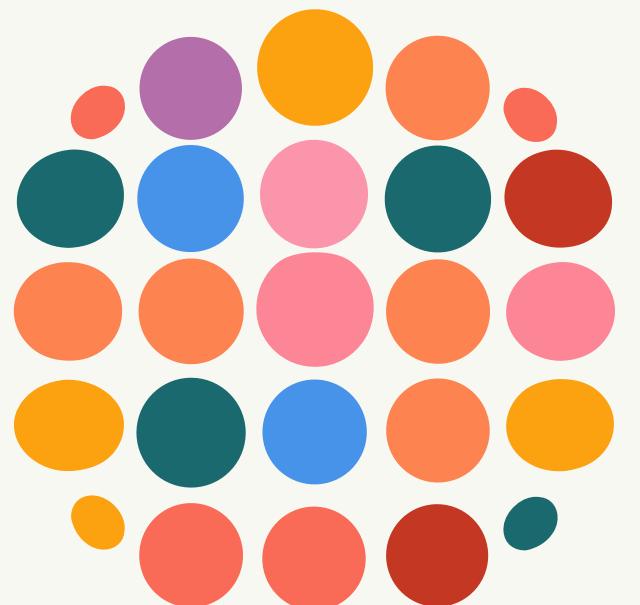


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Loomia
Family Home AI

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- Why Now?
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Why us?



We're Megan and Mario - parents of three who know the juggle of careers and family life.

Mario blends design and code, having launched Apple-featured apps and shipped software-hardware products to thousands. Megan brings 15+ years of global tech leadership, scaling teams and products used by millions.

We've always worked on the edge of emerging tech - and with AI's rapid rise, it's become irresistible not to use it to solve one of the biggest challenges we know firsthand: the mental load of modern family life.

...and why now?

Every family is different. We aim to create a one-fits-one product - and AI is a powerful enabler.

There are incredible tools available to complement any skill gaps you may have as a founder.

It's a great time for non-technical founders - especially designers.

Social media has let parents down - let's make AI different.

Post-Chatbot UX and the rise of new software interfaces. Who wouldn't want to be part of a moment like "the first websites" or "the first apps"?

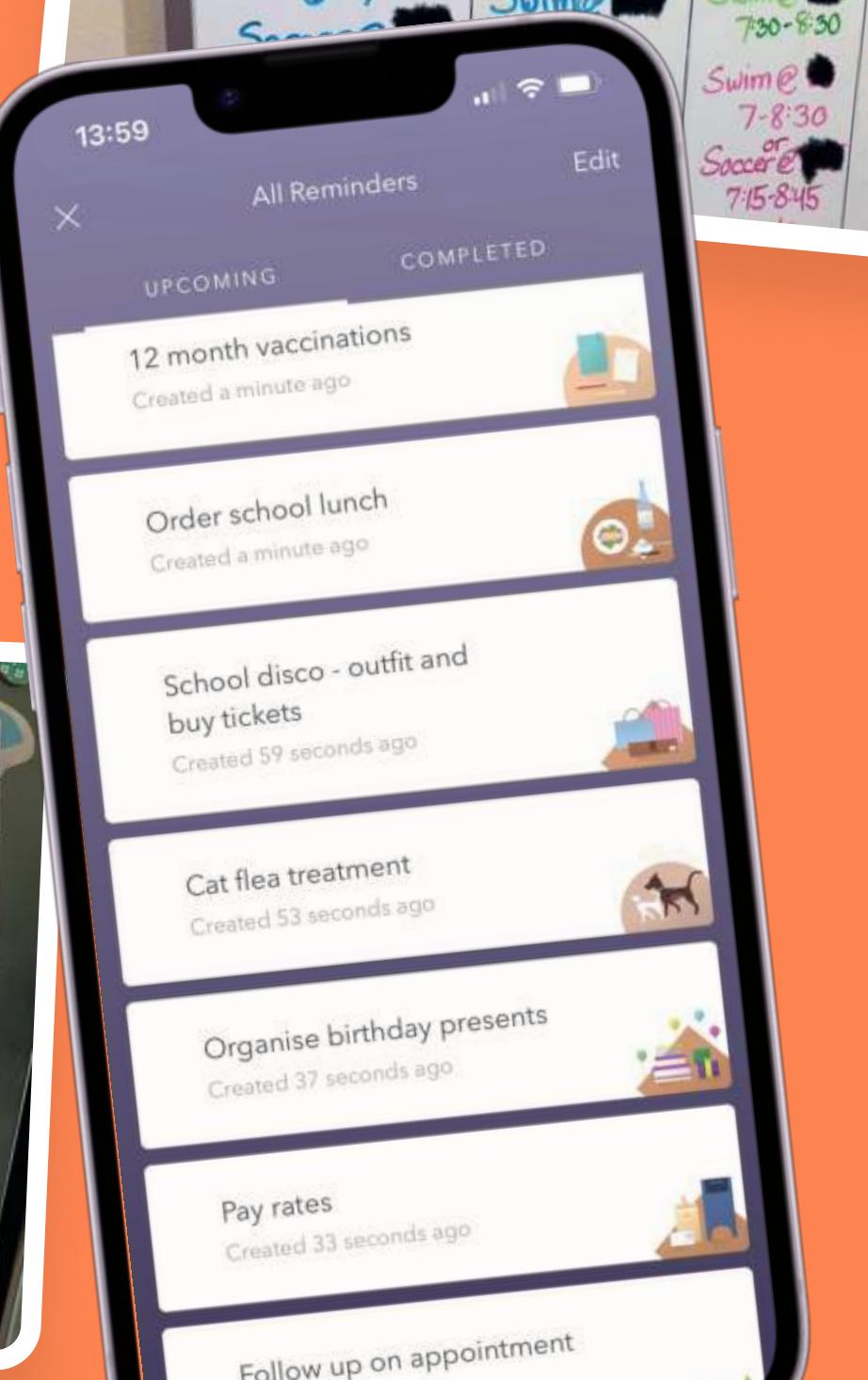
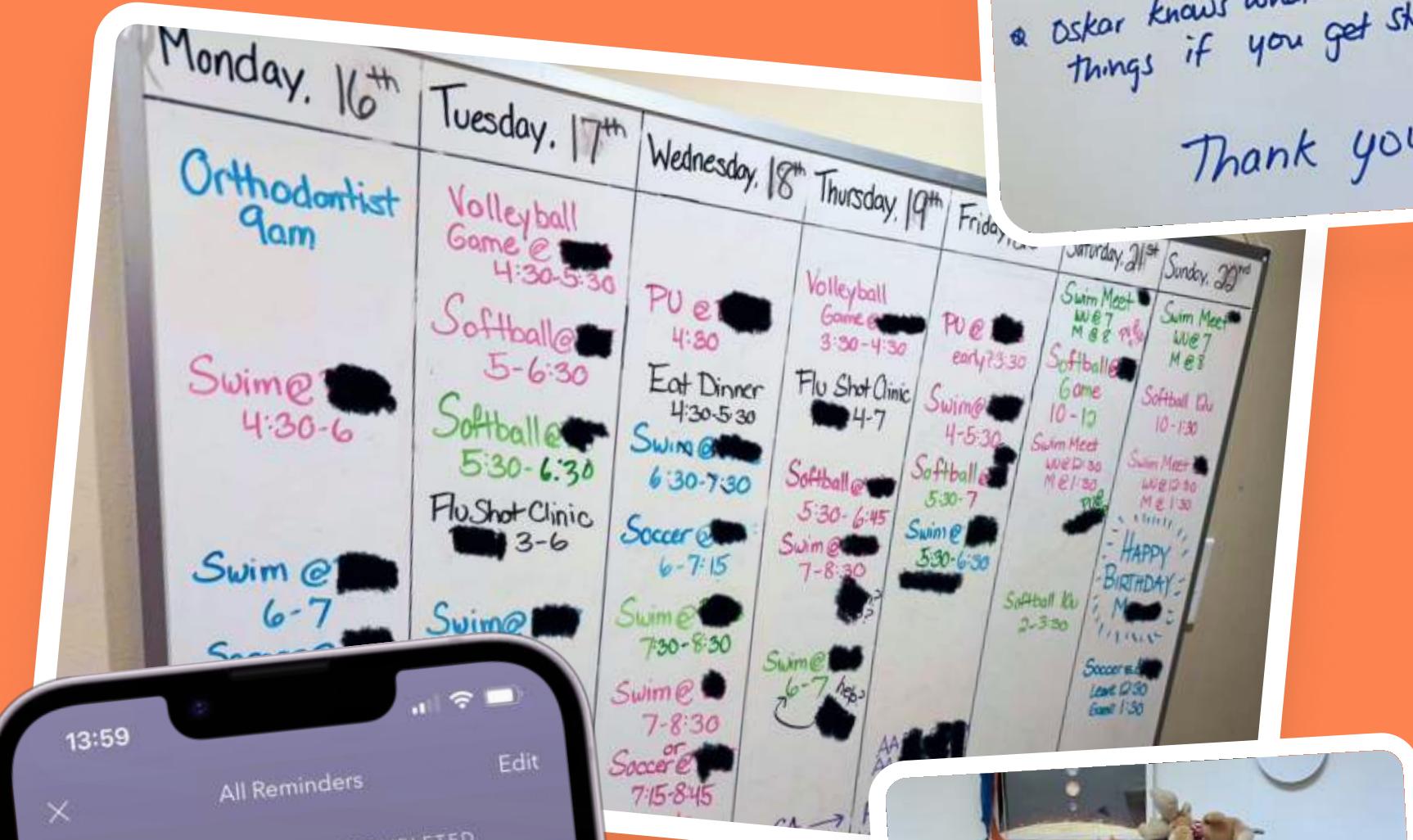
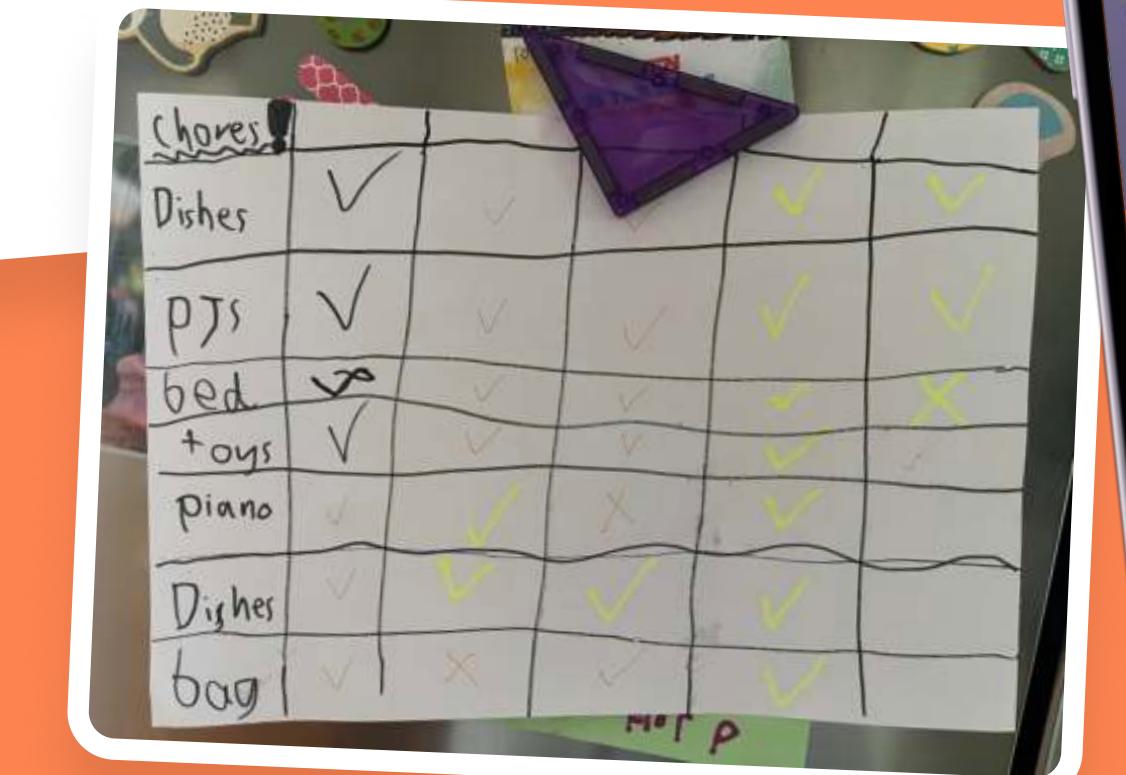
MCP and A2A are here - building useful agents and connecting them to a world of other agents.

Parenting in 2025? It's a ride.

You've got a brain full of school apps, grocery lists, and endless "mum hacks," yet by 8 p.m. you're just trying to keep it together and convince yourself that "one square of chocolate" counts as self-care.

Tools for running a family haven't kept pace with the information-rich world we live in.

THE PAIN



PITCH, 2025

EVENING ROUTINE

5:00 Pizza's arrive * will give your number so they call you when they arrive
5:30/6 Bath time Theo + then after Theo it's Flora
6-6:30 Pj's + nappies for Theo + Flora → By the TV.
7:00 We should be home + put them to bed after this!
* Oskar knows what to do for most things if you get stuck!

Thank you ❤️

And you are not alone.

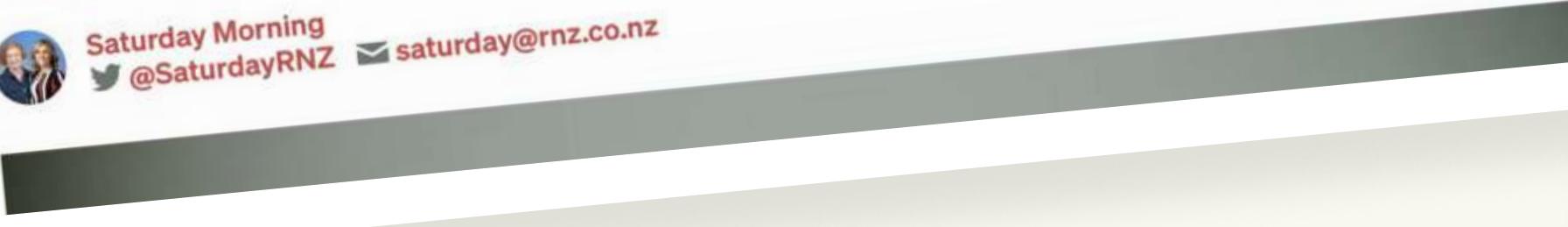
NEW ZEALAND / LIFE AND SOCIETY

The digital motherlode pushing mothers to the edge

9:24 pm on 22 February 2025

Saturday Morning
@SaturdayRNZ saturday@rnz.co.nz

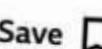
Share this 

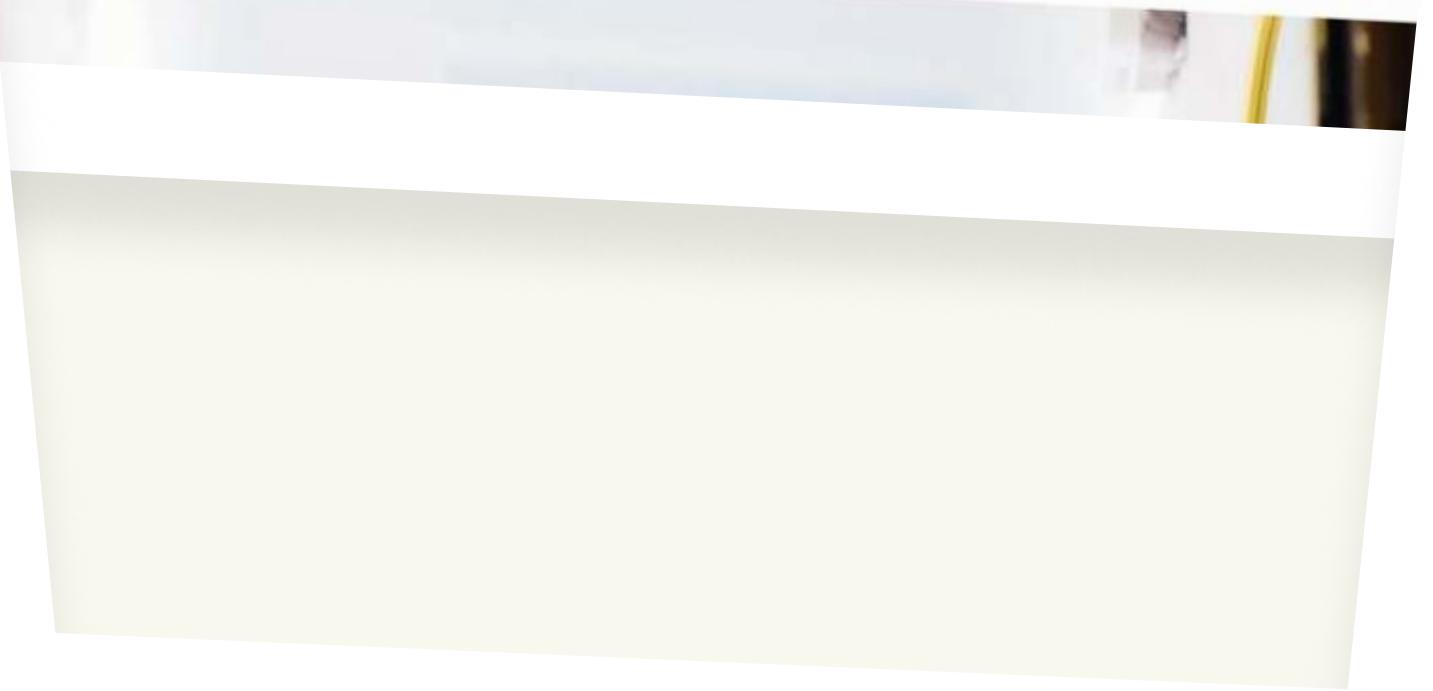


The hidden load: How 'thinking of everything' holds mums back

19 May 2021

Melissa Hogenboom
Features correspondent

Share  Save 



Booking appointments, arranging play dates, ordering groceries... if you're a mother and feel like you're drowning in device-based tasks, it might be because you are.

The mental health of children is a major concern for parents regarding the use of social media and technology.

Sources: bbc.com, rnz.co.nz, consumernotice.org, ABC News (Australia), The Guardian (UK), Psychology Today (Cara Goodwin, Ph.D.), McMaster Univ., Canada

Our drive

We tackle the hidden weight of modern parenting by building a privacy-transparent, child-friendly, agentic AI household assistant that gives families back moments of presence and connection.

What is Loomia?

Framed 27" wall-mounted touch screen

SBC with GPU/NPU for UI rendering and local models

Omni-directional microphone

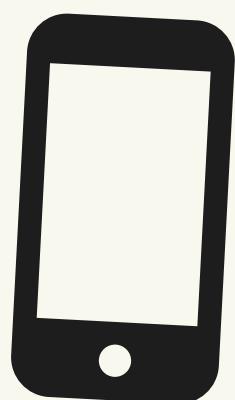
Running Linux-based LoomiaOS

Personalised assistant agent with access to data and tools
(MCP)

Companion iOS app

Convenient cloud-based information sharing (ie photos)

27"



Who will love Loomia?

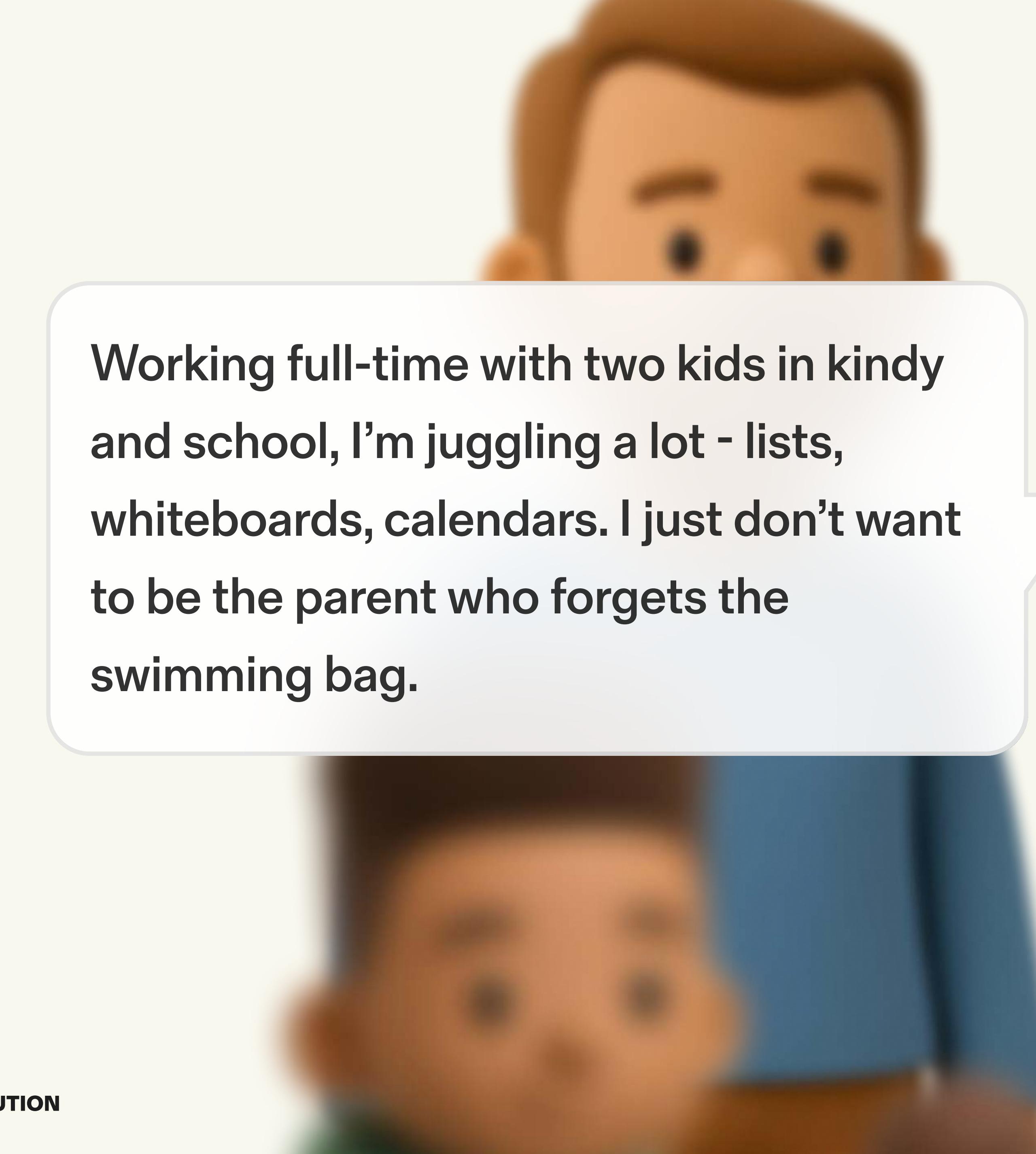
Both parents with full-time jobs
One or more kids
Fast internet connection
Several smart home devices
Digitally fluent
Striving for organisation



The Next-Gen Nesters



I'm four years old and just started doing little chores to earn pocket money. After kindy, I love going to football and dance class!



**Working full-time with two kids in kindy
and school, I'm juggling a lot - lists,
whiteboards, calendars. I just don't want
to be the parent who forgets the
swimming bag.**

Part of your home and family

Gorgeous enough for a prime spot
Power via cable or wall outlet
Yes, kids can touch!



Where to start?

Family life brings beautiful disorder - Loomia makes sense of it.

Offload your dates, reminders, todos and more.

Watch our sense-making gently weave them into a reliable family rhythm.



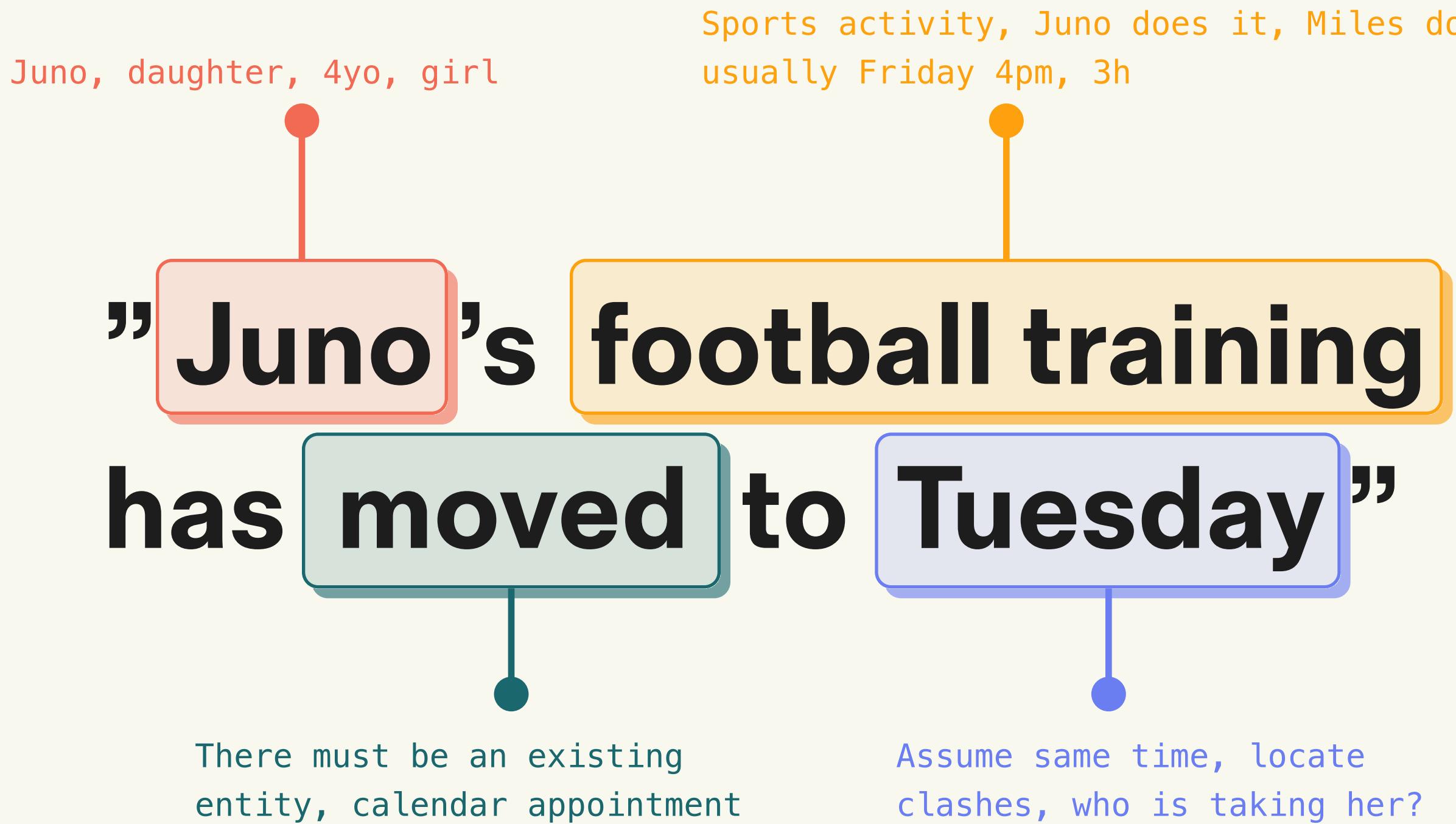
Fabric of family life



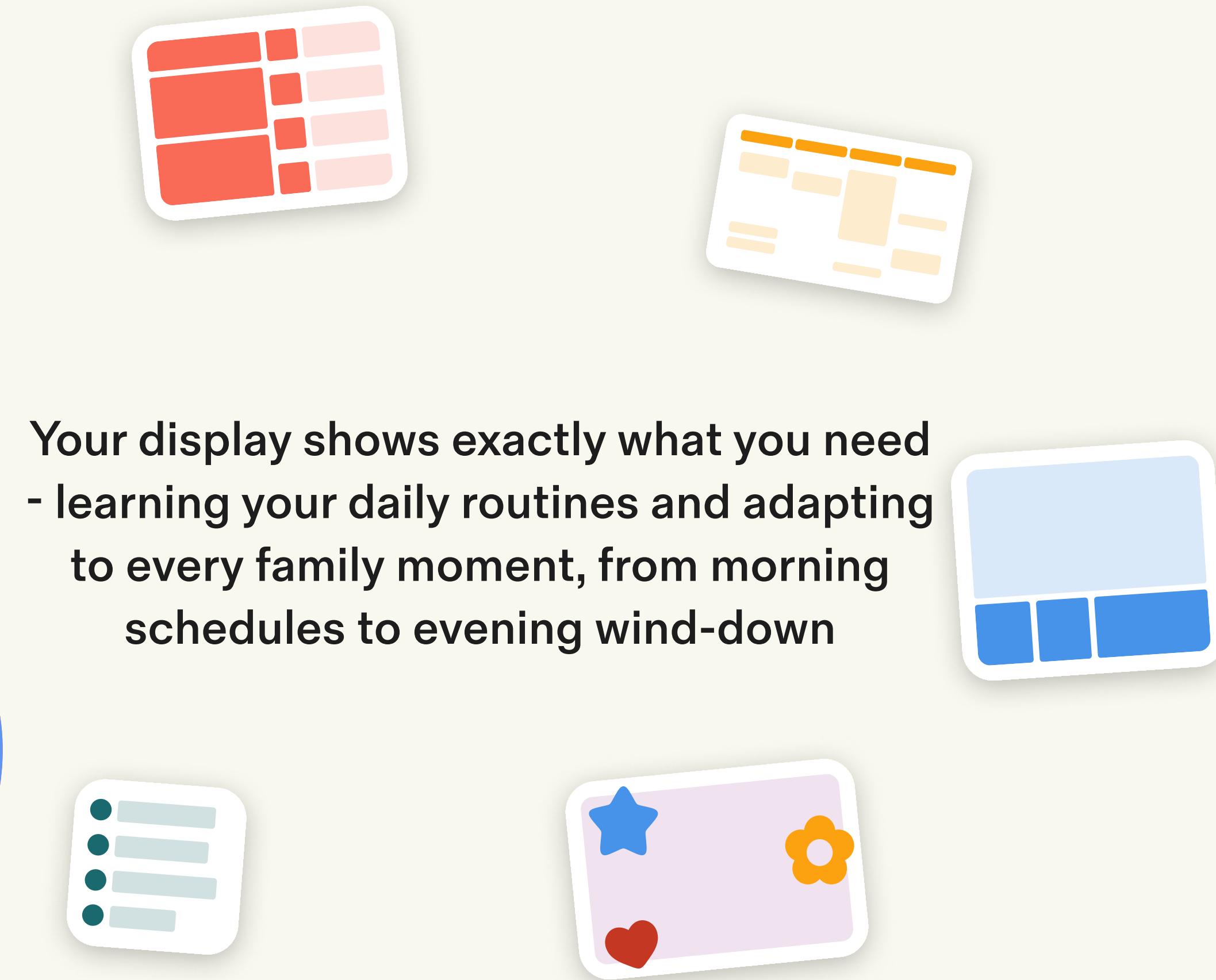
Over time Loomia learns your household's unique flow - turning scattered details into lasting memories and understanding your family like no one else can.

More than words

Conversations and instructions have deep context, enabling Loomia to decide instead of merely respond.



Truly Personalized



Your display shows exactly what you need
- learning your daily routines and adapting
to every family moment, from morning
schedules to evening wind-down

One screen, unlimited views

Start with templates,
evolve with your own ideas!

The image shows a digital interface on a smartphone screen with a blurred background of a park. At the top right is the time '10:35'. In the top left corner is a circular profile icon with a colorful dot pattern. Below the time is the heading 'What's up today?'. On the left side, there is a list of four tasks:

- Clean gutters
- Make card for Granny
- School disco outfits + tickets
- Organise birthday present

Below this is a section titled 'DINNER TONIGHT' featuring 'Creamy Garlic Chicken Pasta' with a small thumbnail image and a note 'Start by 16:10, ready in 35m'. At the bottom left is a section titled 'TOMORROW' with the meal 'Roasted Vegetable Enchiladas'.

To the right of the tasks is a weekly calendar grid from Monday to Sunday. Each day has a header and several colored boxes representing scheduled events:

- MONDAY: Osteopath (purple)
- TUESDAY: Football Practice (pink)
- WEDNESDAY: Swimming Class (red)
- THURSDAY: (empty)
- FRIDAY: Haircut (blue), Granny visit (orange)
- SATURDAY: (empty)
- SUNDAY: Little Kickers (orange), Dance Class (teal), Cinema with J&E (light orange)

At the bottom of the screen, there is a decorative row of four circular avatars representing different family members.

Competition

FOR THE ENTIRE FAMILY

hearth

TRADITIONAL PLANNER

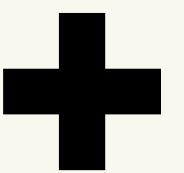
Skylight

AI ASSISTANT

FOR PARENTS



Business Model



27" Wall-mounted Touch Display

\$729.99

Full
AI on screen and apps
\$18.99

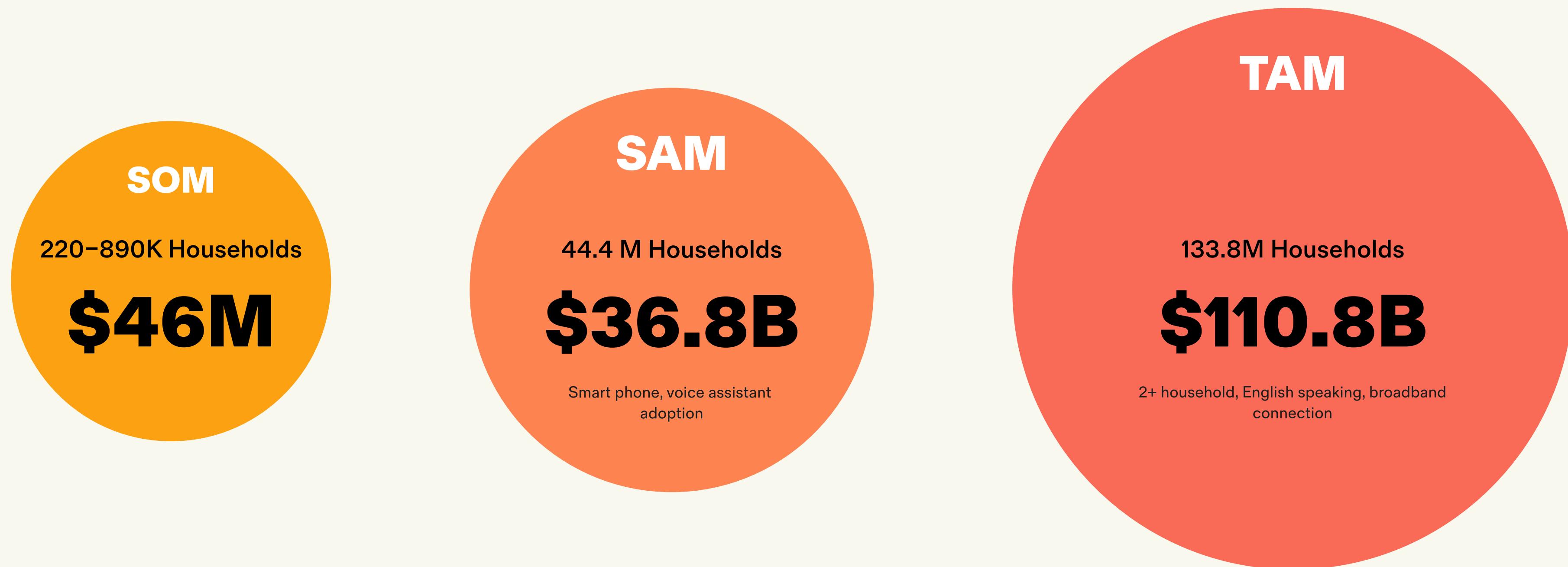
OR

Basic
AI on the screen
\$14.99

 **Free**
iOS app (using some on-device AI), limited features
\$0.00

All prices in USD

Revenue and Market Funnel

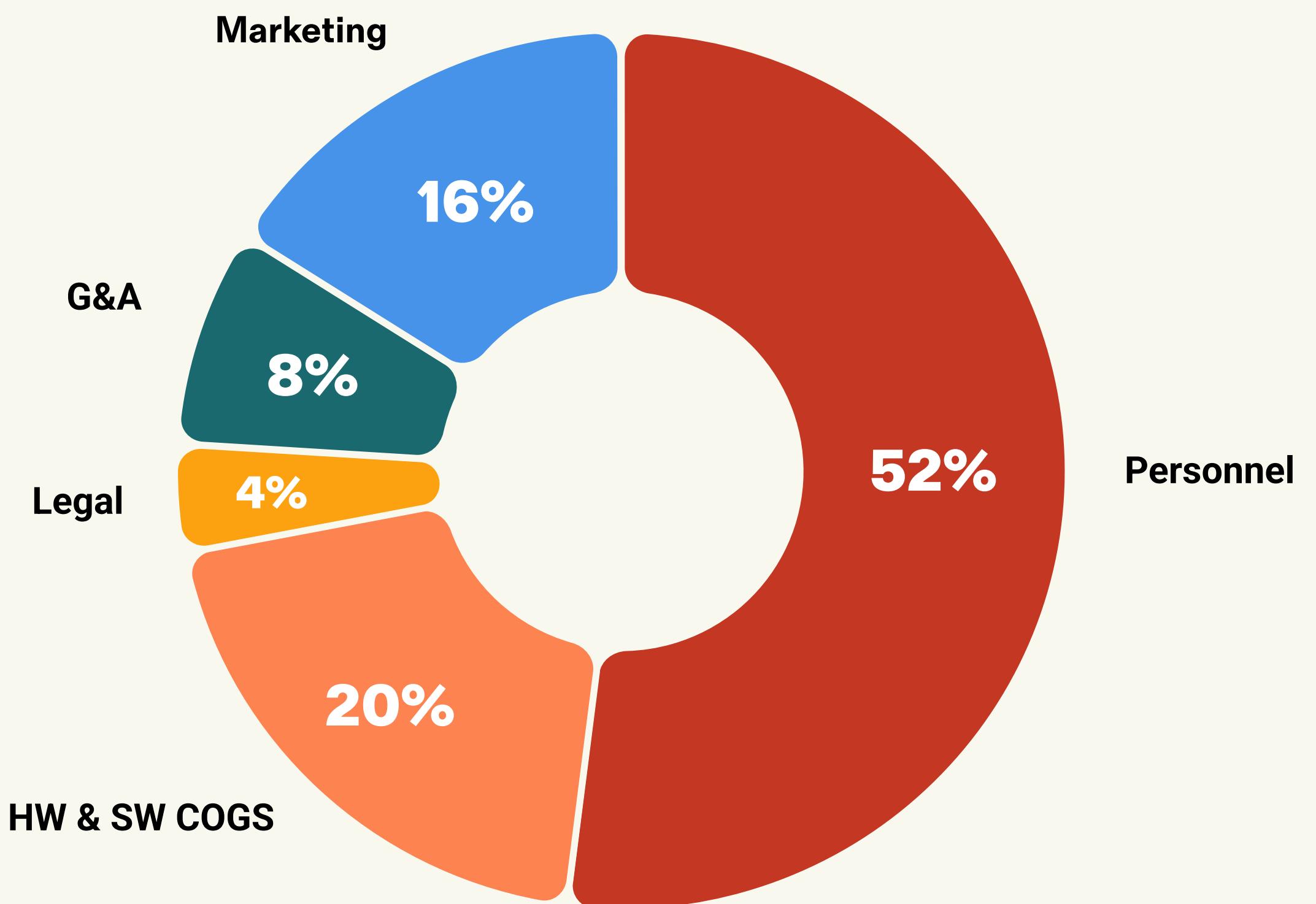


Currency in USD – Key Assumptions: Filters: Broadband + smartphone + voice-assistant adoption, SOM range: 0.5–2 % of SAM, YR-1 Rev: hardware + 12 mo subscription

The Ask

Our goals is to have our design & engineering team in place and create a working prototype. Then we'll use our marketing resources to validate product-market fit, equip beta testers with devices and start preparing for launch.

We're seeking **NZ\$750,000.00** to fund the creation and sale of 150 units within 18 months.



Thank you! We hope you are as excited as we are.