

How might we enable kids of 4-6 years to successfully use digital payment without being able to read?



How might we provide a payment method kids want to use?



How might we provide a secure payment method which parents will trust?



How might we ensure kids like to wear bracelets?

How might we provide a simplified digital account management?

How might we design a kids-proof resistant payment tool?

How might we minimize the risk of loosing, damaging or forgetting the “wallet”?



How might we provide a cost effective way for parents to manage their kids spending?

How might we provide affordable hardware as payment option for a digital account?



How might we ensure the publicity, trust and acceptance of our product by parents?

How might we provide security if the bracelet is lost?

How might we teach kids how to control or administrate their money?