



Yugglr

Keep track of your life.



Things to keep track of

- Homeworks, when to do them.
- Notes on the fridge and on the table, what to shop.
- A list of to dos in the shelf
- SMS-conversation with two kids at the same time...
- SMS; "Nils is driving to the tennis today". Changes, questions and two more families to coordinate with.
- Mail between parents whos leaving and getting the kids after school on which day – and how to remeber?
- And when was that dinner party...



A family company and idea

Yugglr is a family company working with an idea of how to improve the lives of families to day.

- ***We think that we can help you have a fun way of planning and organizing things.***

This will also make it possible for us, in the family, to talk about fun things instead of who should buy milk or things like that.



Founders and team

Sofia Uddeholt

CEO and founder

10 years as manager - strategic brand and communication management, board of directors for two it-companies

Mikael Eriksson

CTO, Business Developer and founder

Senior Solution Architect at Avantime, Founder Curvanade, social and mobile community engine. Veteran IT entrepreneur, founder of several IT consulting companies. Database expert at Microsoft early-mid 1990s followed by a career at Capgemini.



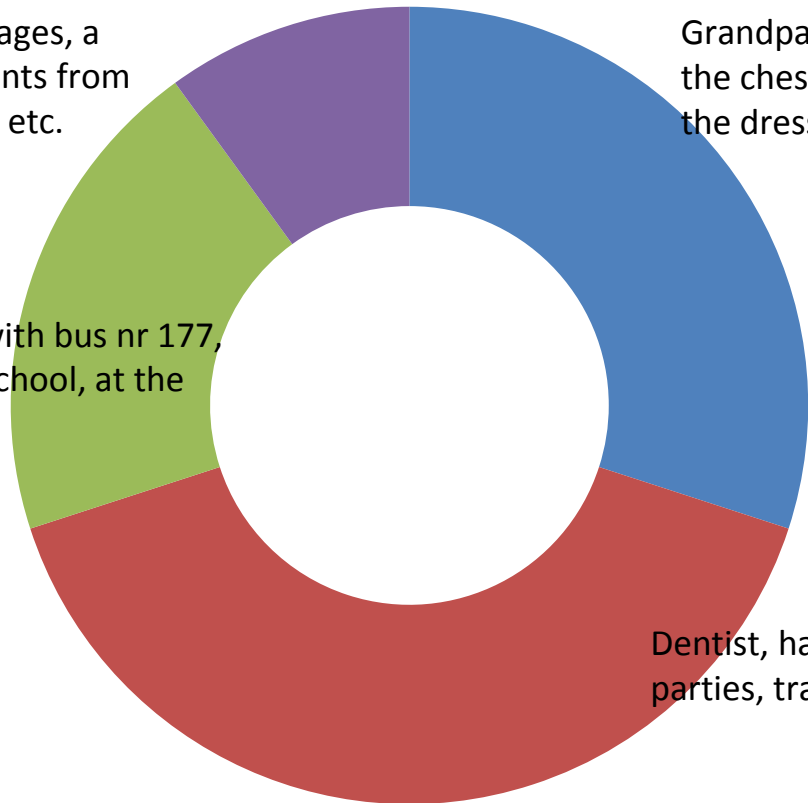
Yugglr - the service to help you ...

Photos to add to calendar events, to messages, a gallery; documents from theater activity, etc.

Grandpa in Geneva sends pictures, who won at the chess tournament , the hair got short – from the dresser, etc...

Coming home with bus nr 177, Checking in at school, at the training, etc.

Dentist, hair dresser, kids homeworks, dinner parties, trainings, competitions, whos driving, etc.



- Communicate
- Organize
- Locate
- Document



Competition

- Mobile impact in daily life is already here. The full potential to make your life easier is far from fulfilled yet. The market is open.
- Competitors: Calendar apps, family apps, lists and location.



Differentiating Yugglr

A service that includes who you want.

- **Also for the kids**

Yugglr is for everyone in the family, even for the kids, they also need a planning service and secure communication.

- kids from 10 – 12
- teenagers

- **Also for groups of persons around the family**

You can also create groups with grandparents, kids friends parents, and others who are part of your family life.



A BIG user base

Content Marketing

- People are asking for it....
- Viral spread
- Facebook ads
- Google ads

Distribution

- Telcom companies
- Software companies



Business model

- Distribution model together with telecom company.
- Ads as long as no other distribution model.
- Premium for storage and for no ads.



Our plan to grow

- First hand choice as app for social planning
- 1 year – 2 countries
3 years – 10 countries
- 1 million users aug 2016 – 2 years from launch
- 10 millions, 3 years
- Profitable from year two