By

Ben Greenwood

Samira Yusuf

Jonah Castruccio

Feven Endale

FUN WEBSITES

Welcome to Fun Web!

- We are an educational website for kids to use and explore the internet safely!

PROBLEM

The internet is not safe for children

Children's internet access is far too broad

SOLUTION

Create a space that:

- Parents feel comfortable with (safe, educational)

- Kids want to use (fun, engaging)

Target Market

- Primary target are parents
  - Secondary target is children

- Users are elementary-age children
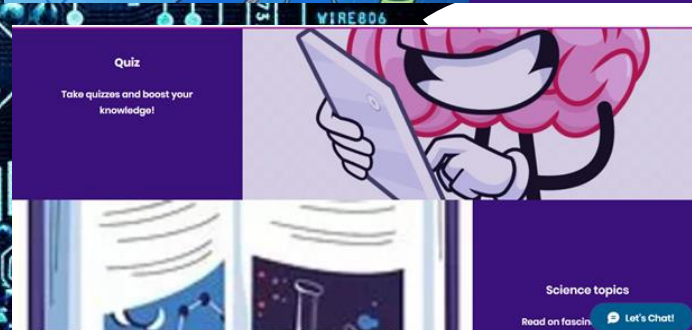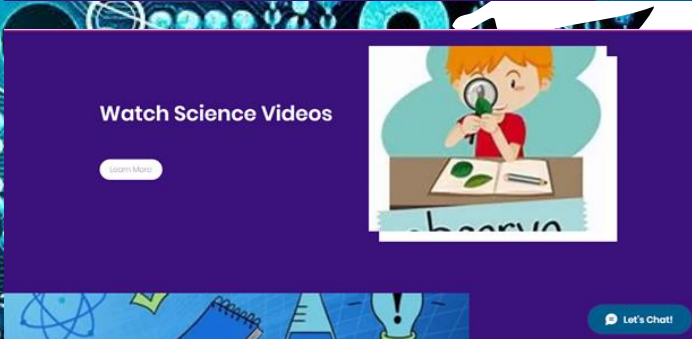
Competitive Advantage

Competition

- CoolMath Games
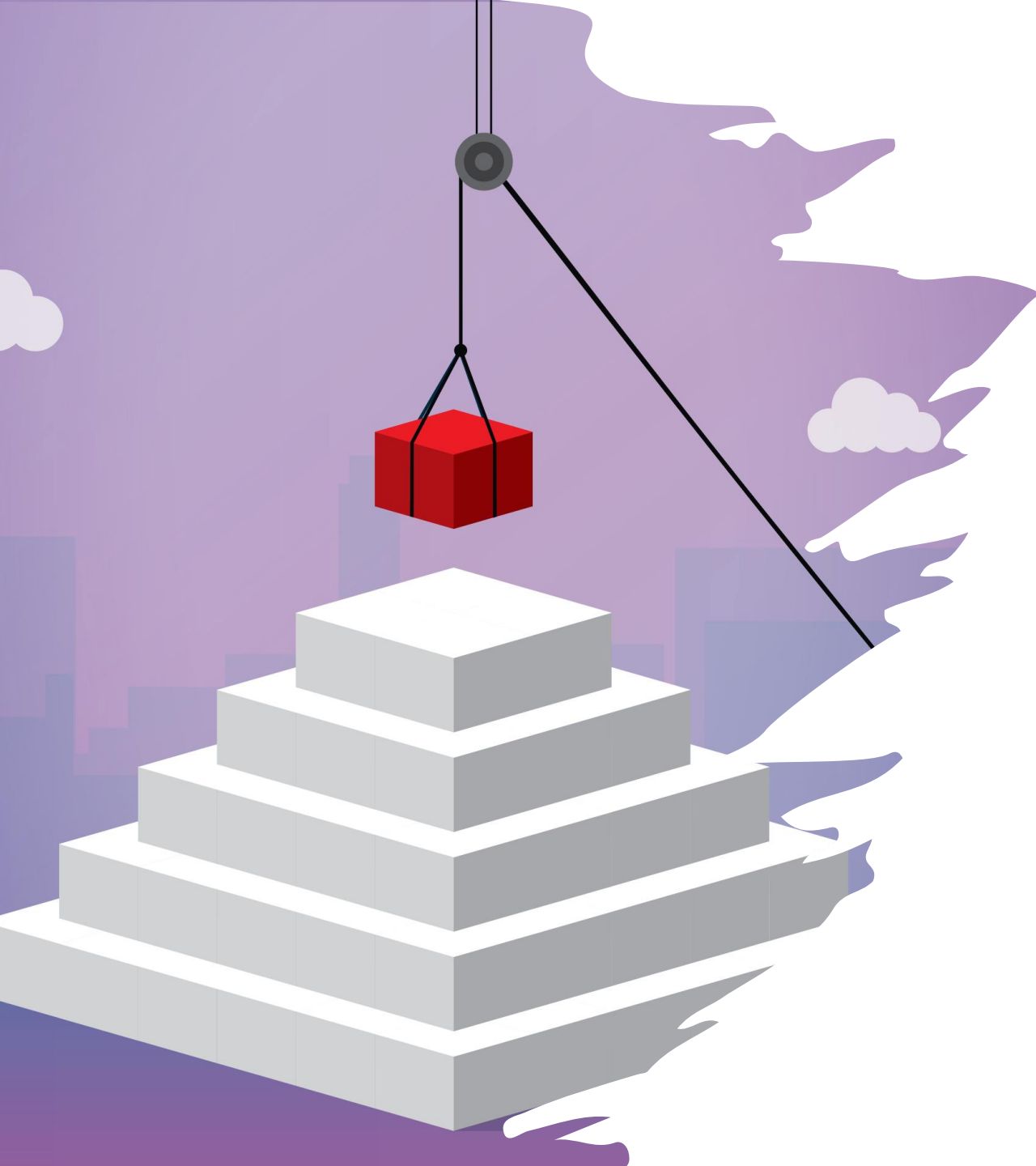- PBS kids
- Khan Academy

Shortcomings

- Competition is well established ad revenue will take a while to turn profitable.

Design & Use of Technology

- Categories for many child interests

- Competitors typically focus on one

Revenue Model

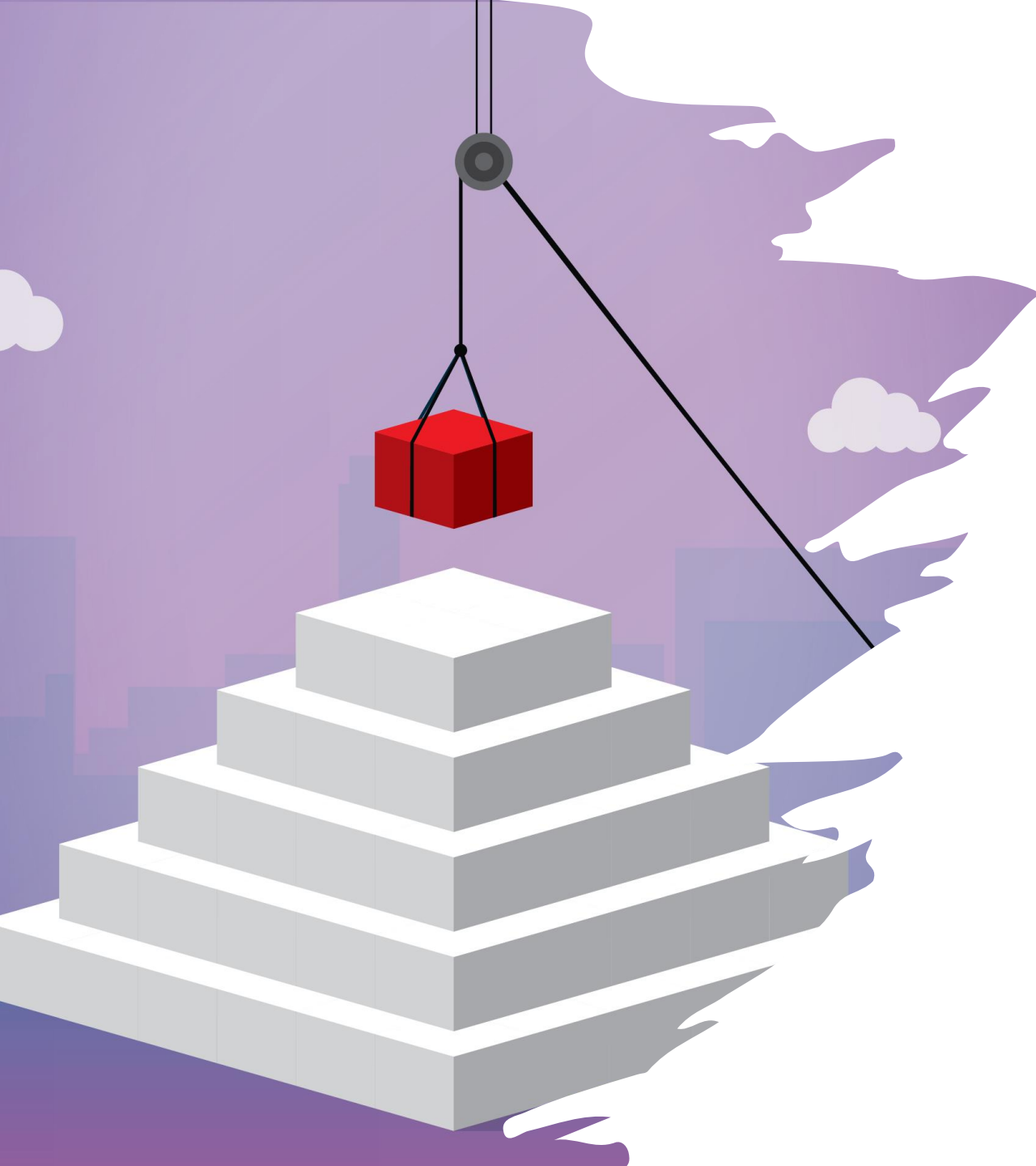Primary revenue source is advertising

Scales based on site page visits

Costs are almost entirely fixed

Year 1
Advertising: $68,500
Site Hosting/Maintenance : $18,720

Customer Acquisition

Marketing through Facebook ads

> 43.8% of Facebook's users are parenting age (25-44)

Content Creator Partnerships

> Sponsoring educational YouTube channels

> Kids 8-12 spend about 4 hours on screen media daily

Conclusion

Unique blend of education and entertainment.

This is a safe platform for kids to use independently without the supervision of adults.

THANK YOU!