

KIDDO

A DEVELOPMENTALLY
APPROPRIATE SOCIAL
MEDIA APP
FOR KIDS.

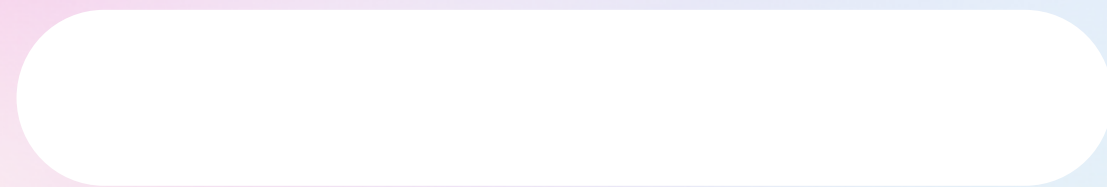


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PROBLEM 1

Children want social media access



PROBLEM 2

Social media can be unsafe for children



PROBLEM 3

Apps make their money off of advertisements



SOLUTION 1

Developed by childhood development experts

SOLUTION 2

Private kids only social media app

SOLUTION 3

No advertisement app

Product

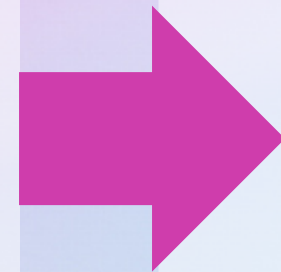
Kiddo: An advertisement free app developed by childhood development experts social media application for children ages 8-15



Birth of Kiddo

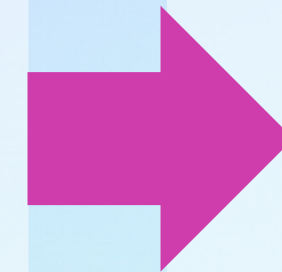
2019

Idea was developed for
KIDDO



2020

Market research completed.
Presentation materials



2022

Senior developer began
developing application

Timing



REASON 1

There is no app on the market specifically created to be a children 'social media app that is a subscription model.



REASON 2

The only other app for social media for kids has advertisements and mines for data.



REASON 3

Instagram and Facebook have not been able to create an app due to privacy concerns

Target Market

Who are the customers you want to cater to?



MOMS OF PRE-TEENS

Young families with disposable income who are concerned about privacy



SCHOOLS

Schools will be able to allow children to participate in network.

Size the Market

Apply the two ways to size the market - top-down or bottom-up.
Sizing jargon includes TAM, SAM, and SOM.

\$80 Billion

Total Available
Market (TAM)

49%

Percentage of children with
SM Accounts

26%

Percentage of the world
population under 15

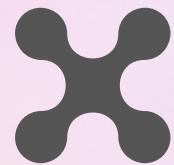
DIRECT COMPETITORS



GROM

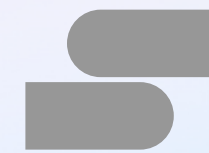


Instagram



Snapchat

INDIRECT COMPETITORS



Spotlight

Competitive Advantages

Advantage 1

Developed by childhood experts

Advantage 2

No advertisements reduces the social ills of social media

Advantage 3

Highly secure for safety

Advantage 4

Built in features that increase engagement with the world outside social media

Our Team

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