



Define once, protect everywhere.

The infrastructure API for parental controls

• 188 platforms

• 67 compliance laws

• 45 rule categories

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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.

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

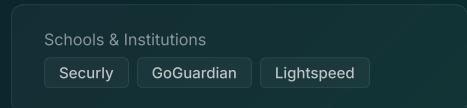
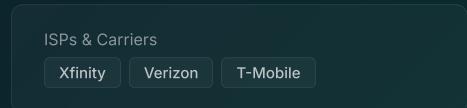
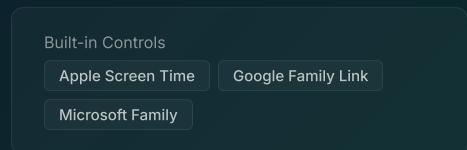
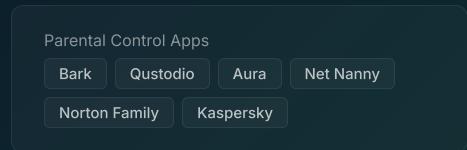
```
POST /v1/setup/quick
// Child: Chap, age 10 - auto-generate rules & enforce

→ 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 ✓
```

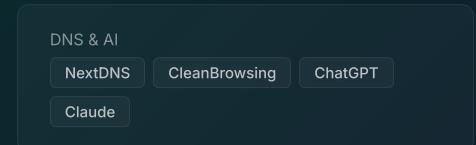
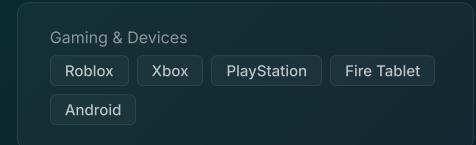
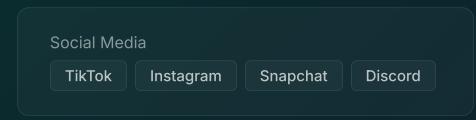
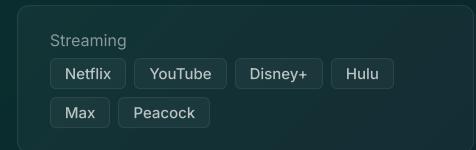
ARCHITECTURE

Two-sided infrastructure

SOURCES — WHO SETS THE RULES



TARGETS — WHERE RULES ARE ENFORCED



Community-led growth

6,502

Screen-Smart Family

4,213

Wait Until 8th

2,847

Four Norms

429+

Schools activated

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

Freemium to enterprise

FOR FAMILIES

Free

- ✓ Up to 5 children
- ✓ 3 platform integrations
- ✓ All 45 policy categories
- ✓ Community standards
- ✓ Content rating enforcement

Drives adoption & network effects

FOR DEVELOPERS

\$49/mo

- ✓ Full REST API access
- ✓ MCP tool integration
- ✓ Unlimited platforms
- ✓ Webhooks & sandbox
- ✓ Compliance verification

Target: parent app companies

FOR PLATFORMS

Custom

- ✓ KOSA & COPPA 2.0 compliance
- ✓ EU DSA Article 28e
- ✓ 99.99% SLA
- ✓ Dedicated support
- ✓ Custom integrations

\$25K-\$500K/year contracts

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.

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

PHASE 1 — NOW

Community Growth

- ✓ Free family plan drives adoption
- ✓ Community standards as viral catalysts
- ✓ School-by-school grassroots growth
- ✓ Content & SEO (compliance hub)

PHASE 2 — MONTHS 3–9

Developer Platform

- ✓ Bark, Qustodio, Aura integrate via API
- ✓ \$49/mo developer tier revenue
- ✓ MCP / AI agent partnerships
- ✓ Developer documentation & sandbox

PHASE 3 — MONTHS 9–18

Enterprise Compliance

- ✓ Netflix, YouTube, TikTok need KOSA compliance
- ✓ Enterprise contracts \$25K–\$500K/year
- ✓ SOC 2 Type II certified
- ✓ Dedicated account management



50K families

20 integrations

5 enterprise deals



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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