Business Overview

Our Mission

Our mission is to help parents better organize and manage their responsibilities related to their children's activities. This is accomplished via the PodKeeper online communication platform. With PodKeeper, parents are able to easily communicate and keep organized like never before with their own family and with other parents regarding their children's classes, sports teams, and activity groups.

Summary

The PodKeeper communication platform is poised to become the leader in online personal productivity for parents. It provides parents of school-aged children with a one-of-a-kind communication tool that helps make their hectic lives easier every single day.

Parents currently struggle to stay on top of everything going on in their children's lives; from school classes to sports teams to scouts and beyond. PodKeeper addresses this need via a powerful event scheduling and communication platform that integrates with web-based calendar systems and provides convenient and timely notifications.

With extensive backgrounds in product development and strategy for consumer oriented products and services, our team has spent two years studying the various ways that parents attempt to stay organized. We've gained additional knowledge via extensive customer development interviews, along with our personal experience as parents. As a result, our team has a comprehensive and unparalleled understanding of what parents want. We've used this deep knowledge to build PodKeeper.com, which is accessible from a desktop, tablet or mobile phone.

The Unmet Need Being Addressed

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. Busy parents only have so much time each day, and we are solving the problem of using that time more efficiently, helping them to be less stressed, more organized and more in control of their lives.

Every parent with school-age children has to manage the details of all the aspects of their children's lives, staying on top of items such as:

- 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?

We surveyed and interviewed parents and group leaders and validated that this responsibility is time-consuming and stressful. Furthermore, there wasn't a compelling scheduling or communication solution available to them. People primarily communicate regarding group activities via email, which is ineffective for ongoing group coordination as inboxes fill with reply-all chains and people waste time searching for necessary information. Other available options each have shortfalls that make the market primed for a better solution. For example, they are focused on a single segment (such as sports teams or one's own family), single functionality (such as just events or lists), or have other concerns (such as privacy which is critical when discussing details about one's children).

PodKeeper is moving towards being the one-stop dashboard to manage parental responsibilities, making sure parents can keep organized with their own schedules and communicate efficiently with their fellow group members.

Target Market

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

Key target groups within those 80 million U.S. parents include:
- Parents of the 42 million kids who are preschoolers or elementary students
- Parents of the 20 million kids in recreational soccer and baseball
- Parents of the 5 million kids in boy scouts and girl scouts
- Parents of the 1.8 million kids who are homeschooled
- Families who are members at the 2,700 YMCAs in the U.S.

It is also important to note that 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 and engage.

Product Overview

PodKeeper is a personal productivity tool for parents, providing a dashboard to manage their hectic lives. It is an online platform that is accessible from a computer, tablet or mobile phone. A group leader creates a "Pod" (our term for online group) and invites all the other group members to join that Pod. Parents then create a Pod for each group in their lives.

PodKeeper makes it extremely simple to manage a group by providing all the necessary tools in a user-friendly interface. It gives users the ability to:

- Quickly and easily access all important information from their children's groups.
- Plan an event, have others RSVP to the event, and save the event to the web calendar they already use.
- Send out important updates such as a time or location change, or if an event has been cancelled.
- Coordinate logistics by creating sign-up-lists.
- Ask other parents for help, such as whether anyone can drive their child to an event, where to buy soccer cleats, or to sign up to volunteer for an upcoming event.
- Access documents, such as rosters and permission slips, and provide links to relevant websites, articles or videos.
- Receive timely email notifications and users can customize how they wish to receive them.

Our Industry, Strategic Positioning & 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. Despite these shortcomings, an email list is the default method used, and we consider "email lists" to be our biggest competitor.

Several technology startups have emerged and are trying to meet some of the online personal productivity needs of parents. These companies are taking varying approaches in terms of their product and target audience by focusing on specific markets (e.g. just communication within one's own family, just sports teams, just neighborhoods) or specific functionality (e.g. just events, just sign-up-lists). PodKeeper is different, as we are positioned as the "All-In-One" solution.

Here are the companies in our space who have made significant traction in their respective niches.
- Cozi — Calendar & Organizer (Family) — Focused on just one's own family
- TeamSnap — Team sports (Groups) — Focused on managing just sports teams
- NextDoor — Neighborhoods (Groups) — Focused on just neighborhood connections
- Facebook Groups — Social media (Groups) — Focused on connecting people; privacy concerns
- Evite — Events — Focused on just planning events
- SignUpGenius — Lists — Focused on just creating lists

The collective traction of the above companies has opened the door for PodKeeper, as the market is ready for an All-In-One solution. PodKeeper offers a complete solution that allows parents to stay on top of their hectic lives by managing their family's schedule AND organizing their children's activities; and that pain point combination hadn't been adequately addressed until PodKeeper.

While there are other All-In-One solutions, none of them have any significant market share. We expect that PodKeeper will become the market leader for an All-In-One solution. Furthermore, the use of online personal productivity tools for parents is growing, and there is room for several All-In-One players to have market share and be successful.

Our Approach & Our Competitive Advantage

PodKeeper has several approaches that will differentiate us from the competition, help us get millions of users, and make our users into loyal, raving fans.

- **We're Sticky**. Once users experience having one Pod, they want to create Pods for their children's other activities. The more Pods a user has, the more indispensable PodKeeper becomes, and it becomes a habit that's a part of their daily lives.
- **One-Stop Organization**. PodKeeper offers a comprehensive solution where all of one's information is in one place. When we did customer development, parents clearly told us they don't want to go to one site for a baseball team, one site for scouts and another site for the school class.
- **Deep Knowledge**. Through extensive research and customer development, along with a product development background, we have a very deep understanding of the problem and how to solve it.
- **Extreme Customer Focus**. The PodKeeper brand is based upon building the product around the needs of our customers. We create many touch points with them to both leverage their ideas and to create customer loyalty, and we are integrating many of their ideas into ongoing product enhancements.
- **Wide Net and Marketing Niches**. Our acquisition strategy for parents includes both a wide net (targeting parents in general) and a more targeted approach, going after group leaders and parent volunteers for every type of activity (e.g. soccer coach, cheerleading squad leader, scout troop leader, room mom, teacher, PTA volunteer, etc.).
- **Superior User Experience**. We know that for this audience, the user experience is king. We are making PodKeeper quick, timely, relevant and easy.
- **Built-In Viral Growth**. PodKeeper has a built-in viral method of acquiring customers – a person creates a Pod then invites members of the group, who are likely part of other groups that can become Pods, and so on. This means that when we acquire one user who sets up a Pod for a group, we'll be getting on average eight other parents to join – with no additional acquisition cost.

Management Team

The three-person Management Team collectively has 70 years of experience:

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 startup experience with Promotions.com, Juice Wireless, Mate Map and LendingTree, and has Fortune 100 experience with American Express, NBC Universal and Bank of America. Steven is a graduate of the University of Buffalo and has an MBA in Marketing from Fordham University.

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, where she evaluated new ventures and helped launch an online bank. She is a graduate of the University of Pennsylvania and has an MBA in Finance 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. Jeff brings leadership and insight from working in both large and small organizations including Bank of America and LendingTree, including experience with both on premise and cloud-based architectures.

Advisors

We are currently seeking two advisors:
(1) A business leader or marketing leader with experience acquiring millions of users for an online consumer technology company, who can help us acquire customers.
(2) A current or former YMCA national executive or branch director, who can help us build local, regional and national partnerships with the YMCA.

Milestones & Momentum

We have achieved all four of our goals in Phase 1 of the company:
- Determining the market need
- Developing a product
- Acquiring customers
- Testing marketing channels

What makes our progress to date more impressive than initially meets the eye is that our achievements were made by an especially small team of only one full-time and three part-time employees. With our four goals complete, we are now raising capital to expand our team and build scale at an increasingly faster rate.

Milestones & Momentum (continued)

2013: Customer Development. Strategic Planning. Development began. Accepted into and graduated from the startup accelerator in Charlotte, North Carolina called RevTech Labs at Packard Place. Soft launch August 2013.

2014: Launched customer-requested features, user experience enhancements, and a responsive design to optimize for all devices – desktop, tablet and mobile. Officially launched site in September 2014. Ended 2014 with 2,000 registered users.

2015 to date: Launched more customer-requested features. Tested marketing channels. Created our 2nd generation product that went live in late August 2015. Began marketing initiatives in August, September and October to coincide with a new school year, a new scouts year, and sports for the fall season. We doubled our user base in 3½ months.

Marketing Strategy

We have a tremendous opportunity to gain meaningful market share and have been testing various sales and marketing approaches to identify where to put additional resources. Our strategy is to acquire users by marketing in several ways:

- Directly to parents, targeting them to use PodKeeper for all of a parent's roles in life: mom, dad, youth sports coach, scout troop leader, school class room parent, and more.
  Channels include: Search Engine Optimization, Social Media, Public Relations, PodKeeper blog, Webinars, and Paid Online Media.

- Directly to organizations, developing partnerships where their employees / members / volunteers become users of PodKeeper (such as YMCAs, PTAs, PTOs, sports leagues, regional girl scouts and boy scouts organizations, etc.).
  Channels include: PodKeeper Co-Founders, Business Development person, Conferences.

- Indirectly to parents, developing relationships where parents help us acquire other parents as PodKeeper users.
  Channels include: PodKeeper Mom Ambassadors program, Mom Bloggers.

- Indirectly to organizations, developing partnerships with companies that have existing relationships with the organizations we are targeting.
  Channels include: Various companies who supply products and services to our targeted organizations.

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 PodKeeper attractive to potential acquirers. We have made the strategic decision for PodKeeper to always maintain a free version, allowing us to more quickly acquire users and monetize our user base along the way.

The 4 revenue streams in our business model are:
- Sponsorships and advertising
- Premium features available for a monthly fee. Examples include customization options, expanded storage and enhanced administrative features.
- Referral fee revenue by leveraging our business partnerships. For example, we will build partnerships with YMCAs, schools, scouts, and sports teams. These audiences are highly coveted by businesses in a variety of industries (including retail and technology) and we can connect the buyer and the seller and get a cut of revenue.
- Licensing to strategic partners for both small business and enterprise. Examples include sports league websites and small or medium sized businesses who need an internal communication tool for small groups.

To obtain additional information, please contact:

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