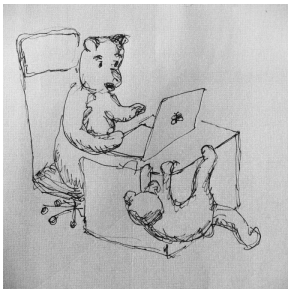


May 2020

The problem our project solves

Preschool kids are great. We love preschool kids. And we felt sorry for the kids, the parents, remote workers, who got stuck at home in a lockdown, without any support and oftentimes without ideas or skills to keep kids entertained, engaged while they work.



As teachers, innovators, entrepreneurs, engineers, economists and designers we made a team and invented a smart solution.

Our solution:

- protects kids
- makes parenting easier and more enjoyable
- serves as a digital kindergarten in times of lockdown

Pedagogy + Great Content + Power of Technology + Gamification

=

CaptainBear

The solution we bring to the table

Captain Bear helps remote working parents by providing a "digital kindergarten" app.

It gives your a thought-out schedule and provides all the content your need throughout the day in one place, carefully curated for your kid's age:

learning

playing

crafting

excercise

dancing

singing

stories

chores

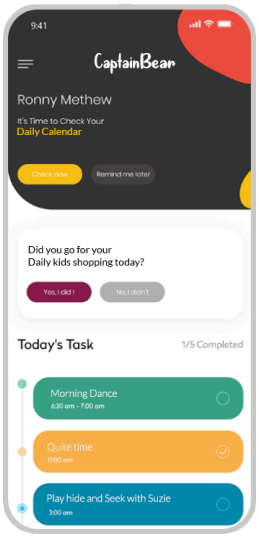
It's not about streaming never-ending cartoons, or exposing kids to hours of games.

It's about motivating kids to engage in a healthy and balanced set of activities needed for their healthy and happy development.

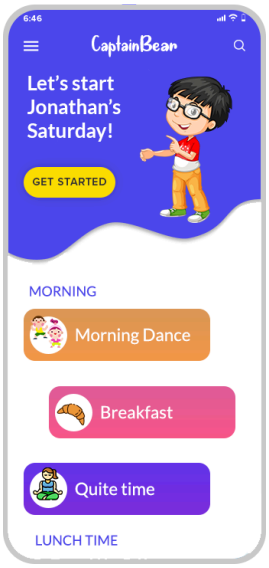
Having all organized, structured and prepared makes your life way easier and frees slots of quiet time to work

We make this happen by applying pedagogical wisdom, the power of storytelling, gamification and secret sauce of motivating kids.

Captain Bear solution consists of 2 apps:



Parental app is the dashboard of your family life.



And kid's companion app is a smart schedule that also teaches, motivates and streams content. And it is run from your device, desktop or mobile.

PARENTAL APP

Parental app is your parenting dashboard with everything your need to have easy and comfortable days:

1. **Daily schedule**
- Customized for every age group (and for special needs kids)
- Organizes kid's day - from a morning dance to a bedtime story
- Covers all activities your kid needs - learning, playing, working out, fine motoric skills, drawing, free play, family time, chores...
- Connects with your Google calendar to synchronize kids and your activities
2. **CaptainBear offers curated activities** - choose the ones are your kid like
3. **Shopping lists and to-do list**

   CaptainBear automatically generates list based on your chosen activities to make your life easier

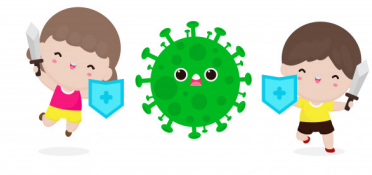
4. **Parenting tips & tricks**
- learn how to play with your kids
- find out how to motivate and reward your kids
- follow expert's advices to best handle difficult situations
5. **Captain Bears also cares for you**

Our app is also taking care of you. If you're okay, your kid is going to be okay.

- CaptainBear reminds you to relax, cut yourself some slack... and breathe - find supportive videos and articles that put things in perspective, take short meditation sesion
- if you're overwhelmed and tired - press a button in our app to talk to best family life experts in your country

KID'S COMPANION APP

1. "Digital schedule" for kid - easy to understand
2. No ads
3. No inappropriate content
4. No endless streaming - cartoon is a reward
5. Supports offline activities, lots of play, physical activity, music, arts and learning
6. Gamification - collect honey jars to unlock cartoons



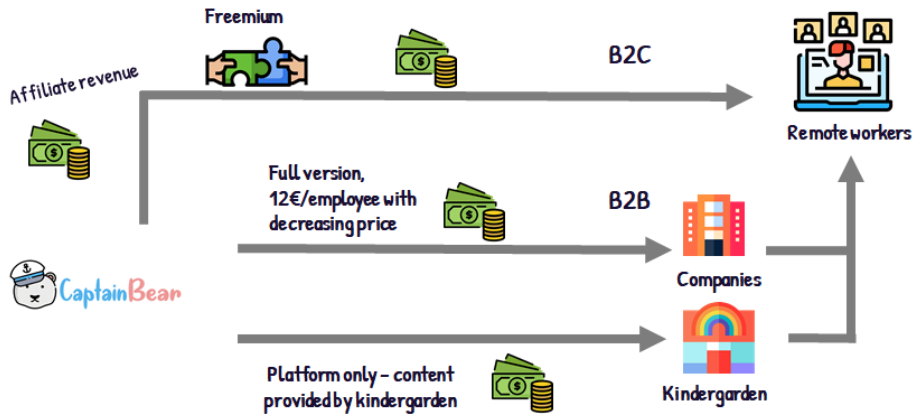
CaptainBear also provides smart educational content addressing the pandemic challenges Whatever will come our way, we will create high-quality stories that make sense of kid's experience and toolkits to support your and your kid in your way to a new normalcy in an app.

Visit Captain Bear's home, find out more and sign up for his bearsletter.

CaptainBear

captainbearapp.com

Business model



B2C

Free version offers basic functionalities - schedule, examples of activities.

Premium version for €12 per month unlocks curated content and gamification.

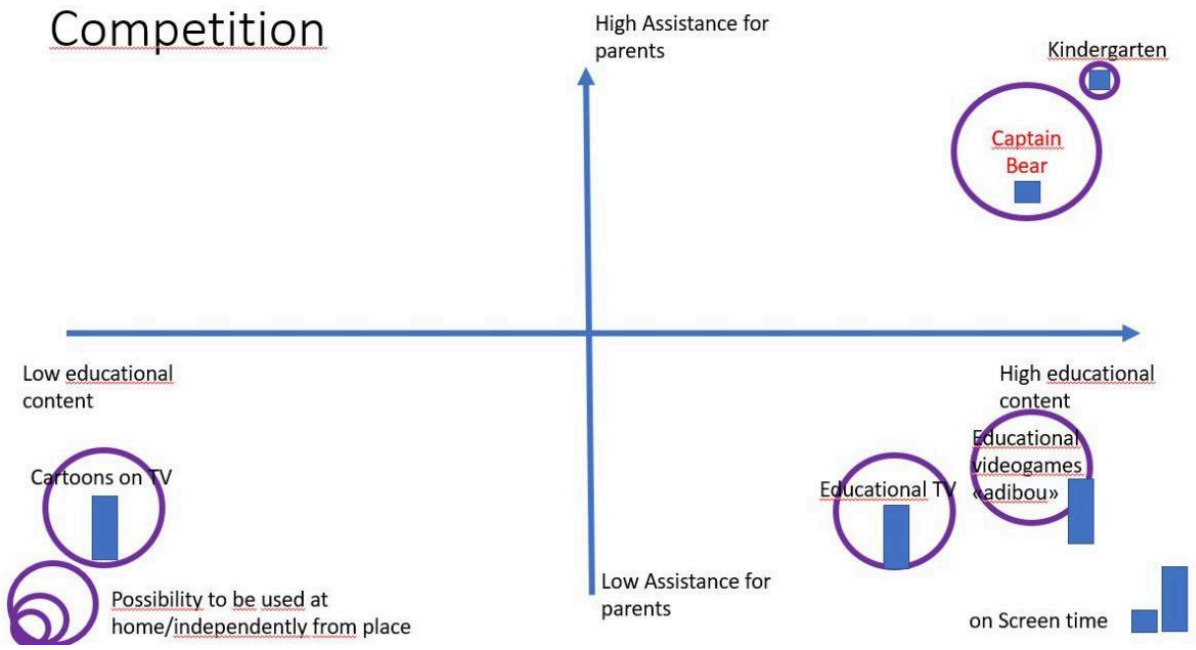
Affiliate marketing - we recommend games, toys, activities and content in a parental app with affiliate links

B2B

1) **companies with remote workers** use it to provide best results from their teams
2) **kindergartens** use it as a ed-tech platform for:
    a) structuring, organizing and storing their activities in one place
    b) easier onboarding of new team members
    c) extend their care and support for family - during lockdowns, vacation, when kid is sick and for offering families fun activities to do together

Our business model is built around kid's best interest - we are not going to expose kids to commercials, or "sell eyes" through excessive cartoon time. We make money from parents who pay us to take care of kids and improve family life.

Market research - competitors





The solution’s impact to the crisis

Lockdown warned us that our kindergartens are not ready to handle crises. Parents are left alone to care about kids.

Much of the stress and the frustration people experienced during lockdown is caused by the lack of practical parenting skills - but also a failure of kindergartens to offer remote help, support and knowledge for parents.

The situation of prolonged parental stress and frustration can be deteriorating for a child's mental health, can increase a risk of domestic violence, and have a negative impact on the well-being and mental health of parents. Let alone decreased work productivity, which is hurting an already weakened and challenged economy.

Captain Bear is a robust solution that can serve the whole world in tackling the challenges of the pandemic that include preschool children and their parents. It will engage kids, help them continue their learning and support parents.

Captain Bear is like a digital preschool teacher, offering structured activities, helping kids learn, play, enjoy their childhood and learning them manners and delaying gratification. Using Captain Bear’s inputs, parents can easily follow structured and well organized daily plans, enjoy curated activities with a child and rely on a Captain Bear to provide quiet time for kids to play and parents to work.

Besides caring for kids with a regular development, we need to develop schedules and content aimed at special needs children and their parents.

Captain Bear provides:

- *a daily schedule that child will thrive in*
- *pedagogically structured activities on demand - click away*
- *all the content for learning and entertainment - chosen by teachers, not Youtube*
- *tips & tricks helping parent successfully educate, engage, entertain or connect with a child*
- *lists what to prepare, buy or do - based on selected activities*

No more googling, searching, reading, losing time every day in finding things to do, or letting children spend hours on Youtube or playing games on a phone.

As an ed-tech platform, our solution will help kindergartens to continue caring about young kids remotely - by uploading their content and communicating with kids through the app they stay present in a child's life and bring enormous support for parents.

The value of Captain Bear after the crisis

Digital transformation of childcare and parenting can massively improve family life, since our solution, Captain Bear, is not only about providing content and engaging children - it is the hands-on, practical, and learn-as-you-go solution to improve parenting skills through daily activities with kids.

Carefully curated content for kids is accompanied by short explanations that help parents understand what to do, how to talk to the kid, support his development, and resolve conflicts if they arise.

App has breathing sessions, meditation, and a support center for parents. It is linked with help-lines for parents and instructs parents to look for help as soon as they are overwhelmed, angry, or very frustrated in order to prevent domestic violence and to encourage parents on personal growth.

We also plan to add schedules, content, and parental support for special needs kids, because they, as the most vulnerable group, need the most support.

Captain Bear can also help institutions.

It is an overall **ed-tech solution for kindergarten** - using this app they are ready to continue to care about young kids remotely. They can upload theirs or use our content. It will help them keep all their content in one place, easily onboard new teachers and extend care beyond working hours. Teachers can upload activities and content, helping parents handle

afternoons, evening, morning, vacation, sick days, developmental phases and traumatic events better.

The platform can be adjusted to **help social workers** in their daily work with families that need support and expert help, scaling up the reach and amount of support they are able to give - the app can be with a family 24/7.

We also plan to develop AI that will learn about children's preferences, talent, progress, and personalize schedules and content, but also track and monitor a child's behavioral traits and help in **early diagnosis of developmental problems.**

Captain Bear is a one-stop app for everything that preschool children need. We want to build it around the best children's interests thus gaining parent's trust and loyalty.

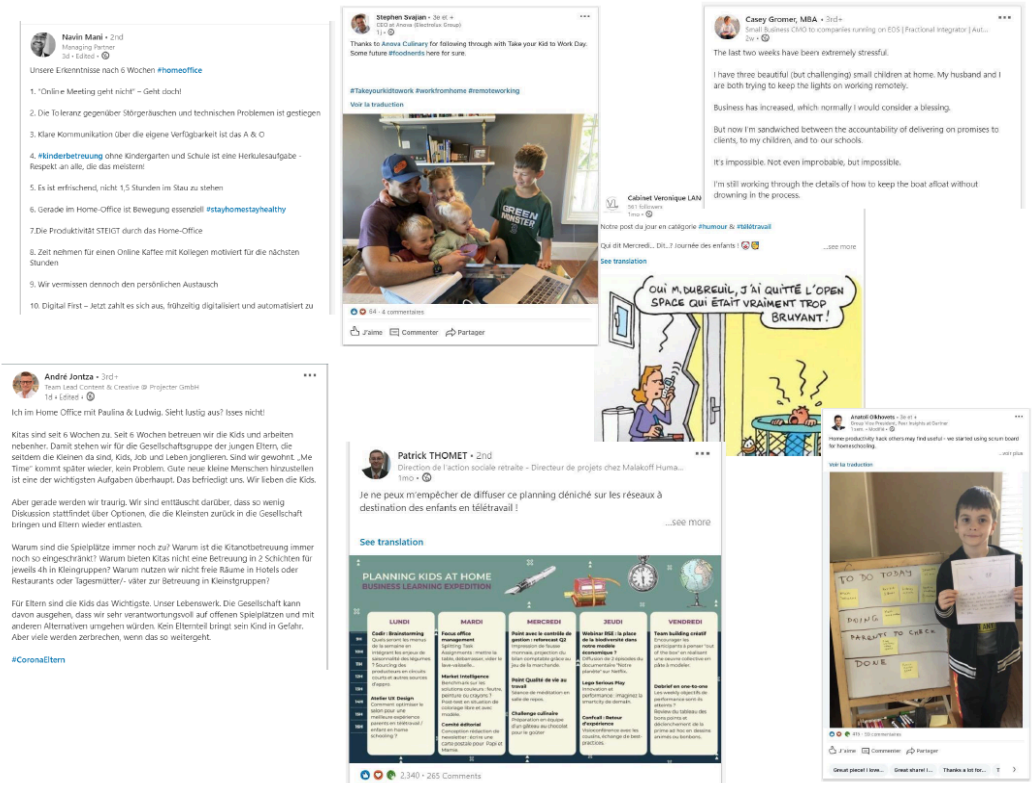


Market research - customer needs (LinkedIn, Google Trends, BuzzSumo)

LinkedIn with #kidsathome

From one day to another, overnight, people had to switch on remote working, with kids at home. A lot of people have expressed and shared troubles in managing this change.

Having a look at your LinkedIn feed is one of the confirmation of the customer's need.

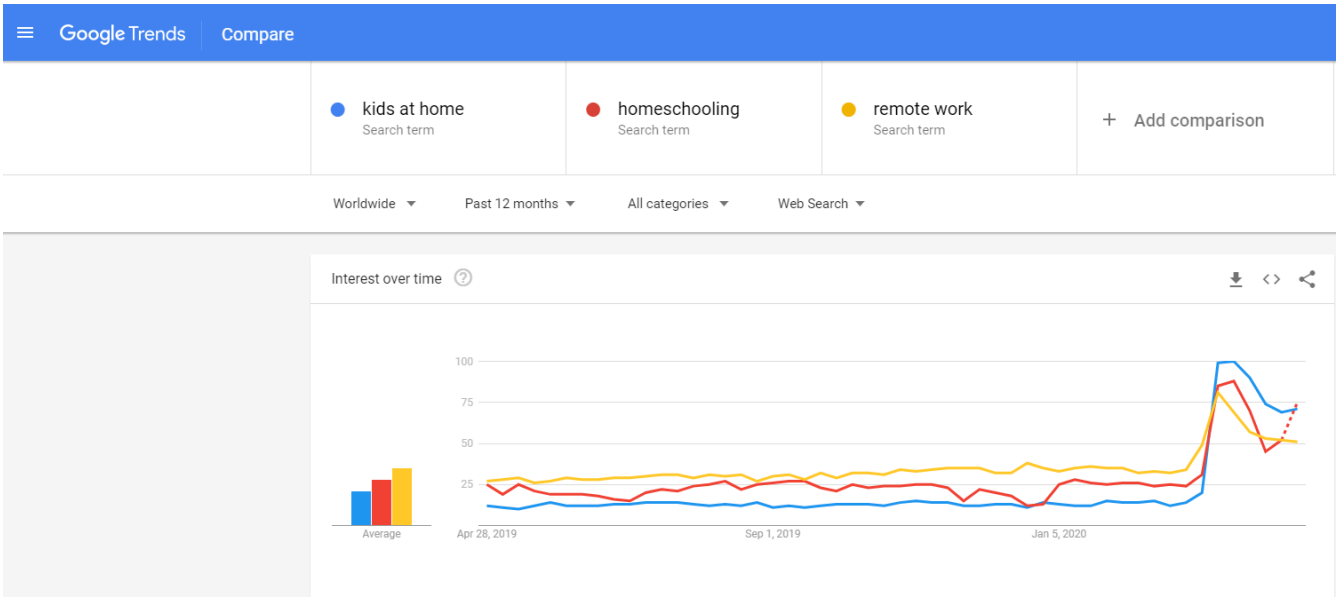


Google trends

A huge interest is also reflected in this graph showing the evolution of interest over time in the words “kids at home”, “homeschooling” and “remote work”.

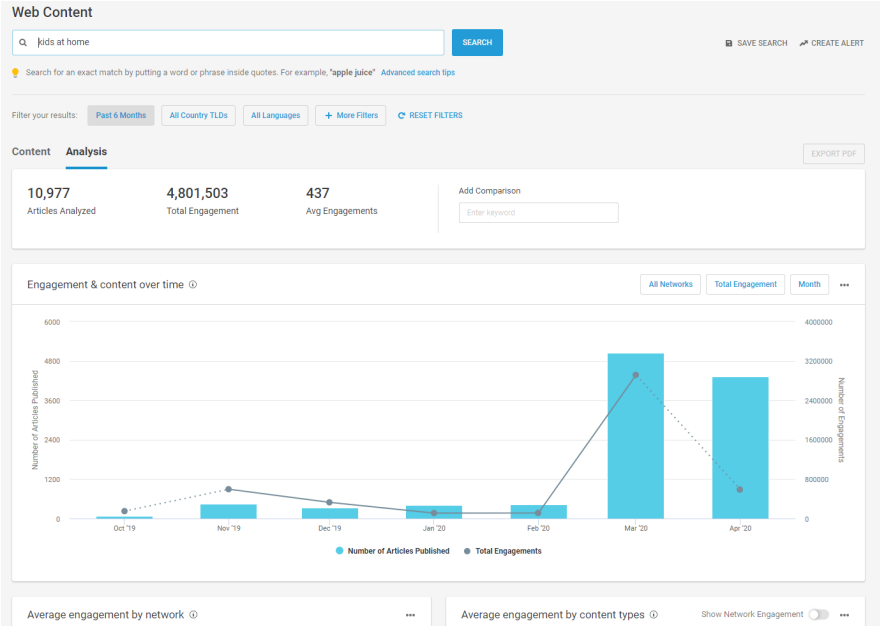
Parents are searching for activities to support their children in their days at home - and find a way to work while they care about their kids.

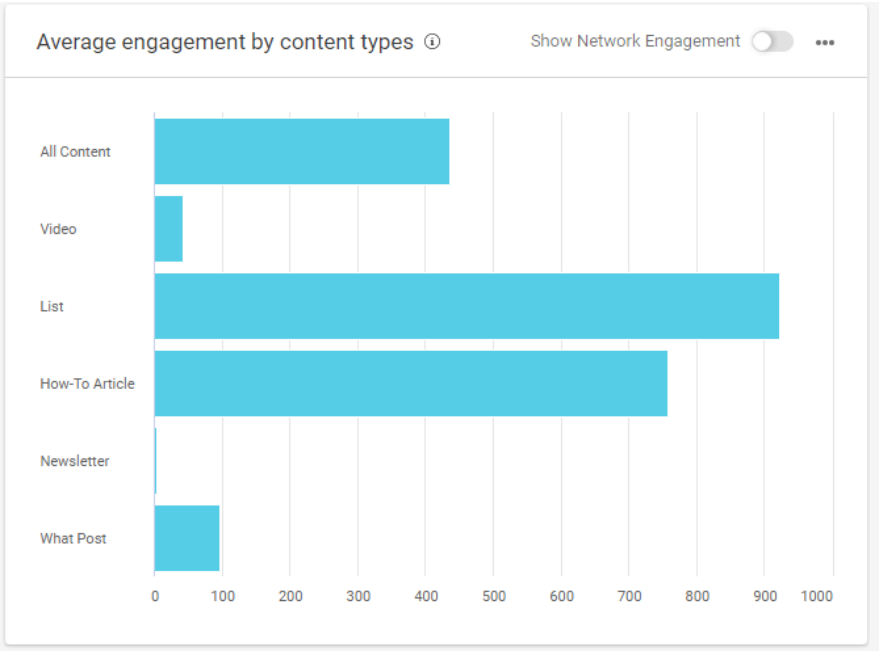
This peak appeared while lockdown measures started to be generalised.



BuzzSumo

Virality of “kids at home” content tells about the massive interest of parents for this topic during the lockdown phase.





Content type analysis indicates that parents are looking for practical help - lists and how-to articles.

New products to tackle this challenge

Almost all organizations that provide children and parental services and products and many private individuals recognized a need to support parents with small kids in lockdown.

And not only them - companies who sent people to work home, technology companies providing software for remote work - share advice, ideas and toolkits to help parents dealing with this situation.

For instance, Sesame Street has launched an Initiative named “Workshop's Caring for Each Other” with free resources. Social engagement shows big interest and need for such content.

Teachers are also creative. In France, a kindergarden’s teacher is successful with a new Youtube channel *“La maitresse part en live”* and invites her pupils to a daily live class everyday at 3pm. Within one month, she gained 80k followers.

All those initiatives have a positive impact.

But, they all require a lot of parental time - Captain Bear is one-stop place where such curated content will be streamed and offered in a smart, personalized and automatized way, alternating between offline and online activities, enriching family time, but also quiet times and family times.

Market research - forecast on remote working

This unprecedented situation has forced companies switching companies to remote working and also sometimes made what appears “impossible” possible. Before this crisis, between 4% and 6% were estimated to work 100% remotely, and 13% to work remotely at least one day a week.

Right now during covid-19, between 40% and 50% of employed people are estimated to work from home. This crisis is also an opportunity for people to discover the positive aspects of containment, to notice that finally the meetings are working quite well, that they avoid wasting time on public transport, that they spend more time with their families.

Also, on the other hand, companies are noticing that telecommuting allows them to save some costs, that the business continues to run, and with the weeks the employees gain in productivity by being at home. For all these reasons, experts believe that telework will become something mainstream after this crisis.

"Our best estimate is that 25-30% of the workforce will be working-from-home multiple days a week by the end of 2021."

Kate Lister, President of Global Workplace Analytics

Thus, Captain Bear is a solution for today's challenges becoming the ones of tomorrow. And, if we think one step further, Captain Bear appears to help for bigger problems: the lack of kindergarten places in some countries, women employment and independence, special needs of some children, and many more.

How Captain Bear contribute to the UN Sustainable Development Goals

Captain Bear team truly believe that each organization should contribute to Sustainable Development Goals. This is our contribution.



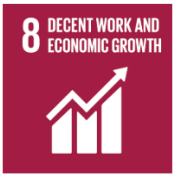
Captain Bear helps families handle a situation which can quickly turn very stressful and frustrating, and this both for parents and children. We protect the mental health of all family members. Our team includes a passionate teacher and as children lovers, we carefully follow pediatrician's recommendations on screen usage.



Our content is curated and we provide parents suggestions adapted to the age of their child, to ensure they get quality education resources. With funding, we could reach underprivileged families and help them improve their education - in terms of early child's education, but also parental education.



Having a family means sometimes taking career decisions. We believe Captain Bear can allow both parents to pursue their professional path, allowing them to work remotely with their kids at home occasionally.
In some countries, fathers were excluded from child care and generations of men never felt competent and secure enough to care about a kid. This app can help them gain more confidence and take care about children with competence.

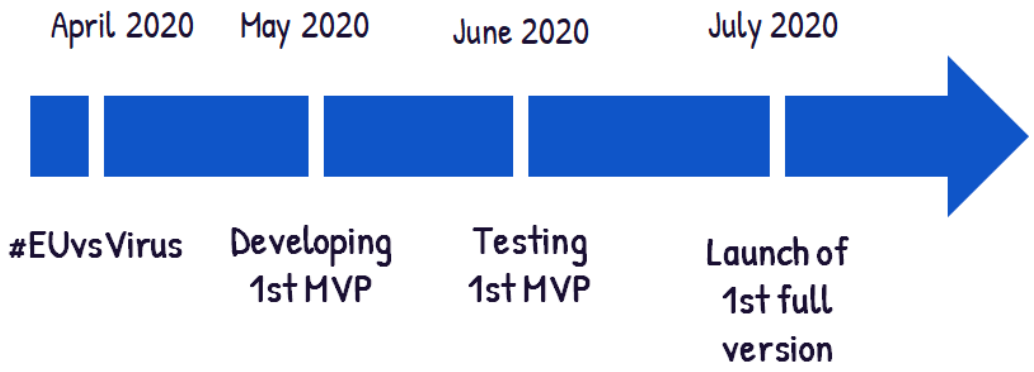


Allowing people to work smoothly from home is crucial during this pandemic having enormous impact on our economies.
If parents can not handle kids, they can not work - so this app is crucial for parents of young kids working remotely.

The necessities in order to continue the project

General roadmap (next steps)

Because Captain Bear is aiming to help children during these special times, our goal is to launch a first core version as soon as possible. With an appropriate funding and after developing and testing our 1st MVP, we plan to go to market at latest in Q3 2020.



This first reasonable timeline will allow us to parallelly implement our marketing and sales strategy and you will find the next part of this document. The testing phase of this first version will include the cooperation with micro influencers, allowing us to improve our product while working on our visibility and engagement.



Marketing & Sales strategy

According to research, millennial parents rely heavily on social networks as a source of valuable information about parenting. That's why we will base our marketing strategy on a social network presence.

> *2 in 3 expecting and new parents surveyed say they're likely to use Facebook to seek friend and family recommendations for products or services.*
>
> *Most expecting and new parents surveyed in the US are part of an online roup or community, and parenting and buy-and-sell groups are particularly popular.*
>
> *86% of millennial dads search parenting advice on Youtube.*

Combining **RACE** (Reach - Act - Convert - Engage) methodology and a **Viral Loop** concept in combination with micro influencers we want to build viral funnel and *attract 10.000 Premium users as soon as possible*.

Besides regular marketing activities (PR, content marketing, performance marketing), we plan to engage 100 micro influencers in 5 target markets in pre-launch phase.

The idea is to include micro influencers with preschool kids in a testing phase, triggering the Ikea effect. We will offer them a 1 year free Premium plan in exchange for being our testers.

The table is our projection of the effect of this early marketing strategy:

Influencers	Markets	Awareness - number per influencer	Awareness - all influencers + all markets	Sign Up rate (5%)	Conversion rate - premium users (5%)
100	5.00	10,000.00	5,000,000.00	250,000.00	12,500.00

Our marketing mix will include performance marketing, lead generating campaigns, social network marketing, PR, content marketing and native advertising.

Since in our team we have a marketing expert and content strategist and writer, UX / UI and a graphic designer, we can do most of the marketing ourselves.

Investment needed

To develop, test and launch our first version, we estimate costs of about **30 000€.**

Our calculation foresees reaching the breakeven point in one year, with a total capital requirement of about **250 000€.**

Today, we, our team and Captain Bear, are ready to launch this adventure. We are aware that we have a lot of work ahead of us, but above all an exciting one. Thanks to the network we have created during this event and the resources planned for the selected projects, we will be able to take up this challenge.



Captain Bear’s Crew

We are an interdisciplinary remote team, spread all over Europe, willing to tackle the problems we face today to contribute to a better future.



Tom is an experienced digital product designer and consultant, speaker, mentor and stand up comedian, with over 15 years of experience across digital and organisational landscape. He is a creative entrepreneur, multiple startup founder, freelance community leader, well organised problem solver and a storyteller.



Marina is a young professional who graduated from an European university program in Management Sciences. In the past years she has gained experience in consulting, strategy and finance across different industries. Marina is a creative and entrepreneurial mind with the aim to discover the unknown and to innovate. She has been awarded four times for strategic research projects in different areas and won both startup weekends she participated in.



Rémi is an officer in the navy and has 20 years of expertise in aircraft maintenance and airworthiness. As IT architect, he now contributes to the transformation and the digitalization of his organization. He won half of the hackathons he participated in by having the right feeling for the best idea and joining the greatest team. He is also the father of two little bears.



Zeljka is a teacher by her education, children’s writer, creative entrepreneur in the edutainment segment and marketing expert (freelance content and copywriter, analyst and strategist). She enjoys projects that have a positive impact on society, believes that every step forward for a more fair and sustainable world counts and raises her two kids to be proactive and responsible citizens.



COME ABOARD!

TAKE PART IN A CAPTAIN BEAR'S ADVENTURES ON AN EXCITING ROAD TO BECOMING WORLD'S FAVORITE DIGITAL KINDERGARTEN TEACHER!

