

starmenow



Rewards for Kids- what we find

- Rewarding children for tasks is a common practice in US
- Some parents reward accomplishments whereas some reward the effort
- There are folks on both sides of the aisle- some who approve of rewards and some who don't
- However, many do agree that smaller rewards sustained over a period of time does help in building good habits (Rewards for Kids- Dr. Virginia Shiller, a psychologist and instructor at the Yale Child Study Center and coauthor of the book, *The Kazdin Method for Parenting the Defiant Child*- Alan Kazdin, director of the Yale Parenting Center)
- And we all agree that there is no single platform which motivates children through Rewards, Appreciation and Engagement to develop life changing habits and skills

What challenges do parents/teachers face

- How to motivate children?
- How to get them off their Mobile devices?
- How to get them interested in real world activities?
- How to build good habits?
- How to get them to learn from their peers?
- How to appreciate them and where can I store all that they have won?
- How do we reward and yet not bribe?
- How & when to introduce the online social world?

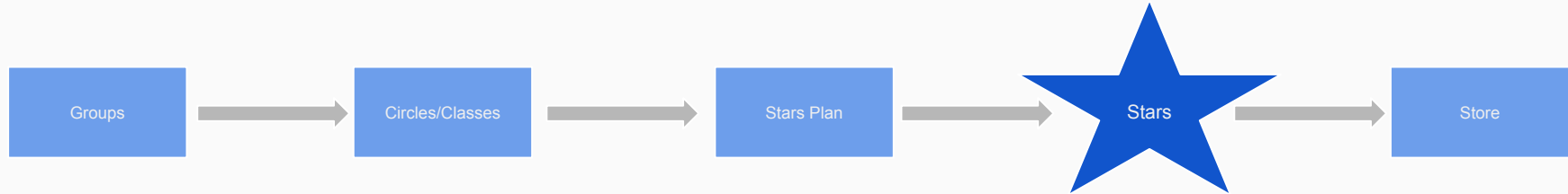
Why Starmenow

- A rewards platform to encourage kids to build good habits
- A platform to motivate kids to do real world activities
- A platform to build leadership- kids can be influencers in some groups
- Flexibility to reward efforts and/or achievements
- Help them build their rewards over a period of time and mutually decide how they redeem these rewards
- Engage kids on areas of interest
- Introduce them to the art of giving/charity
- Introduce them to monitored and closed group micro social networks

3 Principles of Starmenow

‘ENGAGE’	Improve interest/engagement in topics of interest in micro social networks
‘REWARD’	Earn Stars with pre-set values based on completion of tasks
‘REDEEM’	Redeem your Stars for real world gifts

Key Elements of Starmenow



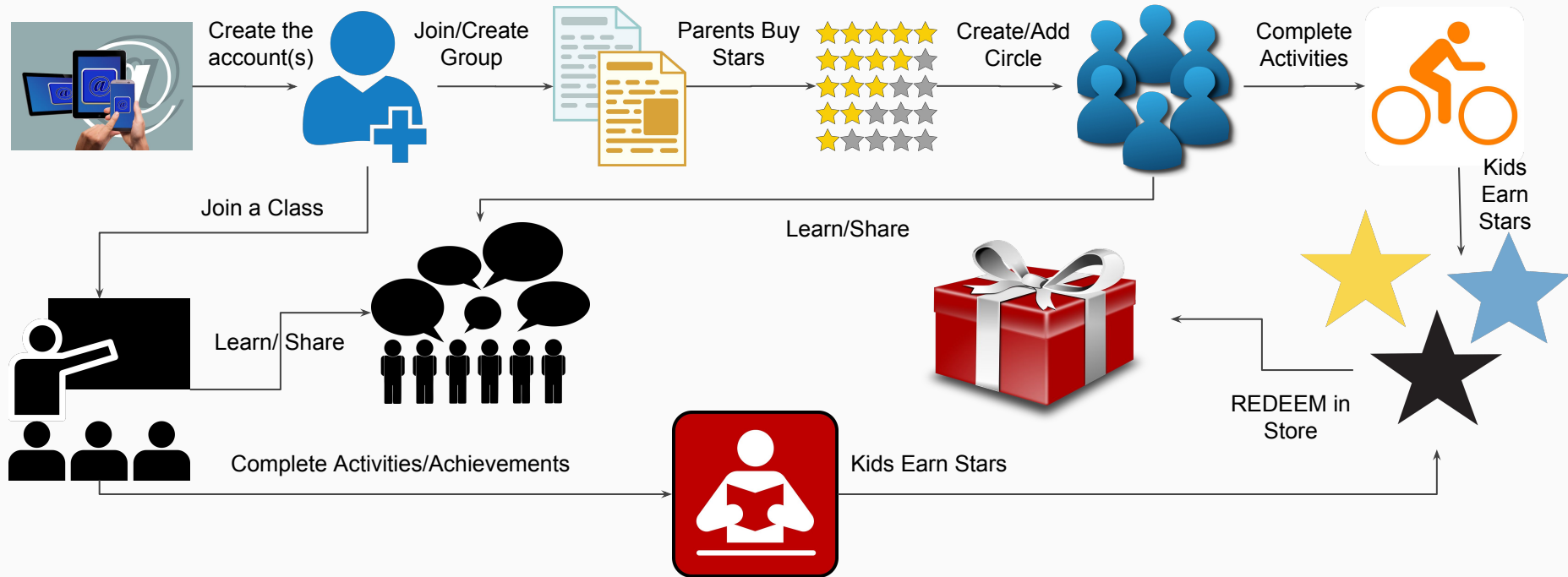
- There will be pre-existing Groups with relevant content
- Ability to create new Groups
- Groups will be categorized (Sports/Music/Habits/etc.)
- Pre-existing groups will also have relevant content updates

- Micro social network for kids
- Kids can follow a Group in a circle to Learn/Share
- Teachers can also create Circles-Classes

- The Stars Plan will define the activities/tasks/achievements
- Every Group will have a Stars Plan
- One can accept or modify the Stars Plan for each group that is being followed

- Parents will buy Stars before they join a Group/Circle
- Stars will have pre-determined values
- Stars will get transferred to Kids' accounts as they complete activities/achievements (Stars Plan)

- The Store will have different types of activities/gift cards/gifts/etc that can be redeemed against Stars
- Start with integration with online portals; evaluate potential for building own store



Who can benefit from **Starmenow**



- Will help children to build long lasting good habits
- Will motivate children to lessen screen time and increase time spent in real life activities
- Will help parents/teachers to incentivise activities/tasks that they will feel will be beneficial for their kids/students
- Single Platform to store all rewards/appreciation for life
- Introduction to social networking skills through closed group micro social networks
- Create specific rewards programs for the not so privileged kids

What can be the potential reach

Sample for the initial launch only

Country wise	Total	Age 0-5 years (mn)	Age 6-11 years (mn)	Age 12-17 years (mn)
USA	73.8	24.3	24.5	25.0
India¹	127.0	36.8	35.6	54.8
UK	15.0	3.9	7.1	4.0
TOTAL	215.8	65.0	67.0	83.8

¹Urban Only

THANK YOU