



# 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.

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

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<sub>/mo</sub>

- ✓ 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.

## 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**

## PHASE 1 — NOW

### Community Growth

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

**50K families**



## 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

**20 integrations**



## 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

**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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