

Q

A PLANNING APP FOR CHILDREN

116.4 Billion



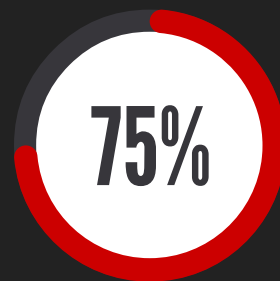
20.1 Billion

Projected increase in
downloads from non-game
apps from 2015-2020

Projected increase in
revenue from non-game
apps from 2015-2020

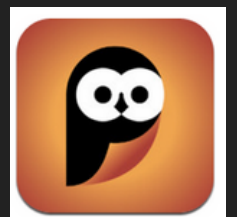
12.1

AVERAGE AGE
A CHILD GETS
FIRST MOBILE
PHONE



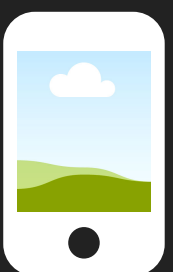
OF 4 YEAR
OLDS HAVE
ACCESS TO A
SMART PHONE

MAIN COMPETITORS



COMPETITOR ADVANTAGES

- ★ Large market share
- ★ High number of planning apps
- ★ Smartphones come with planning apps



Q ADVANTAGES