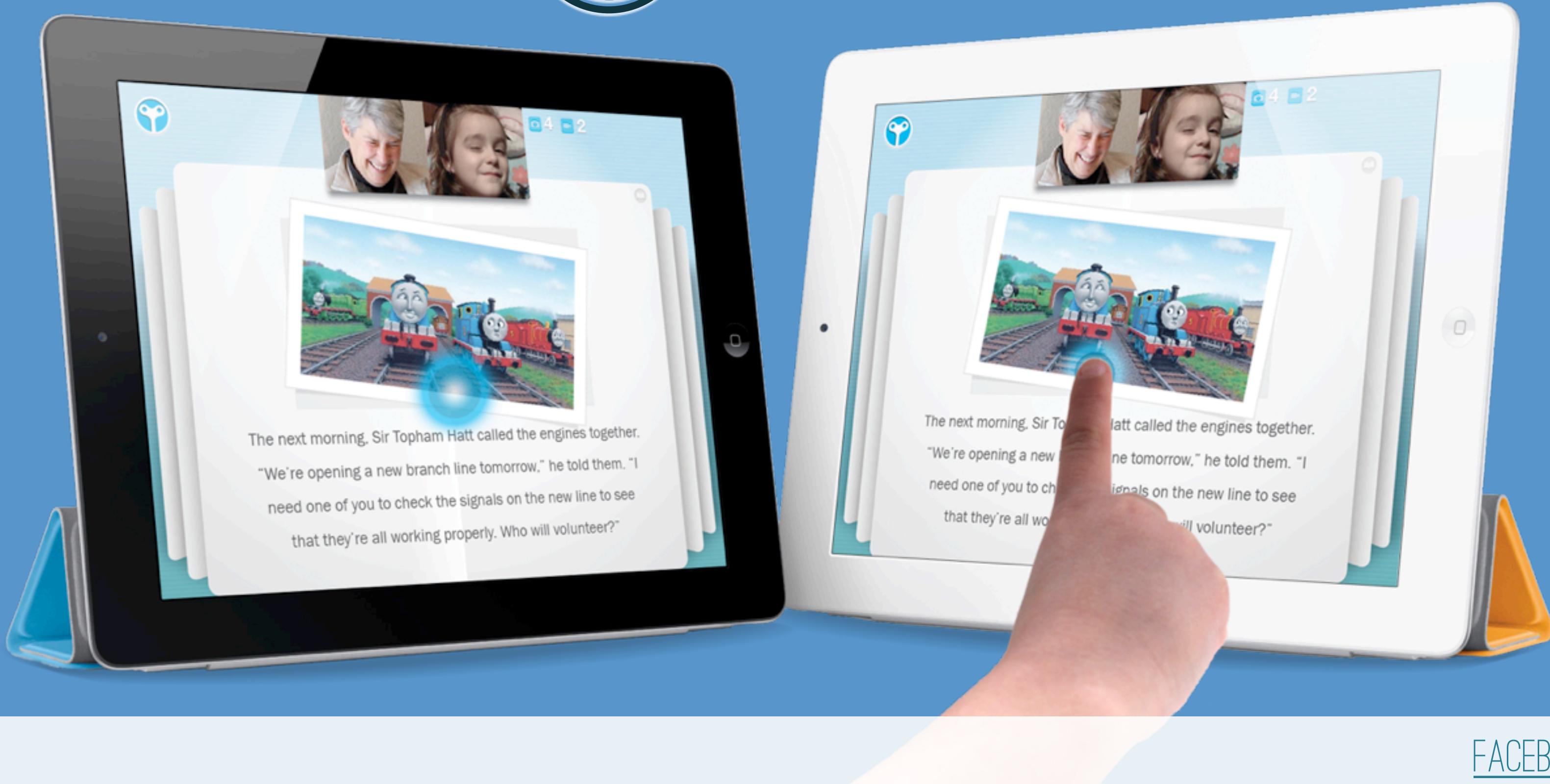




playtell



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TEAM



**SEMIRA
RAHEMTULLA**
CO-FOUNDER & CEO

- ✓ Led flagship product team at Guidewire Software (GWRE)
- ✓ Stanford CS
- ✓ Harvard Education & Tech
- ✓ Co-creator of award-winning “Baku the Travel Bug”

Excited by technology that improves education quality & access.



**JASON
DEPERRO**
CO-FOUNDER & CPO

- ✓ Apple UX designer
- ✓ Carnegie Mellon University Faculty
- ✓ 6 years of design experience

Loves teaching creativity through play.



**DONNA
BONIFIELD**
ADVISOR

- ✓ Living books Designer at Broderbund Software
 - ✓ 20+ years experience in children’s software
- Had the idea for PlayTell in 1991; excited to see it come to life!



VIDEO CHAT



READ & PLAY



MAKE MEMORIES

BETA LAUNCH

- ▶ 117 ACTIVE FAMILIES
- ▶ AVG SESSION LENGTH:
11.5 MINUTES

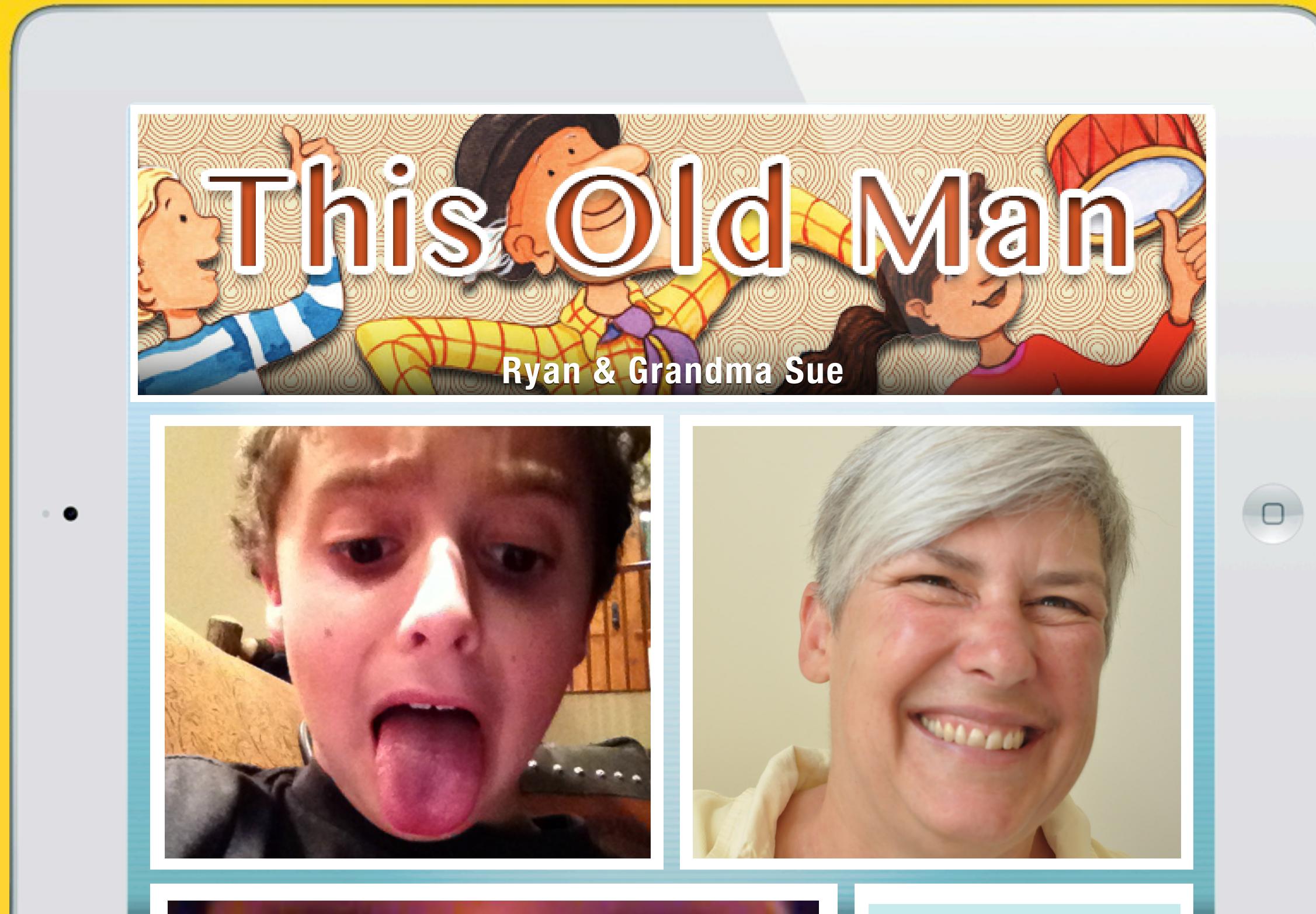
BUSINESS MODEL

FREEMIUM
SUBSCRIPTIONS

FOUNDERS

- ▶ STANFORD CS
- ▶ HARVARD ED
- ▶ APPLE UX

FAMILY PHOTO ALBUM



PlayTell takes photos and records video while families play together in the app. Families can share these heartwarming keepsakes with friends & family via FB, email, MMS, etc

SOCIAL

FACEBOOK

PINTEREST

YOUTUBE

DISTRIBUTION



APP STORE

ECHO CHAMBER

MOMMY
BLOGS

PARENTING
GROUPS

WORD OF
MOUTH

PRESS / ADS

DADS:
GEEK DAD

GRANDPARENTS:
AARP

MOM:
BABYCENTER

MILITARY:
NMFA

RELIGION GROUPS:
FACEBOOK



WEEK 1

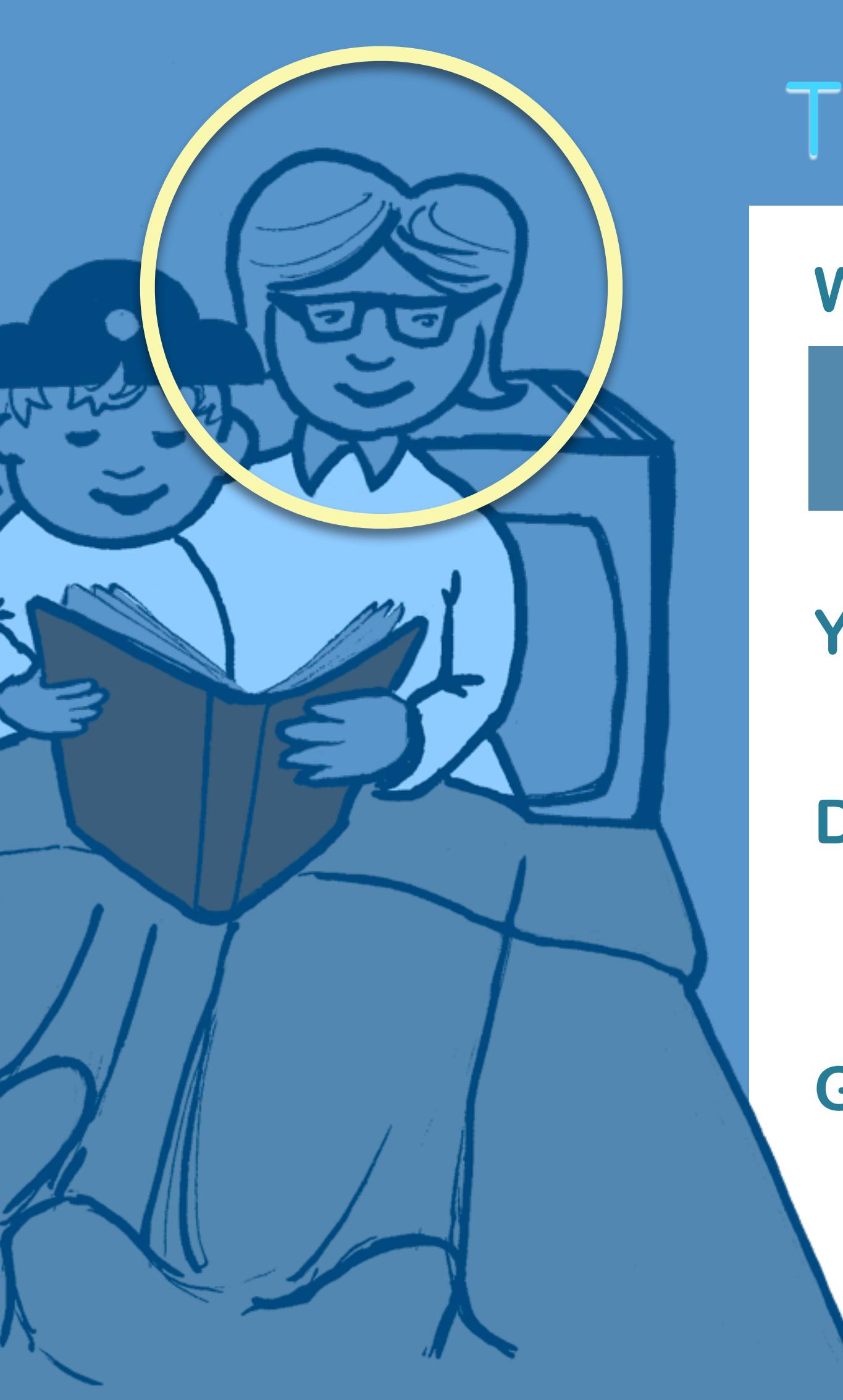
WEEK 2

WEEK 3

WEEK 4



We create most of the content ourselves, drawing from the vast material available for young children. Families subscribe to receive a “digital crate” of new content monthly.

A blue-toned illustration of a grandmother with glasses and a bun hairstyle, wearing a blue dress, sitting on a couch and reading a large book to a young child who is sitting on her lap. A yellow circle highlights the grandmother's face.

THE GRANDPARENT MARKET

Wealthiest & largest segment (U.S.)

- ▶ Spend \$52B on grandkids per year
- ▶ Control 75% of wealth in the nation
- ▶ 70M grandparents and growing

Younger than ever before

- ▶ 48 years old on average

Distant, but connected to grandkids

- ▶ About 50% live far away from their grandkids
- ▶ 55% play video games with their grandkids

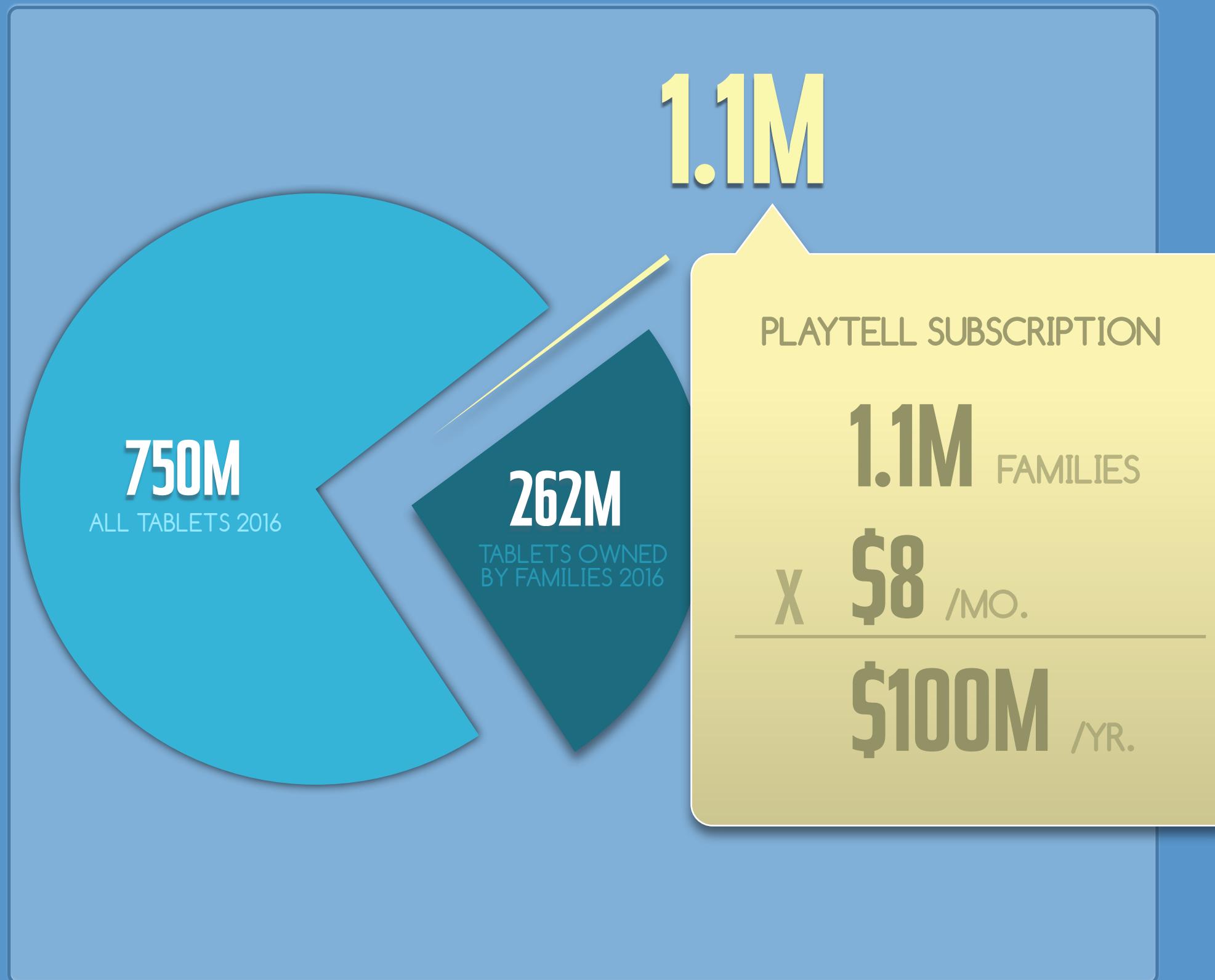
Going digital to stay connected

- ▶ 75% online
- ▶ 45% on social networks

MARKET SIZE

What will it take to build a \$100M business?

Business Analogs



YEAR 1 GOALS



BUILD A PRODUCT FAMILIES LOVE

- 500,000 app downloads
- 25% use it at least twice/month



FIND THE BEST USER ACQUISITION CHANNELS

10% monthly user growth



TEST REVENUE MODELS

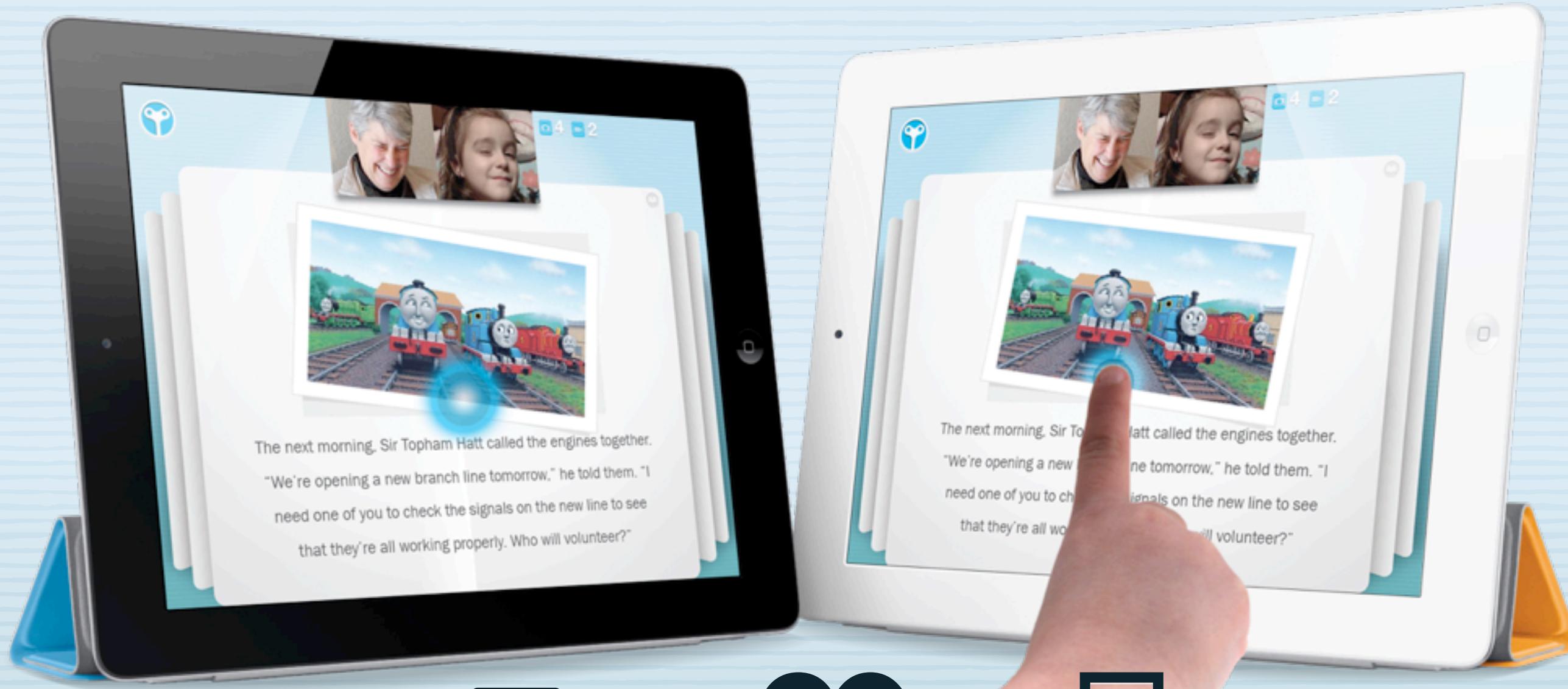
1% of user base paying monthly subscription

RAISE

\$1M

seed round: 15 months

- **STAFF – \$800K**
 - 2 FOUNDERS
 - 2 DEVS
 - 1 MARKETING MGR
 - 1 CONTENT / BIZ DEV
- **MARKETING – \$50K**
- **OPERATIONS – \$50K**
- **CONTENT – \$50K**



VIDEO CHAT



READ & PLAY



MAKE MEMORIES

BETA LAUNCH

- ▶ 44 ACTIVE FAMILIES
- ▶ AVG SESSION LENGTH:
17.5 MINUTES

BUSINESS MODEL

FREEMIUM
SUBSCRIPTIONS

FOUNDERS

- ▶ STANFORD CS
- ▶ HARVARD ED
- ▶ APPLE UX