



# AbleKids

*"Empowering kids with special needs to express themselves through beauty, without limits."*

# PROBLEM STATEMENT

*"All kids want beautiful things"*

Jane, a 7-year-old girl with limited mobility, had a wish for her eighth birthday - a wheelchair that reflected her love for Frozen. However, her parents struggled to find such a wheelchair in any store. They wanted to make Jane's dream come true but were met with a disappointing reality - there were no online stores for kids with special needs to easily get customizable aids that they wanted.

Although there are no readily available online platforms for parents to purchase and customize their child's aids, it is not an impossible feat. While there are specialized places for customization, they can be expensive and the customized items may be prone to damage if they are fragile.

# SOLUTION

*"Kids want to feel beautiful and so we do not want their uniqueness to make them feel less beautiful."*

Our solution is to build a platform that primarily allow kids to buy and customize their aids to their taste, so that they feel beautiful in it, express their personalities and feel proud of their mobility aids.

# Features of the platform - (Store's website)

- Production and customisation of aids for kids of all disabilities - just like Jane wanted. Customising takes into account the size and design the kids want on their aid.
- Accessibility features - The store's website will be designed with accessibility features, such as high contrast options, screen reader compatibility, a virtual assistant and keyboard navigation, to make it easy for older kids to navigate and shop.
- Community engagement - The store will also facilitate community engagement through forums where families with disabled children can connect, share experiences, and provide support for one another.

# Features behind the online store

The store is to provide a place to let kids express themselves through their aids, but we need provisions to let this take place.

- A company that create aids for kids with special need - we will partner up with already existing company in the space that will create the aids.
- We'll also need to work with a customising company that will do the children's design on their aids.

# TARGET MARKET

- Market - parents or caregivers of kids with special needs since they have the purchasing power.
- Consumers - Kids with special needs within age 0 - 15 or above of age

# MARKET SIZE

It is estimated that there are over 93 million children with disabilities under the age of 14 globally

# OUR COMPETITORS

- Enabling devices - an online store that offers adaptive equipment and therapy products for children with special needs.
- Special needs toys - an online store that offers toys, games, and therapy products designed for children with special needs.
- Adaptive mall - an online store that offers assistive technology devices for individuals with disabilities, including children.
- Flag house - an online store that offers products and equipment for individuals with disabilities, including children.

# WHAT WE'LL DO DIFFERENT

- We'll focus specifically on providing customized equipment and therapy products for children with special needs.
- We'll offer free consultations with specialists who can guide customers in selecting the best products for their child's unique needs.
- Our website will be designed with accessibility in mind, including high contrast options, screen reader compatibility, a virtual assistant, and keyboard navigation, making it easy for older kids to navigate and shop by themselves.
- We'll also have a supportive online community through our forums where parents and caregivers can share experiences and provide mutual support

# BUSINESS MODEL

## Revenue Streams:

- Sales of customized aids to parents or caregivers.

## Cost Structure:

- Cost of partnering with existing companies
- Cost of maintaining and developing the website
- Marketing and advertising expenses
- Customer support costs

## Key Partners:

- Existing companies that create aids for kids with special needs
- Customizing companies that will do the children's designs on their aids

## Channels:

- Online marketing
- Search engine optimization
- Community engagement through forums and social media

## Customer Relationships:

- Excellent customer service
- Community engagement
- Personalized experiences

# MILESTONES

1. Launch of the Online Platform
2. First Customer Acquisition: Our first customer acquisition will demonstrate that there is a demand for our product.
3. Expansion of Product Offerings: we will consider expanding our product offerings beyond mobility aids as our company grows. This could include other products such as educational resources, toys, and games.
4. International Expansion: Once we have established a strong presence in our home market, we may consider expanding your platform internationally. This will be a significant milestone and will require careful planning and execution.
5. Acquisition or Merger: If our company is successful in its growth and expansion, we may be approached by larger companies for acquisition or merger.

# MARKETING STRATEGY

- Online Advertising
- Social Media Marketing
- Search Engine Optimization (SEO)
- Influencer Marketing
- Email Marketing
- Community Engagement

# MARKETING PLAN

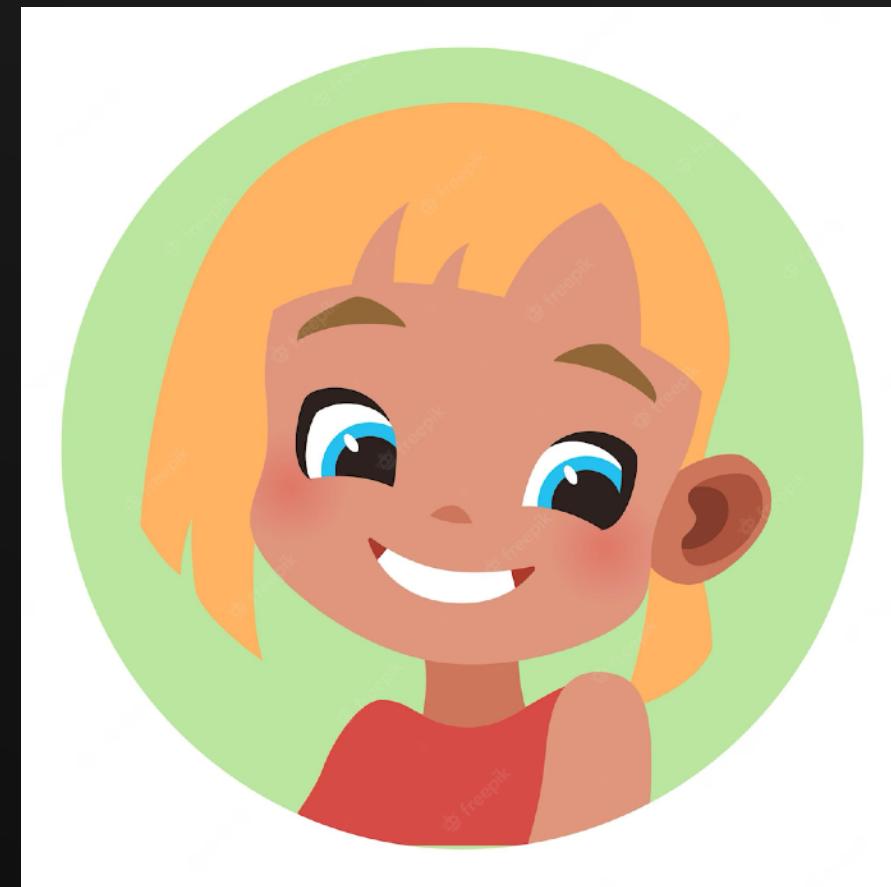
To increase our market, we plan on

- Creating targeted ads using online advertising platforms
- Building a strong social media presence through regular content, contests, and engagement with followers
- Optimising search engines with strategies such as keyword research, content creation, and link building
- Collaborating with influencers in the special needs community to promote products and services
- Using email campaigns to promote new products, share educational resources, and engage with customers.
- Engaging with customers through forums, social media, and other online platforms for support and relationship building

# BUDGET

- **Development Costs:** This is the cost of creating the platform, this includes the website and mobile application. — **\$50,000.**
- **Partnership Costs:** This cost solely depends on the company we will be working with.
- **Marketing Costs:** — **\$30,000**
- **Operational Costs:** This includes hosting, maintenance, and support once the platform is up and running.
- **Overall Estimated Cost:** The overall cost, which is not only dependent on the cost of the platform alone varies. It will range from about a **\$100,000** and **above.**

# Meet the team



IBK  
Founder of AbleKidz, and a front end developer



Tomi  
Co-founder of AbleKidz, and also a full stack developer



- Other roles we need
- Product Manager
  - Marketer
  - Advertiser
  - And lot more....