



# Kids On The Move<sup>®</sup>

“SAFE and RELIABLE Transportation for  
your young children”



## ***Team 1 ELPP***

***Margaret Petrus***

***Alina Beygelzimer***

***HyukJoon Kwon***

***Alex Eidukonis***

***Chris Haynes***

# MEET THE DREAM TEAM



**Margaret Petrus**  
**CEO**  
*(Knows all, Sees all)*



**Alina Beygelzimer**  
**CTO**  
*(Knows the Need)*



**HyukJoon Kwon**  
**CFO**  
*(Knows how to handle other people's money)*



**Alex Eidukonis**  
**CMO**  
*(Knows how to sell and won't let you go)*



**Chris Haynes**  
**COO**  
*(Knows how to operate the system)*

“Hey Mark and Gigi  
--- What is Kids on  
the Move all  
About???”



**Kids**

**Parents**

**Drivers**

**Kids Need Transportation**

**Parents Need Safety and Reliability**

**Drivers Need Flexibility**

**Kids on the Move**

**Ride Service for Kids that Benefits EVERYONE!**

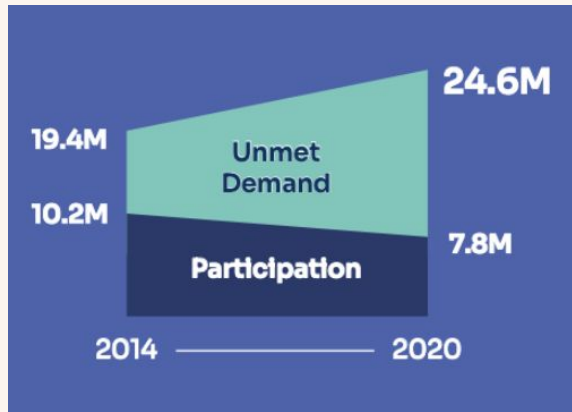
# YOUR STORY – YOUR TOWN, SUMMER 2023



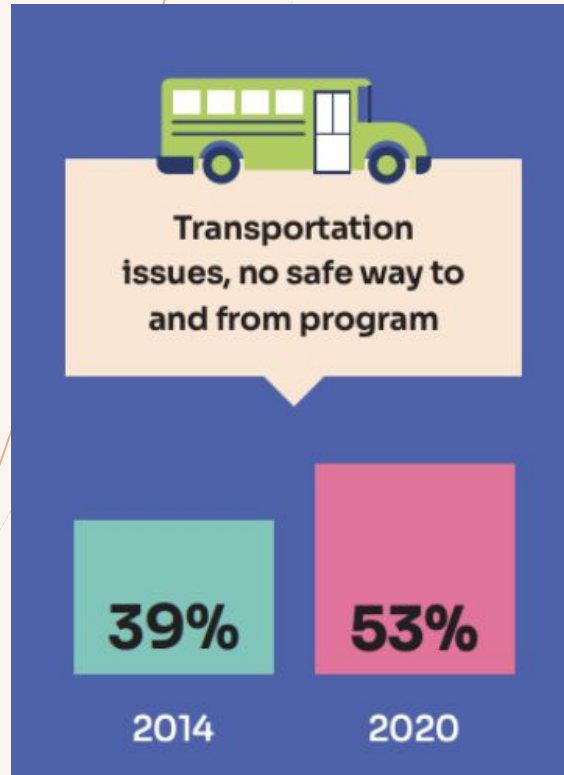
**Solution:** Kids On The Move - Child Transport Services!

*Don't be part of the 47% of parents whose work schedule prevents their child from participating in an extracurricular activity!*

# Why Kids On the Move<sup>®</sup>? Focus on Kids and Parents



Source: [America After 3pm: Demand Grows, Opportunity Shrinks](#) (study based on responses from more than 30,000 U.S. families)



- Working parents juggle work & kids' transportation needs after 3pm, creating undue stress at home and at work
- **Lack of safe transportation is a key reason why kids are missing out on afterschool** (and this might affect your kid getting into Berkeley)

# Why Kids On the Move®? *Focus on Drivers*

**1 in 4 parents—mostly women—quit their careers to take care of their children** (Sources: [U.S. Chamber of Commerce Foundation](#), [Global Business Coalition for Education](#)). **How can they make money without spending money on childcare?**

**Bring their child for the ride!**

**Recurring rides to activities =  
predictable schedules and  
income**



# Turn Data into Revenue

Partner with afterschool providers to send **personalized transportation offers** to specific activities:

- Use nudges to **increase revenue**
- Increase shared ride and route efficiency -> **increase driver's earnings**



**One-click solution to childcare after 3pm**

# COMPETITION CASE STUDIES

## HopSkipDrive

- 46M miles driven
- 3M rides completed
- Vetted driver network
- **Needs minimum 8hrs notice**
- **Limited Area**



## Zum

- \$200M VC funding
- Valued at \$937M after \$130M funding in 2021
- 1M completed rides
- Backed by world-class investors
- **Limited Area**



## Bubbl

- **Combine Delivery with transportation**
- ALL drivers are first responders (currently employed or retired)
- Ages **8-17** served
- Pre-scheduled service only (**not same day requested service**)
- **Limited Area**

## Kango

- Series A Venture fund \$3.6M
- **Combines Driver and Sitter Services**
- Ride services down to 2-year-old, but **must be accompanied by parent or guardian**
- **Limited Area**

**Kids on the Move is Unique from Our Competitors**



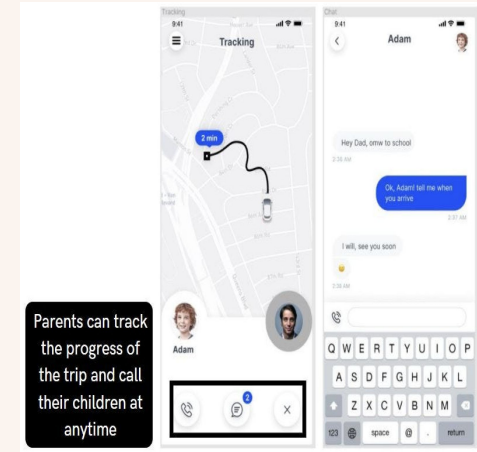
# OUR VENTURE PROPOSAL - *DIFFERENTIATION*

- Our solution **only** focuses on transporting children without parent supervision
- Focus on areas where competitors are not active
- Highlight **child safety** focus
  - Focus on getting parents, first responders, and child care professionals to be drivers
  - Tracking and real time feedback via app, including in car cameras
- Offer subscription services as we grow
- Route optimization and grouping for efficiency
- Reasonable pricing (\$15/trip)

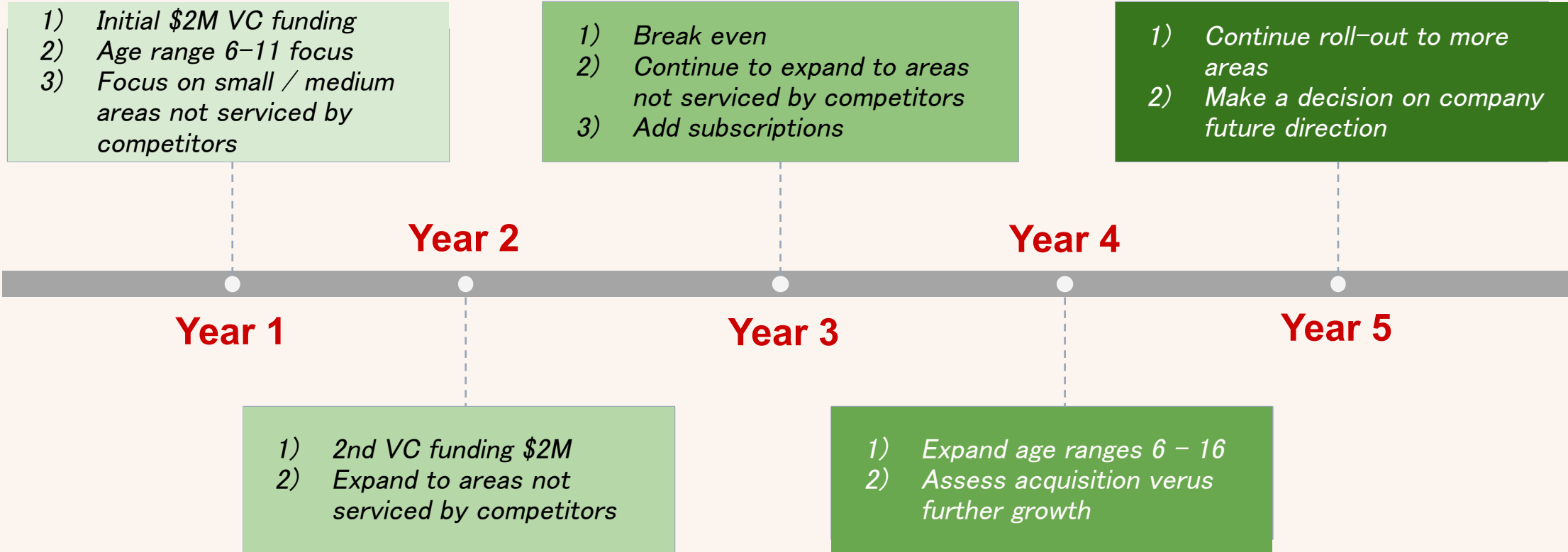
## Execution Plan

- *Phase 1: Service 6-11 yrs old in different areas from competitors*
- *Phase 2: Expand to also service 12-16 yrs old*

**We Have a Scalable Plan for Growth**



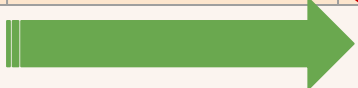
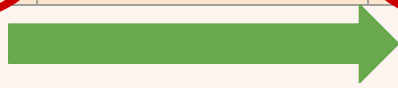
# Timeline



**Return on Investment in 5 Years**

# FINANCIALS

	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Active Child Clients</b>	1,000	3,000	6,000	12,000	24,000
<b>Number of rides per child</b>	25	50	100	150	200
<b>Total number of rides</b>	25,000	150,000	600,000	1,800,000	4,800,000
<b>Average cost per ride</b>	15.00	15.00	15.00	15.00	20.00
<b>Revenue</b>	\$ 375,000.00	\$ 2,250,000.00	\$ 12,000,000.00	\$ 36,000,000.00	\$ 120,000,000.00
<b>Cost of Goods Sold (75%)</b>	\$ 281,000.00	\$ 1,688,000.00	\$ 9,000,000.00	\$ 27,000,000.00	\$ 90,000,000.00
<b>Gross Profit</b>	\$ 94,000.00	\$ 562,000.00	\$ 3,000,000.00	\$ 9,000,000.00	\$ 30,000,000.00
<b>Fixed Costs</b>	\$ 600,000.00	\$ 800,000.00	\$ 2,500,000.00	\$ 6,000,000.00	\$ 18,000,000.00
<b>Net Profit</b>	\$ (506,000.00)	\$ (238,000.00)	\$ 500,000.00	\$ 3,000,000.00	\$ 12,000,000.00



**\$12M in Profit by Year 5**

# SUMMARY

- ❑ Our business model is focused only on the transportation of young children safely
- ❑ Offer flexibility and convenient pricing for last minute rides or advanced planned rides
- ❑ Boosts income to parents of children in the same community by hiring them as drivers for us
- ❑ Expand our business model over 5 years timeline reaching profitability after Year 2



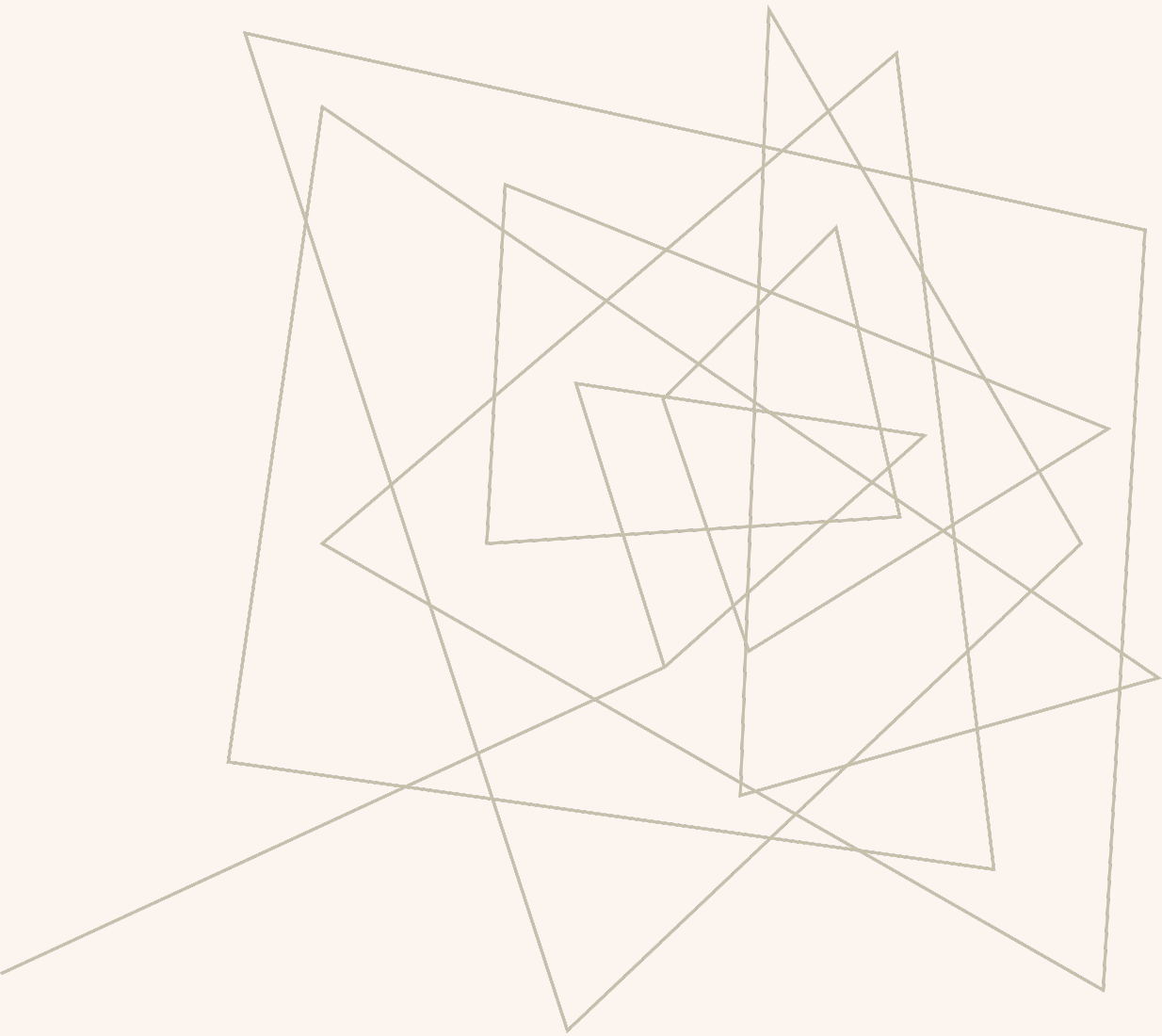
**Kids on the Move Satisfies a “Growing” Market – Your Children!**

# Our Ask

- ❑ **\$2M VC funding for initial Operations and Expenses**
- ❑ **Hire enough drivers in 2 - 3 different areas to support transportation of 1,000 children in Year 1**
  - *Hit 25,000 rides in Year 1*
  - *Hit profitability after Year 2*



**You Can't Afford to Miss Out on this Amazing Opportunity**



**BACK UP SLIDES**

# Our Focus Areas



## Kids and Parents

Parents juggle work & kids' transportation - this is Stressful !!

Lack of safe transportation causes kids to miss out on after school activities.

This could keep your kids from getting into Berkeley !!!



## Drivers

Many Parents (mostly women) Leave the Workforce Because they Lack Childcare

*Kids on the Move Drivers Can Bring their Kids Along for the Ride*

Re-occurring Rides are Safe and Predictable

2 out of 3 Drivers Love This!

We Focus on Kids, Parents, and Our Employees

# Financial Back-up

- **The number of active child clients**

- The total number of kids population in the range of 12-17 years is about 25M every year.
  - The population in the range of 6-11 years is also similar
- If we limit to the population in a single (promising) city e.g., Laredo Tx, it is about 250K.
  - We know that the share of the population of children up to 18 years is 35% so  $250 \times 0.35 = 87.5K$ .
- If we target 1% for the kid in the city, the number of active child clients would be around "1000"
- Considering the nationwide, "1000" is only 0.004%.
- So, we could say that starting with "1000" active clients in the first year would be considerable.

- **The number of rides per kid**

- About 57% of kids do extracurricular activities every day.
- They could use this service at least 10% (= 2 / 20 weekdays per month) as a first step
- So, we could estimate "25" rides per kid in the first year.

- **The average cost per ride**

- To get the reasonable price for the kid, we'd start with \$20 per ride.

- **Fixed cost**

- We know that the fixed cost would take a big portion at the first year.
- Accordingly, we take 120% of the revenue as the fixed cost for the first year.
- While it exceeds the revenue, we expect the fixed cost portion will decrease over the year.