



“YouTube meets Apple in a kid’s device.”

One Slide Summary



Opportunity

Redesign the way kids watch contents and kick off their digital lives.

Positioning

Be any kid's 1st digital enabler.

Target Market

Families with children under 6 yo., Internet and a TV or similar display.

Strategy

Product development investment focused on selling firstly in Western Europe countries.

Seeking

400K. Ideally from different content, media and telco savvy investors.

The Problem



Kids

are becoming zombie-like over the way they consume digital content on mobile devices.

They become rooted and numbed. Devices, such as smartphones and tablets, were not primarily designed for them.

Parents

desire better ways of bringing fun, knowledge and connection to their kids.

Their devices are personal, sensitive and expensive. Content for kids needs to be curated.

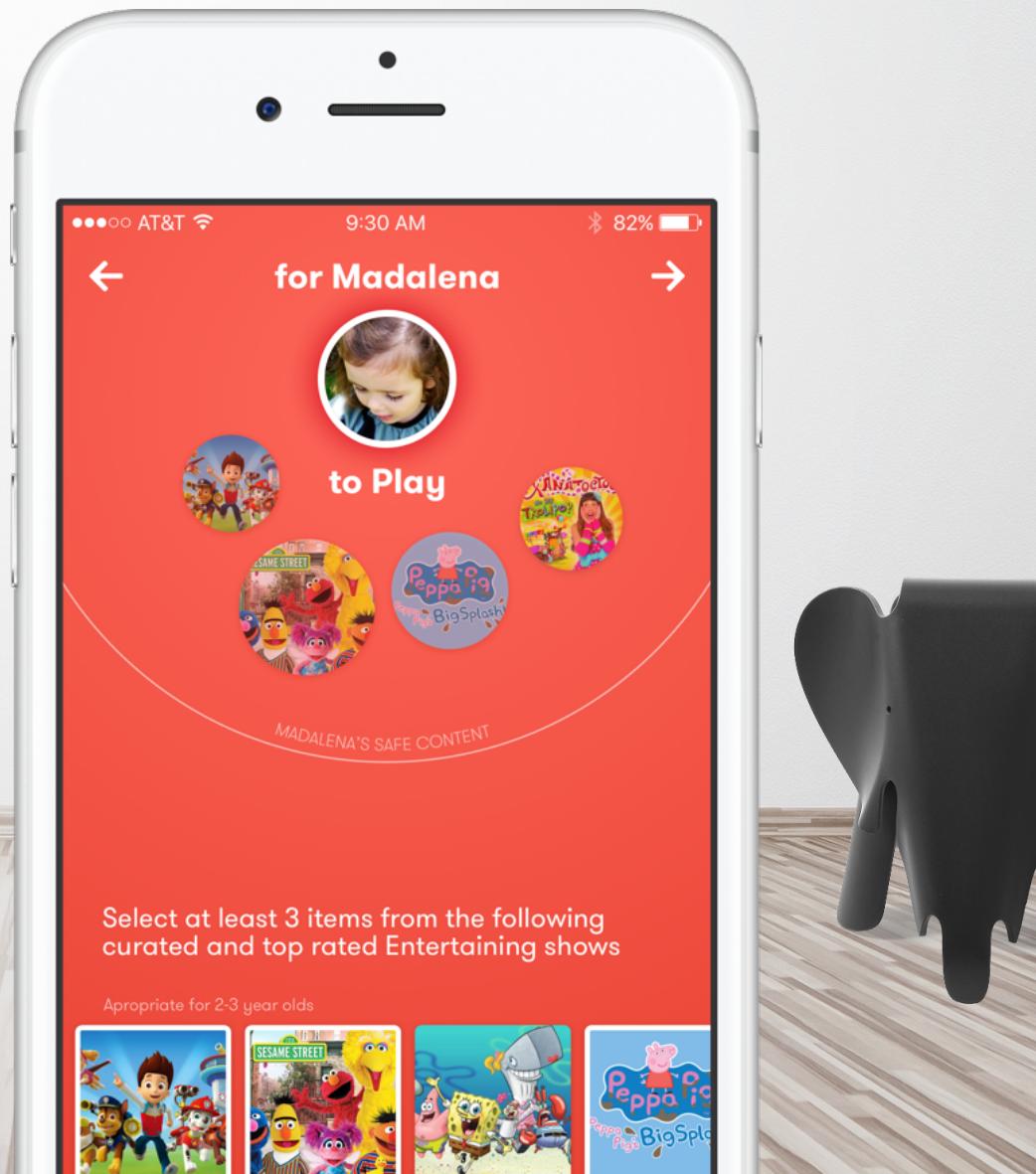
Our Solution



Smart Platform



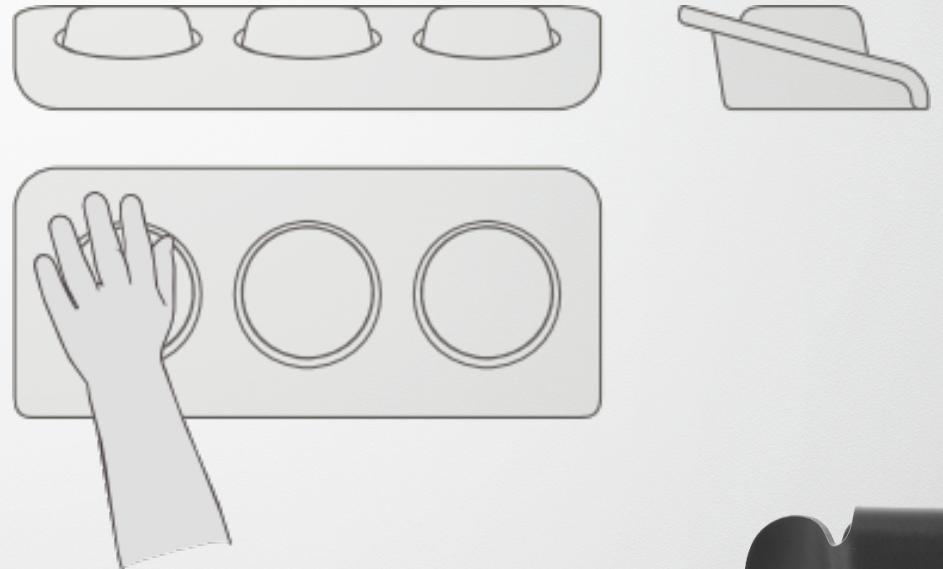
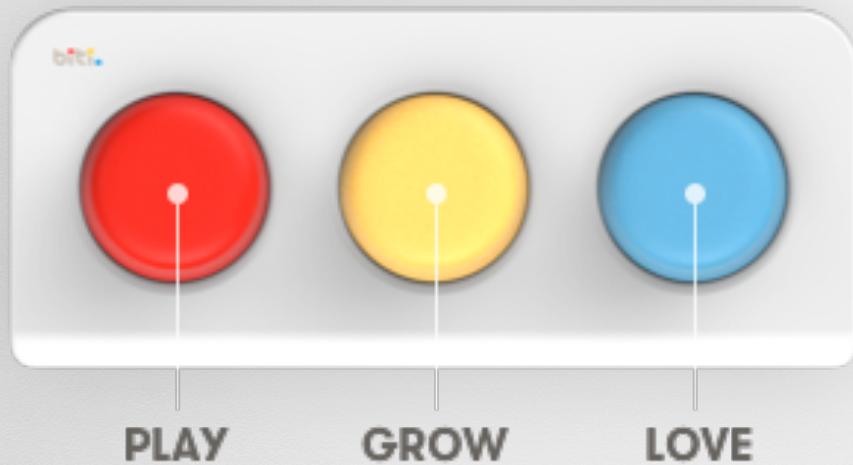
Safe content on
multiple displays with
insightful feedback for Parents.



Our Solution



Simple Device



Autonomy for
young kids through
3 **colored** buttons.



Our Solution



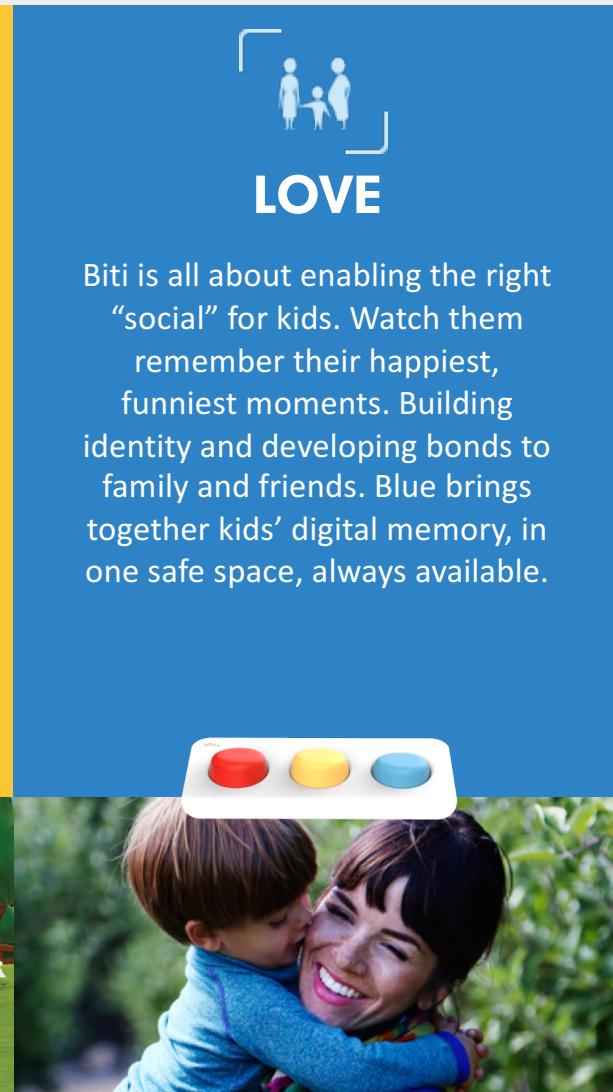
One color, one kind of content.

As simple as it gets.



PLAY

Biti is any kid's way to endless fun. Make room for expanding imagination on a world that welcomes him. At any time, with no need for help, kid picks and watches his favorite cartoons. Red empowers kids to make their choices on how to have fun.



GROW

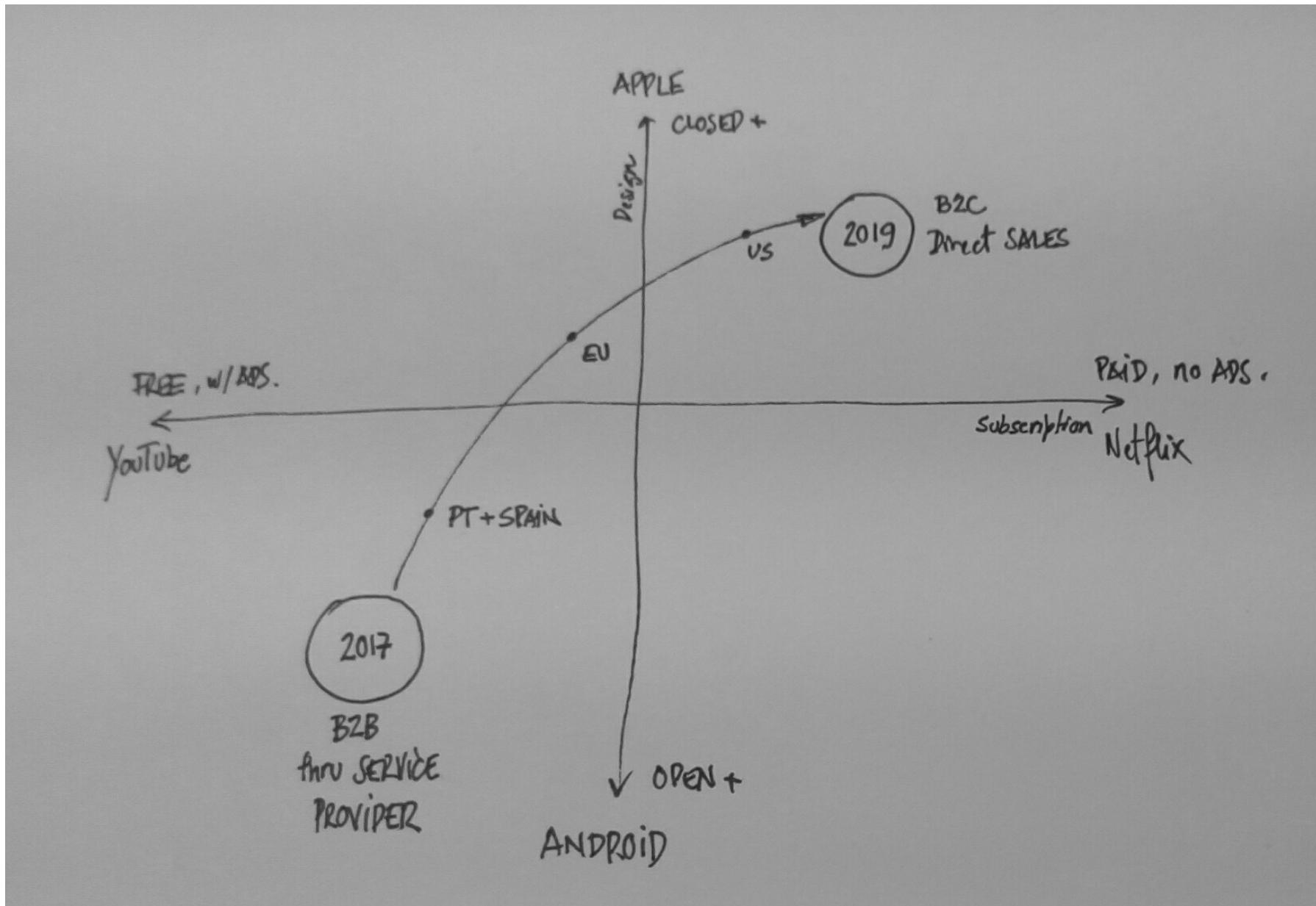
Biti puts the action back where it flows the best: your living room floor. Enjoy the amazing sight of your kids singing and dancing. Learning about colors, letters or animals. Yellow makes them grow: both mind and body.

Biti is all about enabling the right “social” for kids. Watch them remember their happiest, funniest moments. Building identity and developing bonds to family and friends. Blue brings together kids’ digital memory, in one safe space, always available.



Demo

Our Vision



Our Business Model



Stage 1 Telco Operator

We aim to conquer multiple thousand customers in **target geographies**.

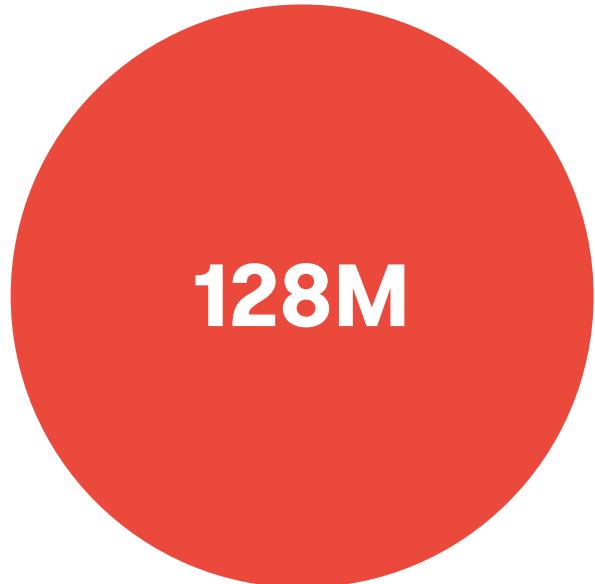
The product is to be branded, promoted and sold by Operators. The Operator return is increased ARPU and Customer retention. Our return comes from Biti sales and **revenue sharing** on subscriptions.

Stage 2 Direct Sales

In **2019**, we will launch **US crowdfunding** initiatives as a reputation enabler and community builder before kicking off **direct sales**.

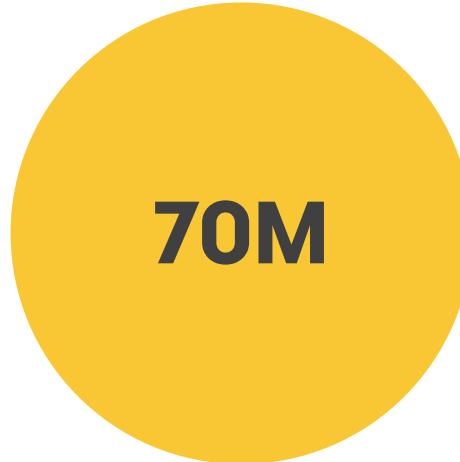
The process will be repeated in the **UK** aiming at similar goals.

Market Opportunity



**Broadband
Subscribers
(2014)**

Stats SNL Kagan



**Cable + IPTV
Subscribers
(2014)**

Stats SNL Kagan



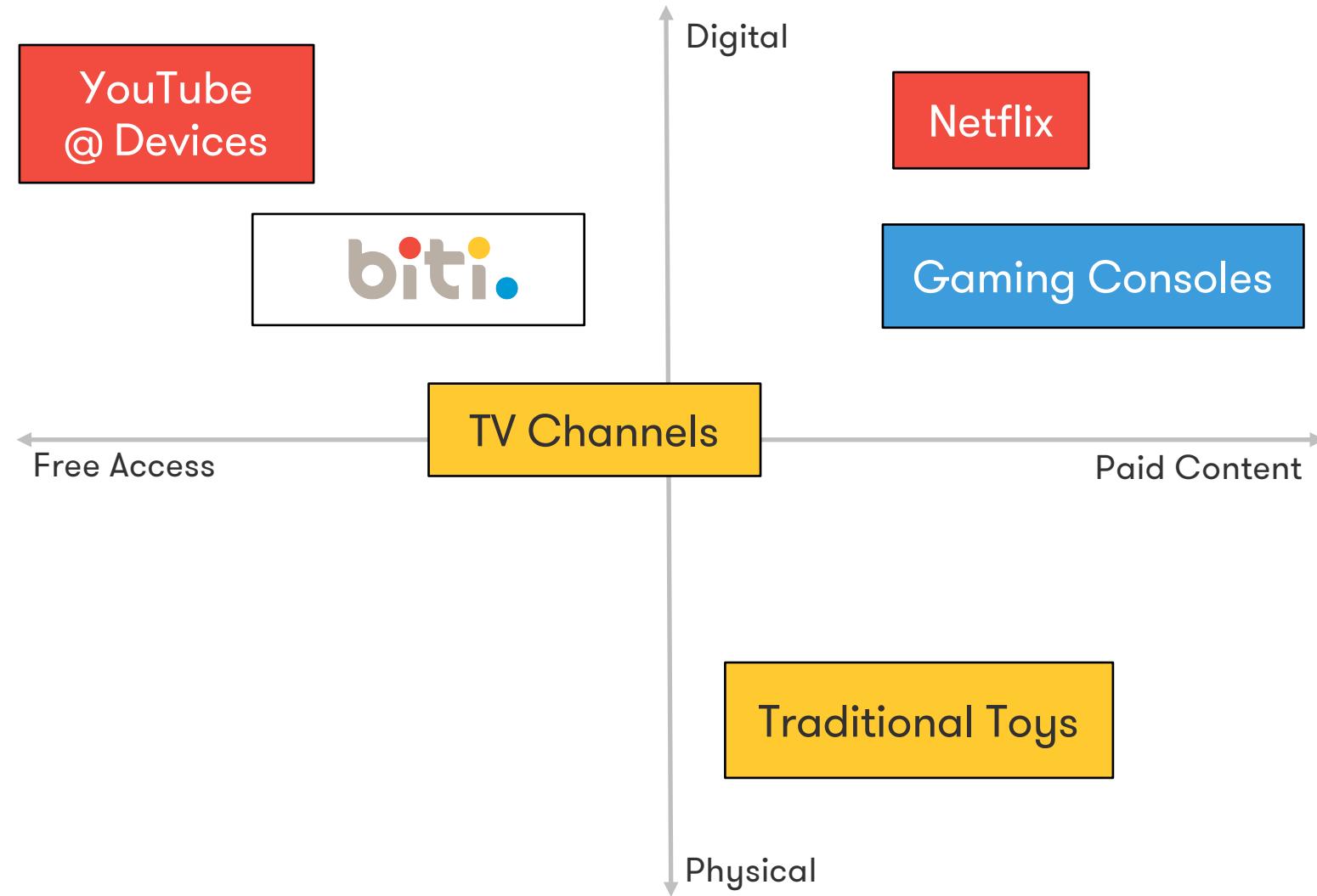
**Cable + IPTV
Subscribers
with **2 to 6 yo.**
Kids (2014)**

Eurostats

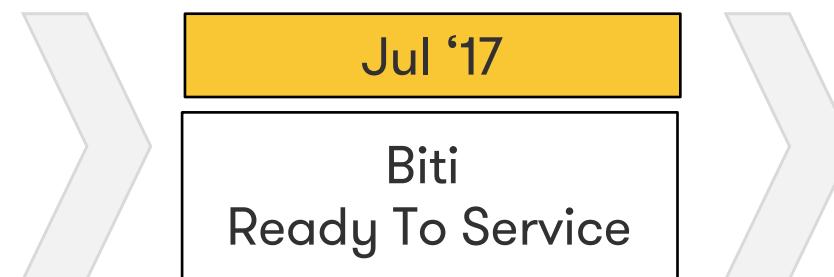
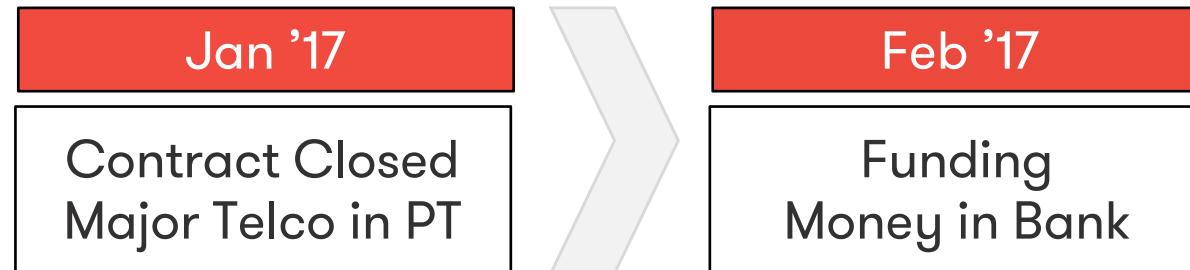
Western Europe

Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, UK

Biti Competition



Next Major Milestones



Biti Team



Luís Quintella CEO [in](#)

The Dream Mentalist. 6 yrs @ Telco Operator. Part of 1st IPTV platform worldwide.
Senior Roles @ Major System Integrators. Launcher of Mozambique's Novabase IMS.



Eduardo Pinheiro CPO & CTO [in](#)

The Hero Father. Cofounder of 4 startups. Former CEO of Muzzley.
+ 4M USD raised, 3 yrs @ Silicon Valley.



Helder Barão Design Lead [in](#)

The Color Wave Navigator. 10 yrs designing for digital media.
5 yrs working at global innovation agencies and designing products from scratch.
Designed Samsung's first mobile app for video discovery.



Fernando Côrte-Real: Financial Advisor [in](#)

The Number Cruncher. CEO @ CFO Portugal. CFO in major Portuguese Corporations.

Dr. Tiago Proença dos Santos: Scientific Advisor [in](#)

Child Neurology Pediatrician. Multiple scientific papers in Neurodevelopment and Neuropediatrics.

Looking for Funding



Bootstrapped

By Founders through MVP and first 6 months.

Seeking Out

400k “money in the bank” until end of January 2017.

What for?

Product further developments.

Launch Biti, with a Major Telco Operator, in the end of Q3 '17.

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