth

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



P + L

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



Stefanie Lemcke
Founder, CEO

Sophie Koven, Founder

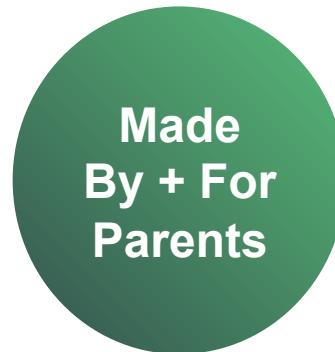
Basabjit Dey, Technology

Ashley Clark, SEO, Marketing

Annika Lehes, User Experience



Made
By + For
Parents





*We are the first generation
to feel the effect of
climate change and the
last generation who **can** do
Something about it.*



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