

EntrepreneuHER Pitch



Hello!

We are Ela

Mallika, Niharika, Pari, and Riya, a group of young girls who want to make quarantine a little easier.



**53% of people have had
mental health issues
during COVID-19**



COVID Makes Us Feel Out Of Control

- Schedules
- Mental Health
- Productivity
- Skills
- And so much more



“

When people don't have a routine or structure to their day it can cause stress and anxiety, as well as overwhelming feelings, lack of concentration, and focus.



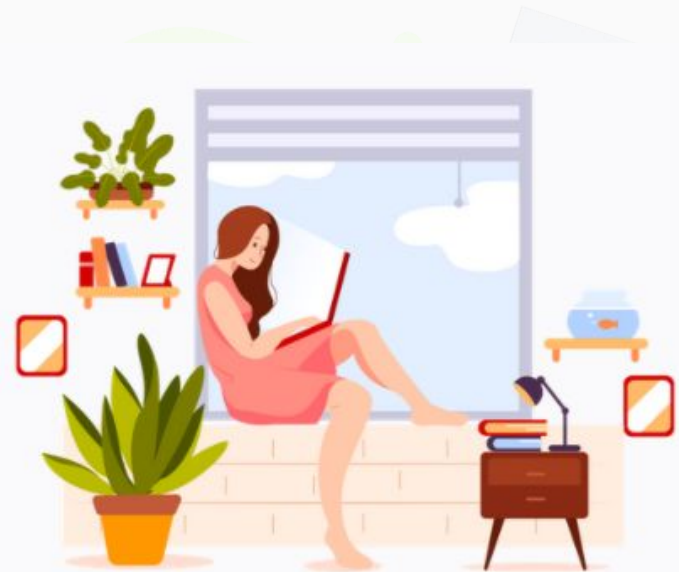
Scheduling Is More than Planning Your Day

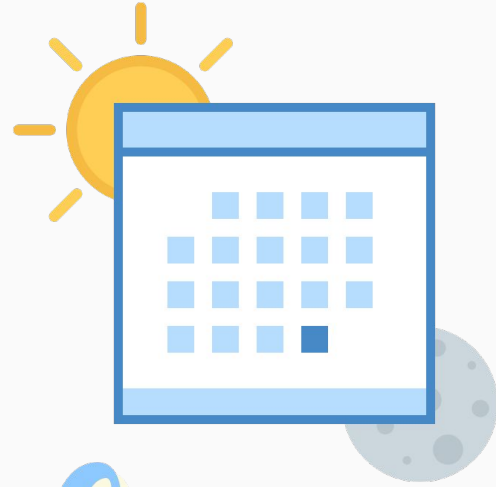
- Gives you a sense of control
- Improves mental health
- Adds needed consistency
- Motivates you to be productive



Sometimes, calendars and to-do lists are overwhelming

Google Calendar, Notion, Journaling
because they're not aesthetic, accessible,
or intuitive





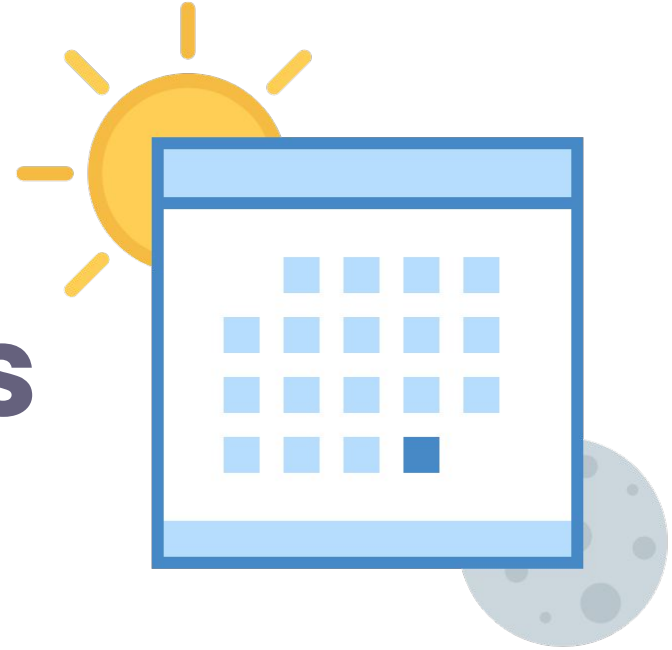
dawn

The Better Way
To Plan Your Day

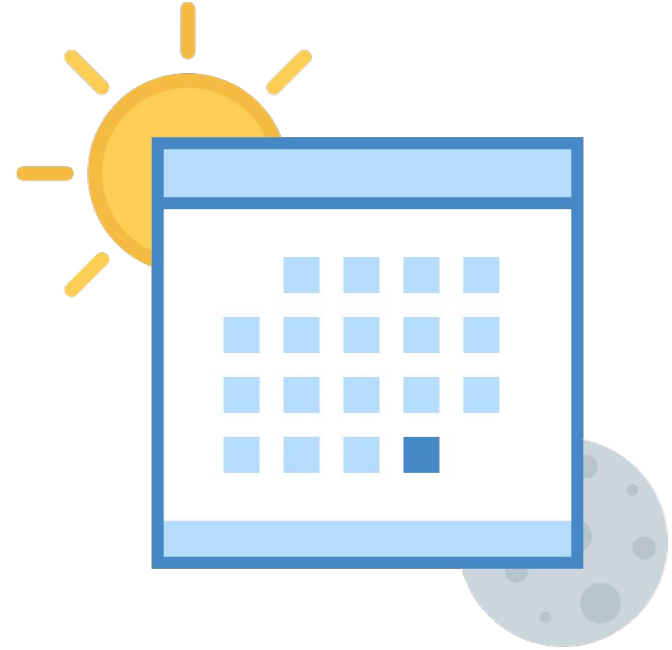
Plan Your Day

Reach Your Goals

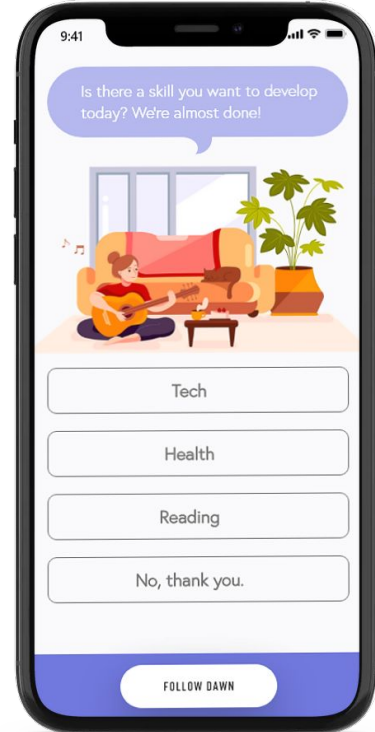
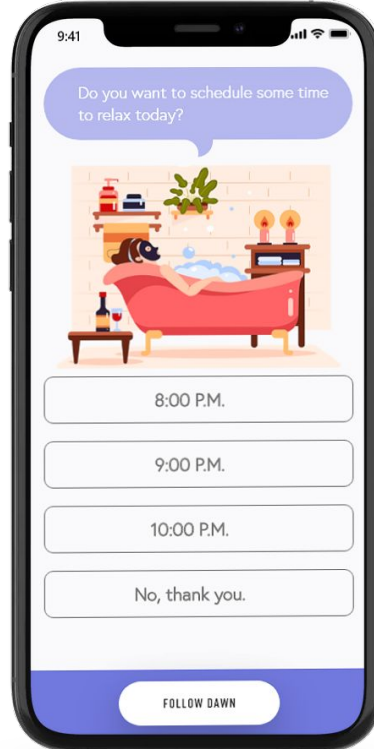
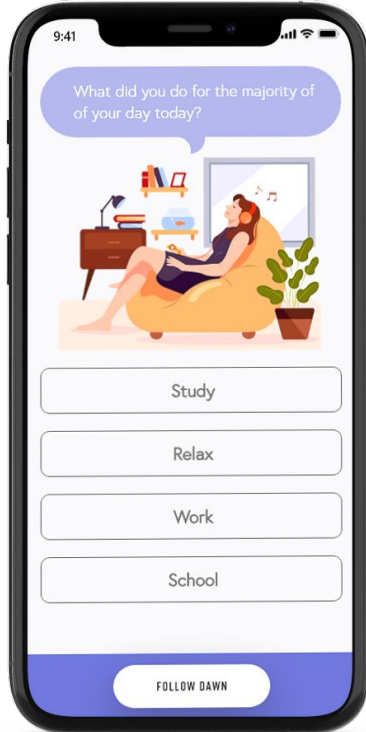
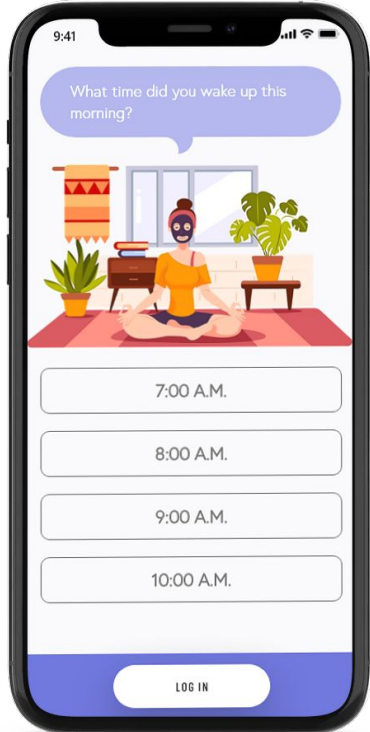
Learn New Skills



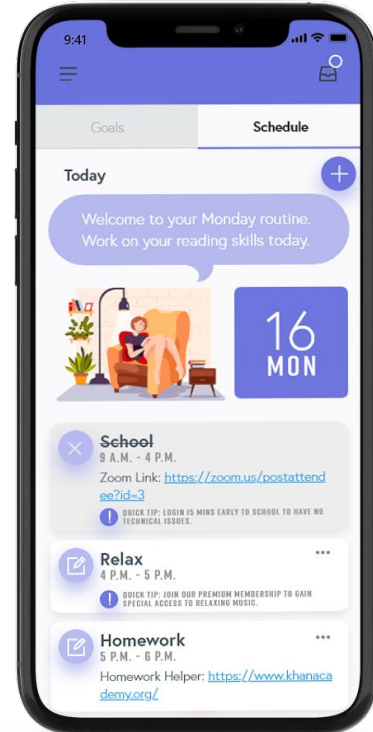
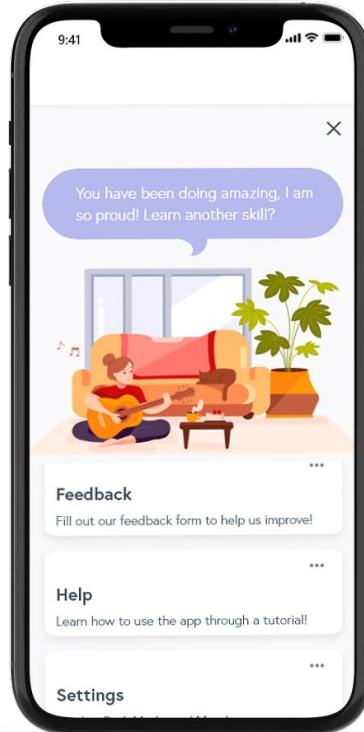
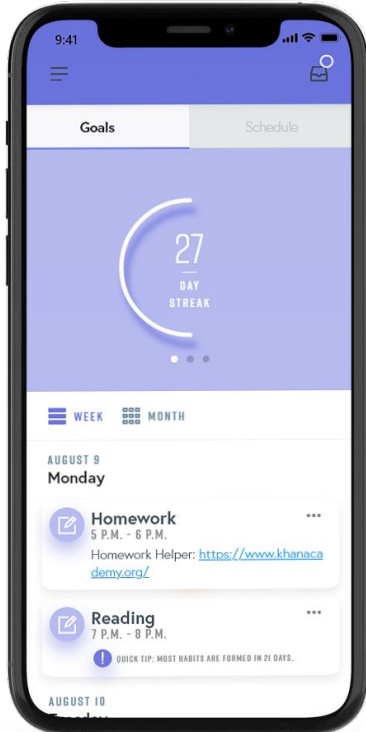
**89% of our
respondents are
interested in an
app like Dawn**



Demo



Demo (Cont.)



How Is Dawn Different?




Your Options

Basic

Free


Target Audience: Students, basic users, and people with simple lifestyles.

- 
- Our daily scheduler
 - Daily motivational reminders
 - One calendar integration
 - Tips on how to plan your day effectively
 - Goal setting and accomplishments
 - Advertisements

Master

\$5 a month for

Target Audience: Professional populations that need multiple calendars and heightened integrations, parents, dedicated users, and more.,

- 
- Integration of unlimited calendars
 - Integration of Calendly
 - Integration of Zapier
 - Personalized suggestions for relaxation, learning new skills, exercise, and wellness.
 - No ads

Bottom Line?

Social Change

We'll donate 30% of our profit to
varying autism awareness
organizations battling the stigma and
struggles, and offer free premium to
all users with autism

