



KidSync

"Transform Family Chaos into Harmony"

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Problem



In the current era, where parents and children navigate densely packed schedules filled with school, sports, and numerous other extracurricular activities, managing commitments has become a formidable challenge. This overwhelming task is a reality for many families, as evidenced by a study showing that over 60% of parents feel stressed and overburdened with coordinating their kids' activities. My family, my team, and countless others are living this experience daily.

The turning point was a missed soccer game and the heartbreak that followed. This incident wasn't simply about failing to remember an event; it was indicative of a much larger and systemic issue in how modern families manage their time and commitments.

This soccer game, seemingly a small part of a busy schedule, was actually a significant event for the family involved. Missing it brought to light the emotional toll and the broader implications of our overburdened lifestyles. It underscored the challenges parents face in juggling multiple responsibilities, including keeping track of various activities for their children. The disappointment and heartbreak from missing such an important event were profound, not just for the child who missed playing in the game but also for the parents who realized their oversight.

Solution

KidSync emerges as a revolutionary solution, harnessing the power of artificial intelligence to simplify and optimize the management of children's schedules and educational needs. This intuitive tool will address the challenges faced by modern families, while maximizing the time at hand.

Our vision with KidSync is to create a harmonious balance in the hectic lives of modern families. By employing intelligent technology, we strive to eliminate the stress of managing complex schedules and enhance the quality of both parenting and childhood. KidSync is more than a scheduling assistant; it's a pathway to a more connected, engaged, and educationally enriched family life

At its core, KidSync offers an intelligent scheduling system that learns from each child's activities and preferences. It provides parents with automated suggestions for organizing their children's daily routines, effectively reducing the stress and time involved in manual planning. By predicting potential conflicts and suggesting alternative timings, KidSync ensures that each child's schedule is balanced and manageable, while also accommodating important family time.

Furthermore, KidSync is equipped with an innovative educational support feature. This tool analyzes each child's study habits and academic requirements, offering customized resource recommendations and study aids. Whether it's finding the best online tutorials, practice exercises, or educational games, KidSync empowers children to excel in their studies by providing resources that cater to their unique learning styles and academic needs.

In essence, KidSync offers a holistic approach to family schedule management and educational support. By streamlining these aspects of family life, KidSync not only alleviates the burden of coordination and planning for parents but also contributes positively to the children's academic and personal development. It represents a

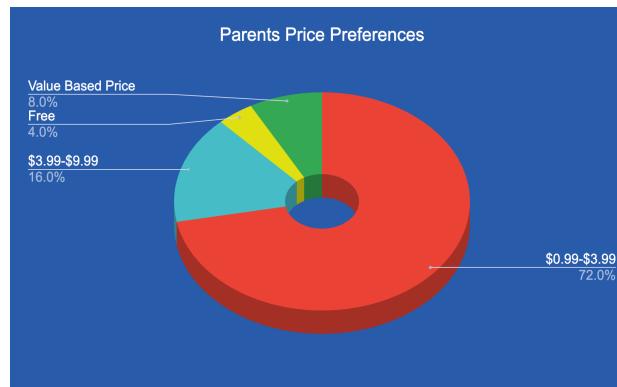
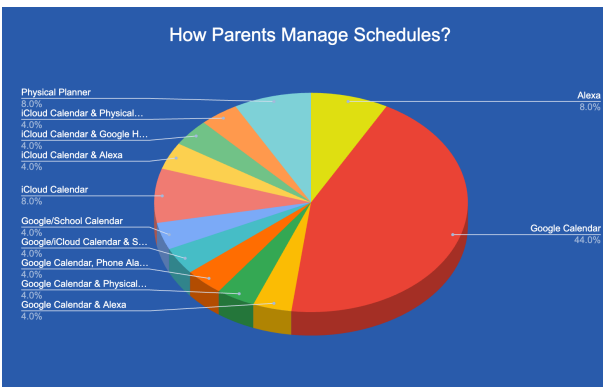
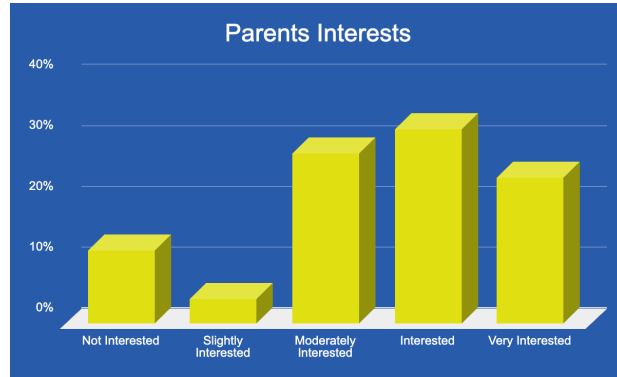
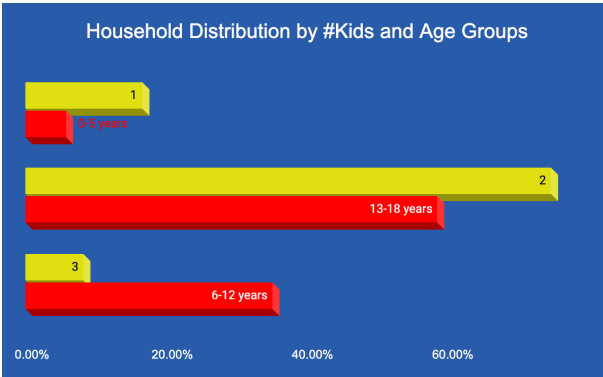
new paradigm in family time management, where technology and AI work hand in hand with parents to foster a balanced, enriching, and connected family environment.

Key Features

- KidSync will offer a versatile app for families to seamlessly integrate various organizational calendars and personal schedules into a consolidated personalized calendar view complemented by key functionalities.
- Organizations such as schools and after-school activity clubs will get a complete set of tools to handle their events. For those preferring to use their current systems, KidSync can integrate their calendar feeds and tailor them to family preferences.
- Families can easily search and subscribe to organization calendars. For instance, they can subscribe to specific events like soccer or swimming from a club's calendar.
- It features an absence notification system which automatically informs the organization whenever a child is unable to attend a session based on calendar update.
- App will use predictive analysis to forecast learning needs based on kids' grade, school assignments, interests and schedules, and it can preemptively suggest and personalize the educational resources to help them.
- Track school/after-school assignments, remind and help kids stay on top of them.
- Keep track of milestones to promptly notify parents about pickups and drop-offs based on real-time traffic and weather conditions.
- For self-driving teens, the app will track their whereabouts and notify parents to keep them safe and well connected.

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- Secure messaging platform for families and organizations. Help enhance community engagement by facilitating carpool arrangements, coaching and tutoring, volunteering, feedback, and beyond.
 - Privacy compliant and secure email crawl feature that can interpret the contents of emails and suggest updates to schedules.

Market Validation

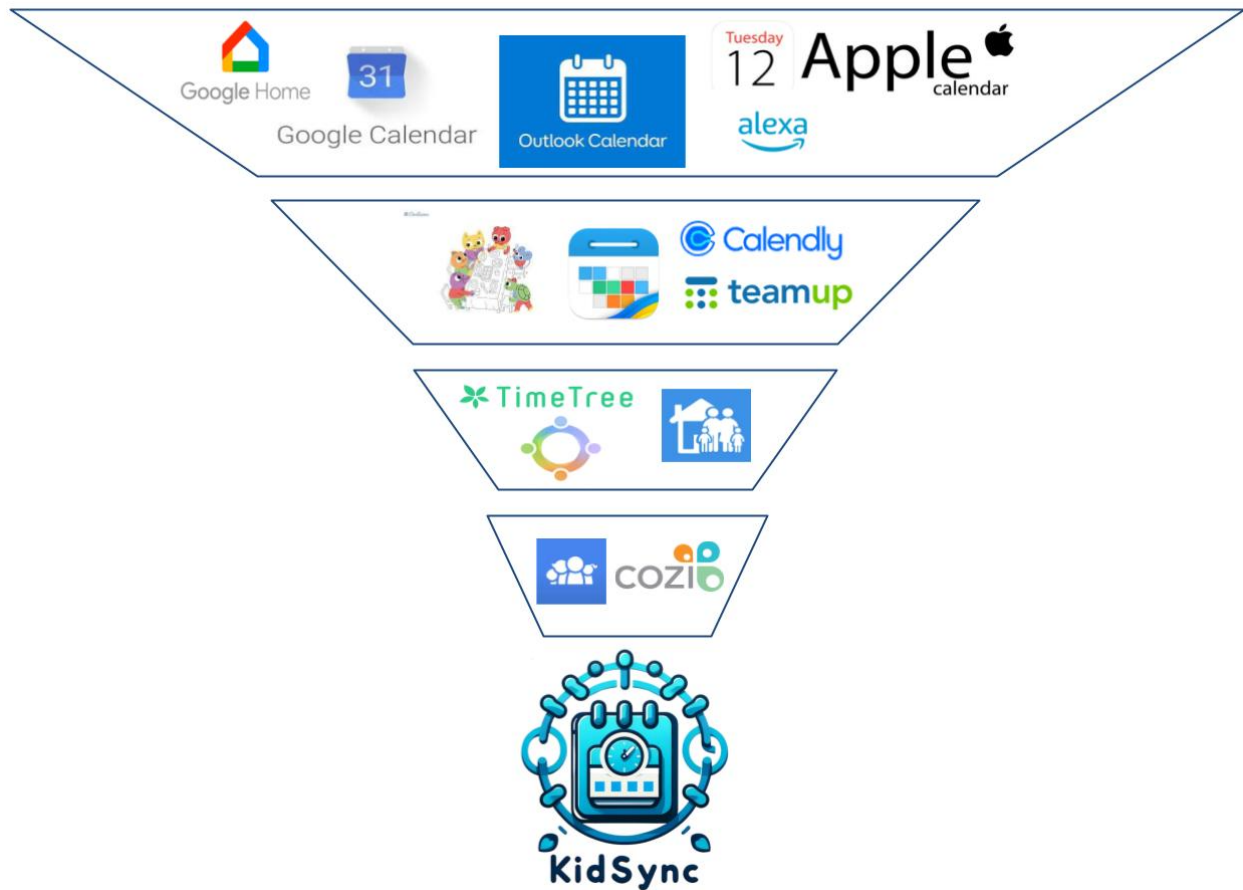


A survey, which included households with children in age groups from elementary to high school, shows over 75% of parents are interested in a solution like KidSync.

A survey also revealed that a majority of parents currently use Google or Apple calendars for schedules, and others tools for additional functionalities.

The survey conclusively demonstrated that apart from well-known calendar applications, other products in the market are not extensively used by families.

Competitive Landscape

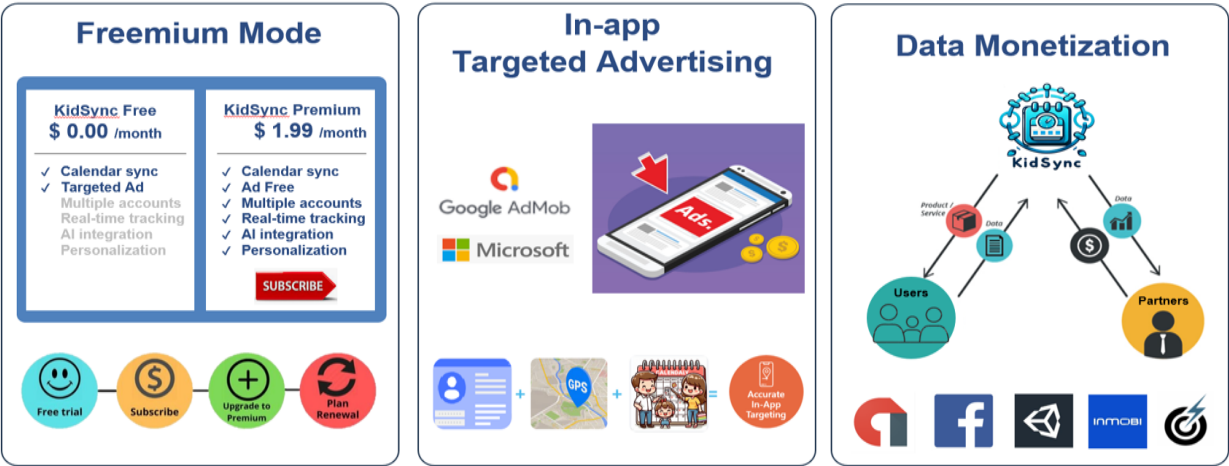


KidSync plans to leverage existing popular calendars by integrating with them, effectively turning competition into an advantage.

KidSync distinguishes itself in the competitive calendar app market by providing unique, comprehensive features that are not available in other apps. To name a few:

- Automated absence notifications to activity organizers.
- Voice integration support can help users with accessibility needs.
- Interpret the contents of emails/texts and suggest schedule updates.

Business Model



We provide three distinct business models of KidSync: Freemium, In-app ads, and Data Monetization.

Our initial business model, Freemium offers users the opportunity to upgrade their features through a premium service. This upgraded subscription provides various advantages, including ad-free browsing, synchronization of multiple accounts, real-time tracking, integration with artificial intelligence, and personalized features. After conducting a comprehensive analysis of the survey results and competitor pricing, it has been determined that our product will be priced at \$1.99 per month. Additionally, discounts will be offered for customers who opt for annual subscriptions.

Our second business model, In-app ads is designed to cater to free users by generating revenue through the implementation of targeted advertisements. The primary advantage of this model is the provision of the calendar sync feature as the sole benefit to users. This revenue model involves the collection of personal information, location data, and user activities to facilitate precise targeting of in-app targeting ads. For example, the collected data can be employed to identify and focus on potential customers for specific activities, such as a soccer training course for high school students residing in the Bay area.

Our third business model entails the collection of personal information, location, and user activities, in order to facilitate the delivery of targeted advertising. Additionally, we possess the opportunity to sell this data to data monetization

partners. However, it is important to acknowledge that we adhere to a comprehensive data-sharing policy that may restrict information sharing for children.

Go-To-Market Strategy

There is a saying that “it takes a village to raise a child”. This quote is very relevant to today’s lives of families that struggle to keep up with their busy schedules and day to day activities. The KidSync app serves to be that village.

As a starting point, our target market is metropolitan areas in the state of California and specifically the Bay Area including San Jose and San Francisco.

Due to the high cost of living in California, the majority of the families in these regions have both parents working. This puts extreme strain on them to not only manage their own schedule but also constantly keep track of school and after school activities and interests of their children. Our CMO, Omid who actually lives in San Jose is a paragon of this conflict.

With both he and his wife having full time jobs and three boys aging from 7 to 13, it is a paramount challenge managing and keeping abreast of daily chores and tasks.

Our strategy is to start at a small scale and then expand into other regions. The two main reasons why we selected the US market are, one, it is the market we are most familiar with and two, we believe it has immense potential.

The United States is the third most populated nation in the world behind China and India with a significant portion of its population being working families with children.

Our long-term goal is to also penetrate other markets around the world, like Europe, Asia, etc.

Initially, to introduce the KidSync brand to our customers and create its credibility, conventional channels (organic and paid) will be used. At this early stage, Pre-Launch, we will ask one thousand beta users like friends, families, as well as hired individuals to test drive the app. Their experience and feedback will be collected over a period of three months to improve KidSync’s interface, features, and resolving issues.

In the second phase of our go-to-market strategy, Launch, we will drive the adoption of KidSync and expand it to a broader audience. Our goal is to have at least 10,000 subscribers in 6 months.

At this stage, KidSync will be a relatively known brand, locally and within California. We will continue utilizing conventional channels. However, as a mean to further promote the business and take it to the next level and make KidSync the leader in its competitive landscape, we will take a unique approach and aim to create a symbiotic relationship and partnership with local, state and national level organizations such as The Boy and Girl Scouts of America, YMCA, Schools, Sports clubs and other child service providers.

This will be beneficial to both parties. KidSync app will advertise services of these organizations to parents that are seeking extracurricular activities for their children. In turn, KidSync will gain recognition in a much larger arena. This takes us to the final stage of our market strategy, Post Launch where we will further increase our KPI (Key Performance Indicator) by tenfold and reach a minimum of 100,000 users. Our timeline to achieve this goal is 12 months.

To continue being a leader and stay ahead of our competitors, we will constantly improve the app, add new features and strengthen our relationship with our partners.

Market Size

The initial target market for the KidSync app is US families. According to the Statista website ("U.S. families by number of children 2000-2022") there are 34 million families in the US with children under 18 years old. The Statista website ("Number of children in the U.S. by age 2022") also shows that there are 50 million school aged (6-18 years old) children in the US. The Total Addressable Market for the app subscription at \$1.99 per month is \$812M per year if every family got one subscription. Our estimate for the available market is that we could get 1 in 5 families to use the app. With this it makes the Served Available market \$162M per year. With the plan we have to release this as a Freemium app where it provides basic functionality with a subscription upgrade to more advanced capability we feel we can convert 1 in 5 free users to a subscription. This then gives us 1.4 million paid subscribers and a Serviceable Obtainable Market of \$33M per year.

We also intend to make income from targeted advertising. The Free version of the app will use ads to pay for creating the service. Our estimate of income from ads is an average of \$1 per user per year. If we reach the full Served Available market with the app this would add another \$5.4M in revenue potential. Once our user base grows the targeted ads value would grow as they can reach a greater audience.

Revenue Projection

We have made a number of assumptions in our 5 year revenue projection. Based on the projected free user and subscriber growth we would be at 500,000 users by year 3. With \$1 ad revenue per free user and \$1.99 subscription for subscribers we would make \$1.4M in year 3.

The company would plan on maintaining no buildings or infrastructure to keep the fixed costs low. All app data and extra capability would be hosted on cloud services so there would be incremental cost with each subscriber. This cost has been estimated at \$0.50 per user.

Projections	Y1	Y2	Y3	Y4	Y5
# of Free Users	10k	100k	500k	1000k	5000k
# of Subscribers	2k	20k	100k	200k	1000k
Ad Revenue	\$5k	\$100k	\$500k	\$1,000k	\$5,000k
Subscription Revenue	\$40k	\$400k	\$2,000k	\$4,000k	\$20,000k
Cost of Sales	\$6k	\$60k	\$300k	\$1,200k	\$6,000k
Gross Profit	\$39k	\$440k	\$2,200k	\$3,800k	\$19,000k
Fixed Costs	\$500k	\$600k	\$800k	\$1,000k	\$1,500k
Net Profit	\$(461k)	\$(160k)	\$1,400k	\$2,800k	\$17,500k

Financial and Funding Request

We are at a pivotal juncture with KidSync, ready to transform the way families manage their time and educational resources. To initiate this journey, we're seeking an initial investment of \$500,000. This capital will serve as the foundational bedrock to bootstrap KidSync, enabling us to develop and refine our AI-driven scheduling and educational resource platform. Our financial projections indicate that with this investment, KidSync will be able to achieve several critical milestones.

Firstly, the funding will facilitate the development of our advanced AI algorithms and user-friendly interface, ensuring that KidSync is both powerful in capability and simple in usability. Additionally, it will allow us to conduct thorough market research and beta testing, ensuring our product meets the nuanced needs of our target demographic – modern, busy families.

Secondly, a portion of this investment will be allocated to marketing and customer acquisition strategies. By effectively reaching our target audience and demonstrating KidSync's unique value proposition, we anticipate a robust user adoption rate.

Financially, we project that within the first year of operation, KidSync will begin generating revenue through a subscription-based model. This model is designed to be affordable for families while ensuring sustainable growth and scalability of our platform. We anticipate a break-even point within the first two years, followed by a steady increase in profitability as we expand our user base and enhance our platform's features.

In terms of long-term financial growth, we project a significant return on investment (ROI) as KidSync becomes an essential tool for families worldwide. By making an initial investment of \$500,000, you will not only be contributing to a lucrative business venture but also participating in a meaningful endeavor to make families happier, more organized, and better equipped to handle the challenges of modern life.

In summary, your backing is more than a financial investment in KidSync; it's an investment in the future of family well-being and educational success.

Team



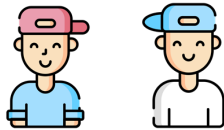
Deepthi Chidirala

CEO



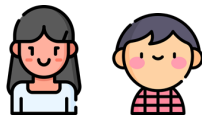
Harthi Kotapati

CPO



Jacky Lin

COO



Omid Amini

CMO



Paul Wirth

CFO



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