Executive Summary
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Industry: Technology, Web App
www.mykomae.com

Communal Service Sharing Platform

Komae (ko'-may) is our version of the Greek word kómé, meaning village. We are entering through the highly viral market of parenting with a babysitting exchange app that allows parents build a village to care for their children. Future market expansions include pet sitting, carpooling, elder care, and more.

Product Description

Problem - Modern parents want it all- Work Life + Family Life + Social Life. The need for babysitting is increasing. Parents experience four main problems with this reality. 1) Dealing with the amount of **time** to coordinate. 2) Learning to **trust** someone with their children. 3) Working through mommy-**guilt**. 4) Affording the **cost**.

Solution - The Komae web app empowers parents to exchange free babysitting with a hand selected network or *village* of people they know and trust which both disrupts and expands the traditional babysitting market.

How It Works: 1) Parents invite friends to join their babysitting village. 2) Post a babysitting request. 3) Watch offers come in. 4) Choose the most convenient offer. 5) Drop off the kids and enjoy their free time.

Users hand select a private and secure network of villagers. Requests are only seen by individuals they have mutually agreed to sharing babysitting. These user-centered villages are interlinked and designed to exponentially spread via the network effect as friends invite friends to join their network.

The Komae cash-free economy uses Komae Points which are auto calculated, transferred, and banked using our exclusive formula based on the details of the sit. Users earn Komae Points by fulfilling requests and spend by having their children babysat by another villager. Parameters exist to prevent abuse of the system.

Pilot Group - In March 2014, Amy & Audrey started a tradtional babysitting cooperative to solve a pain in their own lives. In year one, 10 families completed 165 exchanges saving nearly $10,000 collectively. More parents were asking to join and some in other states asked if they could buy the system.

Minimum Viable Product - Mobile friendly web app beta testing began September 2016. 800 users acquired in less than 3 months. Continued development, feature roll out, and customer discovery are in place to prepare for market launch.

Market

Total Accessible Market - 25.5 million families in U.S. have children of babysitting age (est. 0-12yrs).
$50 billion current market which Komae will expand by making babysitting more trusted and affordable.
Social Impact Channels - Parents of children with special needs, refugees, single parents, families in poverty
Future Market Expensions - Petsitting, carpooling, elderly care, and more care or service oriented tasks.

Revenue Generation

Subscriptions - Premium Account subscription projected to be $10 monthly or $100 annually. Premium users have maximum features and flexibility. There will be a free account that is limited but usable allowing for native advertising. This number will be heavily tested and surveyed during the Beta Test period to assess the best market price.

Competition & Komae Advantage
Current Solutions - Online paid sitter booking services, traditional paid sitter, asking for favors, family, just stay home.

Komae reinvents babysitting by making sourcing a sitter easier, more cost effective, guilt-free, and exclusively with parents you know and trust. All while kids have play dates with friends. This benefits the whole family:

> **Parents -** Lives are made more **convenient**, last minute needs are **expedited**. **Save money** and **eliminate guilt** of accepting favors since villagers want to be chosen so they can earn Komae Points to spend later. Families receive **trusted care** by hand selecting villagers they already know and trust. Community is **built**, marriages are **strengthened**, **Privacy** is protected by an existing connection via Facebook or email address and agreement to terms and conditions are required.
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> **Children -** Instead having a teenage babysitter come, kids are dropped off at a friend's house to have **fun**! They develop **mentors** since parents can intentionally exchange with like-minded families.

Marketing Plan
Referral – Natural word of mouth and virtuous cycle is built in as parents experience the benefits of exchanging babysitting will invite others to build their village and share their smart mom tip. Users will receive a referral reward for inviting a friend to subscribe.

Promotions / Seeding program – Gather initial connection of influencers and give them free memberships in return for their incubating and being 'Mombassadors' within this program. Use existing mom groups to launch in communities.

Additional Marketing Plans - Paid marketing such as Facebook ads, SEO, SEM, and partnerships with corporations and bloggers that share our niche market. Public relations, app store downloads, and partnerships with mom groups and traditional co-ops across the country. Early discussions to launch through enterprise as a micro-benefit for employees.

Momentum -
Kickstarter- Sept '15- $20,442 raised + 159 backers
Female Entrepreneur Summit- Oct '15- $10,000 grant
TechPint Pitch Competition by Flashstarts- Dec '15- $1,000 grant
Northeast Ohio Student Venture Fund- April '16- $25,000 convertible loan
NEXTOhio Pitch Competition- April '15- $500 grant
Project Entrepreneur Accelerator- June '16- $10,000 grant + 5 week incubator at Rent the Runway in NYC
Flashstarts Accelerator- Sept-Nov '16- $50,000 convertible loan + 3 month incubator in Cleveland
Conscoius Venture Lab Pitch Competition- Oct '16- $10,000 grant
FUEL by The Bit Factory- Oct '16- $25,000 convertible loan + accelerator in Akron

Team
Audrey Wallace - Co-Founder - public relations, networking, sales, and brand visionary.
Amy Husted - Co-Founder - internal management, social media marketing, and product management.
Adam Skinner - Software Architect - full stack software developer
Andrew Husted - Adviser - planning and architecting the Komae App, overseeing the development teams, and ensuring the quality of all software products.
Gary Wallace - Adviser - strategize and execute technology initiatives through tech investments, implementation, talent acquisition, policies and budgeting.
Jon Grimm - Adviser - Experienced CFO & COO providing business mentoring, fundraising structure, equity and debt guidance, financial and strategic planning.

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