



# 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.



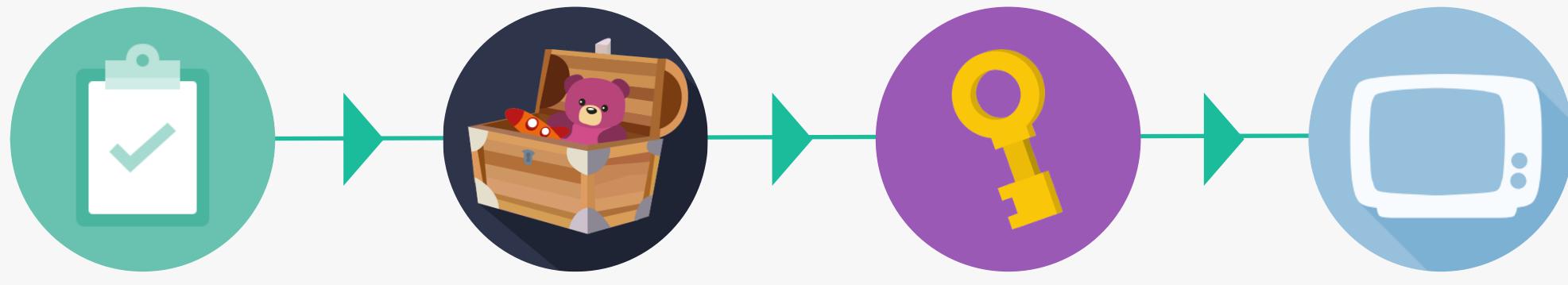
# Pistache Reconciliates Kids and Chores

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.

”

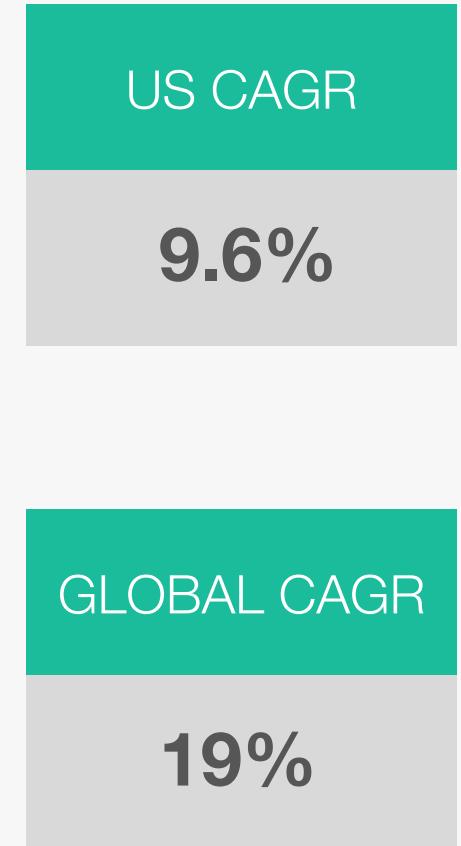
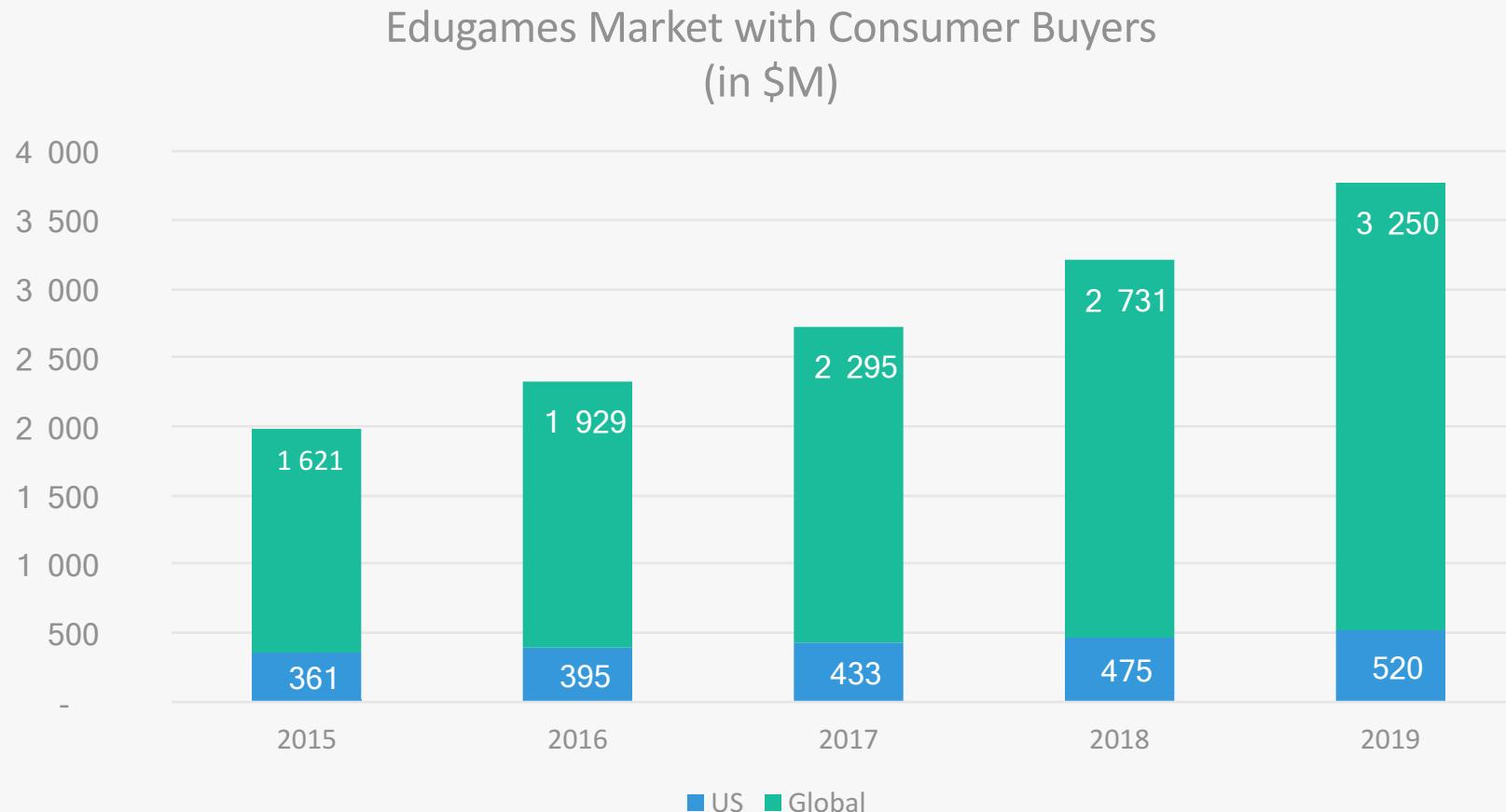
“

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

”



# A Growing Market - Edugames



Source : Ambient Insight Reports – Global Edugame Market

5/19



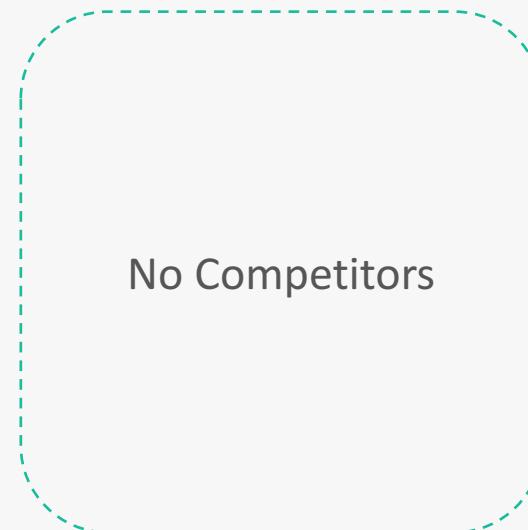
# Competitive Landscape

US



- 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

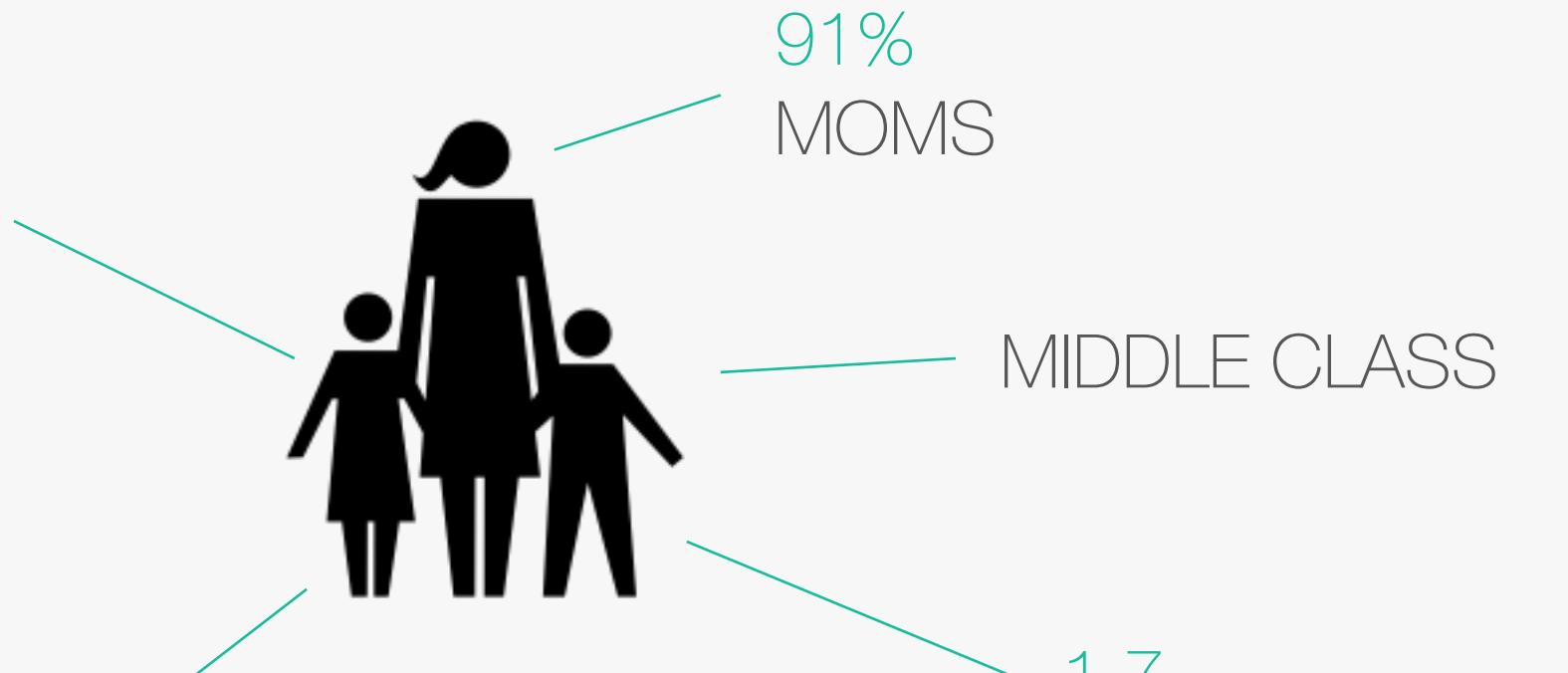
## "SOCIAL" MOMS

Comments x6\*

Likes x5\*

Shares x10\*

\*compared to average



91%  
MOMS

MIDDLE CLASS

1,7  
CHILD / FAMILY  
(6 to 11)



# Acquisition Channels

## ORGANIC GROWTH

~ 25% of Installs

Ranking in top spots of App Store / Google Play

Referral Strategy

## PERFORMANCE MARKETING

~ 65% of Installs

Facebook Mobile Ads with exceptional performance

CPI ~ 0.27€  
~ 80% less than average CPI

Ad Conversion rate > 1%

## CONTENT STRATEGY

~ 10% of Installs

« Shareable » Content Creation (infographics, white papers, blog posts)

Sponsored Posts on Facebook Pages which share our client target

Press Coverage

**OVERALL CPI ~ 0.14€**



# Successful beginnings

**Launch:** May 2016

**Last Edit:** Sept. 2016



100 000+

Downloads



600+

New Families / Day



42 000+

Monthly Active Users



140 000

Sessions / Month



500 000+

Completed Chores / Month

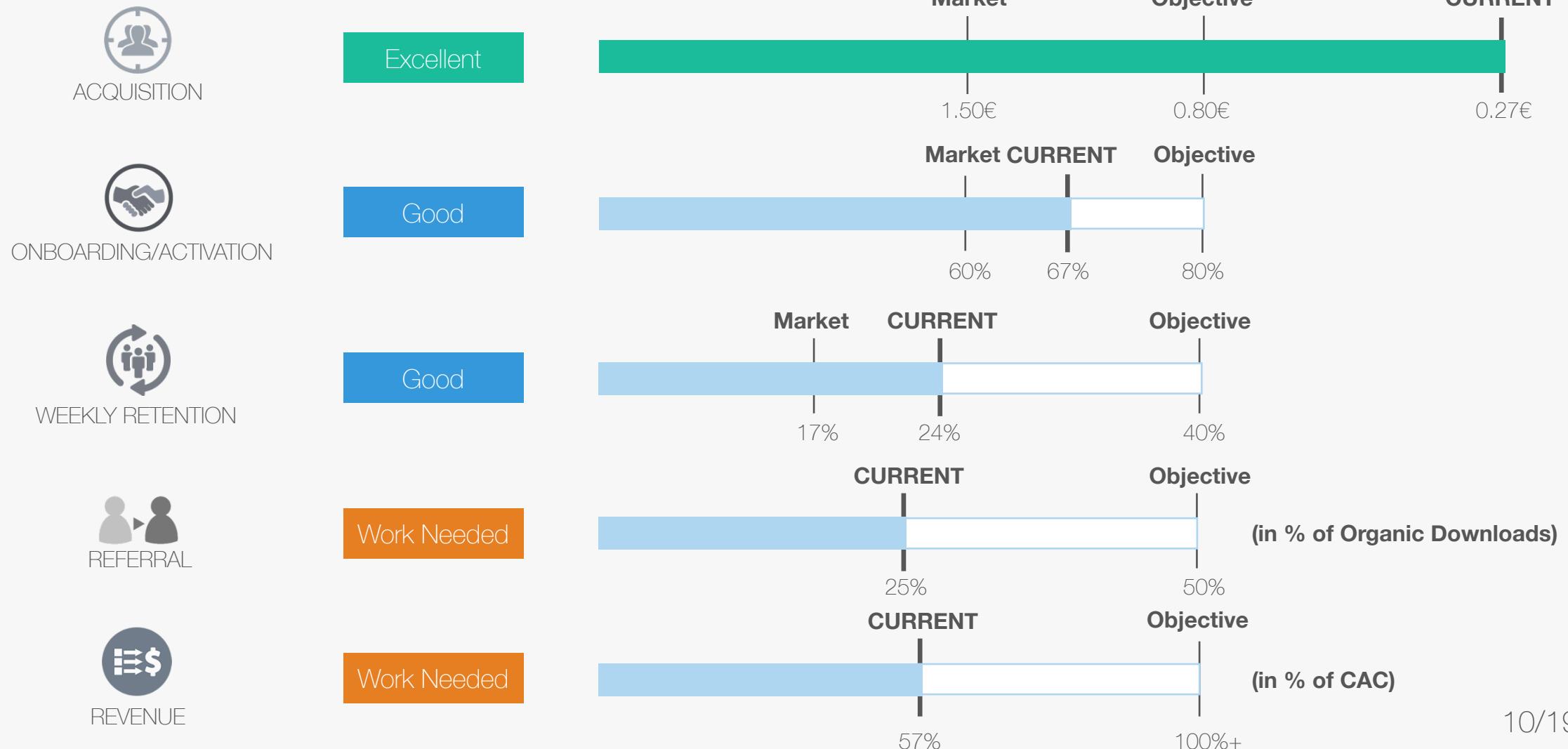


310 000+

Games or videos / Month



# KPI objectives – next 6 months



# Business Model

## B2B

### Native Advertising

- Sponsored Mini-Games
- Sponsored Missions
- Affiliation



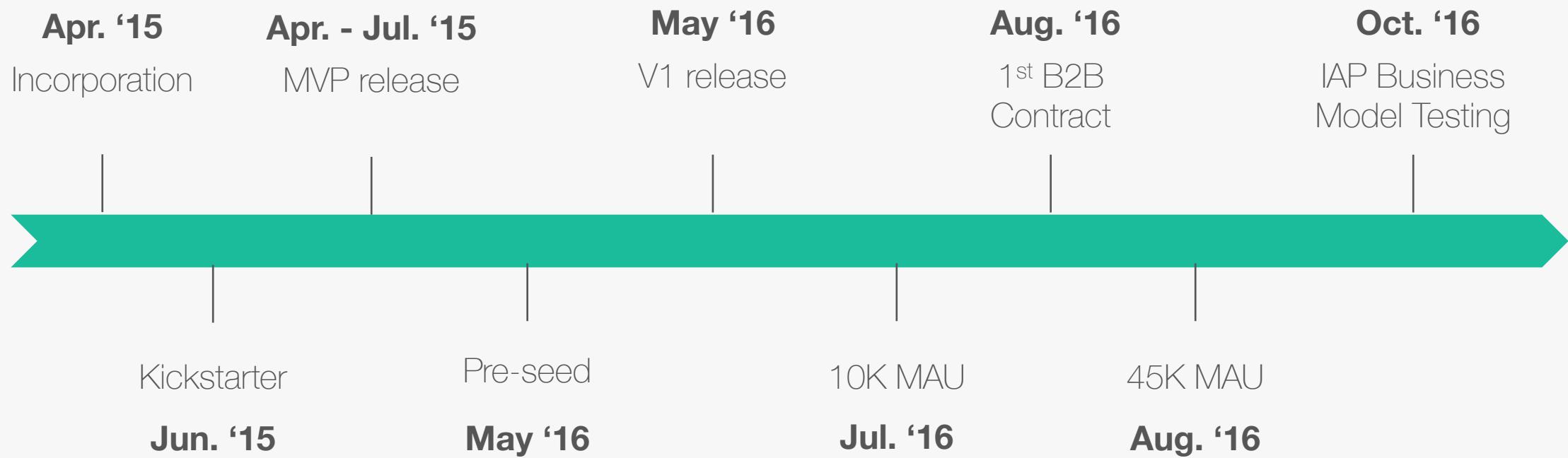
## B2C (in-app purchases)

### Premium Subscriptions

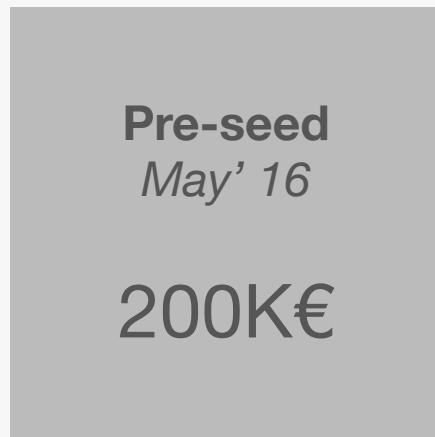
- 1 Month : 4.99€
- 3 Months : 8.99€
- Lifetime : 14.99€
- Unlock Premium Features & Content
- Hide Advertising  
*(currently in testing phase on iOS only)*



# Where We're Coming From



# Funding



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

Reach ≈ 30% French market

Install the Pistache brand as a reference in France

## Test New Markets

Identify and start penetrating new promising markets for Pistache

(probably E.U. countries)

## Increase Team Quality

Hire 2 additional profiles (Sales + Dev)

Be closer to average wages

## Scale Business Model

Pre-funding objective :  
LTV ≈ CAC

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



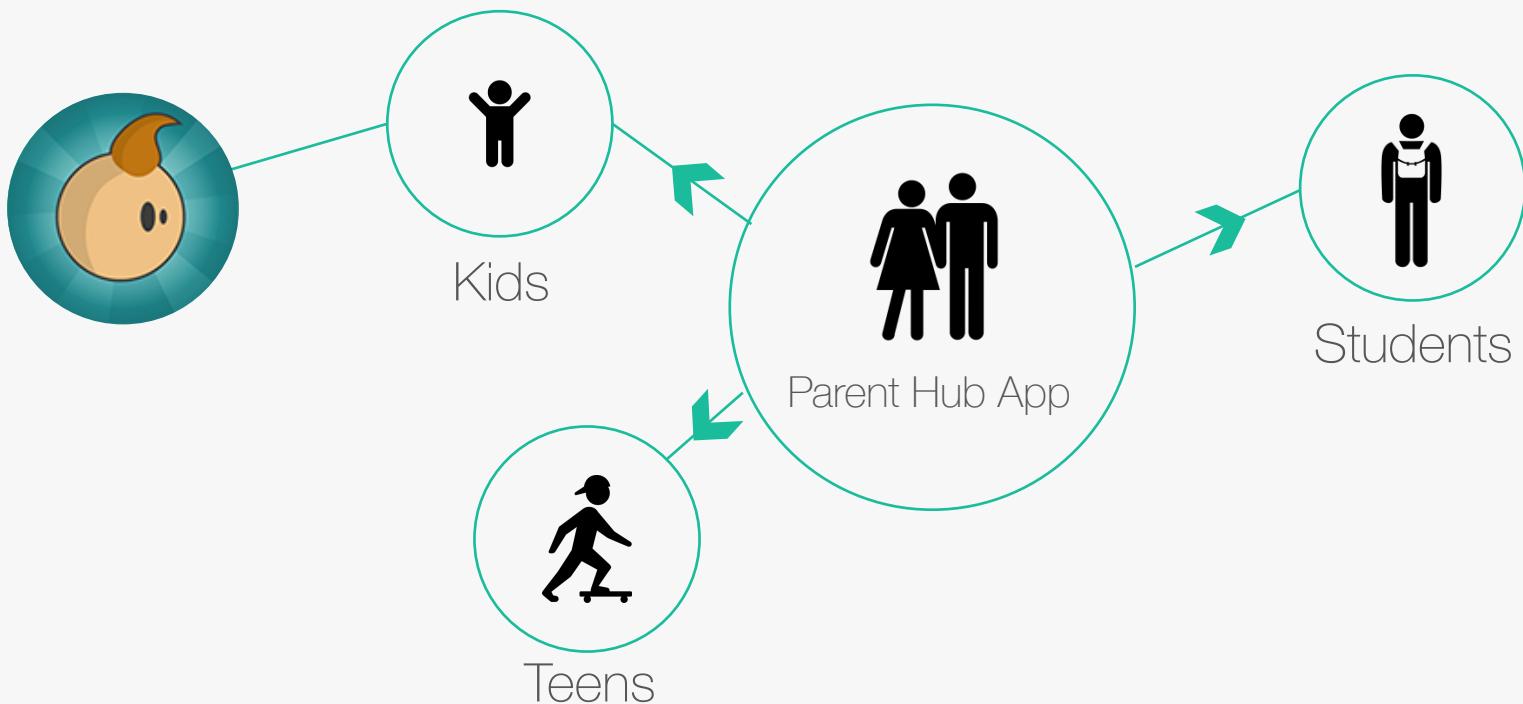
**Daniel JARJOURA**

Former VC & Founder @ Studio15/19



# ...With A Shared Vision

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



# 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	-	-	-	-
<b>TOTAL</b>	<b>41,35</b>	<b>149</b>	<b>1 715</b>	<b>4 270</b>	<b>5 324</b>
Payroll	110	222	343	572	620
Marketing	25	187	1 096	1 795	2 131
General Expenses	55	72	87	96	96
<b>TOTAL</b>	<b>190</b>	<b>482</b>	<b>1 526</b>	<b>2 463</b>	<b>2 847</b>
<b>Net Income</b>	<b>(148.65)</b>	<b>(333)</b>	<b>189</b>	<b>1 807</b>	<b>2 477</b>

\* 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

Unlimited chore creation

Ad Free

And more to come...

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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 at 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

