

# *kinderly*

## THE CHALLENGE



#### Strict Government Guidelines

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Parents Want Visibility

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#### Strict Government Guidelines

Parents Want Visibility



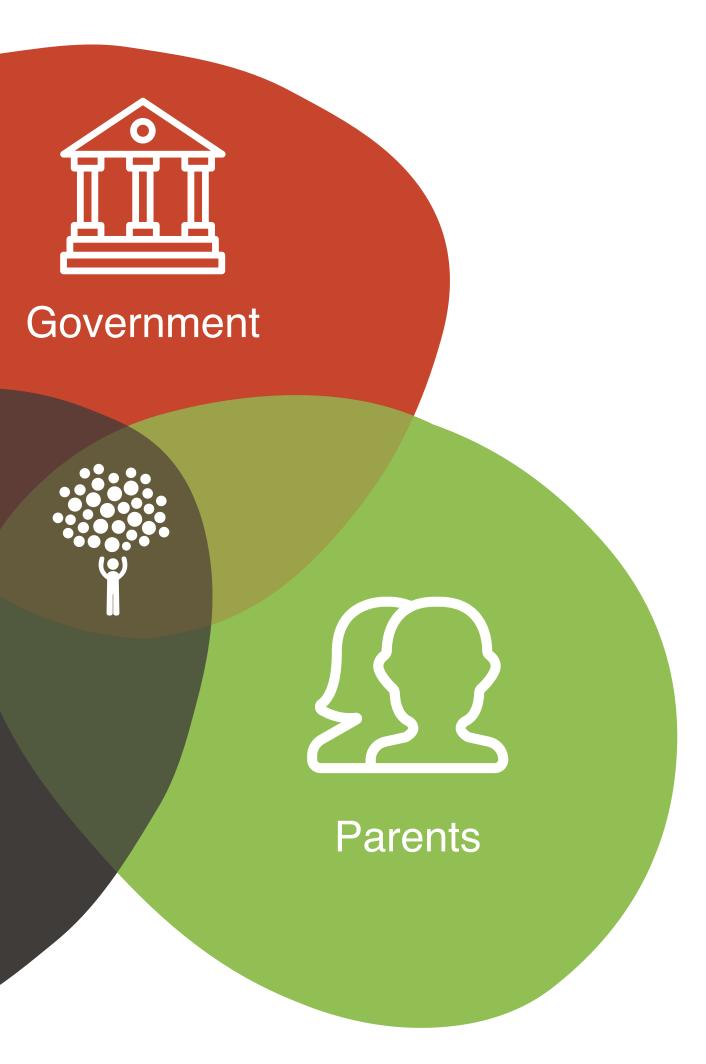
#### Mandatory Teacher Training

## THE SOLUTION

KinderlyLearn and KinderlyTogether



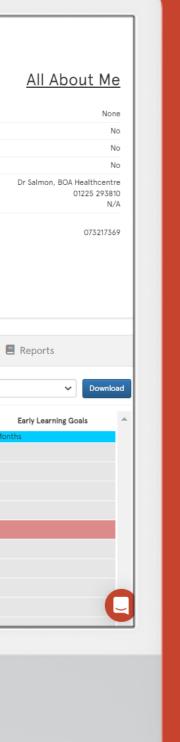
Childcarers





		Kay Walker Age: (69 months) Kay is in Kinderly G Gender: Date of Birth:	hs)					
	Reyal	Key Worker: Start Date: Parents: Mother Kinderly	N/A	No Key wo End Date:	orker associated to this child N/A	EYPP (England): Doctor: Phone: Out of hours: Emergency Contacts: Cara Barron (Aunty)		
	E Summary	신 Development	T Observations	র্কে Support Ideas	Postcards	네 Diary	🚰 Media	8
	lick a framework: elect from the drop down to automatica	ily switch between your selected frameworks.		Birth - 11 months 8-20	) months 16-26 mont	ths 22-36 months	30-50 months 40-60+months	
	Personal, Social and Emotional Development	Making relationships Self-confidence and self-awareness Managing feelings and behaviour						69 Month
	Physical Development	Moving and handling Health and self-care						
lker (69 Months) rk: EYFS 2021					_			
rsonal, Social and Emotional Development	Making relationships Sense of self Understanding emotions Listening and attention	Range 1 Range 2 Range 3	Range 4 Range 5 Range 6	_				
ommunication and Language	Understanding Speaking							
Physical Development	Moving and handling Health and self-care							
Literacy	Reading Writing Number							
Mathematics	Spatial awareness Shape Pattern Measures Comparison Counting Cardinality							
	Composition People and communities The world							
Understanding the World	Technology							

### PRODUCT



Tracks child's learning progress

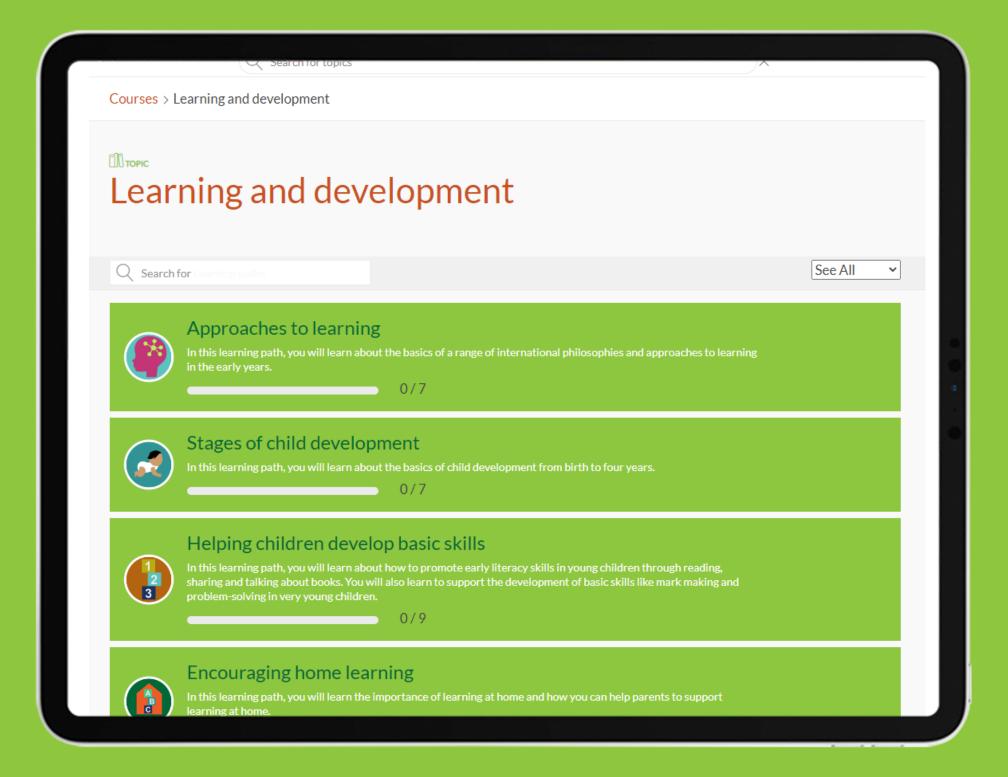
Engages parents via a simple intuitive interface

Reduce time spent on government guidelines

Enhances nursery operations







### PRODUCT

• kinderly learn Bite-size Personalized Staff Training Software

Bitesize training and CDP for nursery staff

Group learning creation for nursery managers

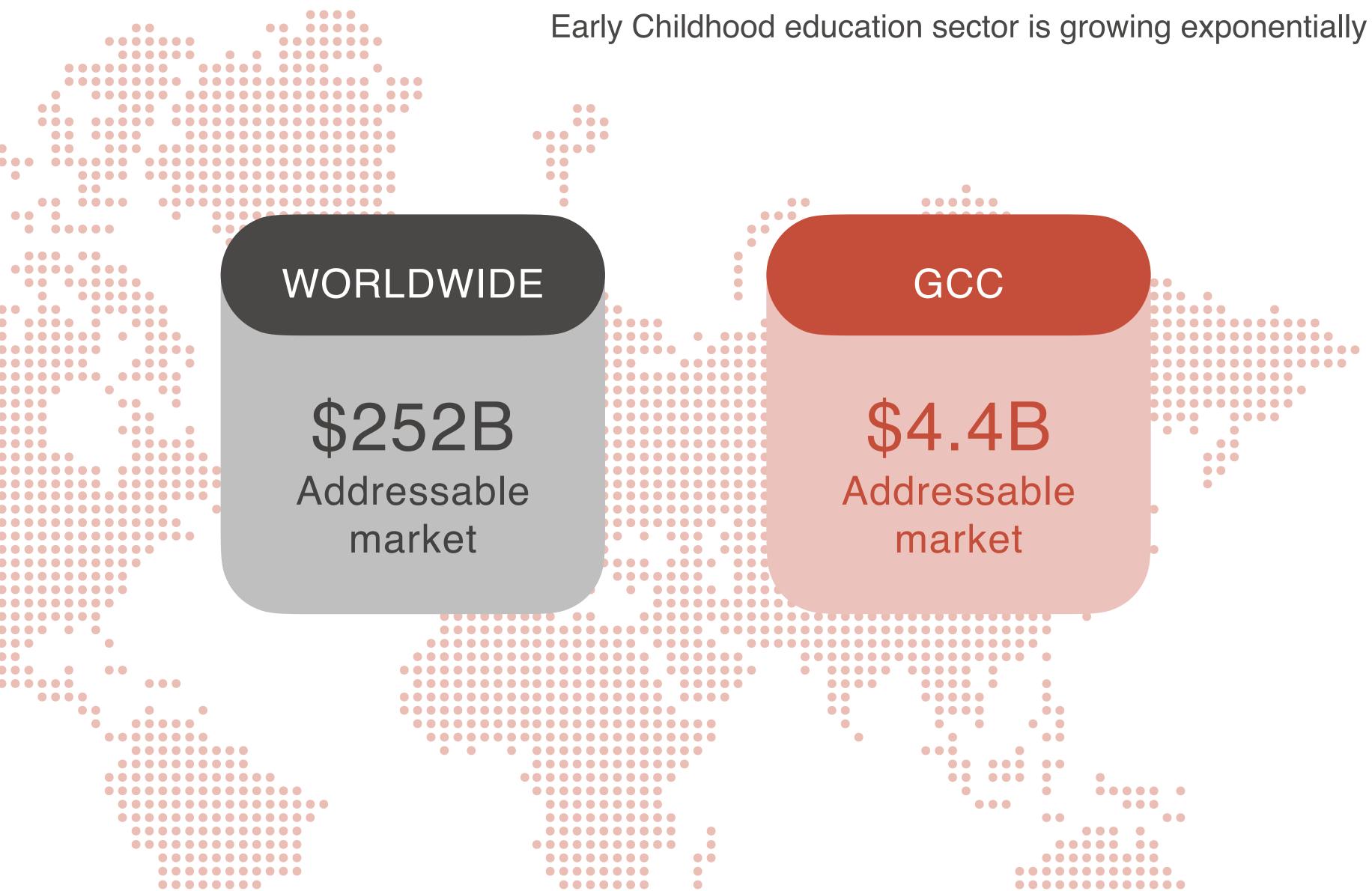
Tailored content is accessible, affordable and engaging

Nursery managers have full oversight

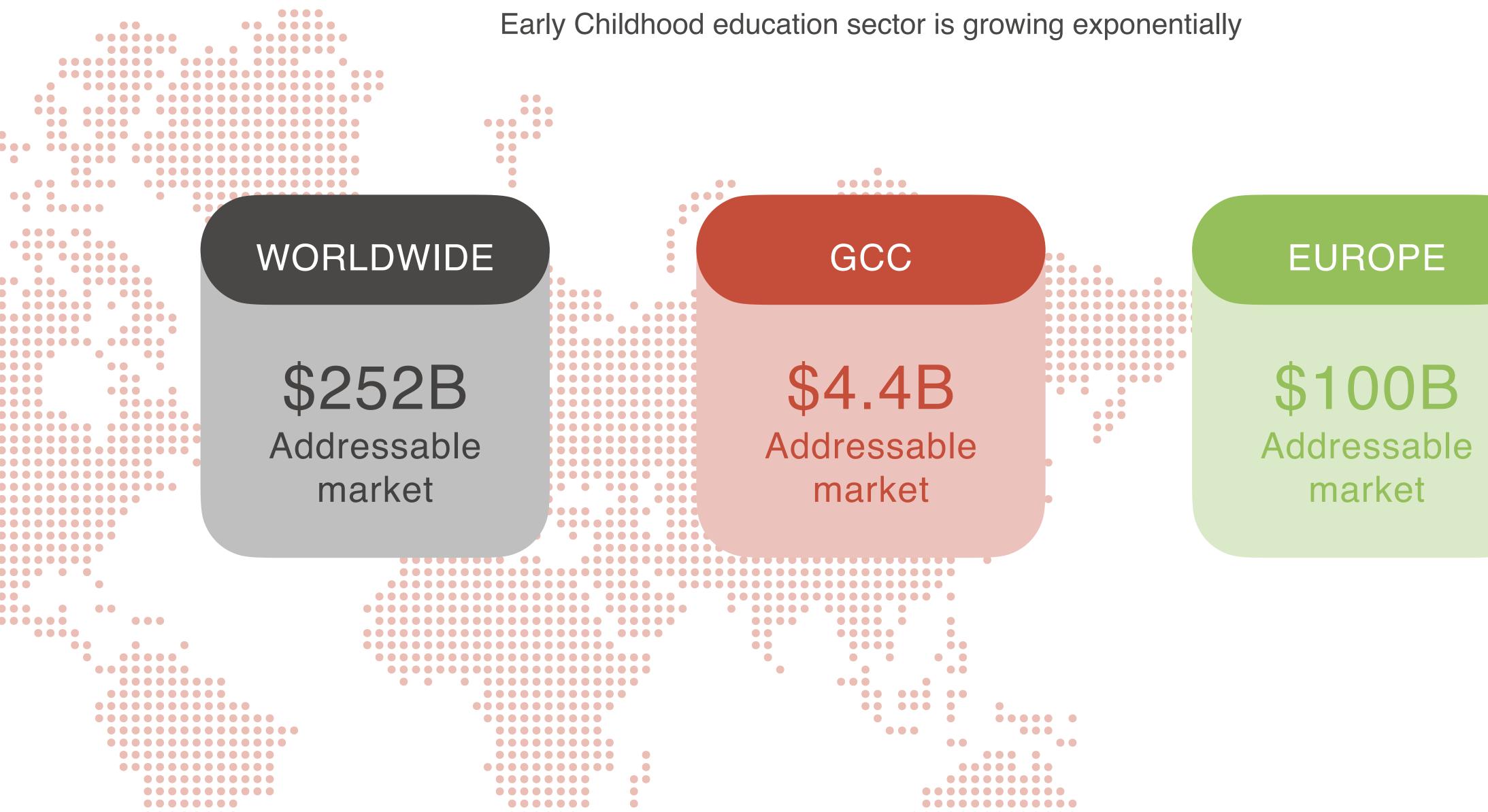
## MARKET



## MARKET



## MARKET



## **BUSINESS MODEL**



#### 250 - 700 USD annual fee per nursery





#### 15 USD per month

SaaS Revenues





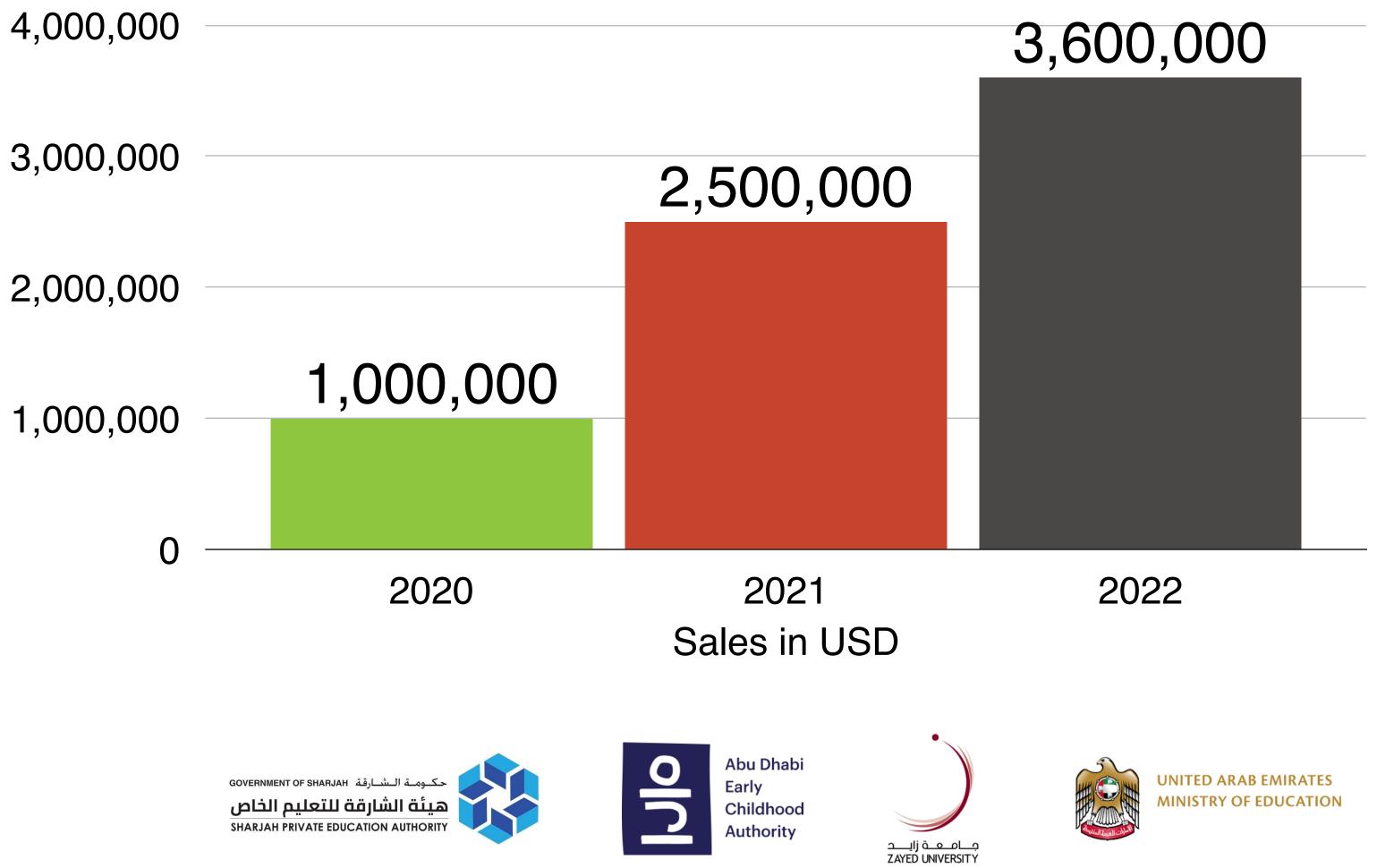
500

5



90% Retention rate

40,000 Nursery staff trained





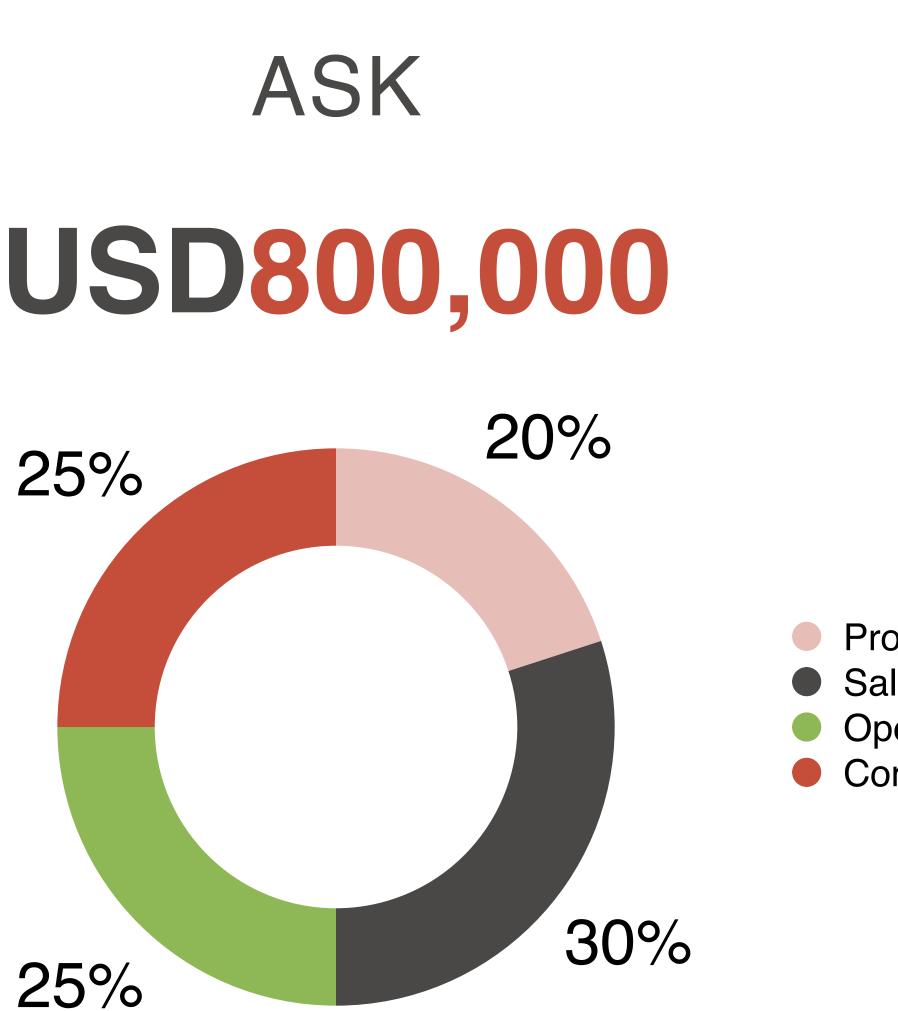


## 10,000

#### Digital Products Sold













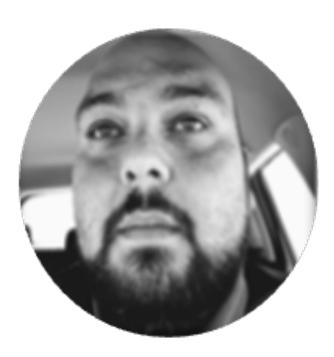
- Product Development
- Sales & Marketing
- Operations
- Content Development







#### Our highly experienced core team



#### Raffi Jobanian Co-Founder and COO

Microsoft







Tasmin Grimmer Head of Content



Hilary Preece **Content Writer** 



Carole Edmonde Content Writer





#### **Geraint Barton** Co-Founder & CEO





#### Tom Chamption CTO stf.



Philippa Glass Head of Marketing



Tanit Curry **Content Writer** 



Ross & Alison Midgley Content Writer



Join us for a brighter future for our children



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## **%** kinderly