



Company Analysis

- Company created in 2018
- \$123,456 invested
- 150 total downloads

Guiding Principles



Teach time management



Practice personal growth



Learn to serve others



Develop fiscal responsibility

Vision and Mission

Raising children is like nurturing a new tree. As parents, we want to help our children establish a strong root system to teach them to give back to this world in a meaningful way. Named after the fig tree, known for its deep root system, Figable strives to help raise kind and accountable citizens of the world through a mobile app that encourages personal growth, time management, fiscal responsibility, and community involvement.

Figable was founded by Helen Malick, a software executive and mom of three children, who was searching for a way to motivate her children without the constant reminders. She recognizes that many parents face this challenge of consistently encouraging their children for both good behavior and task completion while teaching them fiscal responsibility.

What is Figable?

The Figable system motivates children with one simple equation:



This motivation system teaches children that it is not just what you do but how you do it that achieves results. Figable combines the todo list, behavior chart, and piggy bank all into a mobile app that is easy to use for the parents and fun for kids!

What we are...



An educational and productivity tool



Measure: downloads, onboarding, users in household, opens weekly, open daily

What we are not...



A gaming app, we don't want kids stuck inside this app



Time in app is not one of our measures

The Target User

Goals:

Christi wants to raise autonomous confident children who make a positive contribution to society and their families.

Move Away from:



Spreadsheet



Nagging



Text



Calendar



Chore List



Clip Chart

Ideal Solutions:

Practice Time Management, Develop self awareness, learn fiscal responsibility, and teach community service



Generation: Gen X
Job: Professional
Has Children? Yes
Child Ages: 8-16

Organized

Tech Friendly

Early Adopter

Proactive