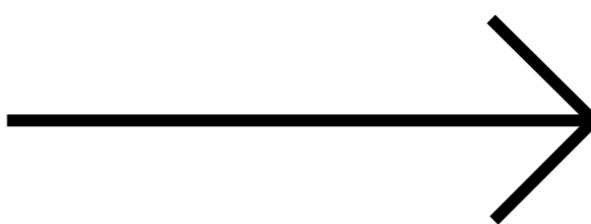




# THE ISSUE

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*IN THE PAST 2020*



A total 3,605,201 baby born in US. Parents will be facing sleep deprivation, child safety and education, schooling options, financial, mental health and various of issues.

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# CAUSE

# **REDUCE PARENTAL ANXIETY**

CORE 3



What can we do for the parents? What situation are they facing? Where does the anxiety come from? Why we are having an unprecedented challenge of raising a child?

An unprecedented challenge of raising a child

# STATISTIC



*The proportion of women with postpartum depression in US is as high as 50% to 70%, with about 10% to 15% of women developing postpartum depression.*

*Up to 1 in 10 new dads can experience depression during the pregnancy or after the birth.*

*Raising a child to adulthood at age 18 in the United States can cost up to **\$475,700**, not including college tuition.*

*Investment in education in Singapore accounts for about 4% of GDP and 23% of fiscal revenue.*

*According to Loans Canada, the average total amount to raise a child up until age 18 is \$253,946.97*

*According to the China 2021 Census, 30% of household income were spending on child.*



# SOLUTION

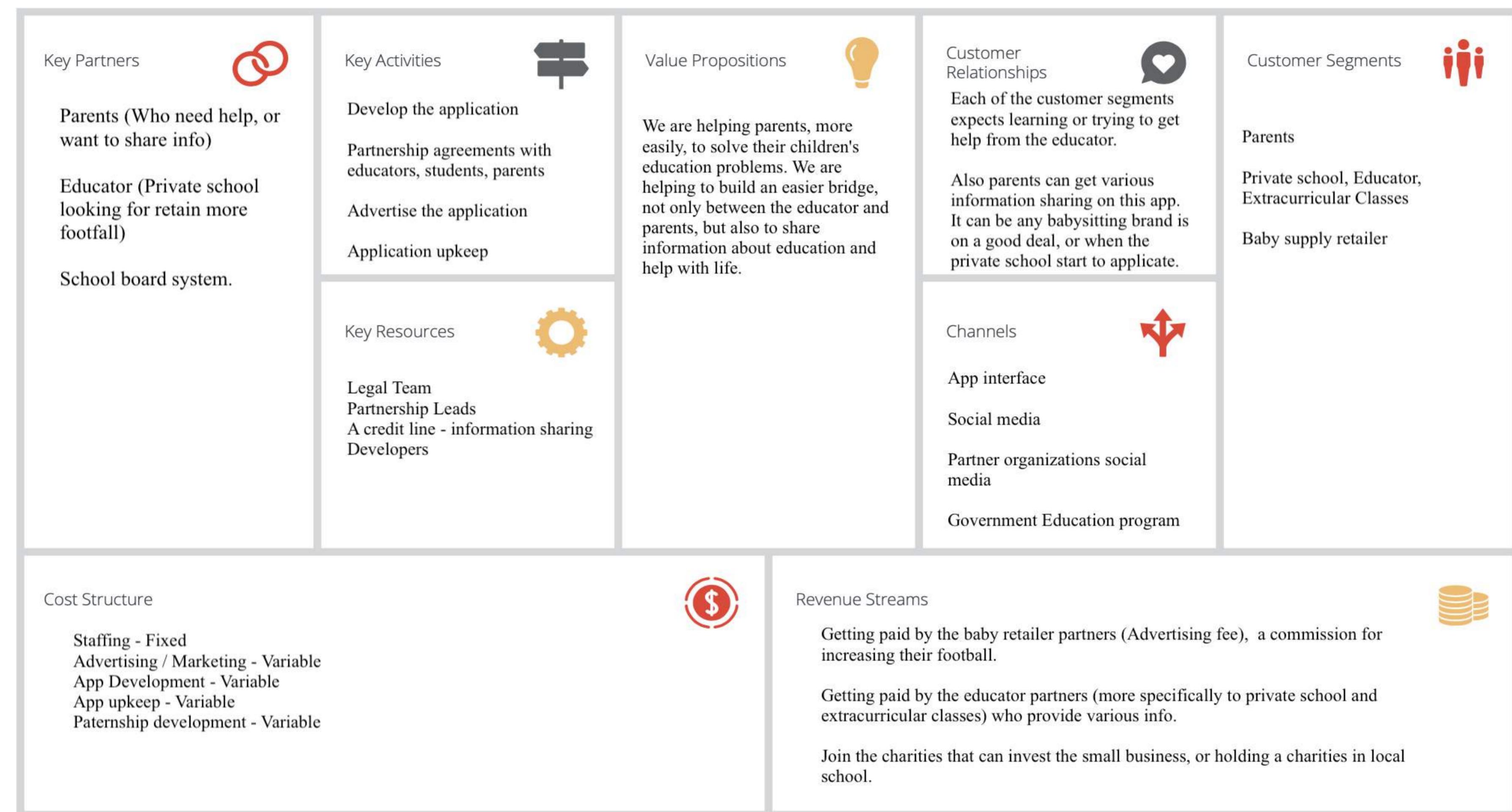
RESEARCH & GOALS

HMW REDUCE PARENTAL ANXIETY

# COMPARISON

				
<ul style="list-style-type: none"><li>• ERHODOKSASUBPBYSPIDESDE</li></ul>				
<p>TIKTOK– A information collection program, that offer users some good education tips. The educator joining tiktok for looking more footfall.</p> <p>HUOHUA– An education program, providing online class on their app, also offering jobs for the educator to teach kids through virtual and some after works for students to practice</p>	<p>IXL – An education program, that provides various subjects to kids for practice after the class.</p>	<p>EPIC – A podcast program, offer various storybooks. Let the kids listen the story by themselves. Saving Parents time.</p>	<p>TIKTOK– A information collection program, that offer users some good education tips. The educator joining tiktok for looking more footfall.</p> <p>HUOHUA– An education program, providing online class on their app, also offering jobs for the educator to teach kids through virtual and some after works for students to practice</p>	

# Business Model Canvas



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Cornell University

CTECH115: Value Creation and the  
Business Model Canvas

Cornell Tech and the SC Johnson College  
of Business

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# WHATS NEW



## VARIOUS INFO

The first app produced specifically to help parents with all the information they need to know.



## TARGET MARKET

Extend the target market. Not only partner with educator, but also partner with the retailer.

# WHATS OLD

## EDUCATION APP

Customized for parent getting help and support through social media



## ONE ON ONE VIRTUAL

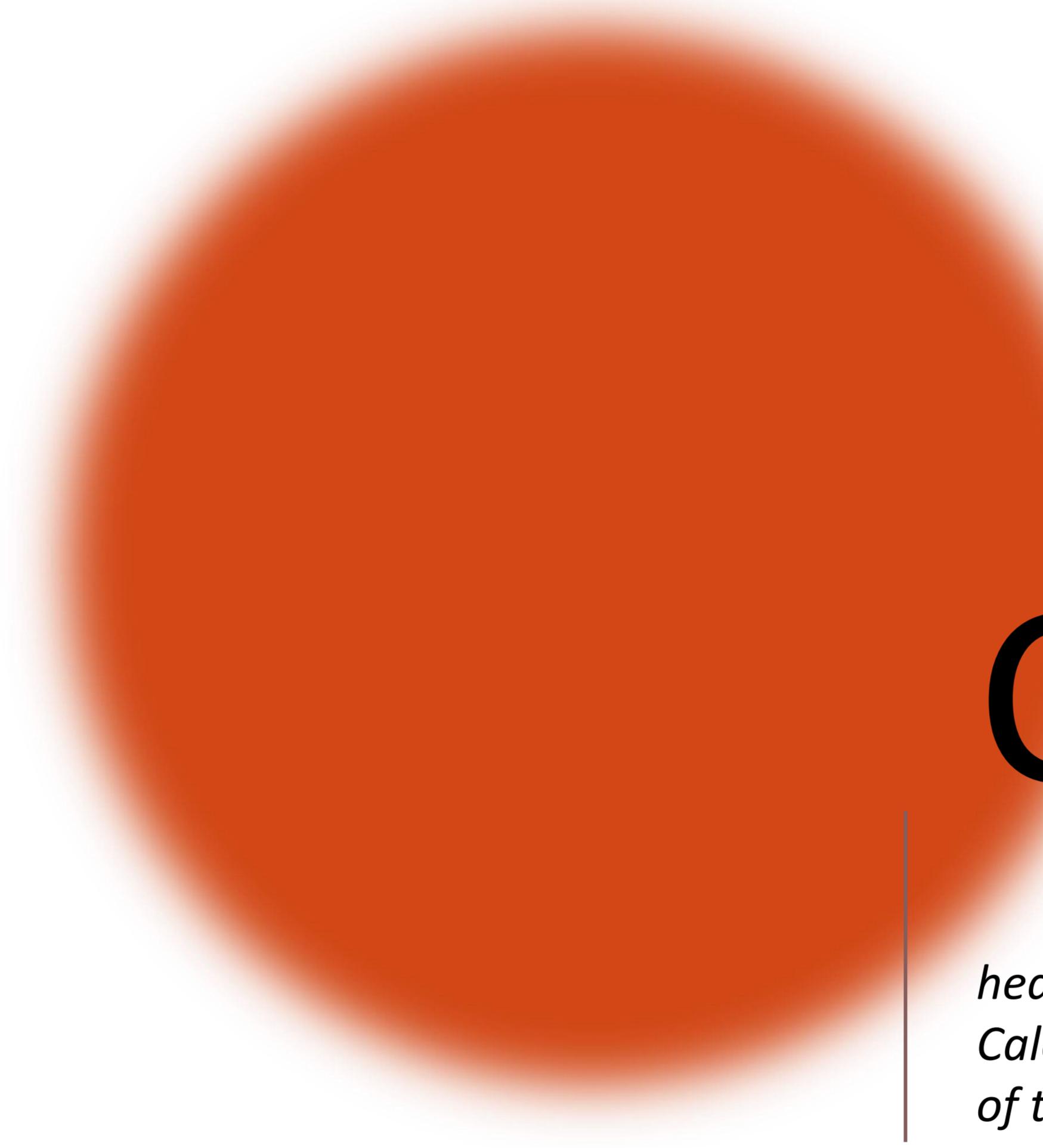
Providing one on one virtual help and suggestion by professional educator





# STRATEGY

Elements that need to be include

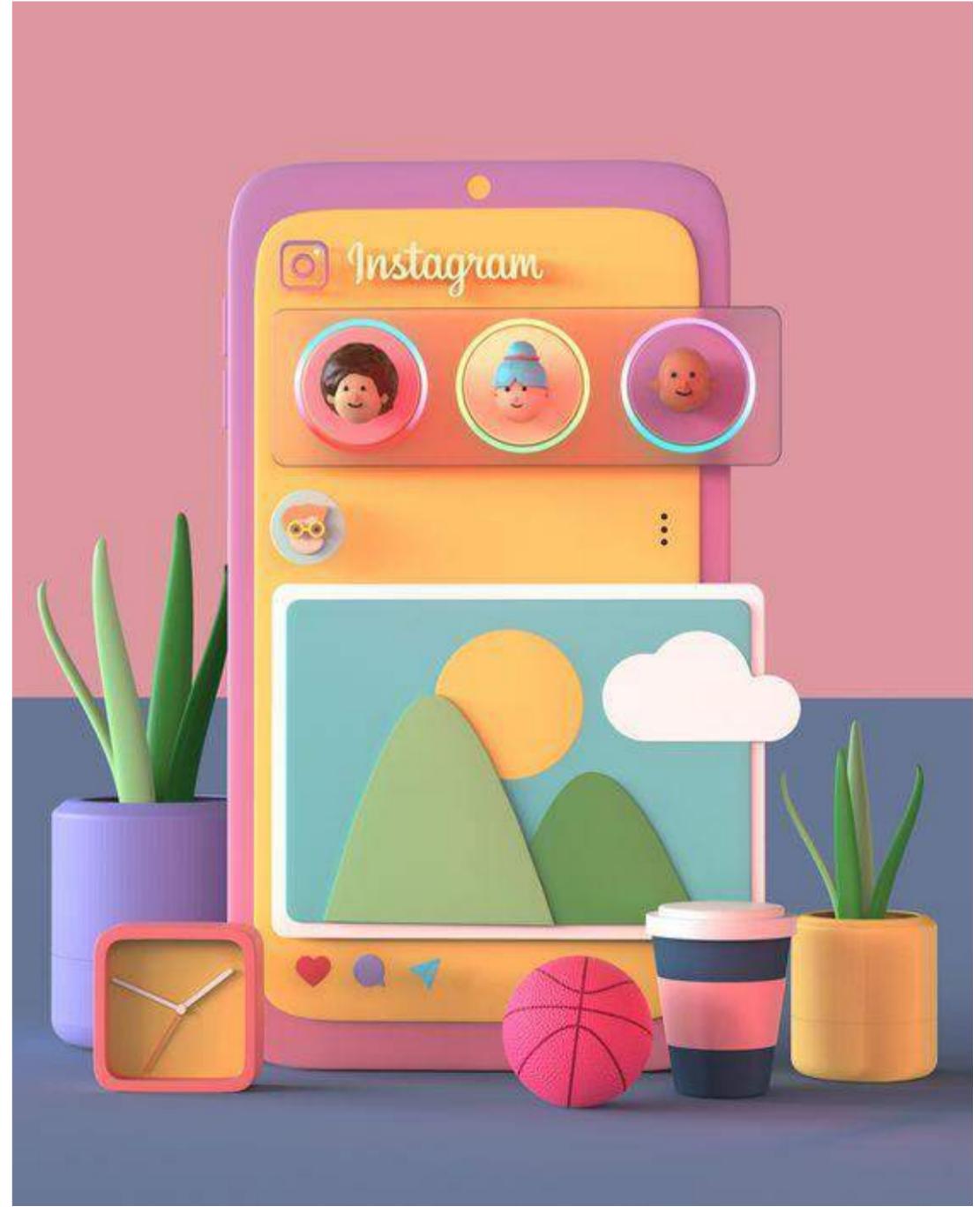
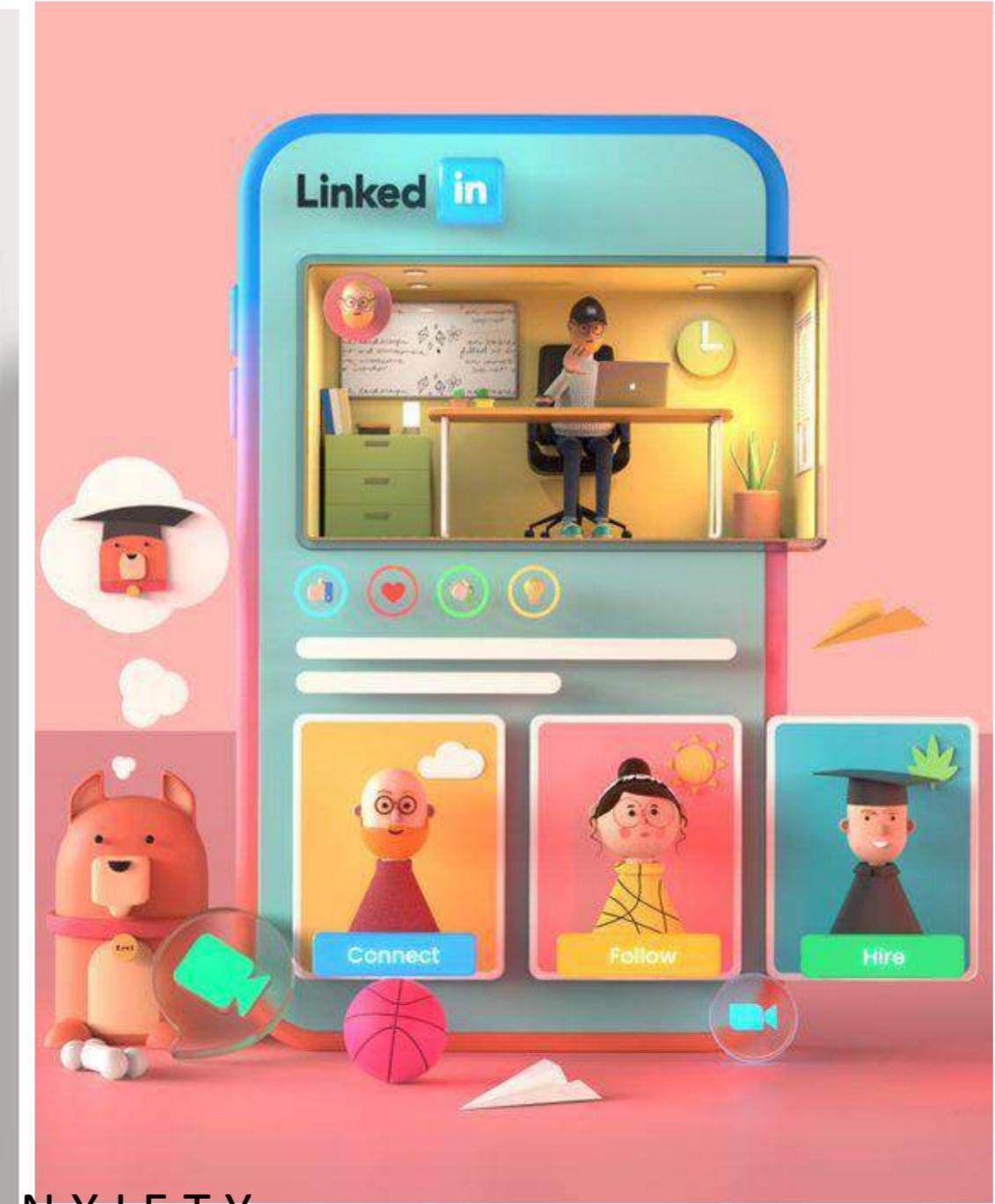
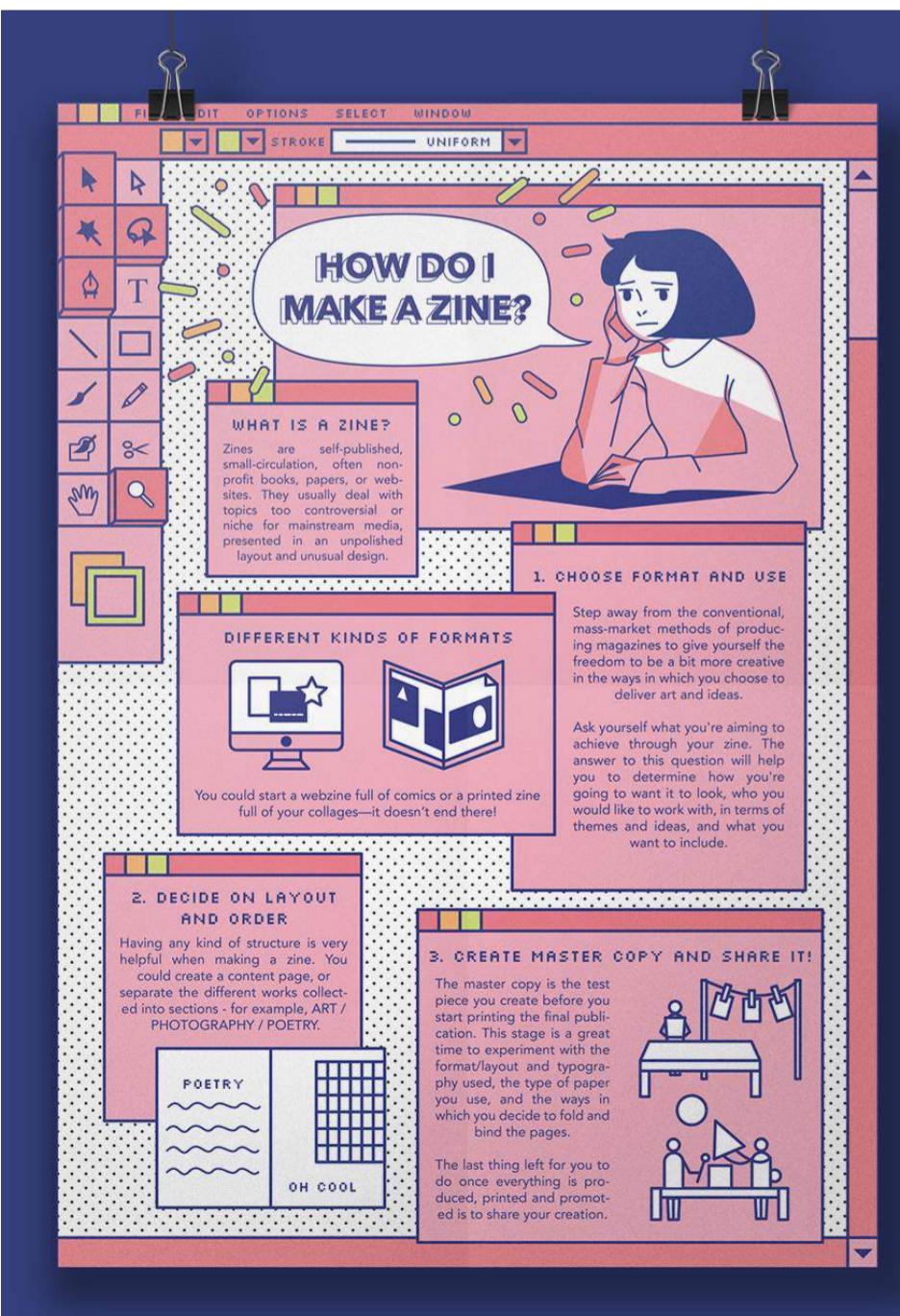
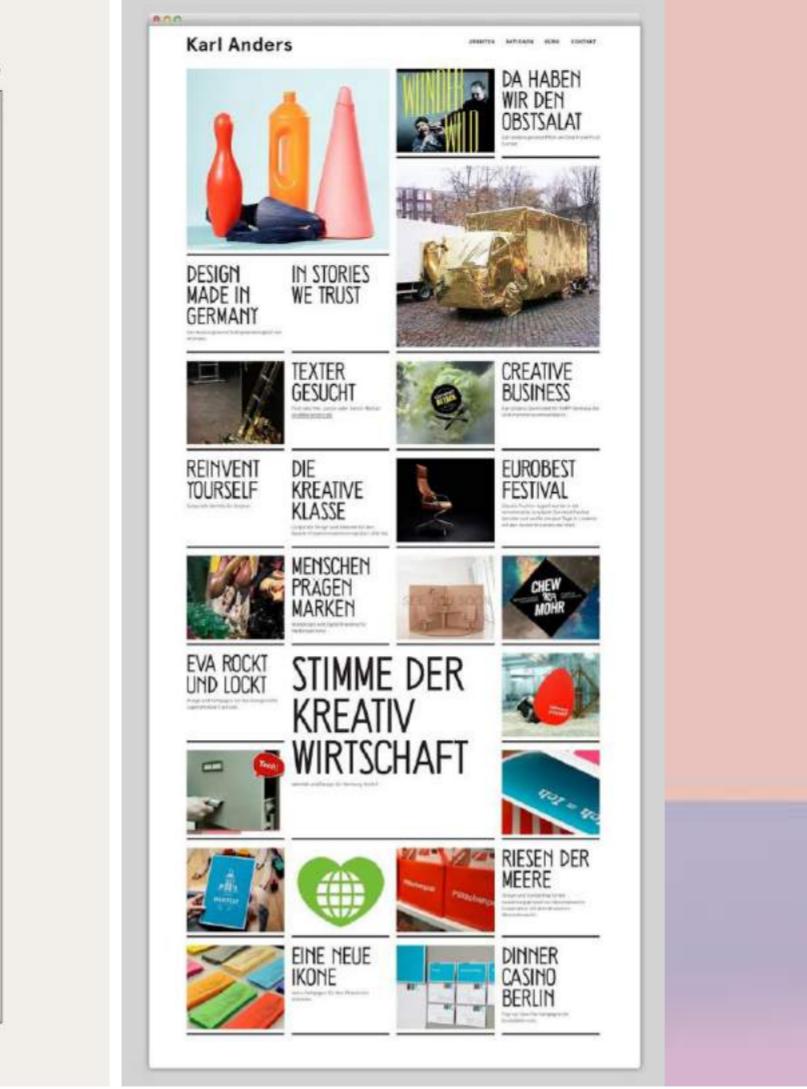
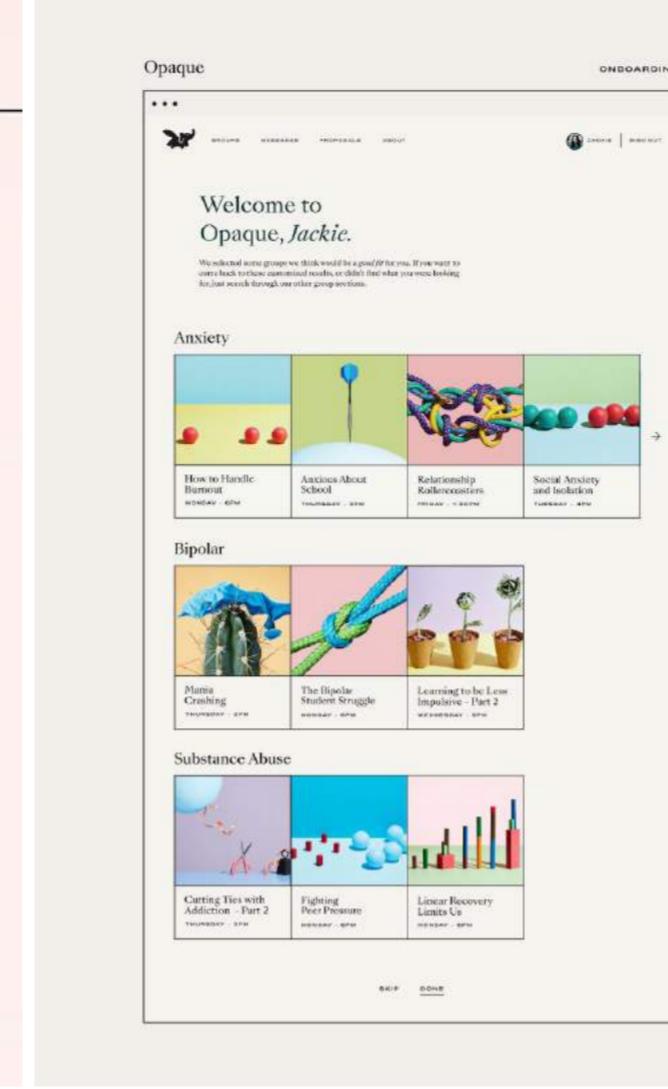
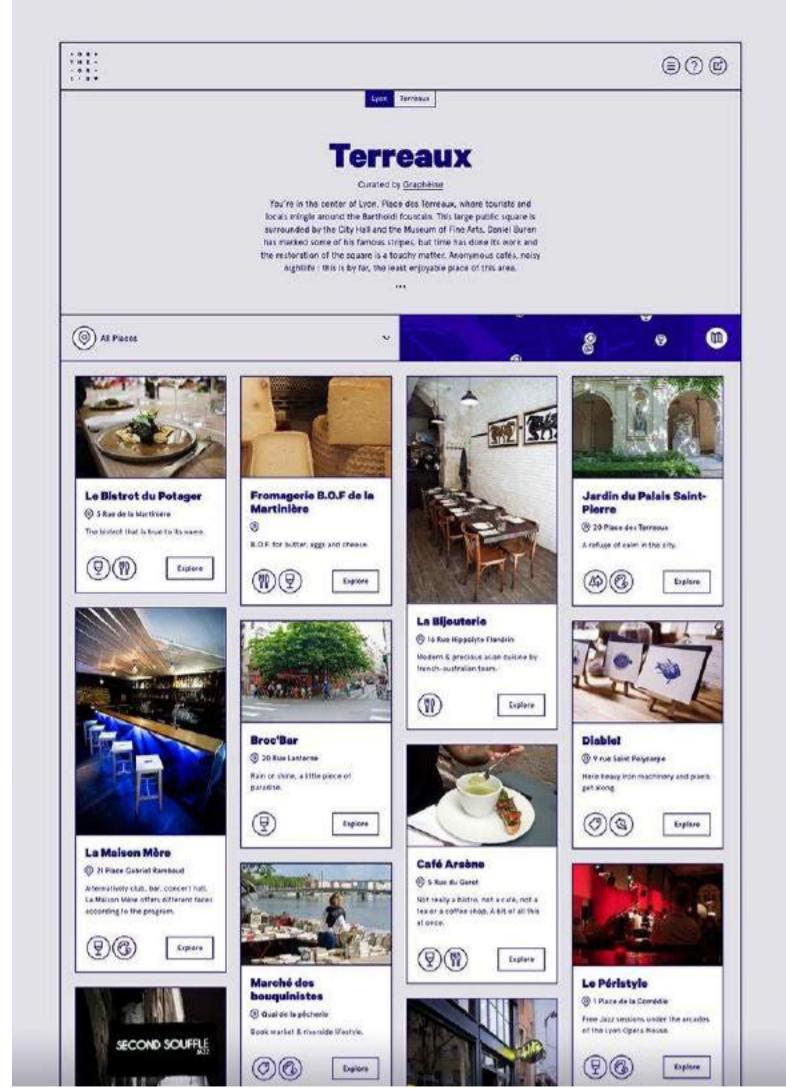


# CALOR

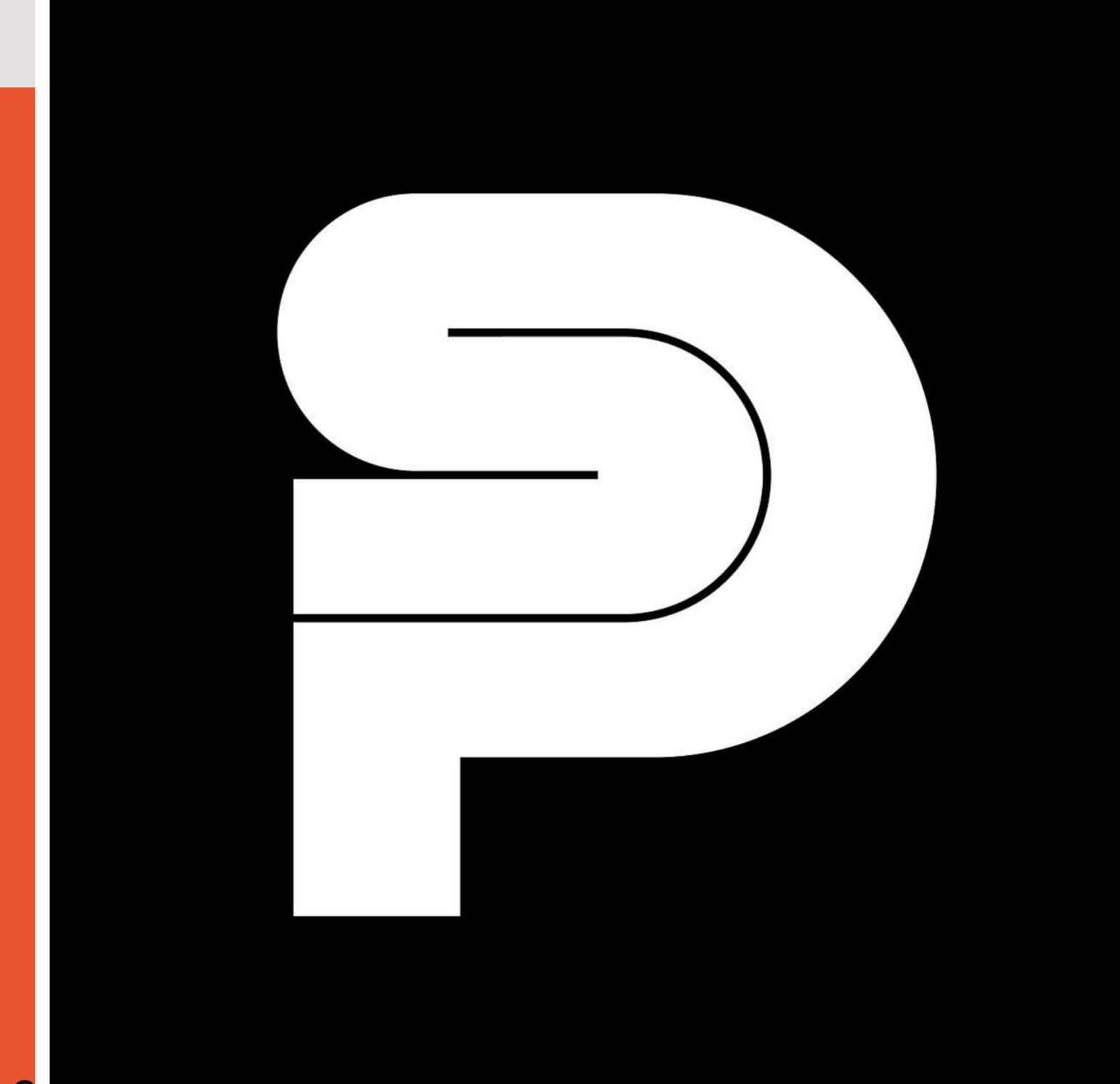
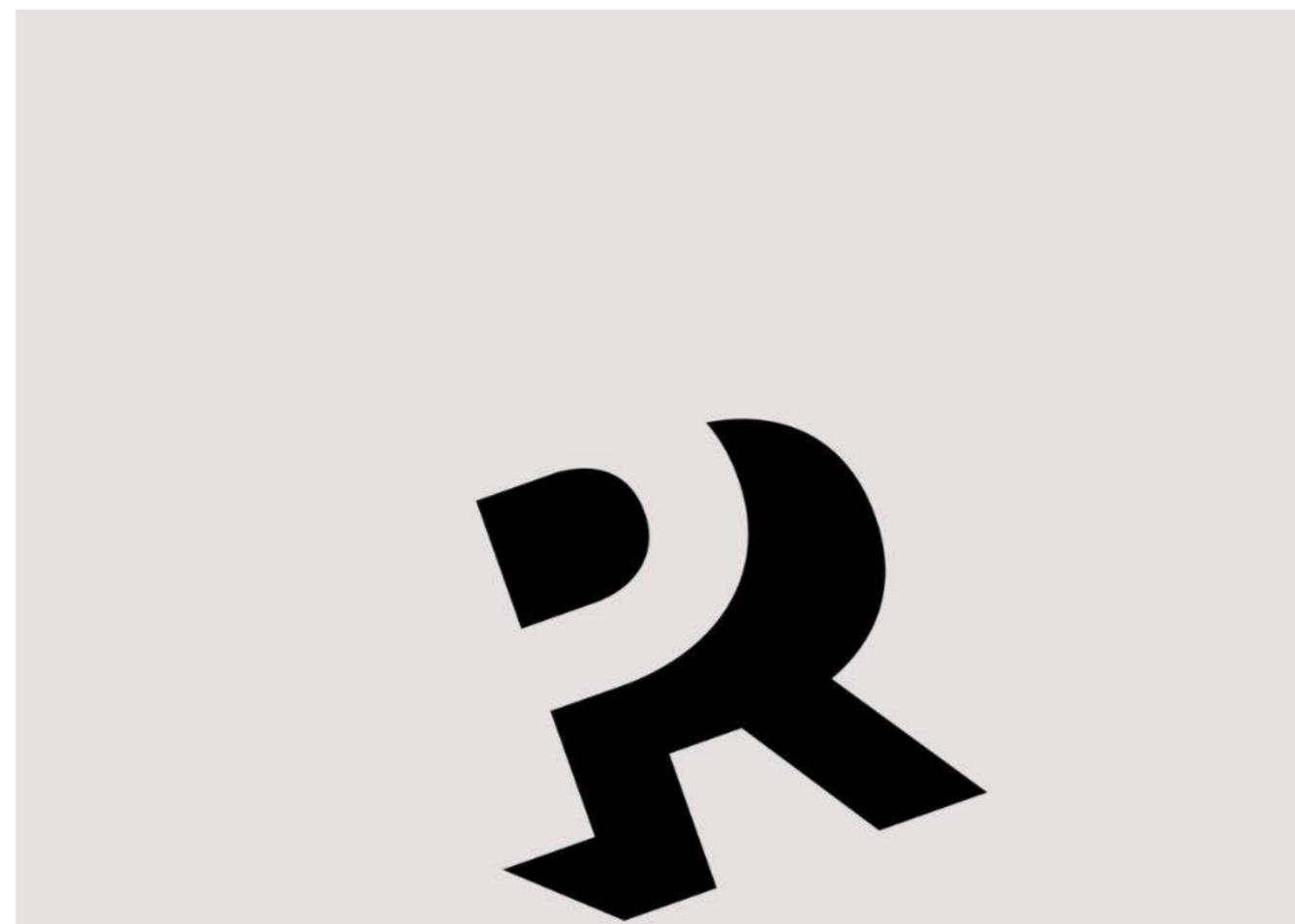
(n.)

*heat, warmth, glow, ardour.*

*Calor may refer to: As a technical term in thermodynamics, the transfer of thermal energy, see Heat.*



HMW REDUCE PARENTAL ANXIETY



H M W REDUC



# WARM



Color



HMW REDUCE PARENTAL ANXIETY



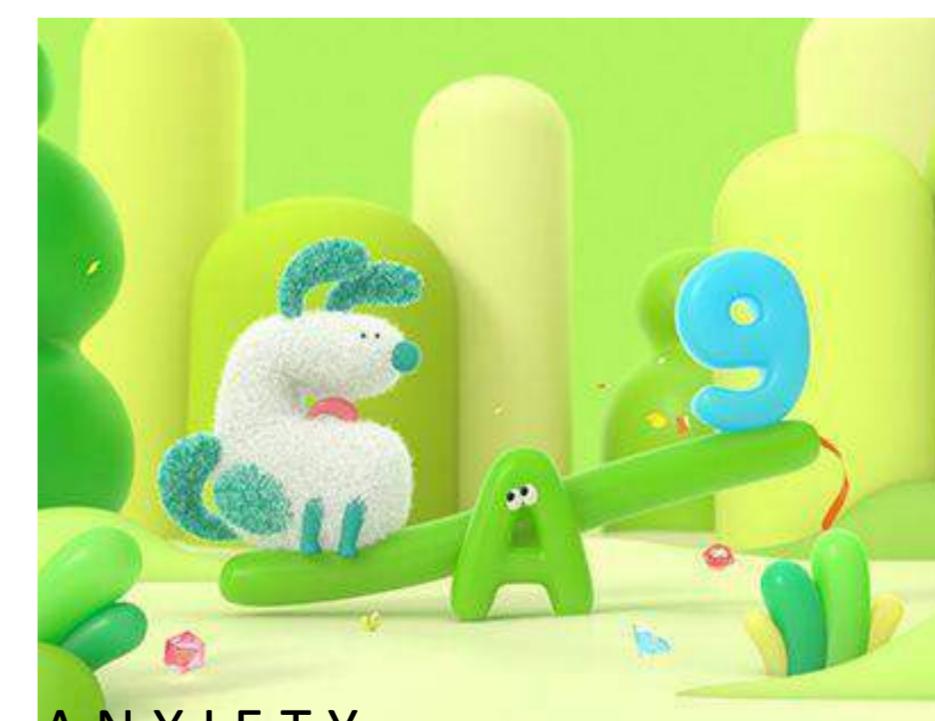
HMW REDUCE PARENTAL ANXIETY

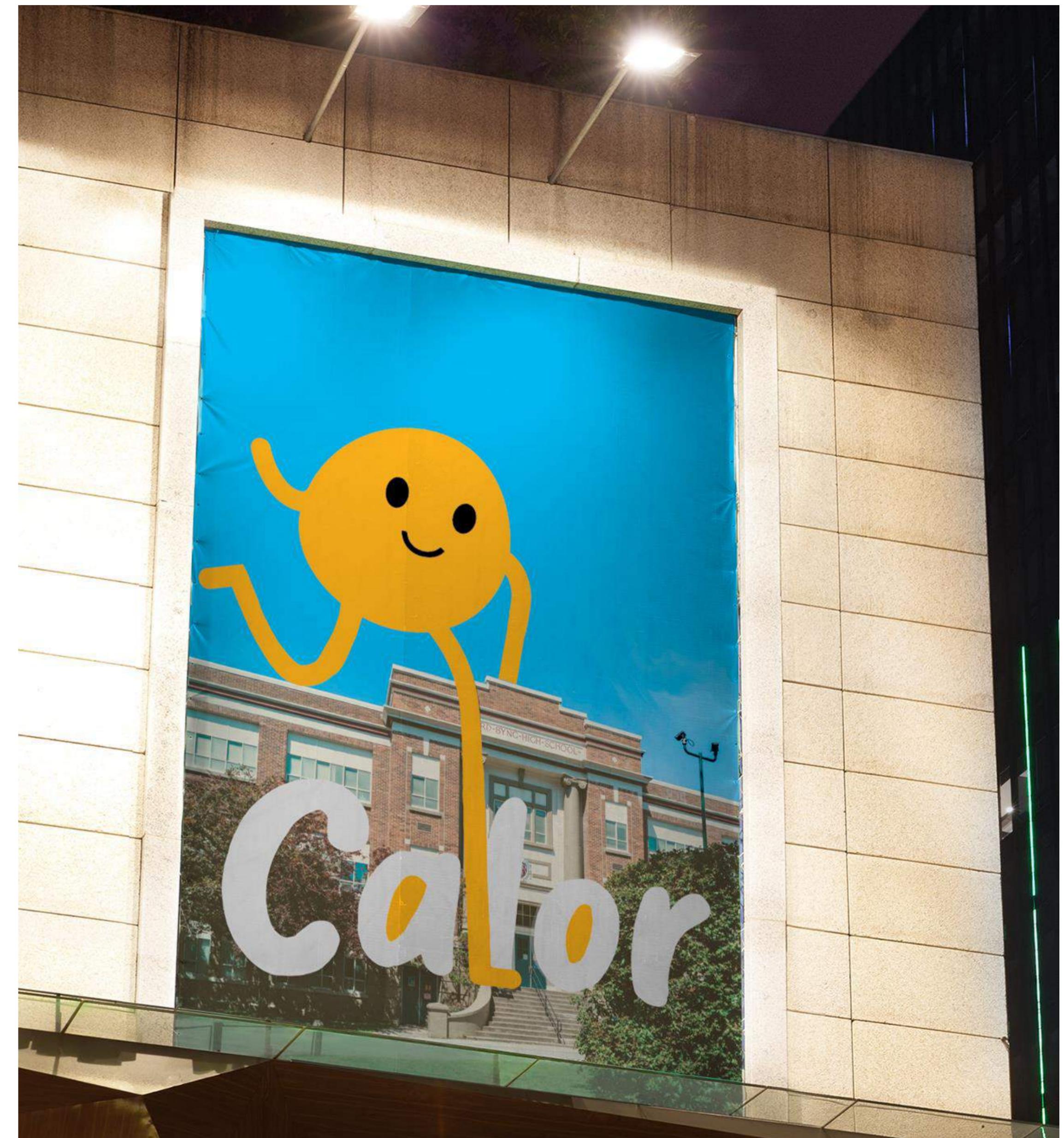


# READABLE



HMW REDUCE PARENTAL ANXIETY





HMW REDUCE PARENTAL ANXIETY



HMW REDUCE PARENTAL ANXIETY

# NATURAL & GLOBALIZATION

Wireframes



coLoR

coLoR



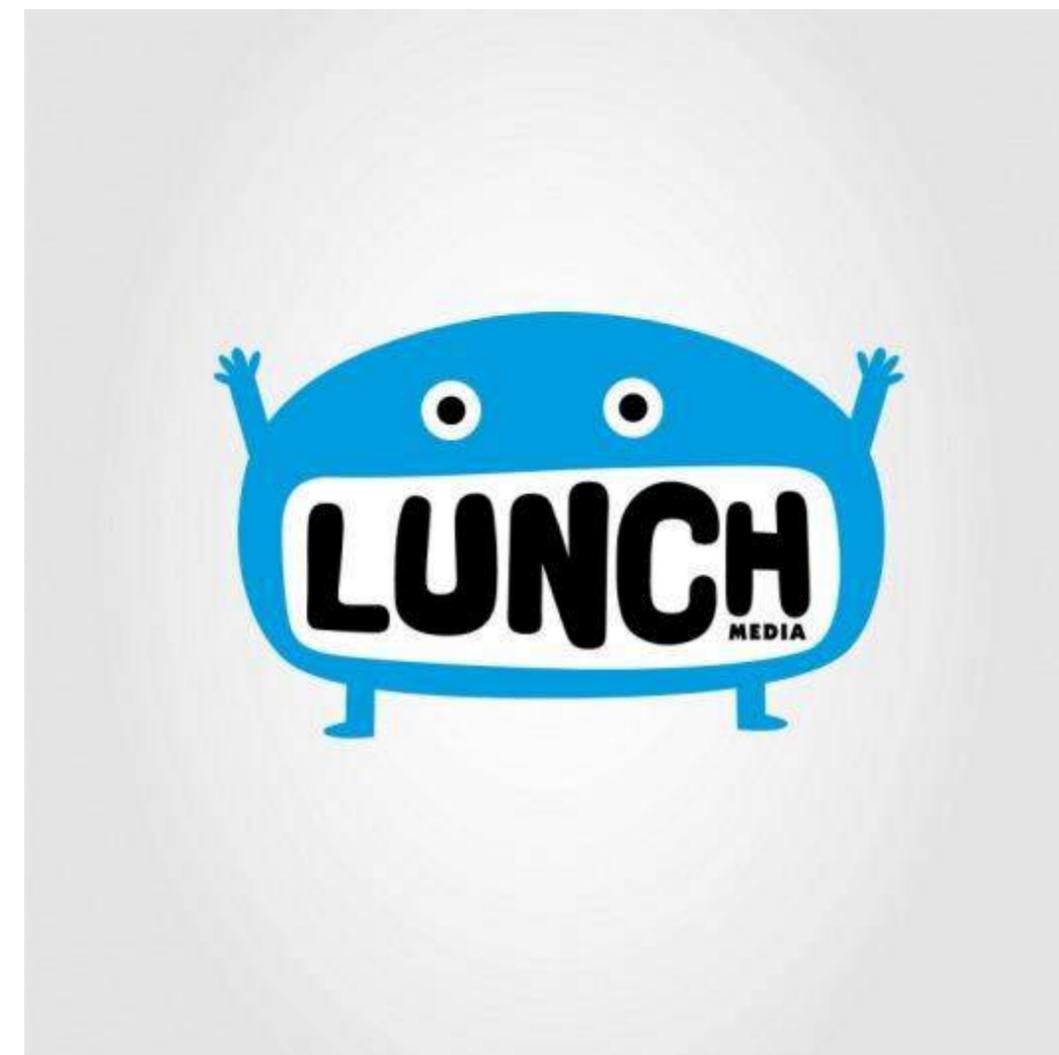
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# JOY



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color



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Calor



calor

calor

color



## Reem Kufi

BOLD  
MEDIUM  
REGULAR

ABCDE12345  
ABCDE12345  
ABCDE12345

## MODAK

REGULAR

ABCDE12345

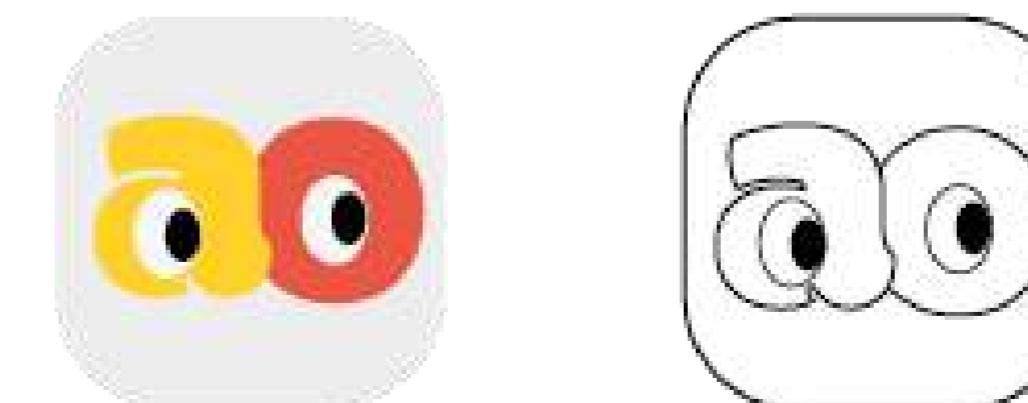
*“CALOR THE SOLUTION”*

## COLOR PALATTE



#FFFFFF	#000000	#0007B7	#FED125	#F2916A	#EA5746	#B5A1GB
R 255	R 0	R 140	R 254	R 242	R 234	R 181
G 255	G 0	G 199	G 209	G 145	G 87	G 161
B 255	B 0	B 183	B 37	B 106	B 70	B 203

## APP ICON & MONOCHROMATIC LOGO

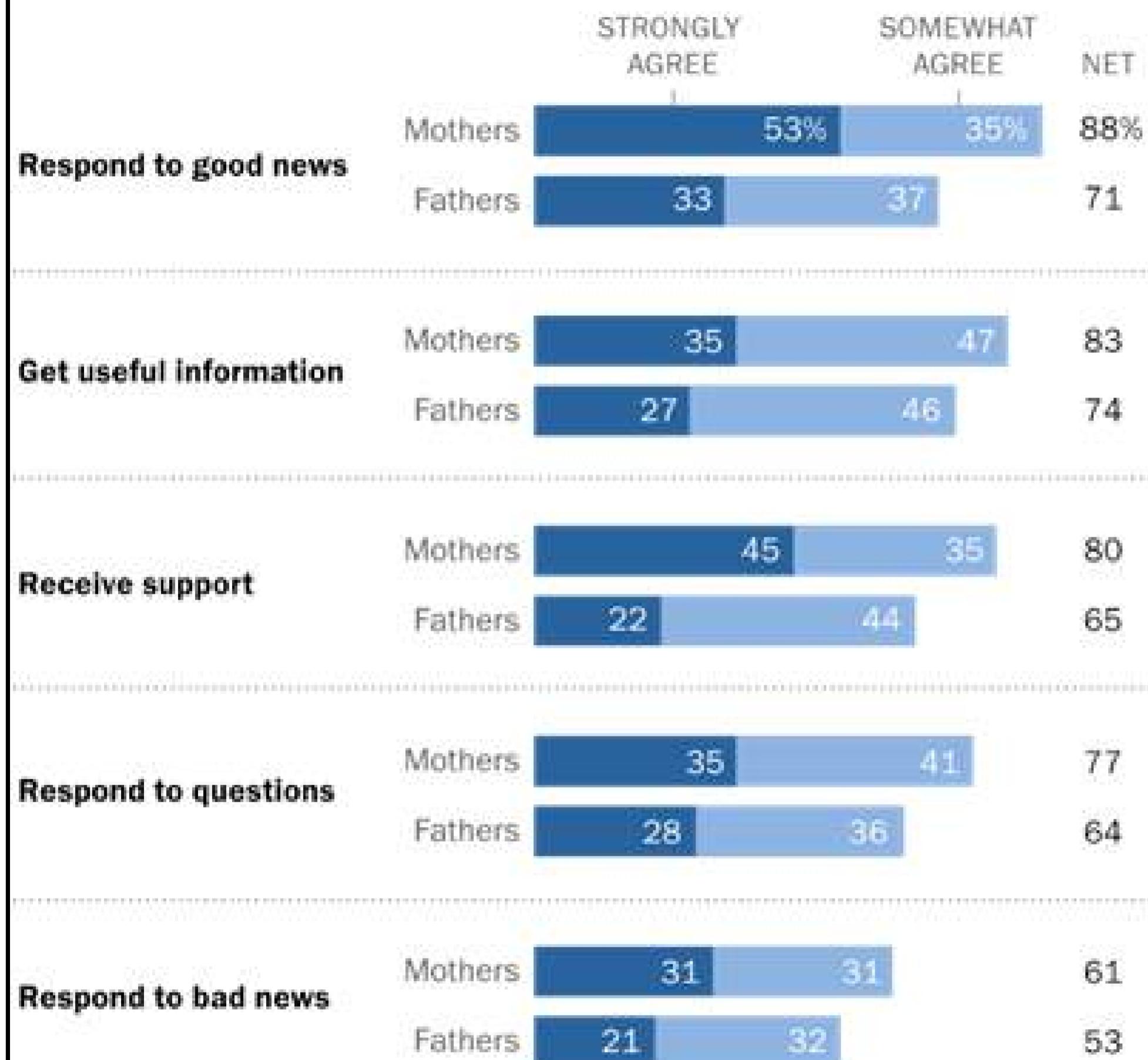




A large, stylized version of the 'calor' logo is displayed prominently in the center. The letters are the same colors as the one on the phone: teal, yellow, orange, red, and purple. The letters are slightly overlapping and have a playful, rounded font. The 'a' has a white outline and a small white curved line inside it, resembling an eye or a smile.

HMW REDUCE PARENTAL ANXIETY

are very likely or somewhat likely to use the following on social media...



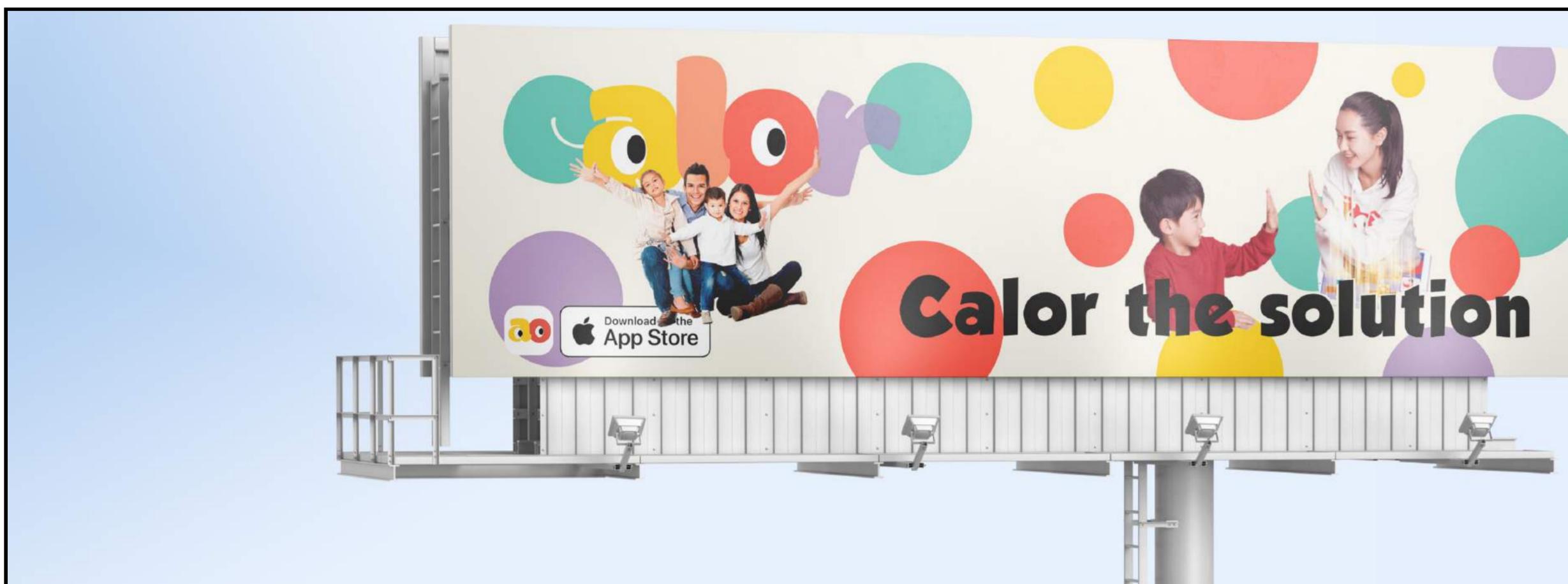
Source: Pew Research Center surveys, Sept. 11-14 and 18-21, 2014. N=1,235 social

## WILL PARENTS ENGAGING INTO THE IDEA

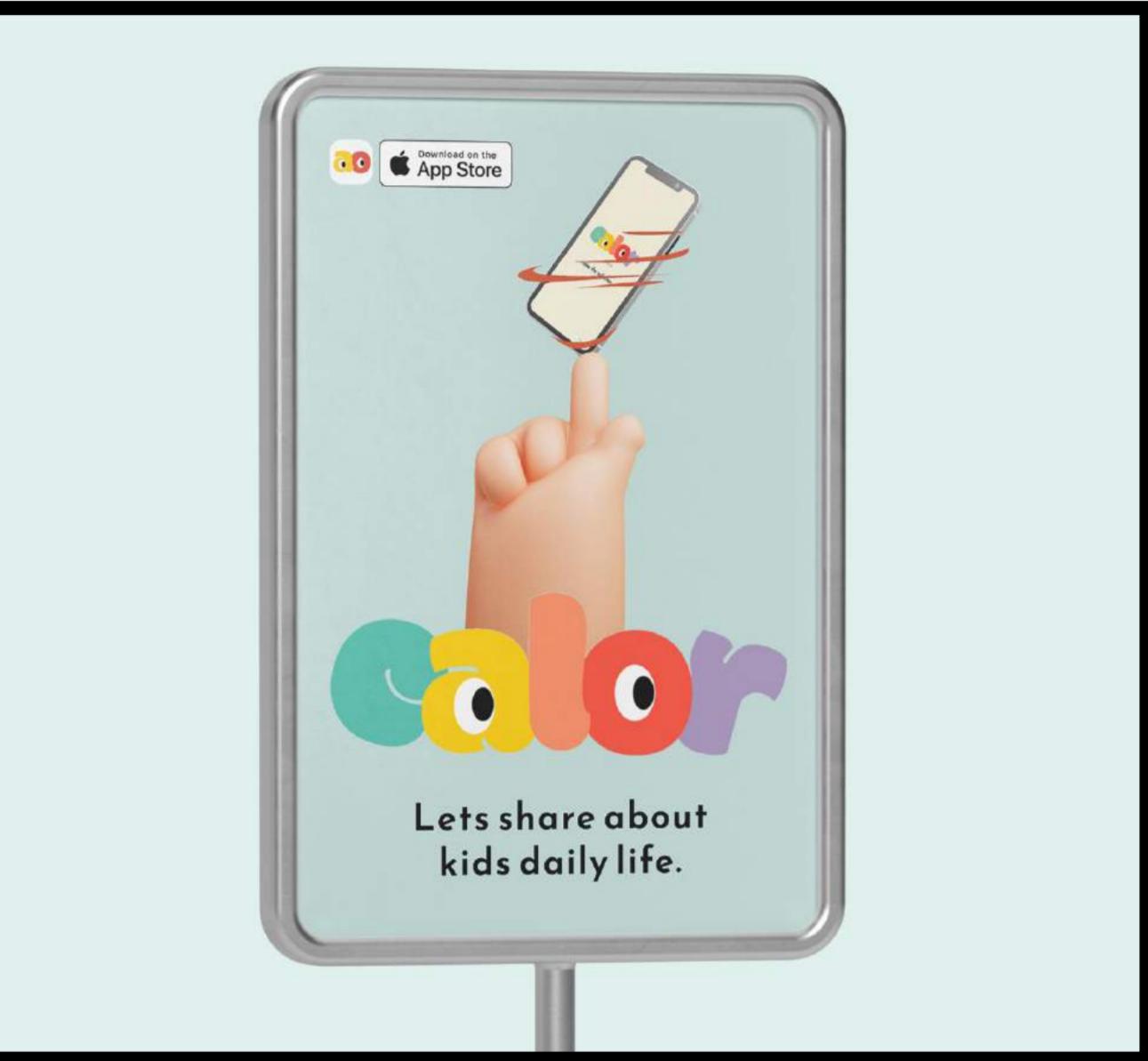
- Seems like parents are lack of time for taking care of their kids. Is there a chance that they start using this app?
- What kind of topic that attract parents the most?

objective of the experiment	Measuring the interest in the program from potential vendors
Experiment type (Prototype, pilot, small-world pilot, or equivalent experiment)	Prototype
Experiment description	The treatment would be the information that parents and educators have signed up. The idea is that this will grow much more quickly as a network after the initial start-up phase
Treatments	Market this idea to educator including private school, Extracurricular Classes and baby supply retailers. Then we can speak to/cold email/Instagram/tweet educating KOL in NYC to understand their level of interest in partnering with us. We can follow this up by sending a link to them to sign up for early access to our service.
Sample	The sample group would be a selection of small educator or retailer in US that are likely to share their education info
Key Metrics	Rate of early access acceptances (How long are they willing to be on this app? What specific time are they willing to use? And are they open several times in a day?)
Threshold of success	We would like to see that there is a 25% or higher difference in interest rates once we have partnered with other firms. (Firms can be baby supply retailer, educator, parents union) This would showcase the upside potential in the program

**WILL PARTNERS  
ENROLL IN THIS PROGRAM**



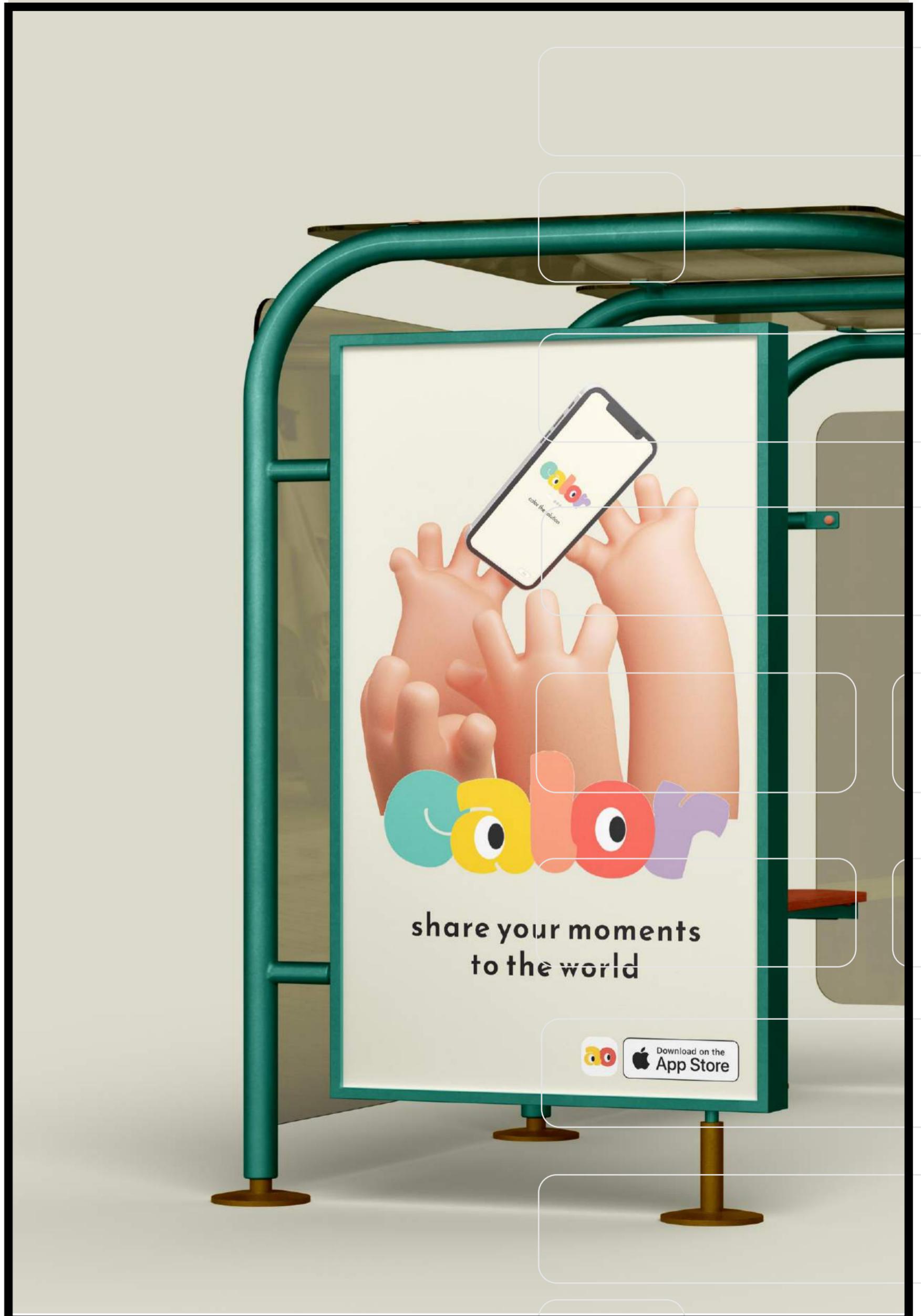
GROW YOUR BRAND



# OUR BRAND

OVERVIEW;

Advertisements, in the physical world setting on the bus station, billboard and exhibition poster







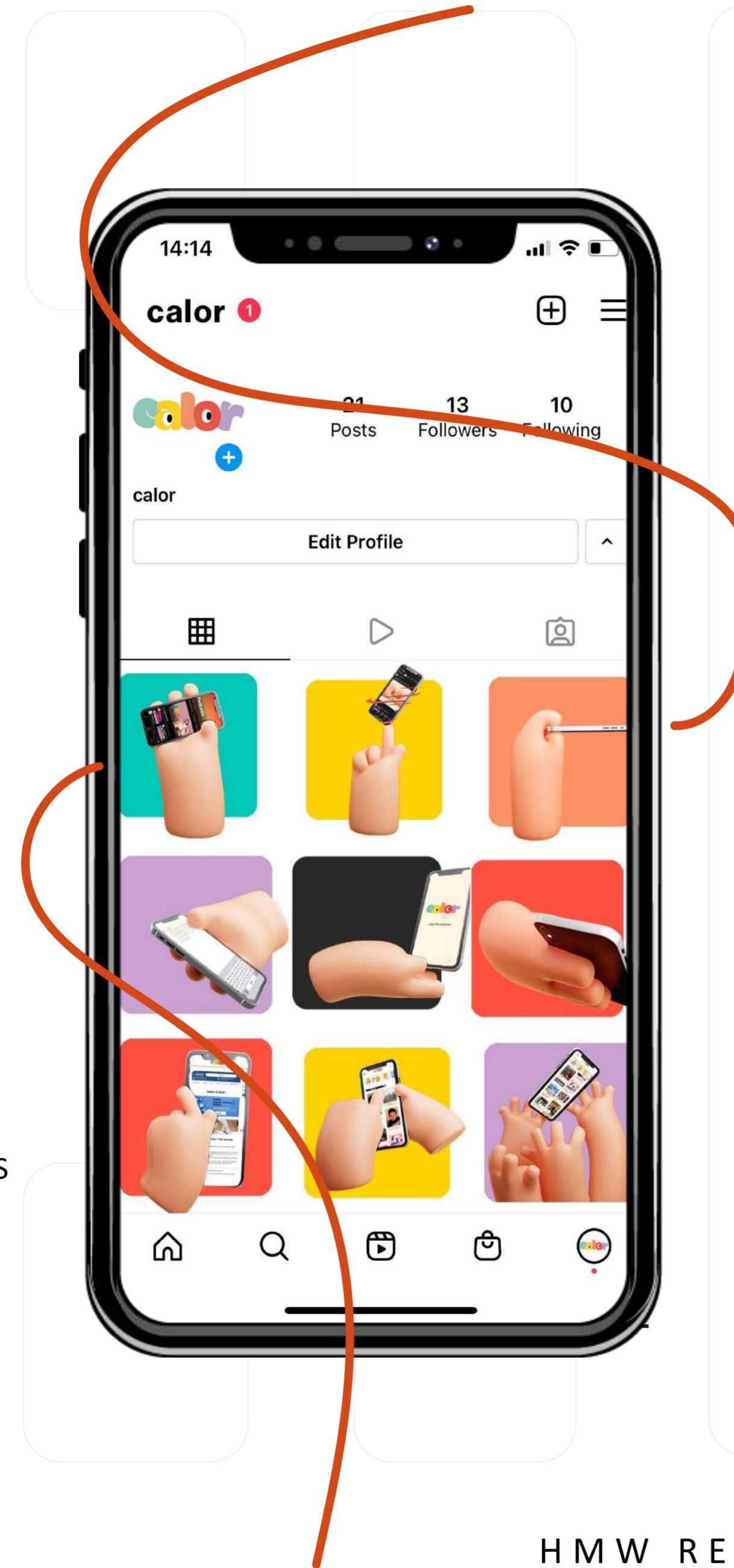
# PAW PATROL

COOPERATE WITH PAW PATROL MOVIE.



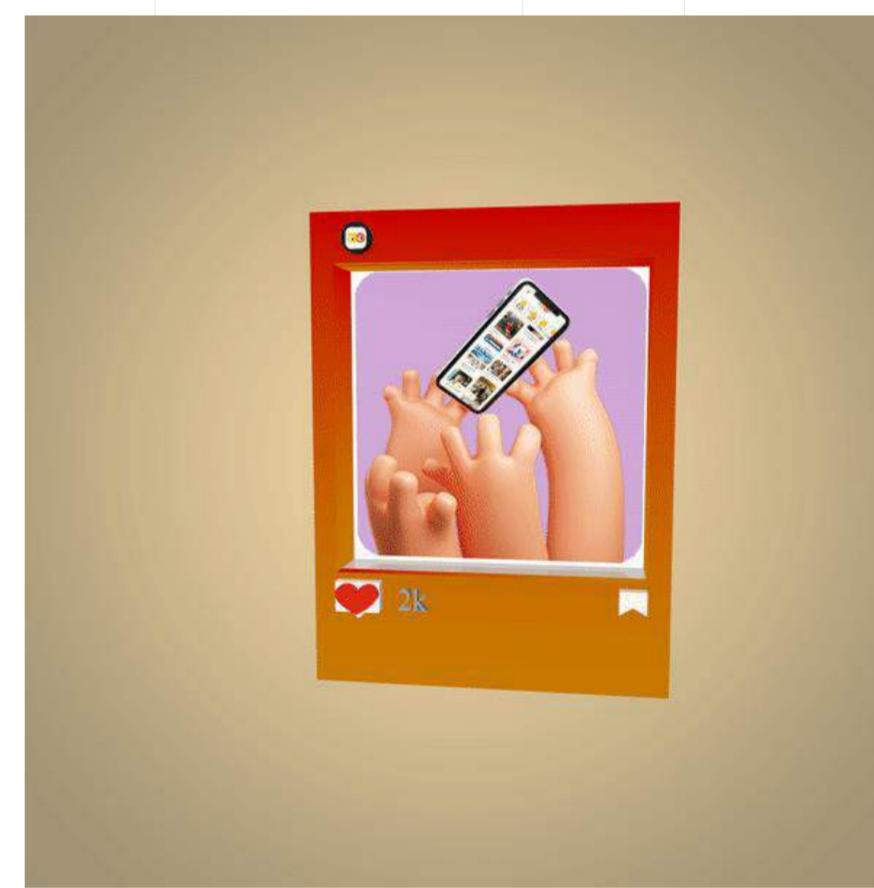


SOCIAL MEDIA MARKETING IS THE  
USE OF SOCIAL MEDIA PLATFORMS  
AND WEBSITES TO PROMOTE A  
PRODUCT OR SERVICE.

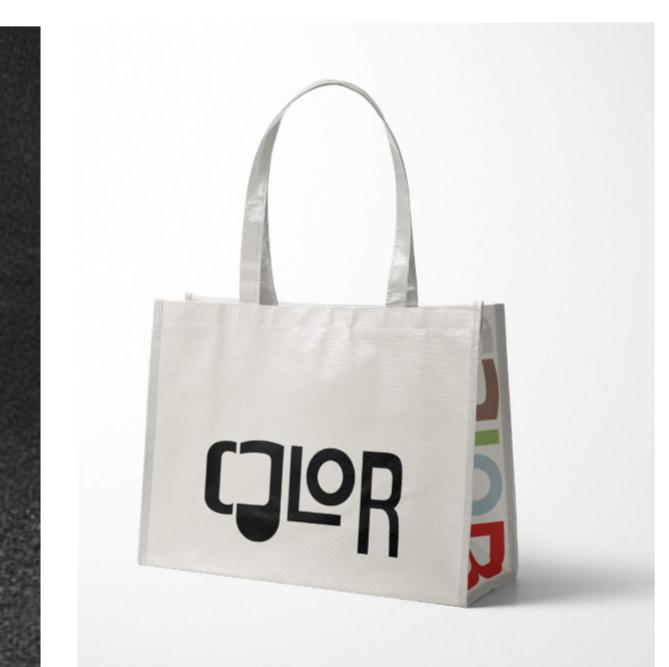
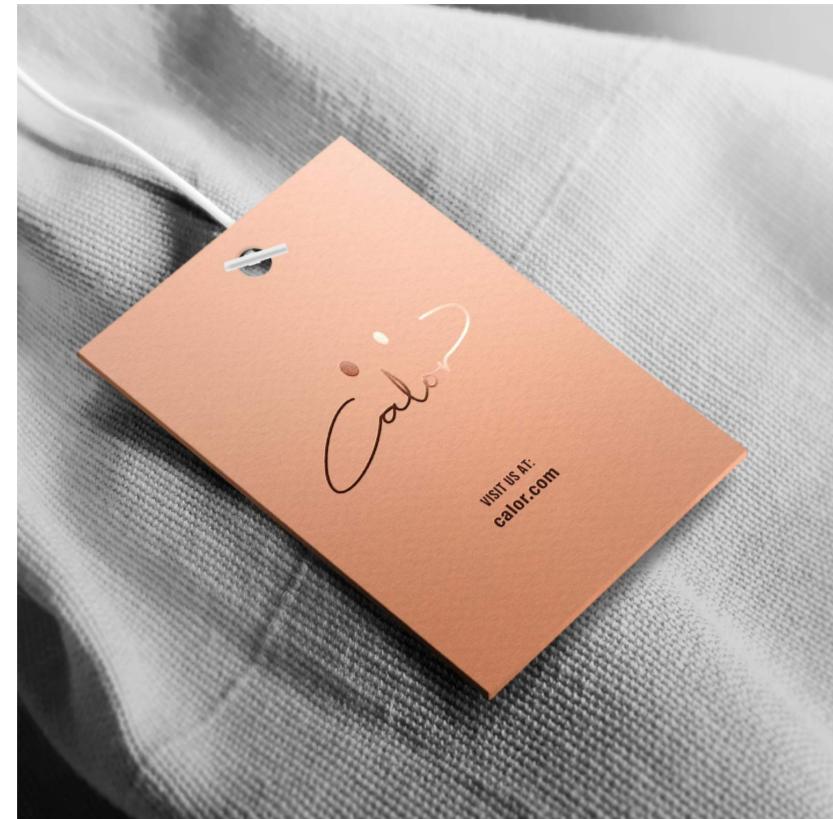


# CONNECT W/ US

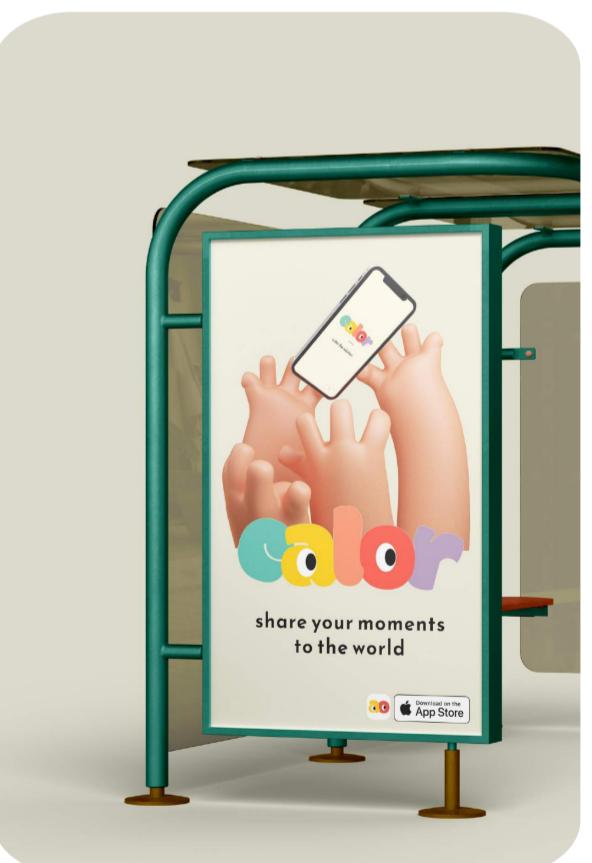
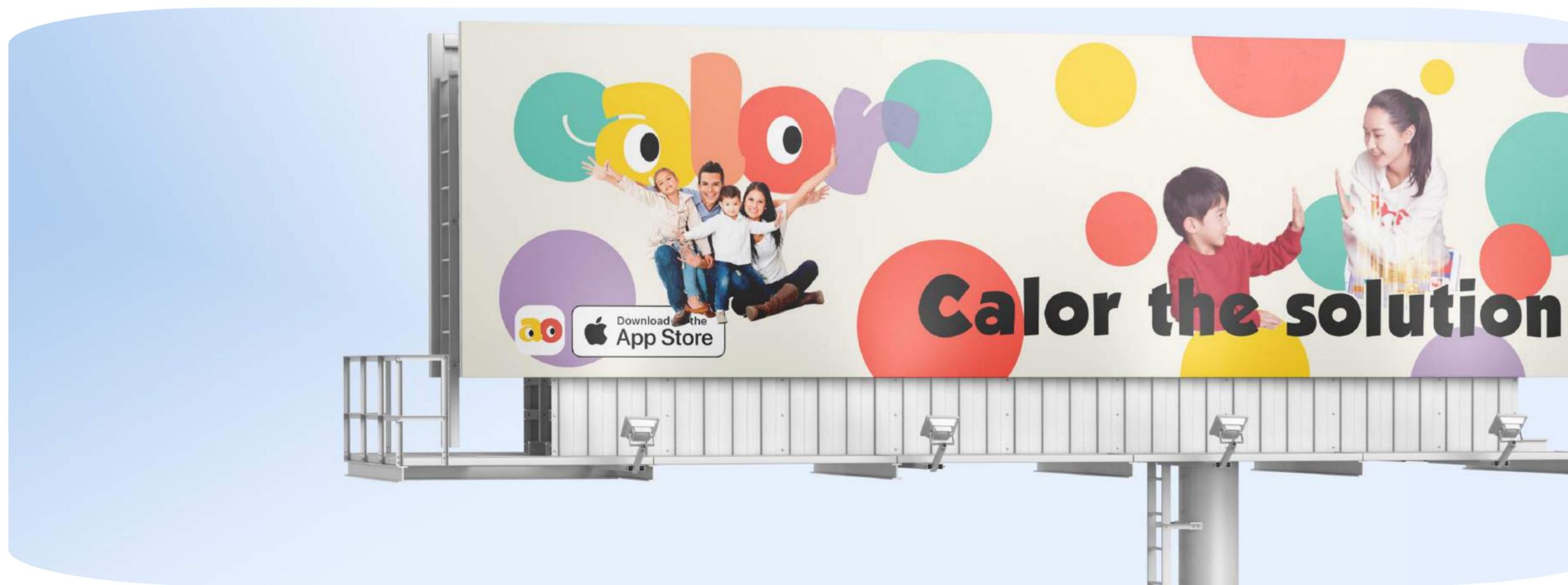
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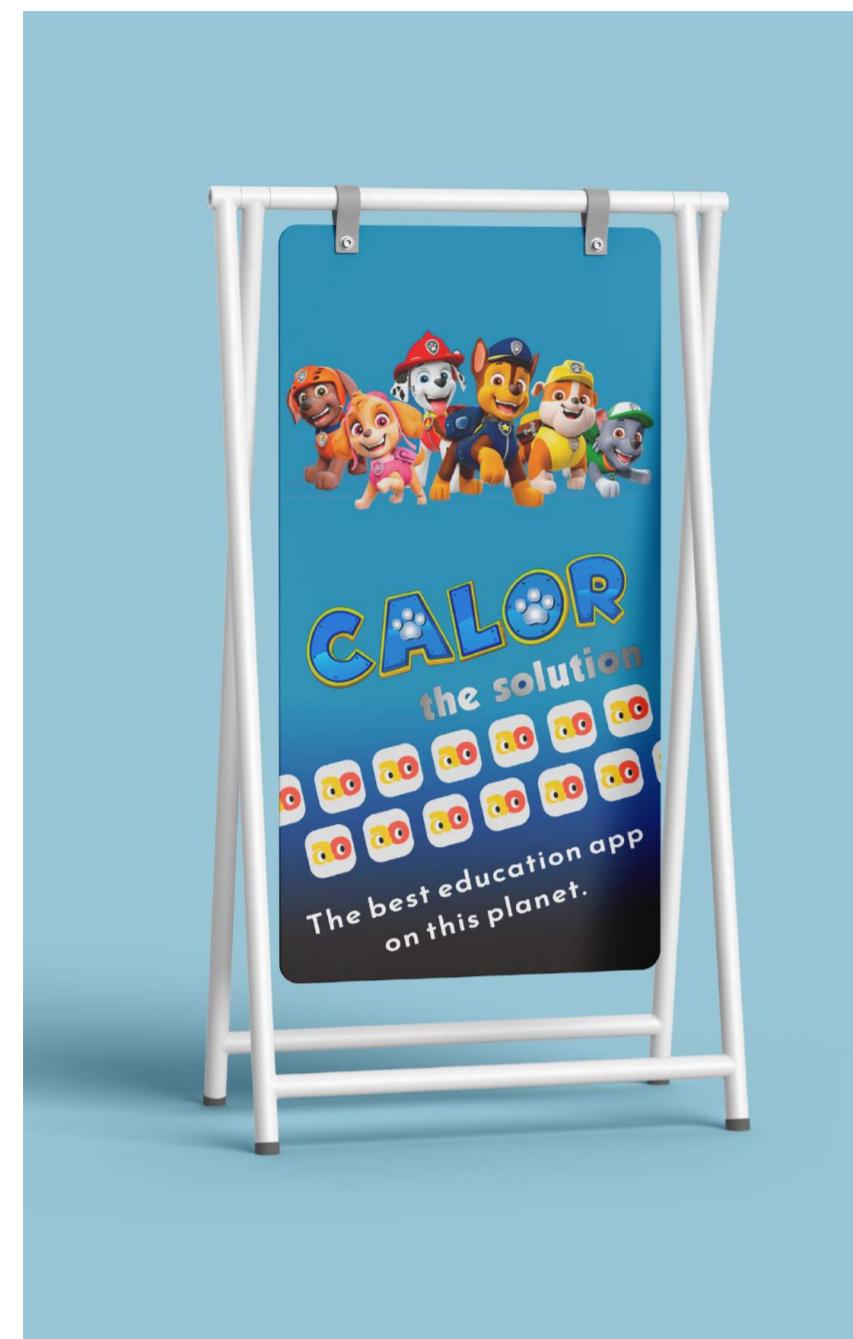


HMW REDUCE PARENTAL ANXIETY



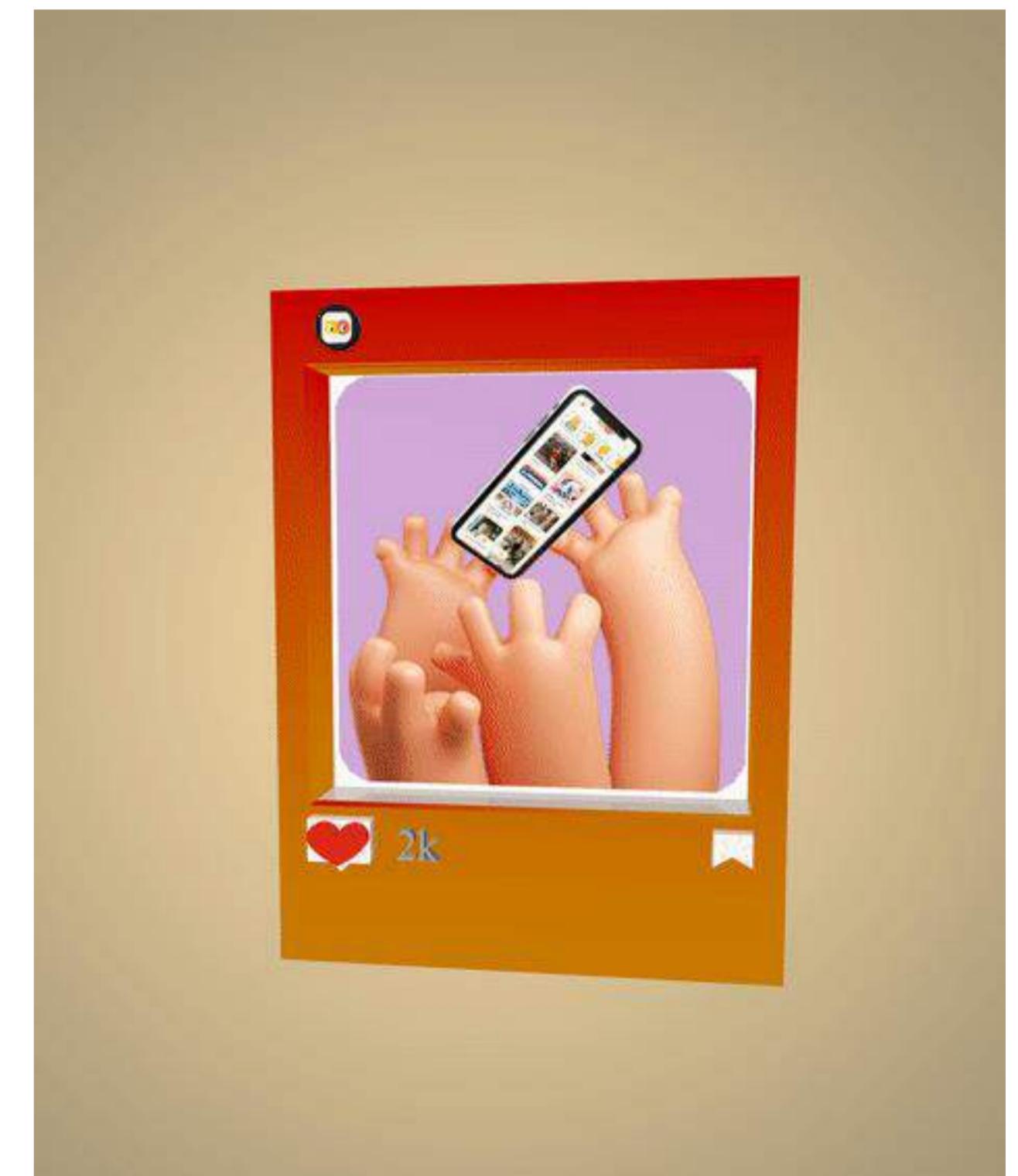
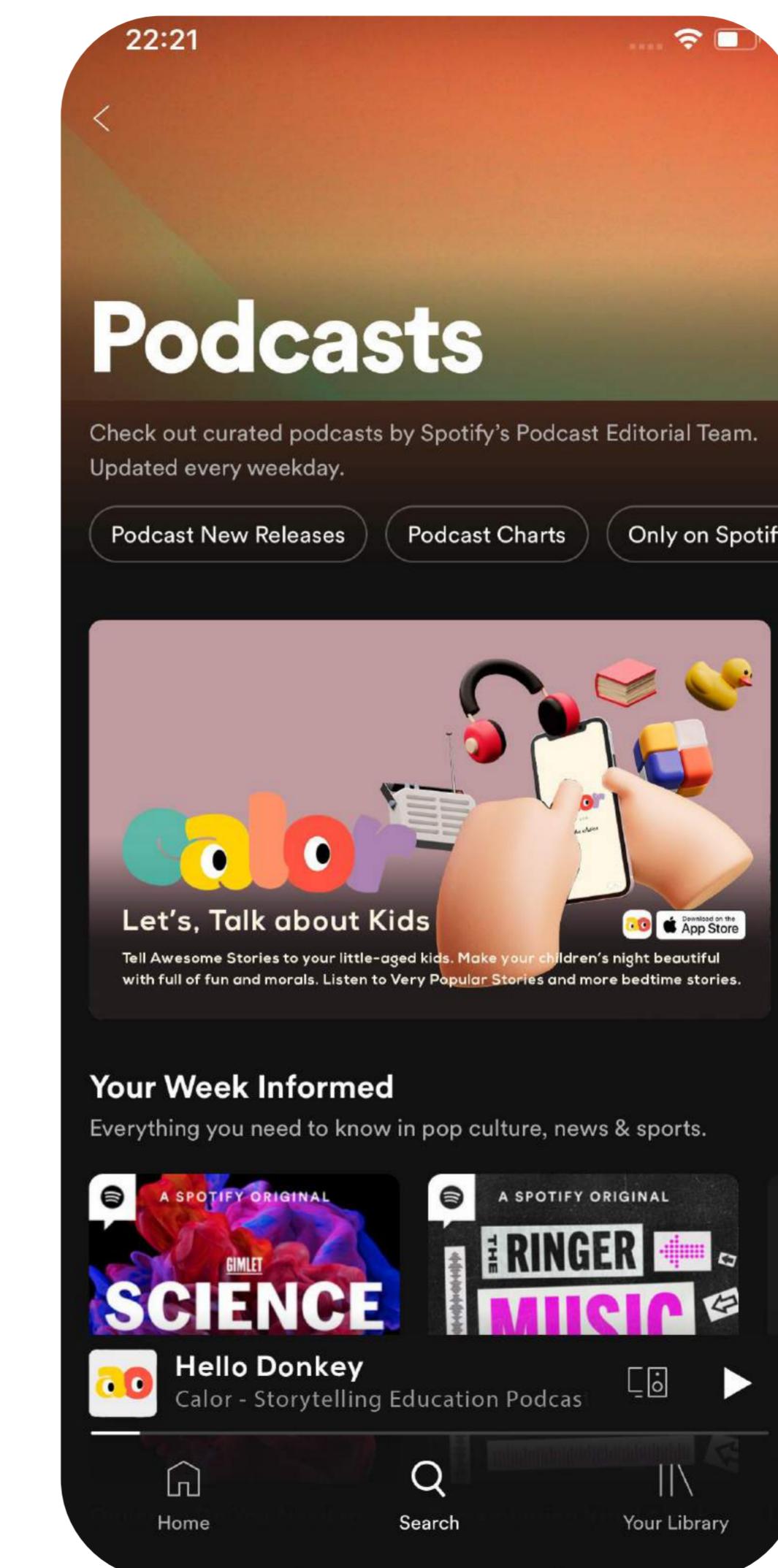
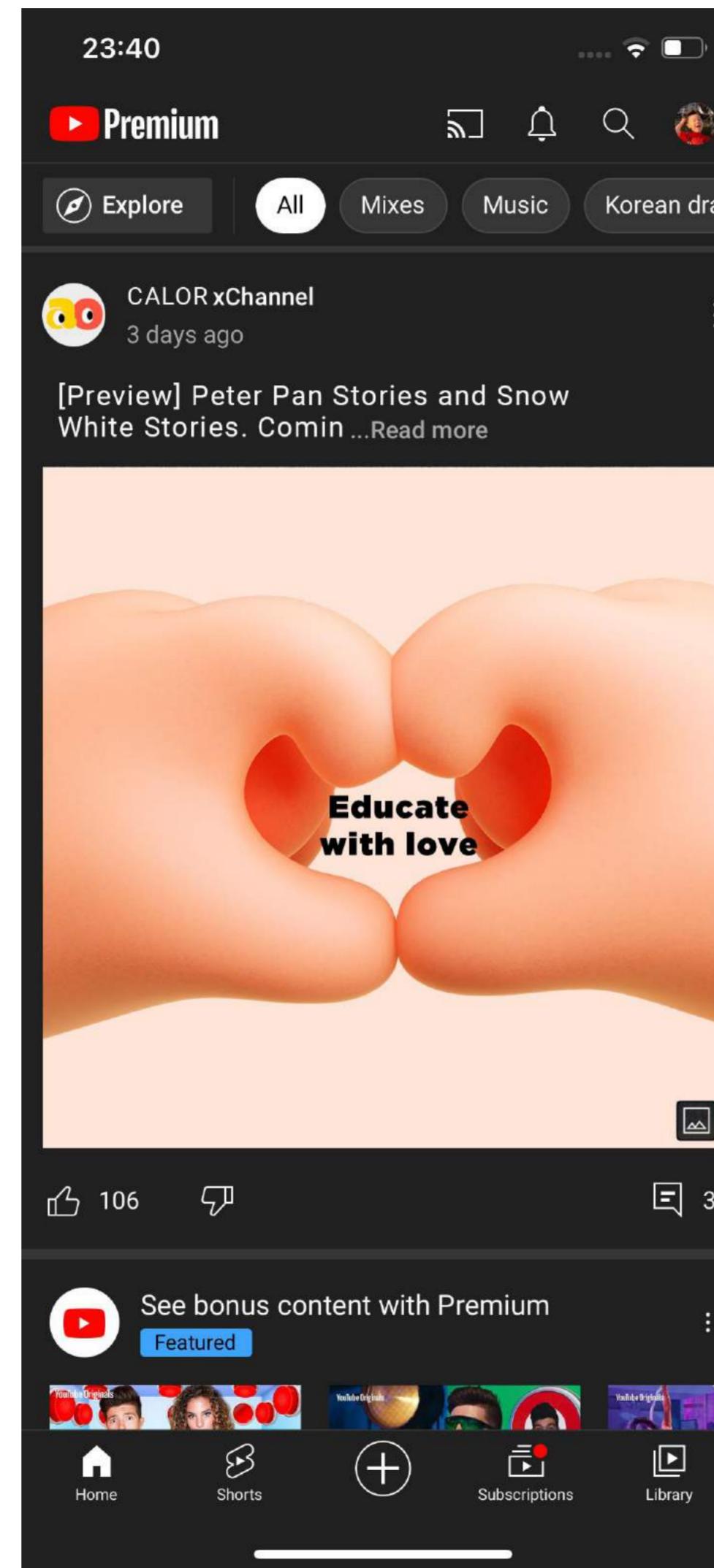
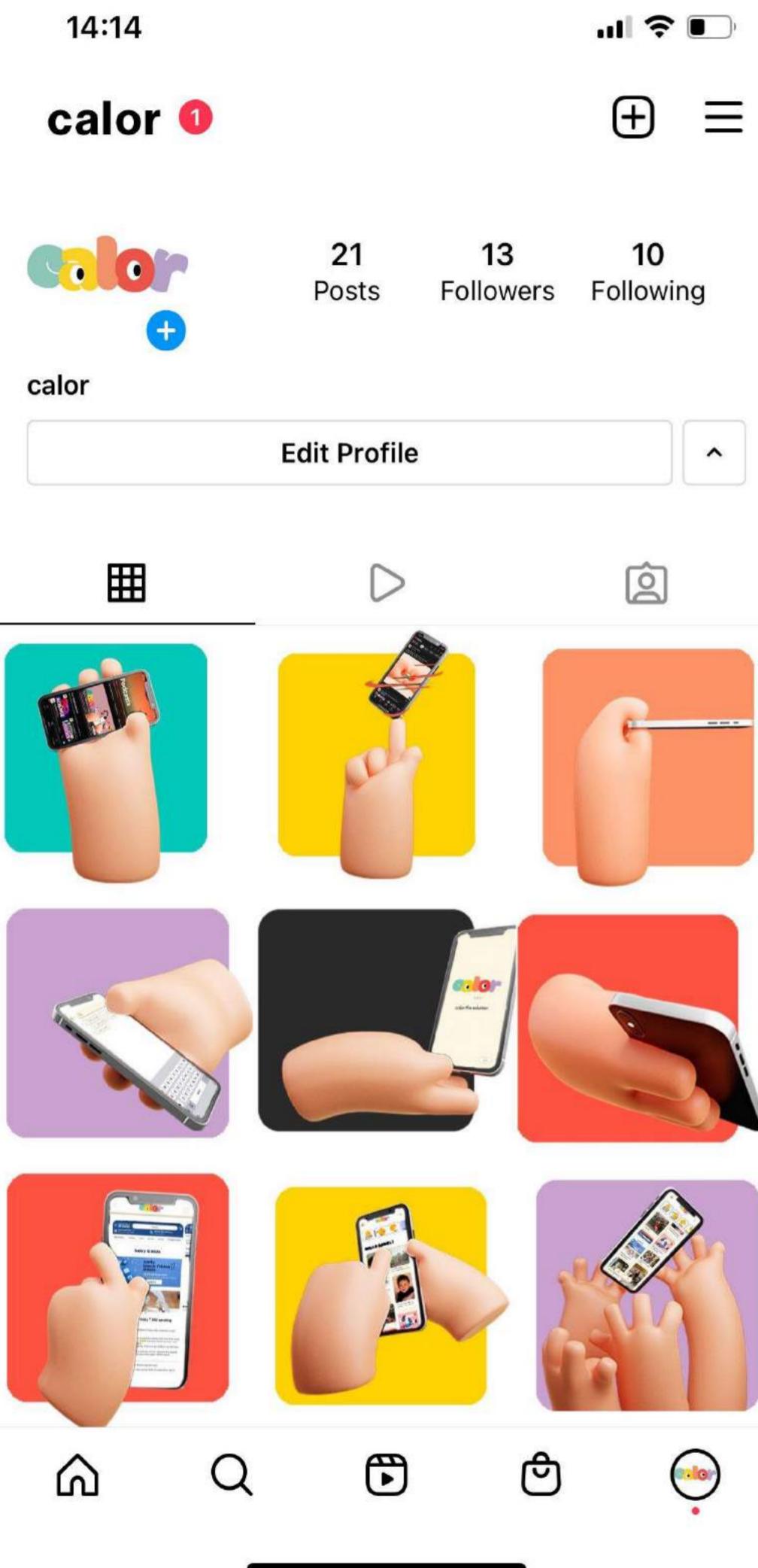






# CALOR





Thank You

