6 Slide 1:

AppWiseKids

Subtitle: Empowering Parents. Enabling Safe Exploration.

Presented by: Sathish

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Speaker Note: Begin with a brief personal story or insight—why you care about digital safety for children—to immediately connect with your audience. (In today's digital-first learning environment, mobile devices have become essential tools for children's education and exploration. However, parents face a persistent challenge: managing and monitoring the applications their children download from app stores such as Google Play and Apple's App Store. While these platforms provide basic parental controls, they often fail to strike the right balance between protection and the freedom children need to explore age-appropriate educational content.

The lack of a standardized, transparent, and independent assurance mechanism for agebased app certification leaves parents uncertain about which apps are genuinely safe, educational, and developmentally suitable. Without such guidance, parents are forced to rely on fragmented reviews or arbitrary age ratings that may not reflect local cultural nuances or pedagogical value.

There is a growing need for a credible, accessible, and parent-friendly solution—an initiative that certifies and curates applications by age group, based on safety, educational value, and ethical design. Such a system would empower parents with confidence while allowing children to benefit from the digital world in a secure, supportive environment.)

Slide 2: The Problem

- Growing reliance on smartphones and educational apps by children
- Parents face tension between digital freedom and safety
- Existing parental controls are blunt tools—too rigid or incomplete
- No standard or local certification body for app age-suitability
- Parents feel unprepared to evaluate apps confidently

Speaker Note: Emphasize that digital learning isn't optional—it's essential. But letting kids explore freely shouldn't come with so much risk and uncertainty.

Slide 3: The Opportunity

- 200M+ internet-active minors in India and growing
- Rising demand for quality educational and entertainment content

- Parents want curated, credible recommendations
- Developers seek visibility and credibility for kid-friendly apps
- No India-focused solution yet addressing this trust gap

Speaker Note: Paint the big picture—this isn't just about tech; it's about empowering a new generation while supporting families and educators.

K Slide 4: Our Solution

Title: A Smart App Certification & Discovery Platform

- Curates and certifies apps by age group and learning value
- Offers expert-vetted, culturally aware reviews and safety tags
- Allows parents to personalize app discovery and receive recommendations
- Bridges the gap between freedom, exploration, and digital well-being

Speaker Note: Emphasize that this is not just a ratings aggregator—this is a thoughtful ecosystem tailored for Indian families with global scalability.

Slide 5: Key Features

Title: Features That Matter to Parents and Children

- AppWise Smart Badge Shows verified trust level & age suitability
- **Quarted Library** Filter by age, subject, device type, and language
- **Expert Insights** Child development experts review and tag content
- **III** Parental Dashboard Track favorites, trends, and new launches
- **Real-Time Risk Alerts** Know when an app's safety status changes

Speaker Note: Walk the audience through a real-life use case—imagine a parent looking for a math app for an 8-year-old. Show how your platform guides that choice with clarity and reassurance.

6 Slide 6: Target Users

Title: Who We're Building For

- **Primary Users:** Parents with children aged 3–17
- Secondary Users: Educators & child psychologists
- **Partners:** EdTech developers, schools, digital parenting communities

• **m** Policy Stakeholders: NGOs, regulators, and academic boards

Speaker Note: Mention that you've envisioned this as part of a larger push toward responsible tech adoption in families. It's not just an app—it's a trust movement.

Slide 7: Business Model (Optional, if funding or sustainability is relevant)

Title: Sustainable & Scalable Impact

- Freemium Model: Basic access for all parents; advanced filters and dashboards available via subscription
- Developer Certification Fees: App creators can submit for expedited review and visibility
- Data Insights: Aggregated, anonymized insights can support academic research or policy development
- CSR & Grants: Targeted partnerships with educational NGOs and digital inclusion initiatives

Speaker Note: You're not just building a product—you're creating a sustainable system that brings real-world benefit to families, educators, and industry.

Slide 8: Roadmap

Title: From Vision to Reality – Implementation Plan

- Q1: Finalize review criteria, advisory board, and platform UX wireframes
- Q2: Develop MVP and onboard initial reviewers and pilot families
- Q3: Launch with 100+ certified apps, engage press and influencers
- Q4: Scale with localization, multilingual support, and developer API

Speaker Note: Reassure your audience that this has a clear, realistic path—and invite them to be part of the journey.

Slide 9: The Ask

Title: Let's Build Digital Trust Together

- Support in the form of:
 - → Seed Funding or Grant Backing
 - → App Recommendations and Review Panel Nominations
 - → Amplification through Policy Channels, Media & Parent Networks
- Let's collaborate to raise a digitally responsible generation

Speaker Note: Personalize this slide—explain what kind of partnerships you're open to. Funding is just one piece; you're also inviting shared ownership of a public good.

Slide 10: Final Slide

Title: Thank You

Tagline: Let's give children the freedom to explore—with the safety they deserve.

• Contact: [Insert your email/phone/LinkedIn]

• Website: <u>www.appwisekids.com</u>

• Follow our journey on: [Instagram / LinkedIn / YouTube, etc.]

Speaker Note: Close with heart. Mention that parenting in the digital age needs more support systems—not more restrictions. You're building *that* support system.