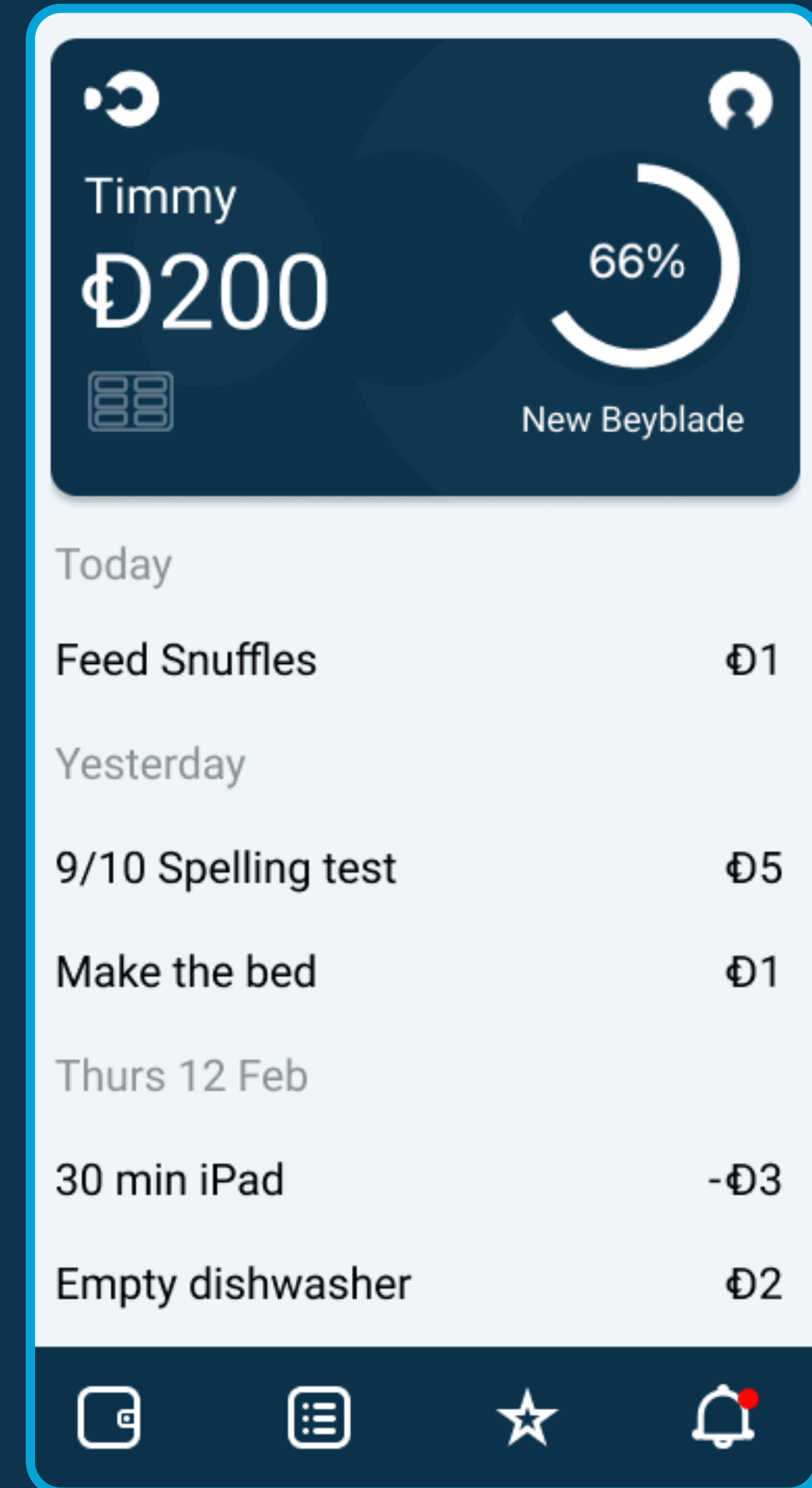




Introducing DooCoins

Rewarding kids for their good behaviour,
completing chores, and personal
achievements.





Problem / Opportunity

Traditional reward systems are outdated, they don't excite or inspire today's tech-savvy kids.



Digital Addiction

Managing screen time and engaging kids offline is challenging.



Privacy Concerns

Apps demand excessive personal data.



Financial Illiteracy

Kids aren't taught crucial skills of how to manage finances or value money.



Procrastination

Kids struggle to stay motivated and organised.



Solution

DooCoins is a reward system for kids that motivates and teaches them important financial literacy and organization skills, all under the secure protection of Web3 blockchain technology.



Task Management

Kids earn DooCoins for good behaviour, completing chores and personal achievements.



Rewards

Kids trade their DooCoins for fun activities, gifts or privileges.



Goal Setting

Kids can set savings goals.



Financial Literacy

Banking style app teaches kids financial concepts.



Product

We've built a functioning MVP, deployed to The Internet Computer Blockchain - 100% on-chain. The app runs as a PWA (progressive web app) on phones and tablets to give a true app experience.



Parents App

Parents create tasks, monitor progress, and manage rewards for their kids.



Kids App

Kids set goals, complete tasks to earn DooCoins, and redeem them for rewards of their choice.



Early Traction

100 early adopters are actively using DooCoins, providing valuable feedback to refine the product.



Market Opportunity

The global EdTech industry is projected to reach \$810.3 billion by 2033. With a focus on digital engagement, family-oriented tech, and financial education, DooCoins taps into this vast market.



Total Addressable Market

Global EdTech Market to reach \$810.3 Billion by 2033[^].



Serviceable Available Market

Children's Financial Literacy and Motivation Market expected to reach \$16 Billion by 2028^{^^}.



Serviceable Obtainable Market

Serviceable Obtainable Market for Children's Financial Literacy EdTech products expected to reach \$5 Million by 2026^{^^^}.

[^]IMARC Group, Market.us, 2023. ^{^^} Allied Market Research, 2023. ^{^^^} Deloitte, McKinsey & Company, 2023.



Competitive Landscape

There are many products like Rooster Money, GoHenry and Revolut <18. They offer kids bank accounts, with features to manage allowances and reward chores. DooCoins is different..



Web3 Privacy

Unlike other FinTech kids apps, DooCoins ensures data privacy with blockchain technology.



Global Reach

DooCoins is not linked to any specific currency or region, making it usable to anyone with an internet connected device.



Flexibility & Customisation

DooCoins allows for personalized rewards rather than restricting them to cash allowances.



Business Model

Our business model combines a freemium approach with strategic revenue channels to support growth, including premium subscriptions, digital tokenization, and partnerships through DiscoverDoo, a rewards marketplace.



Subscriptions

DooCoins follows a freemium model, offering a free basic version to attract users and build a loyal community, with optional paid tiers for enhanced features and added value.



Partnerships

DiscoverDoo marketplace curated by parents who select rewards from an inventory of products and experiences provided by partners.



Tokenization

Our tokenomics is WIP. See www.doo.co/DooCoinsWhitePaper.pdf



Roadmap

DooCoins has achieved key milestones, beginning with validating the concept and securing \$10,000 in grant funding to build an MVP. With branding and a product website established, we successfully launched with 100 early adopters to gain feedback to refine the app and shape future development..

- **Fund Raising - Q4 2024**
Secure initial investment to drive product development and expansion.
- **Growth Strategy - Q1 2025**
Partner with a Web3 agency to create a strategy for user acquisition and community building.
- **Enhancements - Q2 2025**
Roll out new features and improvements based on early user feedback.
- **Monetization - Q3 2025**
Introduce premium subscriptions, build partnerships and launch token.



Team

The DooCoins team is made up of passionate parents motivated to create a better way for kids to learn essential financial skills and to help families thrive. With expertise spanning product development, operations, and blockchain technology, we're building an engaging, secure platform.



Jacob Kemsley Co-founder

Jake has a digital agency background and is responsible for product vision and development. He is based in Portugal.



Emma Walmsley Co-founder

Emma is all things operations, with a strong background in digital transformation. She is in Portugal too.



Jeet Virangama

Jeet is a mid-level Frontend React Developer based in India.



Cesar Angulo

Cesar is a senior Blockchain Developer, based in Mexico.



Why Now?

As digital engagement accelerates, there's a critical need for secure, educational tools that help kids build life skills and foster financial literacy. DooCoins meets this moment with timely innovation.



Screen Time Surge

Kids spend more time on devices, increasing demand for meaningful, productive engagement.



Financial Literacy Gap

Financial education is rarely taught in schools, leaving parents to find solutions.



Outdated Rewards

Traditional reward systems don't resonate with today's tech-savvy kids.



Data Privacy Concerns

Rising awareness of data privacy emphasizes the value of Web3's secure, decentralized framework.



The Ask

We're seeking \$150,000 to support a one-year runway, with funds allocated equally between product development and growth. This investment will enable us to enhance core features, finalize tokenomics, and drive user acquisition, setting DooCoins up for scalable growth and user engagement.



Product Development

Enhance features, integrate tokenomics, and improve user experience based on early feedback.



User Acquisition

Drive growth through targeted Web3 marketing partnerships and community-building strategies.



Team Growth

Expand the team to support development, operations, and customer engagement as we scale.



Thank you for your time!

For more information and to stay connected:

- **Website: www.doo.co**
- **X: [@DooCoins](https://twitter.com/DooCoins)**
- **Email: hello@doo.co**

Looking forward to making financial literacy accessible and fun for the next generation!