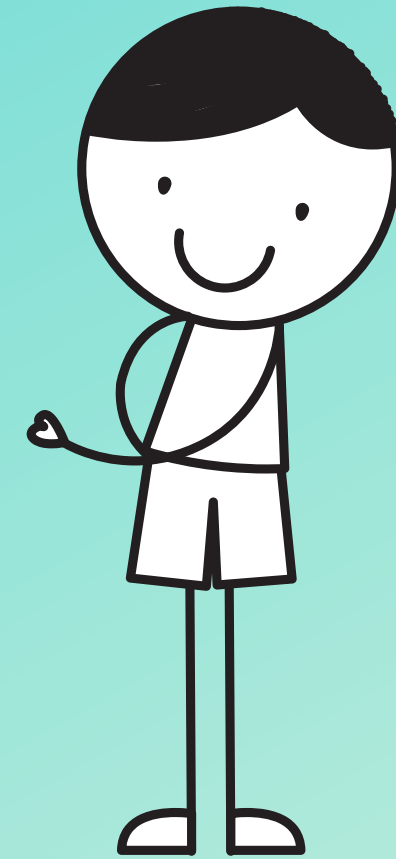


FriendOver

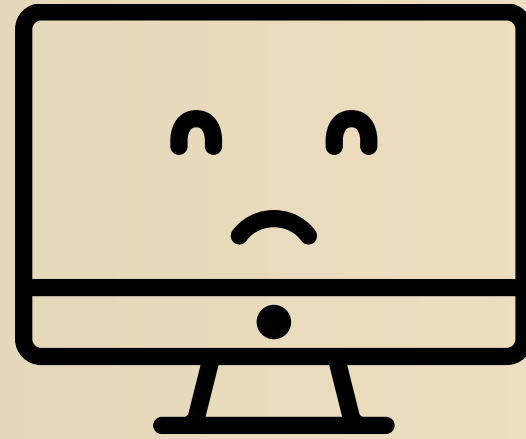
stay in (touch)





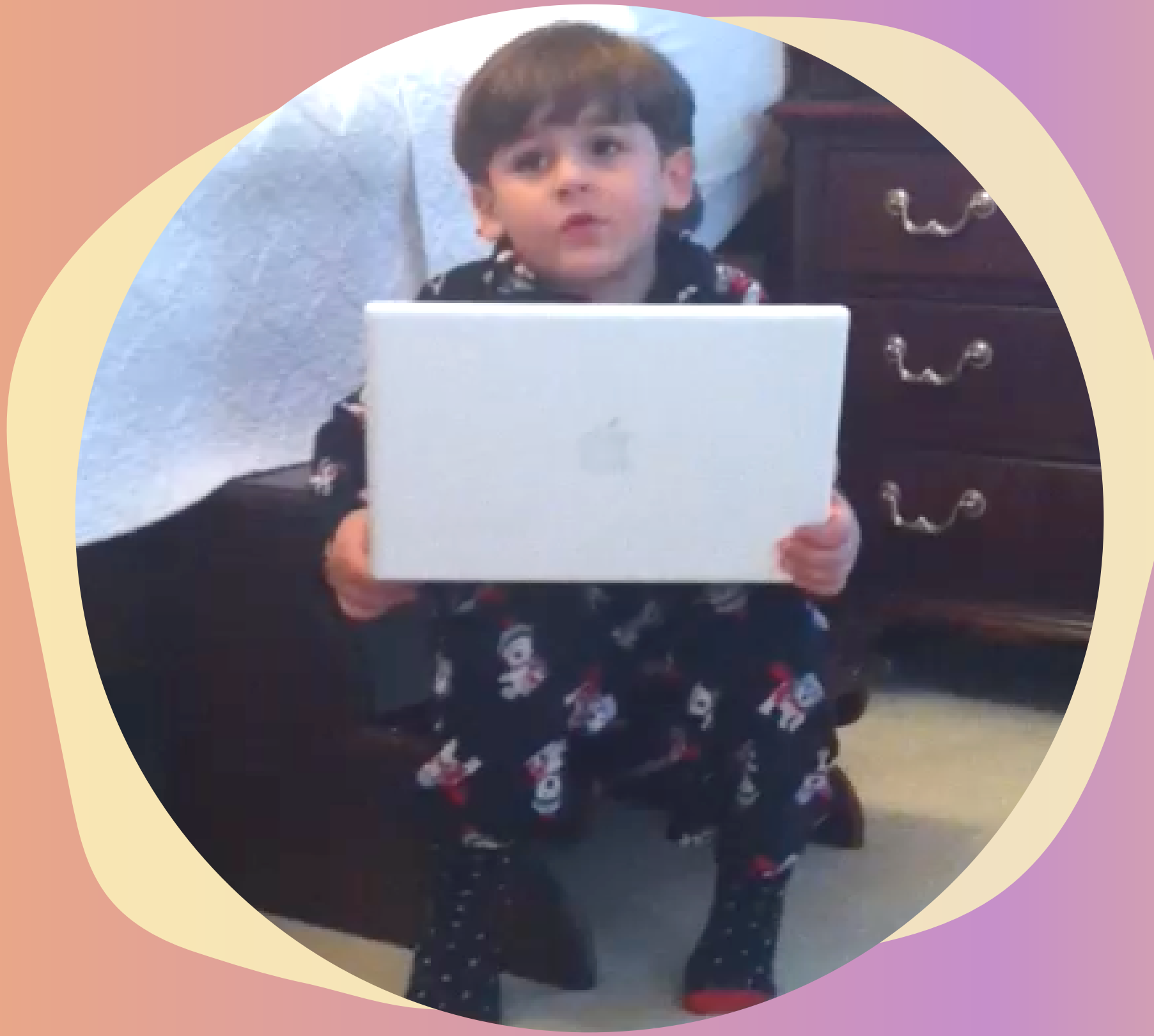
Physically-interactive play is essential to children's social, emotional, and cognitive well-being.





When kids are sitting online,
they can't engage in much
active, collaborative play.





see: my little
brother Danny
c. 2013

There are 50 million
American children aged 3-11.



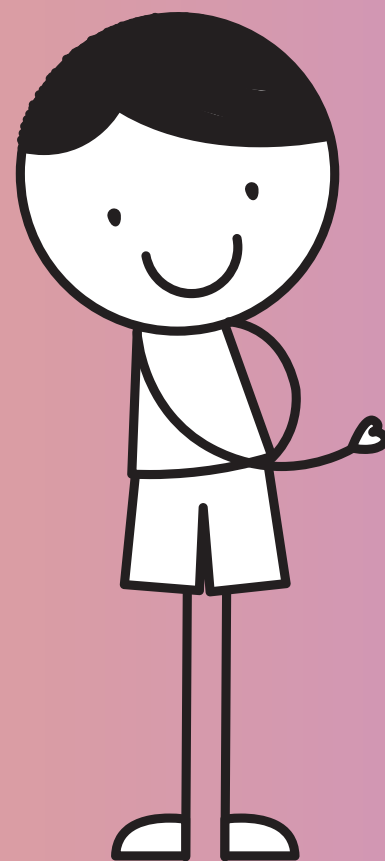
aren't getting enough quality
play time with friends.



So we designed

FriendOver

Just for kids ages 3-11.



Kids

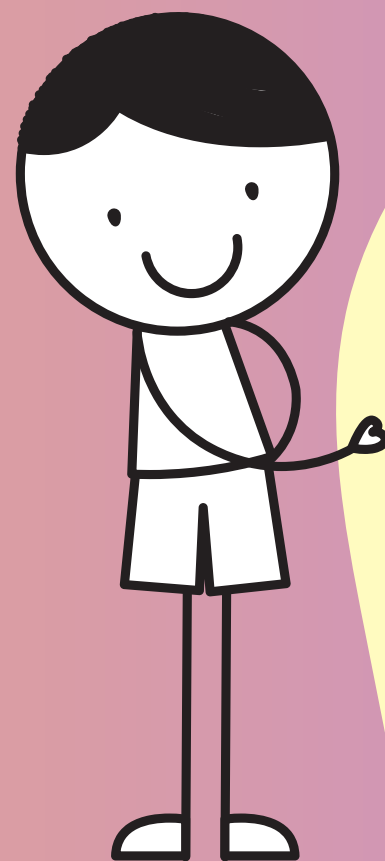
Motion-activated, collaborative games from anywhere! Plus integrated video, chat, and screen-share.



So we designed

FriendOver

Just for kids ages 3-11.



Kids

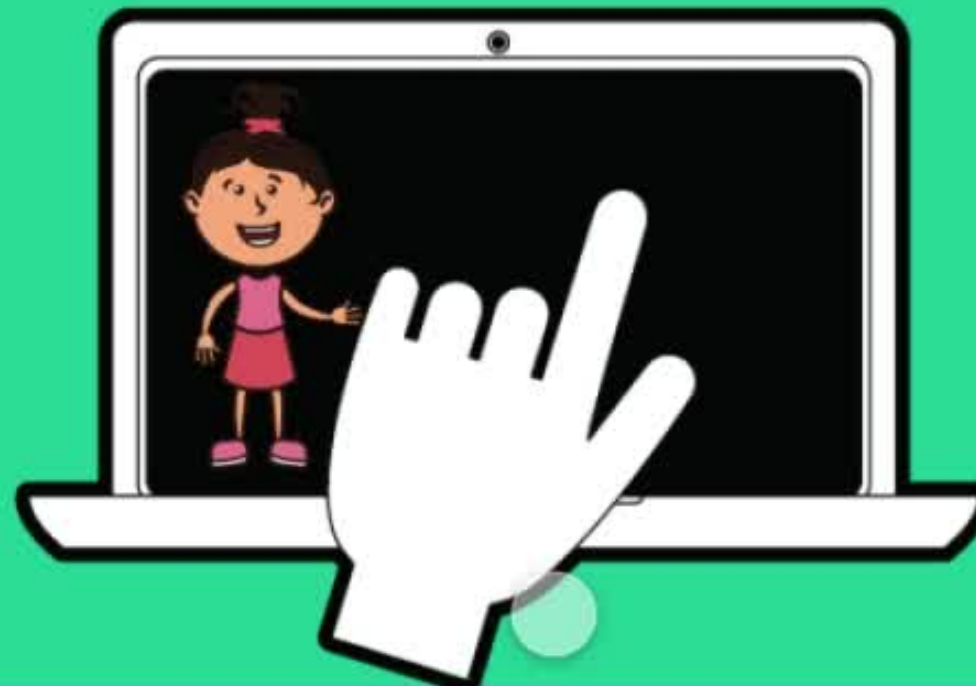
Motion-activated, collaborative games from anywhere! Plus integrated video, chat, and screen-share.

Parents

Safe, stress-free play + streamlined scheduling.

FriendOver Tennis Demo

Hi Renee! Before you play:



Follow the prompts on screen to calibrate your
movement to your device!

We have a simple, subscription-based pricing model.

Starter Pack

\$4.99/month

3 games

tennis, boxing, mafia

Full Pack

\$8.99/month

7 games

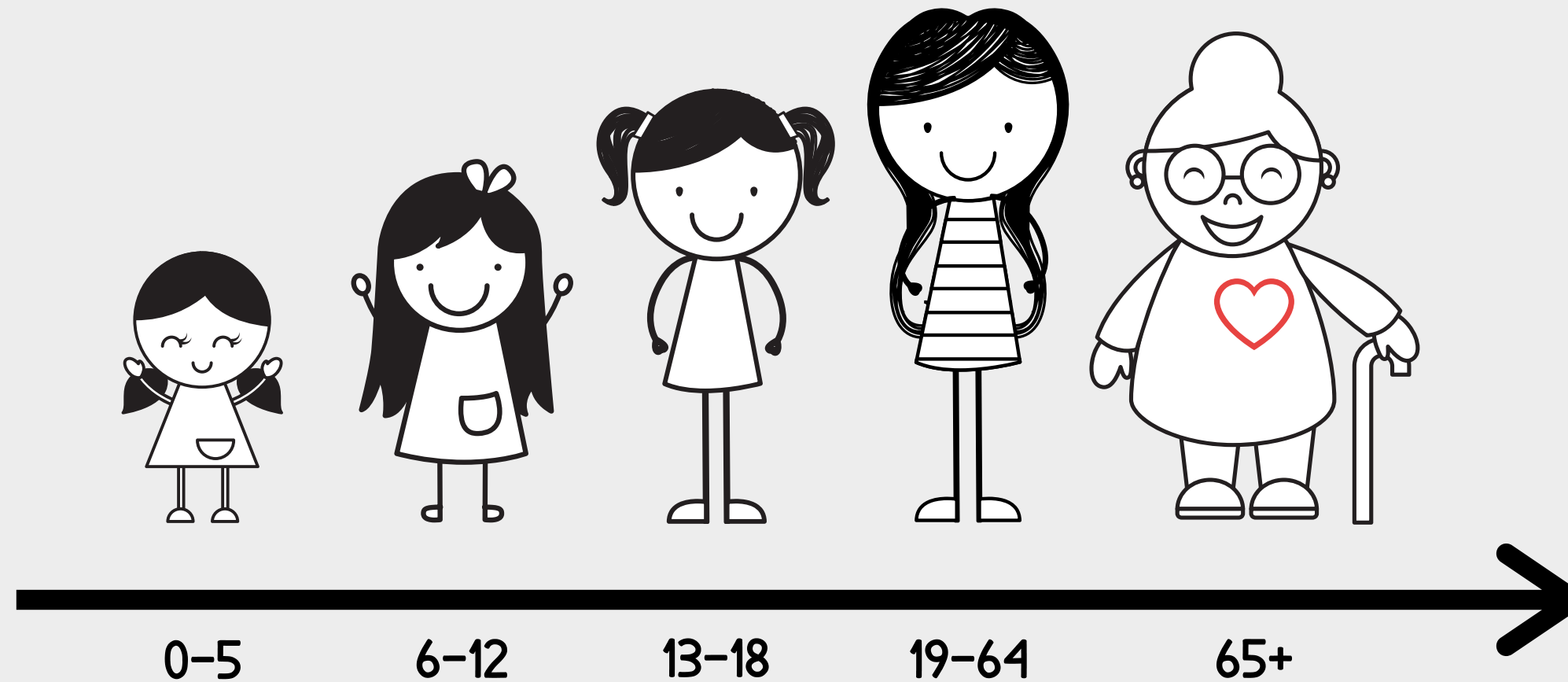
*tennis, boxing, mafia,
pictogram, slice, dance,
follow the leader*

No-console, motion-interactive games = boundless possibilities.

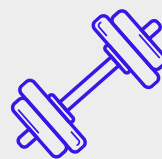
We can apply our tech to new games to upsell in the future.

And we'll grow with our users!

This beachhead market expands from ages 3-11 to teenagers, young adults, parents, and even the elderly.



Age-Defying Games



Applications to remote fitness + dance training



Combating social isolation among the elderly

Kids and parents are standing in line for this solution.

By the numbers:

52%

of the 42 parents we surveyed offered to let us pilot FriendOver with their child

36

Parents from 3 countries have already signed up to be 1st in line to purchase FriendOver when it launches

9

Test playdates. Kids engaged in 4x more conversation with a friend than with video calls alone, and asked to "play" with the friend again the next day.

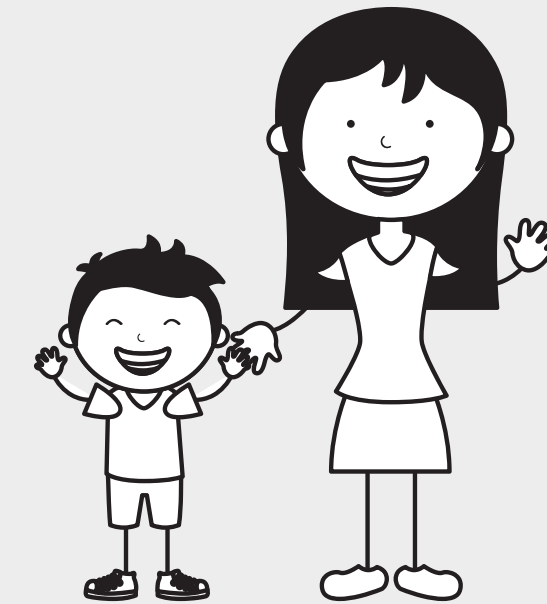
Success looks like:

Kids ages 3-11 choosing active online play.



we'll measure...

- number of users
- user growth rate (network effects)
- feedback from child and parent post-surveys



...if we succeed, we'll see:

- kids: 60% "choose rate" over inactive games
- >500 users in year 1, positive growth rate.
- positive parent feedback on value prop.

We have the right team:



Renee Yaseen

Founder, CEO
Economics, Developmental
Psychology



Chris Hunt

Co-Founder, CTO
Computer Science



Daniel Yaseen

Boy, Age 9
User Experience and
Ideator



Sophia Abraham

Graduate Mentor
Computer Vision



Jae Chang

Back-End Software Developer



Jordan Helmkamp

3D Game Animator



Corbyn Carlson

3D Digital Designer and Animator



Ryan Moore

Newsletter, grant writing



Maggie Clancy

Psych Research and Pilot
Testing, Newsletter



Marketing/Sales

Actively Looking!

Here's how we'll reach our next few milestones:

\$50,000 total costs over the first two years of operation



\$2.5k + Leadership Lab

We'll continue saving toward a professional developer.
Goal: \$35k by March 30



Completed MVP

Immediately serve our first, pledged 36 customers.



5-10k Users by Year 3

Schools, parent networks, homeschool and community organizations.



A photograph of a group of people, mostly women, looking at their smartphones. The image is slightly blurred and has a warm, orange-tinted overlay. Overlaid on the image is the word 'LOOKUP' in large, bold, sans-serif capital letters. 'LOOK' is in a dark green color, and 'UP' is in a bright red color.

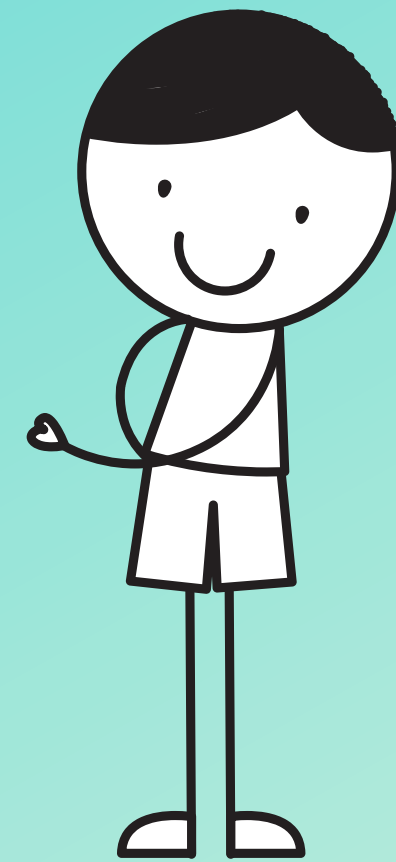
LOOKUP

More industry mentorship in CV

Experts in tech-life balance with children and families as a focus to help us improve and diversify our product



FriendOver



Stay in Touch:
renee@friendover.net
chris@friendover.net

Or go to www.friendover.net for more!

Q & A and Appendices

Frequently Asked Questions

Q: Can your team build this? Why do you need a professional developer?

A: We can build it, and we are currently doing so.

FriendOver uses computer vision and machine learning functions that are taught in undergraduate courses. We have a Computer Vision P.hD candidate, Sophia, mentoring our developers weekly as they build.

Nevertheless, we want to get our product out while it can still ease the affects of COVID-19 on families. Hence, we are raising funds for a professional to take over the simple interactive infrastructure we've built and complete it quicker than we can.

Frequently Asked Questions

Q: How much money have you raised so far?

A: Just \$5k. We haven't used any of it yet. Building our own simple MVP will be very capital-light.

Q: Will your product lose relevance when COVID subsides?

A: No. The market for webRTC communication tech like ours is expected to grow at a CAGR of 43.4% for the next 7 years. With FriendOver, we're trying to ensure that the tech that satisfies this market need will improve kids' quality of life. We're less expensive than console games but just as fun for the whole family.

Frequently Asked Questions

Q: What if FriendOver leads to kids spending even more time online?

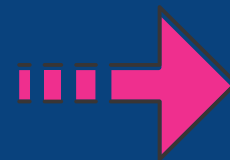
A: FriendOver has weekly playdate limits that parents set when they register.

We know kids are spending more time than ever online. But we figure if they're going to be online, they might as well get up out of their chair and do so actively with a friend.

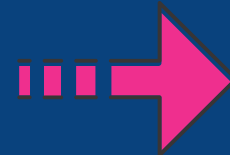
Business Model

5,000 - 10,000

Estimated
Customers
in first 2 years



\$4.99/month
Starter Pack
3 games



\$8.99/month
Full Pack
6 games

=

\$420k - \$840k
Projected Revenue
(two-year figures)

Fixed Costs

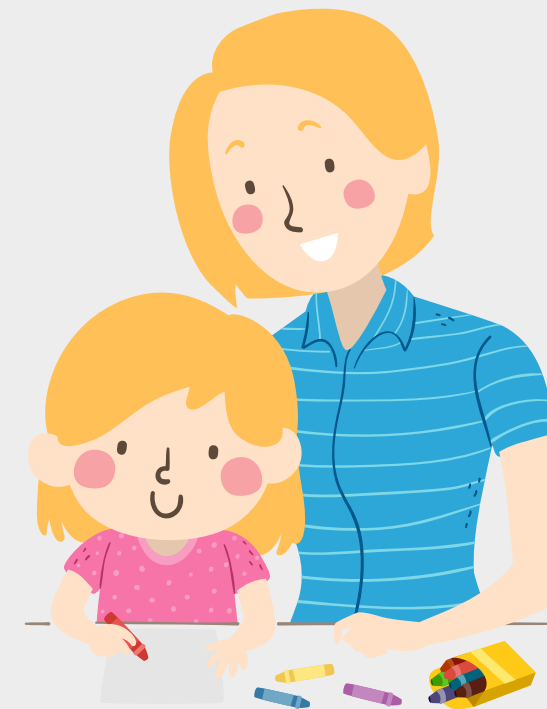
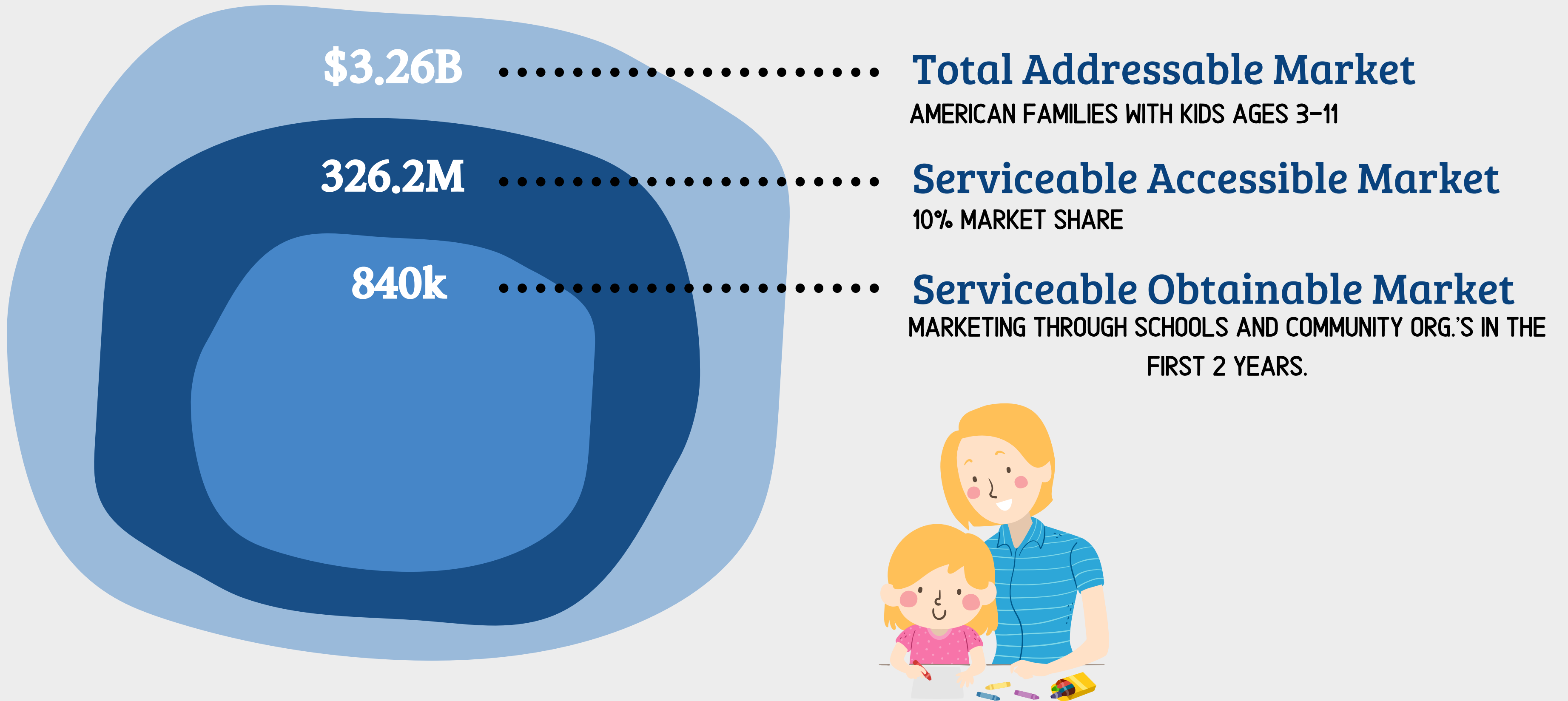
Patent: \$10,000
Domain name: \$15
Software Developer: \$35,000
Marketing/Sales Campaigns: \$2500

Variable Costs

Facebook Advertisements: \$50/month
Site Maintenance: \$250/month
Youtube advertisements: \$350/month

Market Sizing

The Market for WebRTC Communication is expected to grow at a CAGR of 43.4 % from 2020-2027



Marketing and Sales

Our Target Customer:

They are...

- Working parents between 30-50 years old.

They want...

- Low-stress, low-cost, non-"brain-melting" play time.
- Safe, productive entertainment they don't have to think much about

They can be reached best through....

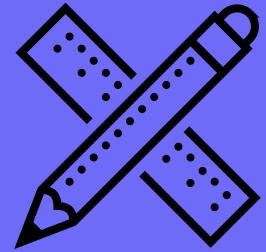
- Targeted Facebook ads (Most success per dollar in clicks, subscriptions, and interview requests on Facebook)
- Word of mouth/referral from our weekly Parent Newsletter

The Strategy:

1. Direct Marketing: personal relationships, social media messages, email flyers, newsletter for subscribers.
2. Youtube Advertisements to reach target user (kids)
3. Facebook ads to reach target customer
4. Growth marketing to working parents
5. 1-year free classroom pilot access for schools. Even on conservative 10% callback rate, school cold-calling yields 5k-10k customers in the first two years.

Three-Year Milestones

Year 1 (Current)



-Wire frame full prototype; 5 weeks "in-house" development.

-Finish financial model + business plan

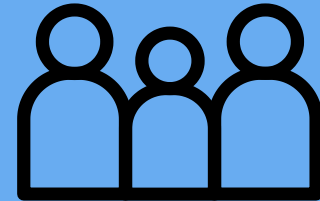


35k for 12-week software developer



- Patent name, brand, and fully playable product
- incorporate to LLC

Year 2



Hit the ground running with product launch in April 2021

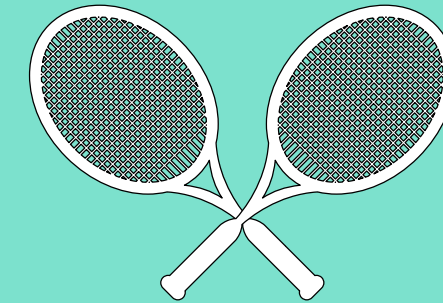


Pilot in 40 classrooms for free nationwide



Acquire 800 paying customers by mid-year

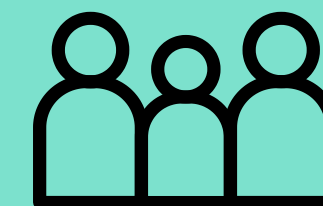
Year 3



Acquire 3000 paying customers by mid-year



Raise \$50,000 in capital on Kickstarter



Acquire 5000 paying customers by the end of the year

Use Case #1

Real Quotes



Jennifer Henley

Age 36, Accountant, Mother of two boys ages 3 and 6

Discretionary Income: \$32,006

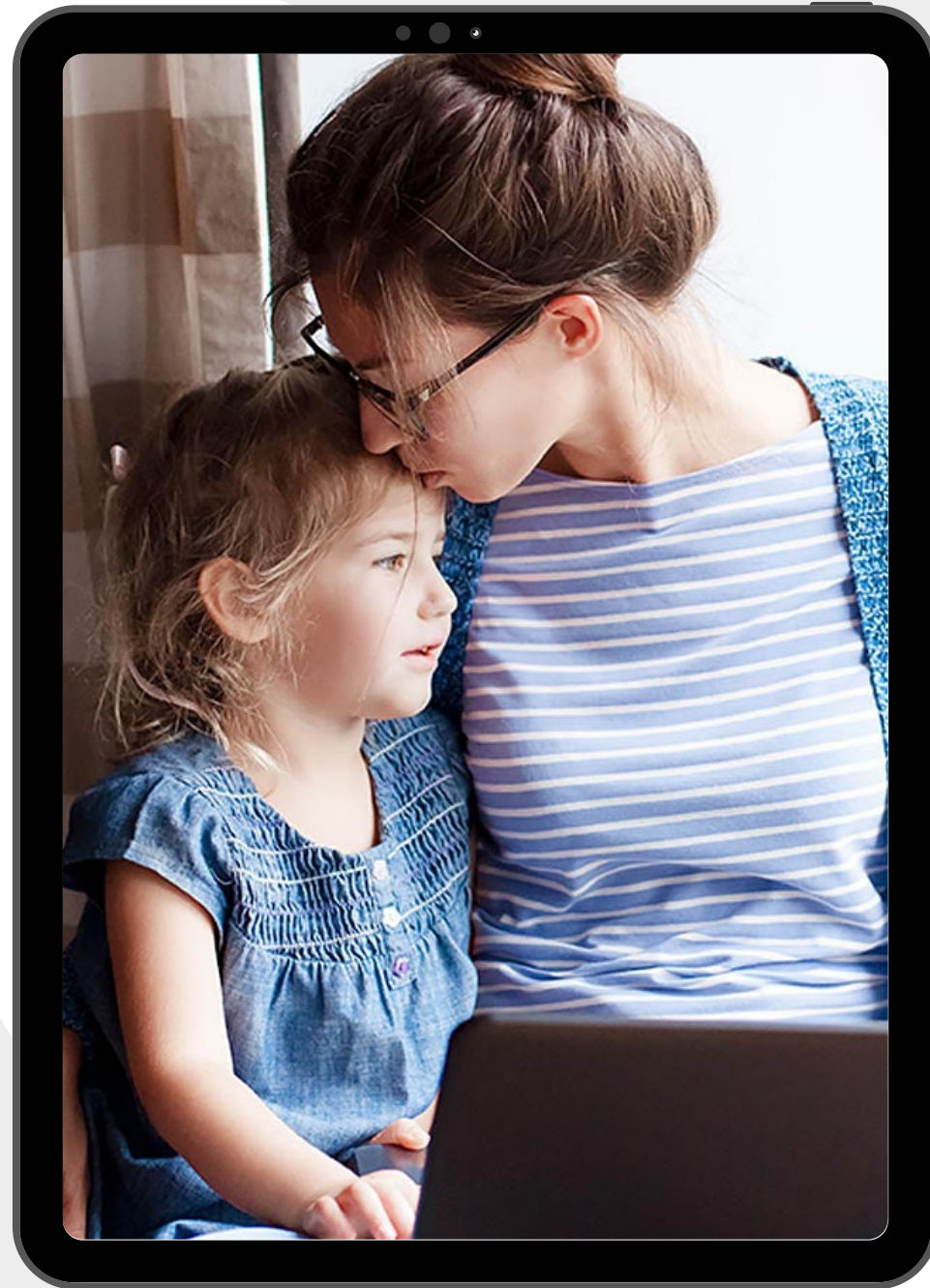
"Zoom is good for talking regularly w/ family. not great for friend interactions - kids lose interest, don't know what to talk about. They can't "play" on zoom."

"having regularly scheduled weekly social hours would help but I'm too overwhelmed to coordinate it."

"The kids' screen time has increased exponentially during quarantine. My kids never used to watch tv/go online. Now they are online for hours every week day while my husband and I are working."

Use Case #2

Real Quotes



Lynn Jarrett

Age 31, stay-at-home mom of two girls ages 4 and 8

Discretionary Income: \$19,237

"My daughter usually talks more and always has stuff to speak about with other kids in person but she is not the same with online social media"

"My concern is that my child won't have children their own age to model age appropriate play with [in quarantine]"

"zoom doesn't work for the little ones (5-7)."

Use Case #3

Real Quotes



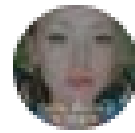
Dave Reynolds

Age 45, Teacher, father of kids ages 2, 5, and 7
Discretionary Income: \$26,000

"My children are not overly interested in video chats."

"We have only been gathering outside. What will happen when weather gets cold?"

"[I'm concerned] he might get addicted to nonproductive or harmful online games. That he might meet people who are not good for him"



Desireé Giihliit Jaat Scotchman

I really wish I could play this game with my son, nieces and nephews. Kinda sucks that I can't... I don't see the point in having the option for your kid to send you drawing but you can't guess at all. Or vice versa... Really hoping you guys change this.



19

Like · Reply · 16w



Tiffani Alexandria Heiskell

So why can't we go back and forth? Where is the fun? I don't get it? Also, why can't we send our kids videos, pics, gif or memes? I'm tempted to forget the app. There are others out here. But, I, as their parent and guardian and one that set them up on this, can't even send or share to them memories that pop up!



15

Like · Reply · 21w



Gabi Wenzelow

I like to play tic-tac-toe or checkers with my grandson there are no game options.

Like · Reply · 5w



Author

Messenger Kids ✓

Thanks for asking, Gabi! Please let us know the games you'd love to see added here:

<https://www.facebook.com/help/contact/26822888325632>

3. Thank you! -Mikala



Rita O'Connor

My daughter is very upset. Some of the games on messengerkids app disappeared. Specifically she wants to know where the ice cream, sushi cat, stinky fish, pig, house, ghost, and panda and bear game went? Do the games get rotated out? Will they be back? Is there another way to access them? Please let me know. She is very upset.

Like · Reply · 24w



Carrie Chavez

Is there a way that we can draw a picture for them to guess?

Like · Reply · 20w



↳ 2 Replies



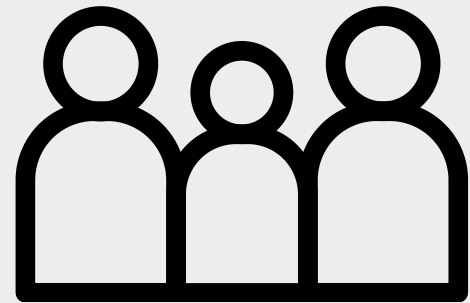
Robyn Oldford

My child plays the snake egg game every time he chats with relatives but today it's gone. How can we get it back? He had it for 3 months and poof it's gone.

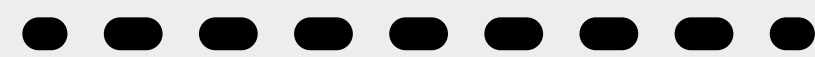
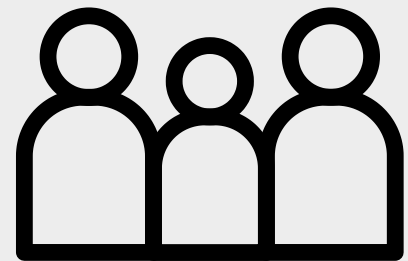
Like · Reply · 16w

↳ 1 Reply

Market Sizing Details

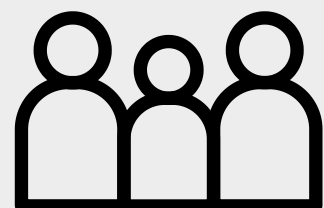


23.7M U.S. families of kids ages 3-11
at pricing: 4.99/month and 8.99/month



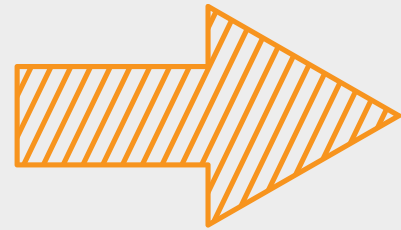
10% Market Share

we have very few direct competitors, we drive a wedge through the WebRTC market to fill a need that isn't being met.



Assume 5-10k customers in 2 years
Marketing to groups (schools, groups of friends)

Why can we access 5-10k customers by year 2?



Cold-Call an average of 5 elementary schools every day for 2 years, say we'd grant them free classroom access for a year

Assume 10-20% respond + agree

Assume each school approves use in an average of 1.5 classrooms, each with 30 kids.

Assume each kid has a family, and 30% of those families decide to buy access for their child at the end of the year

That's 4,827 - 9,855 customers, depending on the initial response rate of the school being 10 or 20 percent.



JusTalk Kids

3-day free trial
\$3.99 a month for premium
Selection of games is dismal
Awful parental controls



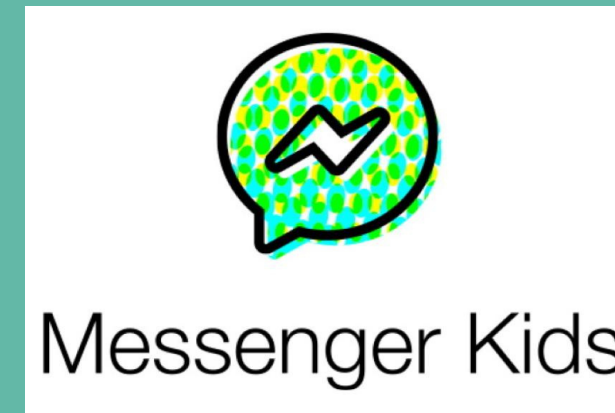
Houseparty

Free to use for all
Additional in-app purchases
Good, safe platform
Does not physically engage
Outdated



Zoom

Free Personal Meetings
Screen share, recording, etc.
\$100+ / Year for Teams/Businesses
No engaging platform for kids
Sells data / privacy trouble



FB Messenger Kids

Free to use for all
Yes -> parental controls
Tough platform - social media worries
Parents upset - couldn't play games
with kids



Skype

Free Personal Meetings
\$10 / Month for Teams/Businesses
No engaging platform for kids
Sells data



FaceTime

Free to use for all
Safe and convenient
Can play with filters
No actual games

On coronavirus lockdown, gamers seek solace and community in video games

Jazmin Goodwin USA TODAY

Published 12:00 p.m. ET Apr. 3, 2020 | Updated 3:57 p.m. ET Apr. 9, 2020



the negative effects of prolonged isolation."

In its early years a solitary pursuit, gaming has become a virtual hangout for players. Kelley says the community she's found in gaming has been paramount in getting her through her self-quarantining. Especially as the timeline gets longer. On March 29, President Donald Trump [announced](#) the administration's extension of nationwide social distancing guidelines to April 30.

"I wouldn't be able to get through my own self-quarantining if I didn't have this community of people I can communicate with on a regular basis. That goes from playing games with them to just chatting about what's going on," Kelley said.

Many forms of gaming, especially multiplayer games, have increased levels of social presence – including the ability to share screens and interact with characters, Forsyth says.

"It creates this feeling of togetherness, true presence, that you're no longer distant from another person. It completely satisfies the need for belonging," Forsyth said.

Scalability

- **Connecting on snow days, rainy days, snow-day P.E.**
- **Dance Lessons - fitness classes**
- **Scale up from kids to teens and adults**
- **Strict parents - "I don't want my kids to go to their house"**
- **Connecting with the elderly, who face serious social isolation**
- **Neurodivergent kids - young kids with autism needing full-body engagement during play time at home**

Will our product lose relevance
as COVID subsides?



No. Here's why:

1.) The Market is Rapidly Expanding

"The global web real-time communication market size is estimated to reach USD 40.6 billion by 2027 growing at a CAGR of 43.4% from 2020 to 2027, according to a study conducted by Grand View Research, Inc."

"Web real-time communication (WebRTC) enables real-time communication capabilities over browsers without having the need to install additional plugins."

No. Here's why:

2.) Our competitors can't innovate fast enough (literally)

From Cloud Economist Corey Quinn, Duckbill Consulting Group, via Silicon Angle:

"In addition to dealing with fluctuations in demand, companies are now trying to adapt to a new way of operating... Therefore, most enterprises are not making significant investments in new capabilities."

TL;DR Zoom has not reached economies of scale.

No. Here's why:

**3.) Winter
is Coming**
(that means less
outdoor playdates,
and possibly a third
wave of infections)

"the odds of catching the coronavirus are nearly 20 times higher indoors than outdoors. Outdoor gatherings lower risk because wind disperses viral droplets, and sunlight can kill some of the virus."

- The New York Times