



Define once, **protect everywhere.**

The infrastructure API for parental controls

• 188 platforms

• 67 compliance laws

• 45 rule categories

Pre-Seed | February 2026

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Parents face an impossible task

188

Platforms. Zero coordination.

Every app has its own parental control system — different settings, different menus, different terminology. Most parents give up after configuring two or three.

67

Laws. No unified path.

KOSA, COPPA 2.0, EU DSA, UK OSA — platforms face \$50K+ per-violation fines across 25+ jurisdictions with no unified compliance tooling.

15K+

Pledges without teeth.

Families sign community pledges like Wait Until 8th and Four Norms, but have no way to actually enforce them across their children's platforms.

WHY NOW

A regulatory tsunami

91–3

KOSA passes Senate

Bipartisan supermajority — strongest child safety signal in decades

22

US states passed child safety laws

2024–2025: CA, NY, TX, FL, VA, UT, and 16 more

EU

Digital Services Act Article 28e

Mandates minor protections for all platforms serving EU users



Global momentum

Australia bans social media for <16. India, Brazil, Indonesia legislating.

GLOBAL PARENTAL CONTROLS MARKET

\$14.4B

projected by 2032

\$4.2B

2025 market

18%

CAGR

The **Stripe** of parental controls

1

Define

Parent apps or parents set rules using 45 policy categories — screen time, content ratings, web filters, privacy, and more.

45 rule categories



2

Translate

Phosra maps rules to platform-specific actions, handling 5 rating systems and 67 compliance laws automatically.

5 rating systems • 67 laws



3

Enforce

One API call pushes policies to 188+ platforms — Netflix, YouTube, TikTok, Roblox, and everywhere else.

188+ platforms

```
POST /v1/setup/quick
// Child: Chap, age 10 — auto-generate rules & enforce
```

```
→ Netflix: PG content only, PG-13+ blocked    ✓
→ YouTube: restricted mode, supervised content  ✓
→ Fire Tablet: 2hr daily limit, school-hours block ✓
→ NextDNS: strict web filtering, safe search    ✓
```

Two-sided infrastructure

SOURCES — WHO SETS THE RULES

Parental Control Apps

Bark

Qustodio

Aura

Net Nanny

Norton Family

Kaspersky

Built-in Controls

Apple Screen Time

Google Family Link

Microsoft Family

ISPs & Carriers

Xfinity

Verizon


T-Mobile

Schools & Institutions

Securly

GoGuardian

Lightspeed



Phosra API

- ✓ 45 universal rule categories
- ✓ 5 rating systems auto-mapped
- ✓ 67 compliance laws encoded
- ✓ AI / MCP native tooling
- ✓ Real-time enforcement monitoring



policies flow through



TARGETS — WHERE RULES ARE ENFORCED

Streaming

Netflix

YouTube

Disney+

Hulu

Max

Peacock

Social Media

TikTok

Instagram

Snapchat

Discord

Gaming & Devices

Roblox

Xbox

PlayStation

Fire Tablet

Android

DNS & AI

NextDNS

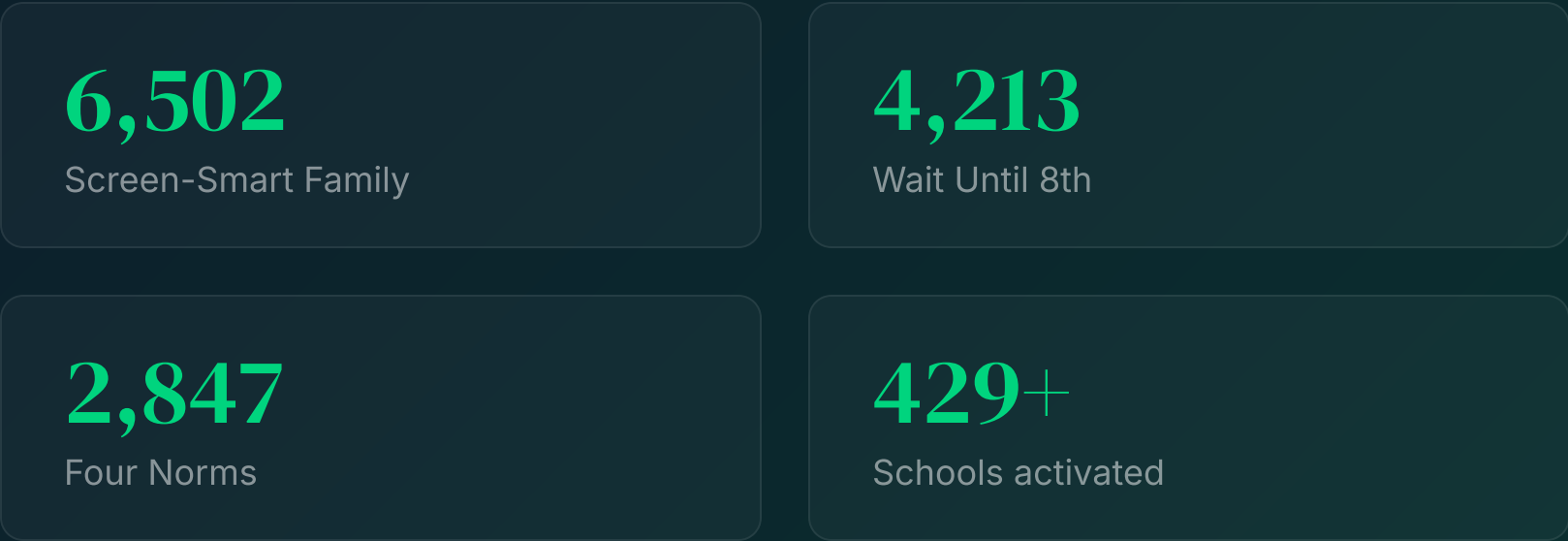
CleanBrowsing

ChatGPT

Claude

TRACTION

Community-led growth



188
platforms

67
laws encoded

45
rule categories

The viral adoption loop

- 1 Parent adopts a standard**
One click to adopt Four Norms, Wait Until 8th, or any community standard
- 2 Phosra enforces everywhere**
Rules push to every connected platform automatically
- 3 Other families see it working**
School-wide adoption when 10+ families in a grade sign up
- 4 Each family brings 3–5 more**
Word-of-mouth within school communities drives organic growth

BUSINESS MODEL

Freemium to enterprise

<div>FOR FAMILIES</div> <div>Free</div> <div><div>✓ Up to 5 children</div><div>✓ 3 platform integrations</div><div>✓ All 45 policy categories</div><div>✓ Community standards</div><div>✓ Content rating enforcement</div></div> <div>Drives adoption & network effects</div>	<div>FOR DEVELOPERS</div> <div>\$49/mo</div> <div><div>✓ Full REST API access</div><div>✓ MCP tool integration</div><div>✓ Unlimited platforms</div><div>✓ Webhooks & sandbox</div><div>✓ Compliance verification</div></div> <div>Target: parent app companies</div>	<div>FOR PLATFORMS</div> <div>Custom</div> <div><div>✓ KOSA & COPPA 2.0 compliance</div><div>✓ EU DSA Article 28e</div><div>✓ 99.99% SLA</div><div>✓ Dedicated support</div><div>✓ Custom integrations</div></div> <div>\$25K–\$500K/year contracts</div>
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Enterprise is the primary revenue driver. Platforms facing \$50K+ per-violation fines need Phosra’s compliance engine.

COMPETITION

No one connects both sides

	Phosra	Bark / Qustodio	Apple / Google	Platform Settings
Cross-platform reach	188+ platforms	1–10 platforms	Own ecosystem only	1 platform
Compliance engine	67 laws encoded	—	—	Per-platform
Developer API	✓ Full REST + MCP	—	Limited	—
Community standards	✓ Four Norms, Wait Until 8th	—	—	—
AI / MCP native	✓ Agent-ready	—	—	—
Two-sided marketplace	✓ Sources + Targets	Source only	Source only	Target only

Bark, Qustodio, and Aura are our **customers**, not competitors. They integrate via our API to extend their reach from 1–10 platforms to 188+.

Five compounding moats

1	Network Effects	Two-sided marketplace — every new source app and target platform makes the network more valuable for all participants
2	Compliance Data	67 laws × 45 rule categories with auto-generated enforcement snippets — years of legal classification work
3	Community Lock-in	15,000+ families and 429 schools on community standards — viral school-by-school adoption loops
4	Policy Taxonomy	45 universal rule categories becoming the industry lingua franca for child safety — switching costs compound
5	Regulatory Tailwind	Not a one-time event — new child safety laws pass every quarter, each one deepening the compliance moat

Each layer compounds over time. Displacement requires rebuilding all five simultaneously.

TEAM

Parents who build

Jake & Susannah Klinvex

Co-Founders • Parents of 5

“We built this because we needed it. Five kids across dozens of platforms — and no way to manage it centrally.”

PREVIOUS EXPERIENCE

Mastercard
Payments infrastructure

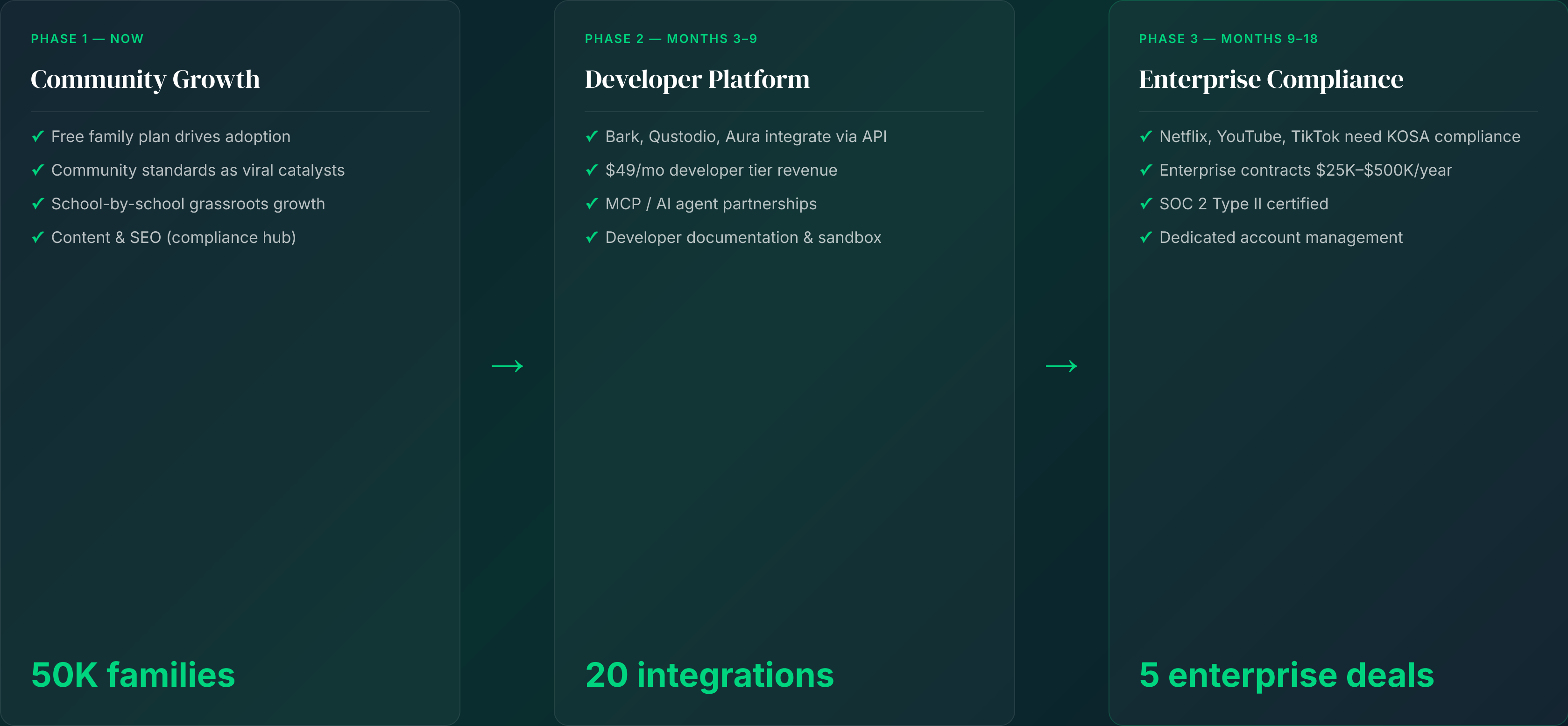
Gloo
Faith-tech platform

SessionM
Acq. by Mastercard

Why this team for this problem

- Payments infrastructure DNA**
Mastercard taught us how to build universal transaction rails — Phosra is universal policy rails
- Two-sided marketplace experience**
SessionM & Gloo were both platforms connecting two sides — same playbook, new vertical
- Authentic product-market fit**
Five kids. Real platform chaos. We are the customer.

Bottom-up adoption, **top-down contracts**





THE ASK

Raising **\$1M** pre-seed

55%

Engineering
Live integrations for top 20 platforms

25%

Go-to-Market
Community growth & dev evangelism

10%

Compliance
SOC 2 audit & legal review

10%

Operations
Infrastructure & tooling

18-MONTH MILESTONES

50K families

20 developer integrations

5 enterprise contracts

20 live platform adapters

KOSA/COPPA certification

Join us in building the infrastructure that makes the internet **safe for every child.**

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