Pistache

Learning to Grow Up

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Chores are a Daily Problem for Families

KIDS HATE CHORES
AND PARENTS WANT HELP*

Kids Don't Become Responsible

Family Conflicts Become Frequent

Success in Adulthood is Less Likely

* 90% of parents wish their kids were more implicated in household chores.

Pistache Reconciliates Kids and Chores

Pistache motivates children (6 to 11) in their daily chores.

The app rewards kids' efforts by giving them access to games, videos, and more entertaining content once they've done their missions.
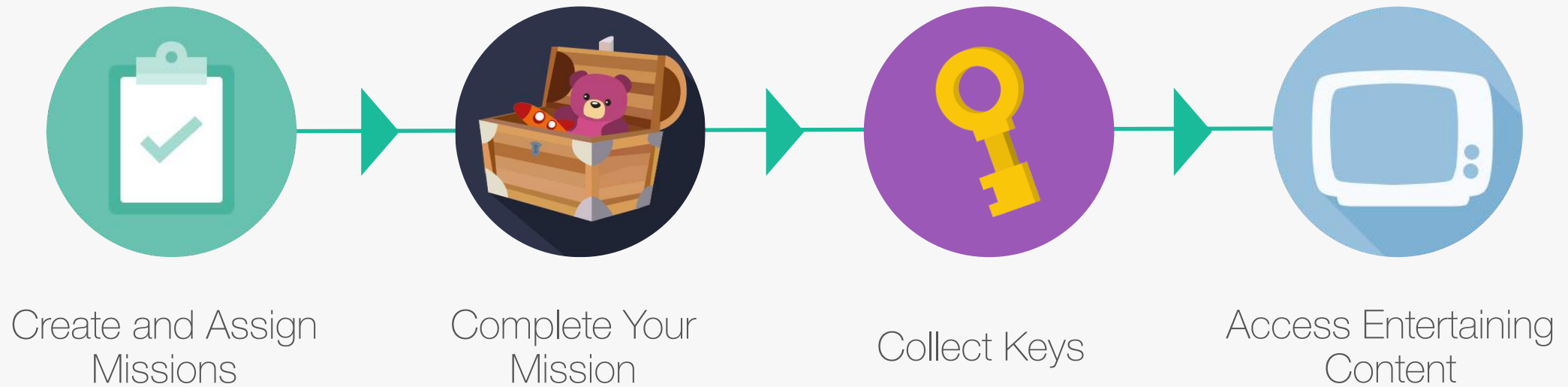
DOWNLOAD NOW

VIDEO

To Sum Up

Create and Assign Missions

Complete Your Mission

Collect Keys

Access Entertaining Content

Benefits of Using Pistache

Teach your children responsibility and autonomy

Highlight your children's efforts and build their self-confidence

Reduce conflicts and actually enjoy family time

Average Rating

Out of 1500+ ratings

" My 6 y/o is asking for more chores ! "

" My daughter loves it and is proud of her achievements. "

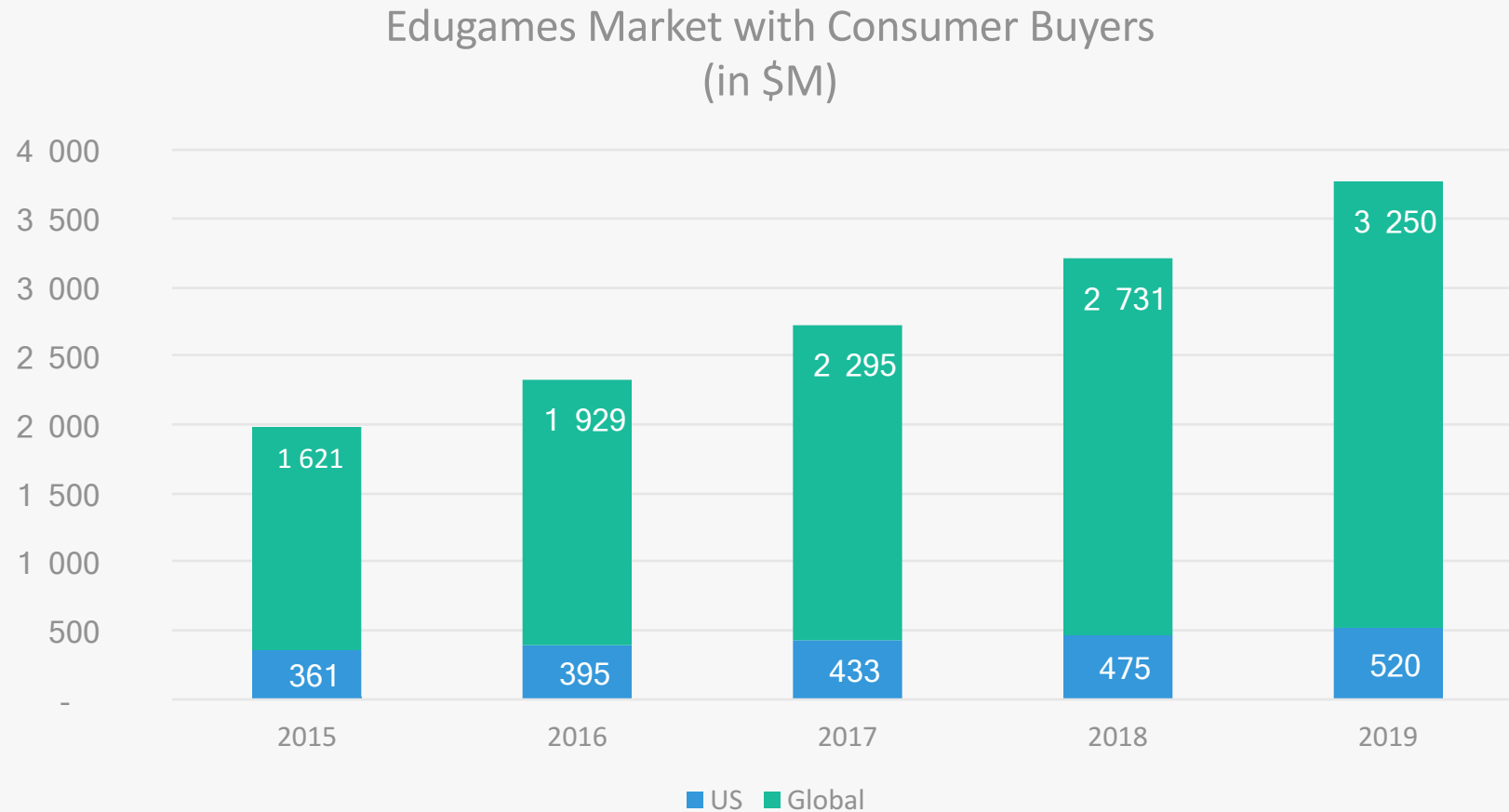" Our kids are competing to be the first to finish their missions. "

" I don't have to repeat myself all the time anymore : 5 stars are not enough ! "

Competitive Landscape

US

ChoreMonster

- Founded in 2011

- $5.1M raised

- 2.4M downloads

- Similar "family suite of products" vision

- Tool > Game

Europe / Rest of World

No Competitors

Targeting Digital Moms and their Kids

INTERESTS

- Hygiene & Personal Care
- Fashion
- Games / Toys
- Food & Beverages
- Household Products

91%
MOMS

MIDDLE CLASS

1,7
CHILD / FAMILY
(6 to 11)

"SOCIAL" MOMS
Comments x6*
Likes x5*
Shares x10*
*compared to average

Acquisition Channels

ORGANIC GROWTH	**PERFORMANCE MARKETING**	**CONTENT STRATEGY**
~ 25% of Installs	~ 65% of Installs	~ 10% of Installs
Ranking in top spots of App Store / Google Play	Facebook Mobile Ads with exceptional performance	« Shareable » Content Creation (infographics, white papers, blog posts)
Referral Strategy	CPI ~ 0.27€ **~ 80% less than average CPI**	Sponsored Posts on Facebook Pages which share our client target
	Ad Conversion rate > 1%	Press Coverage

OVERALL CPI ~ 0.14€

Successful beginnings

100 000+
Downloads

600+
New Families / Day

42 000+
Monthly Active Users

140 000
Sessions / Month

500 000+
Completed Chores / Month
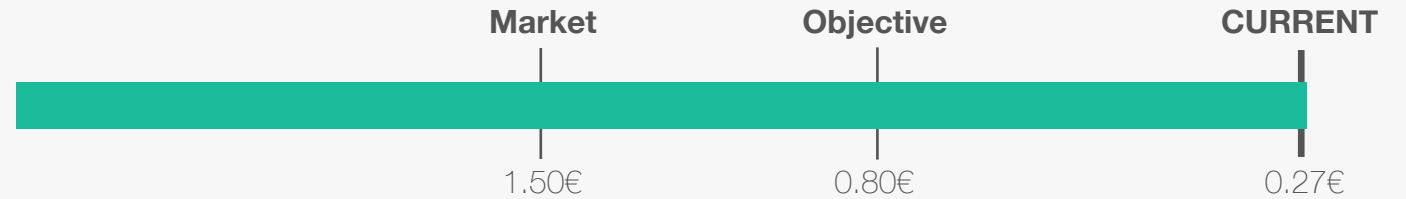
310 000+
Games or videos / Month
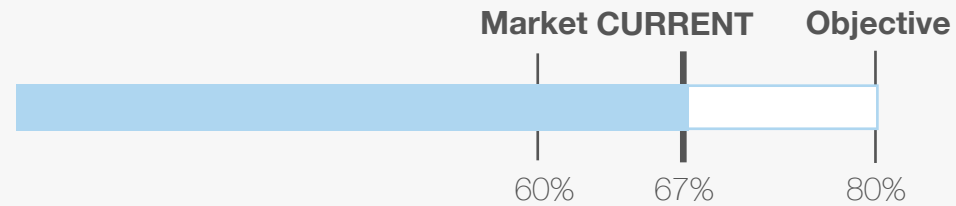
KPI objectives – next 6 months

		Market	Objective	CURRENT

ACQUISITION — Excellent

1.50€   0.80€   0.27€

ONBOARDING/ACTIVATION — Good

Market CURRENT   Objective

60%   67%   80%

WEEKLY RETENTION — Good

Market   CURRENT   Objective

17%   24%   40%

REFERRAL — Work Needed

CURRENT   Objective   **(in % of Organic Downloads)**

25%   50%

REVENUE — Work Needed

CURRENT   Objective   **(in % of CAC)**

57%   100%+
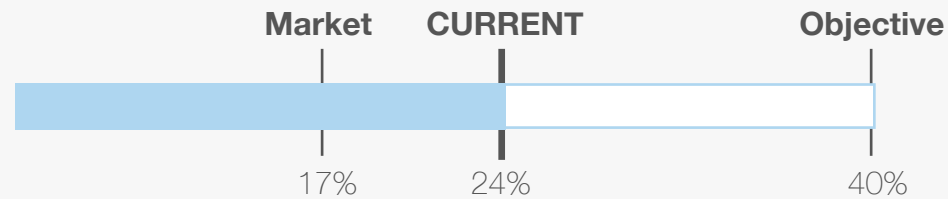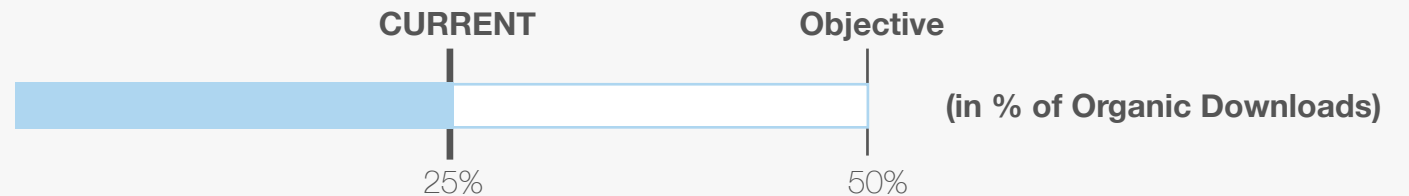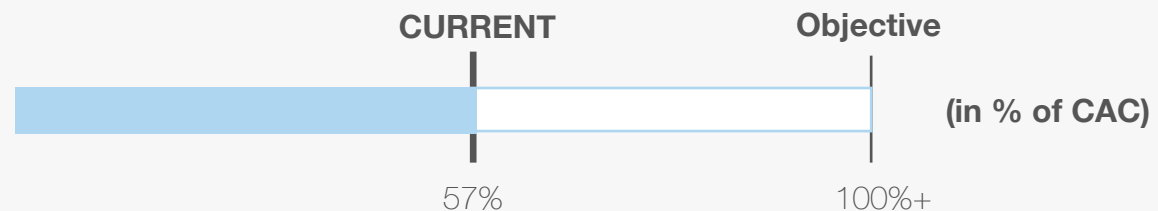
Business Model

B2B

Native Advertising

- Sponsored Mini-Games

- Sponsored Missions

- Affiliation

Butagaz KIABI Kolibree

B2C
(in-app purchases)

Premium Subscriptions

- 1 Month : 4.99€
- 3 Months : 8.99€
- Lifetime : 14.99€

- Unlock Premium Features & Content

- Hide Advertising
(currently in testing phase on iOS only)

Where We're Coming From

Apr. '15
Incorporation

Apr. - Jul. '15
MVP release

May '16
V1 release

Aug. '16
1st B2B Contract

Oct. '16
IAP Business Model Testing

Kickstarter
Jun. '15

Pre-seed
May '16

10K MAU
Jul. '16

45K MAU
Aug. '16

Funding

Crowdfunding
July '15

25K€

Pre-seed
May' 16

200K€

Seed
now

600K€

Objectives :
- ✅ Build a micro-team
- ✅ Develop an MVP

Objectives :
- ✅ Finish V1 development
- ✅ Advertise and test market
- ✅ Roll out business model
- ✅ Structure team

Investor : Talis (Paris-based)

Objectives :
- Consolidate French Market
- Test E.U. markets
- Increase team quality
- Scale Business Model
- Potential R&D on new Product

Why Are We Raising ?

| Consolidate French Market	Test New Markets	Increase Team Quality	Scale Business Model
Reach ≈ 30% French market	Identify and start penetrating new promising markets for Pistache	Hire 2 additional profiles (Sales + Dev)	Pre-funding objective : LTV ≈ CAC
Install the Pistache brand as a reference in France	(probably E.U. countries)	Be closer to average wages	Scale BM in order to reach profitability in 12 months post-funding

A Complementary Team...

Thibault LOUIS-LUCAS
CEO & Product Director

Benjamin COTTE
COO
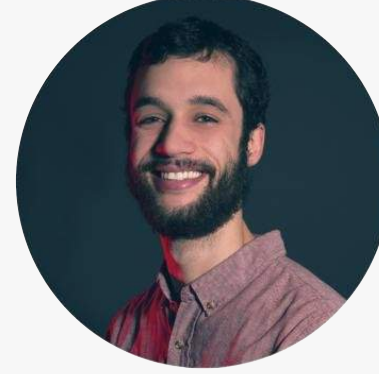
Thomas JACQUESSON
CMO

ADVISORS

Catherine SEYS
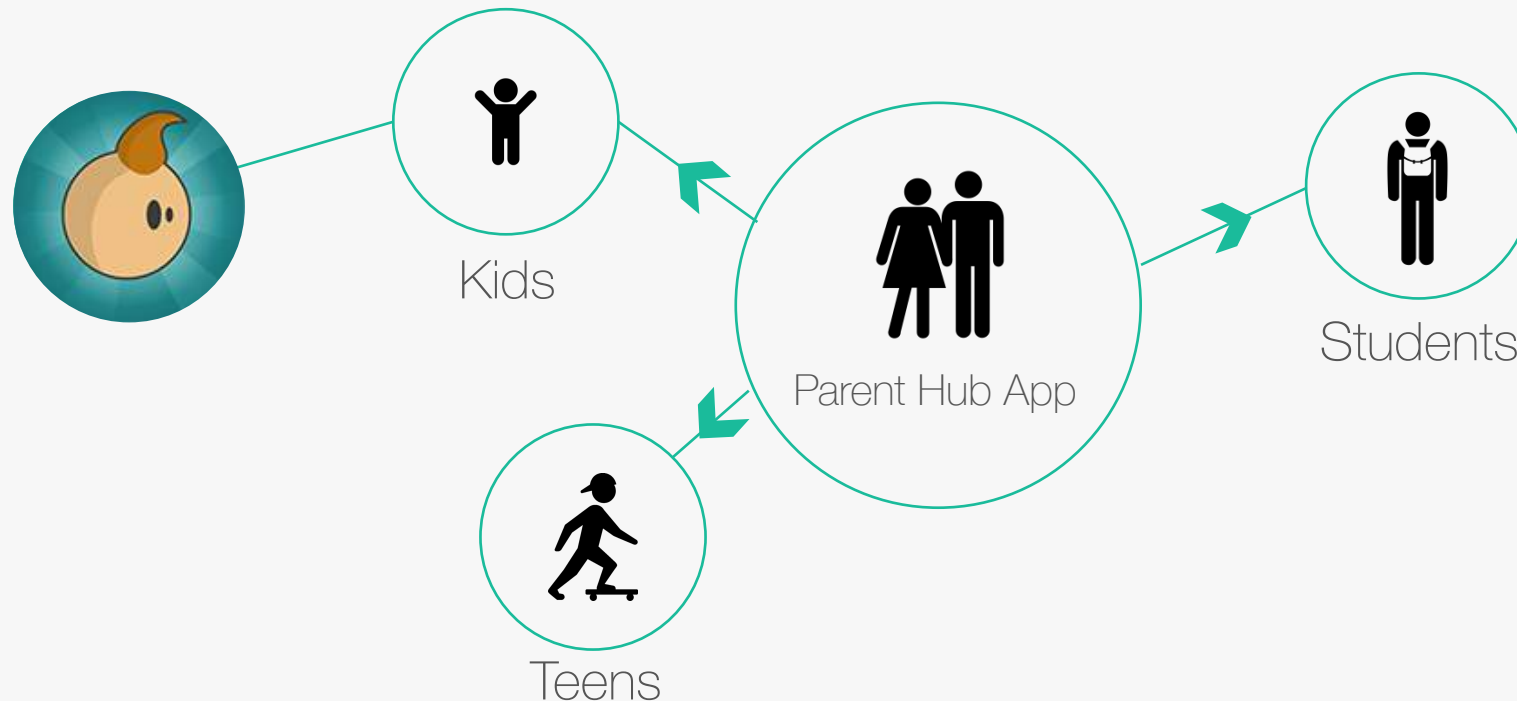Strategic Innovation Lab Director @ Ubisoft

Yves LEHMANN
Founder @ Ed21

Daniel JARJOURA
Former VC & Founder @ Studiio

…With A Shared Vision

To help families in their daily lives with a game-based set of tools.

Kids

Parent Hub App

Students

Teens

Forecasts

	2016	2017	2018	2019	2020
In-app Revenue	0.35	83	892	1 950	2 470
Ad Revenue	18	66	823	2 320	2 854
Extra Revenue	23	-	-	-	-
TOTAL	**41,35**	**149**	**1 715**	**4 270**	**5 324**
Payroll	110	222	343	572	620
Marketing	25	187	1 096	1 795	2 131
General Expenses	55	72	87	96	96
TOTAL	**190**	**482**	**1 526**	**2 463**	**2 847**
Net Income	**(148.65)**	**(333)**	**189**	**1 807**	**2 477**

* In thousand Euros

Recap

Product

An app that successfully addresses a common need.

Metrics

Powerful acquisition strategy successful for 100K+ users

Needs

To scale our business model, consolidate French market, and test new markets.

Contact Us

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Annex 1 : Subscription Content

Personalization options for chores

Exclusive kids' content

And more to come…

Unlimited chore creation

Ad Free

1 Month
4.99€ / month

3 Months
2.99€ / month

Lifetime
14.99€

Annex 2 : Improving Activation

How we define « activation » : having created an account and your child's first chore

Plans to improve activation rate include :

- Divide account creation steps throughout the tutorial (when you need them) rather than all at once at the beginning

- Add "Facebook Connect"

- Improve tutorial to require actions from the user rather than reading text

- Create 2 separate "child section" tutorials : 1 if the child is present, 1 if he/she is not

Annex 3 : Improving Retention

We focus on weekly retention (WAU). Why ?

- Many kids are not allowed to use a mobile device every day or only have occasional chores in Pistache

- Yet MAUs are not interesting either because most children have a least weekly chores and access to a smartphone/tablet

Plans to improve WAU (in addition of improved onboarding) include :

- Create more contextual notifications (for specific tasks, or aimed at the parents instead of the kids)

- Add entire user base to newsletter database

- Send a printable weekly planning (PDF) via email that parents can use

- Add contextual "activity packs" in addition of chores which make for a new use for Pistache

Annex 4 : Improving Referral

Plans to improve referral include :

- Giving more ways for parents to share Pistache with friends (SMS, FB, Whatsapp, etc.)

- Reaching out to schools' Parents Associations

- Improving the product continually as a means to be shared by more users

Annex 5 : Improving Revenue

Plans to improve B2B revenue include :

- Hiring a full time sales representative

- Diversifying client targets (media buying agencies)

- Diversifying ad formats (sponsored "activity packs")

Plans to improve B2C (in-app) revenue include :

- Split-testing multiple versions of the subscription page

- Increasing features/content included in subscriptions

- Testing new price points on both iOS and Android