

Violette

- Bauer Doski (Psychic)
- Rutvik Joshi (The “Ruth”less Coder)
- Kelly Macshane (Industry Techie)
- Krishnakant Mishra(Serial “Monster” Drinker)
- Yashwanth Nanda Kumar (\$\$\$\$\$)



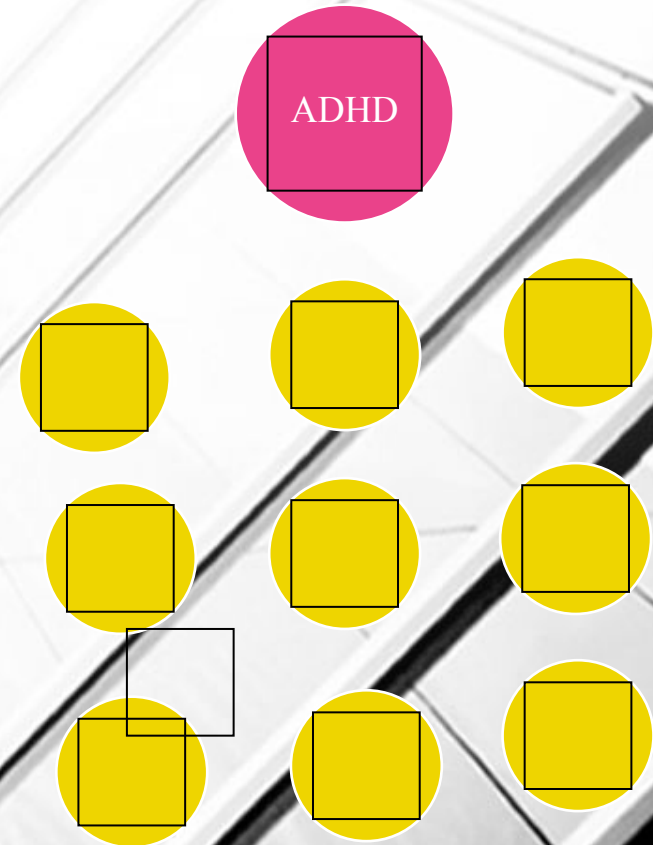
Pitch Overview

- Challenge Statement
- Personal Inspiration
- Solution
 - App Demo
 - 7 Principles
- Value Propositions
- Customer Segment
- Current Competitors
- Channels, Key Resources, Key Partners
- Cost Structure & Revenue Streams (Sustainability)
- Key Metrics
- Potential Challenges
- Future Scope
- The Team

Challenge Statement

Attention - Deficit Hyperactivity Disorder

- 5 Years ago there were 4 million kids diagnosed (NIH)
- Today its a staggering 6.1 Million Kids (1 in 11 kids)
- Personal Inspiration



Solution

- Create an Interface for Parents and Kids to interact
 - Play major role in the child's development
- Contains activities focused at (2 issues)
 - Inattentiveness, Hyperactivity
 - Daily quizzes
 - Focus retention Stories
 - Infuse the 7 principles of Humanity
 - (Compassion, Empathy, Forgiveness, Integrity, Kindness, Respect, Self-Reflection)
 - Understand Personality “Pictures”
 - Perception Puzzles

Application Flow

Application Flow

Value Propositions

- Parental Children – Interface
- Customizable
 - Parent decides what quizzes to provide (not machine randomized)
 - Integrates a multitude of tools
 - Reward System – with additional features

Customer Segments

- B2C model
 - Parents/Kids
 - Non Governmental Organizations(Purchase Bulk Licenses)

Current Competitors

- 2 Types of Competitors
 - Apps
 - Present Information
 - ADHD tests for performance analysis
 - Websites

Channels, Key Resources, Key Partners

- Channels
 - Android App
- Key Resources
 - DataBasis
 - Parse API's
 - BaaS
- Key Partners
 - Community Volunteers
 - CrowdFund Information

Sustainability

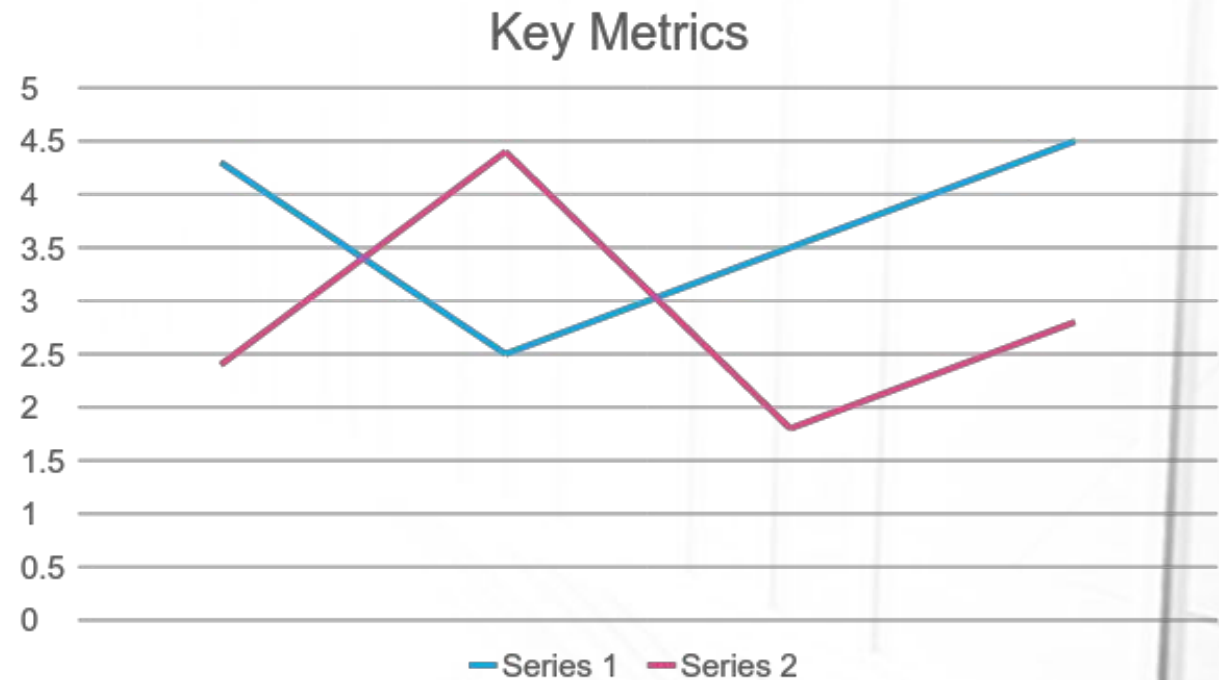
Cost Structure & Revenue Streams



- Cost Structure
 - Server Maintenance
 - Developers
 - Marketing
- Revenue Streams
 - Freemium Model
 - In – App Purchases
 - Fund Raising
 - Donations from Happy Parents
 - X Factor (Donation of 1 for every 2 Premiums sold)

Key Metrics

- Number of Downloads
- Number of Super Saiyans



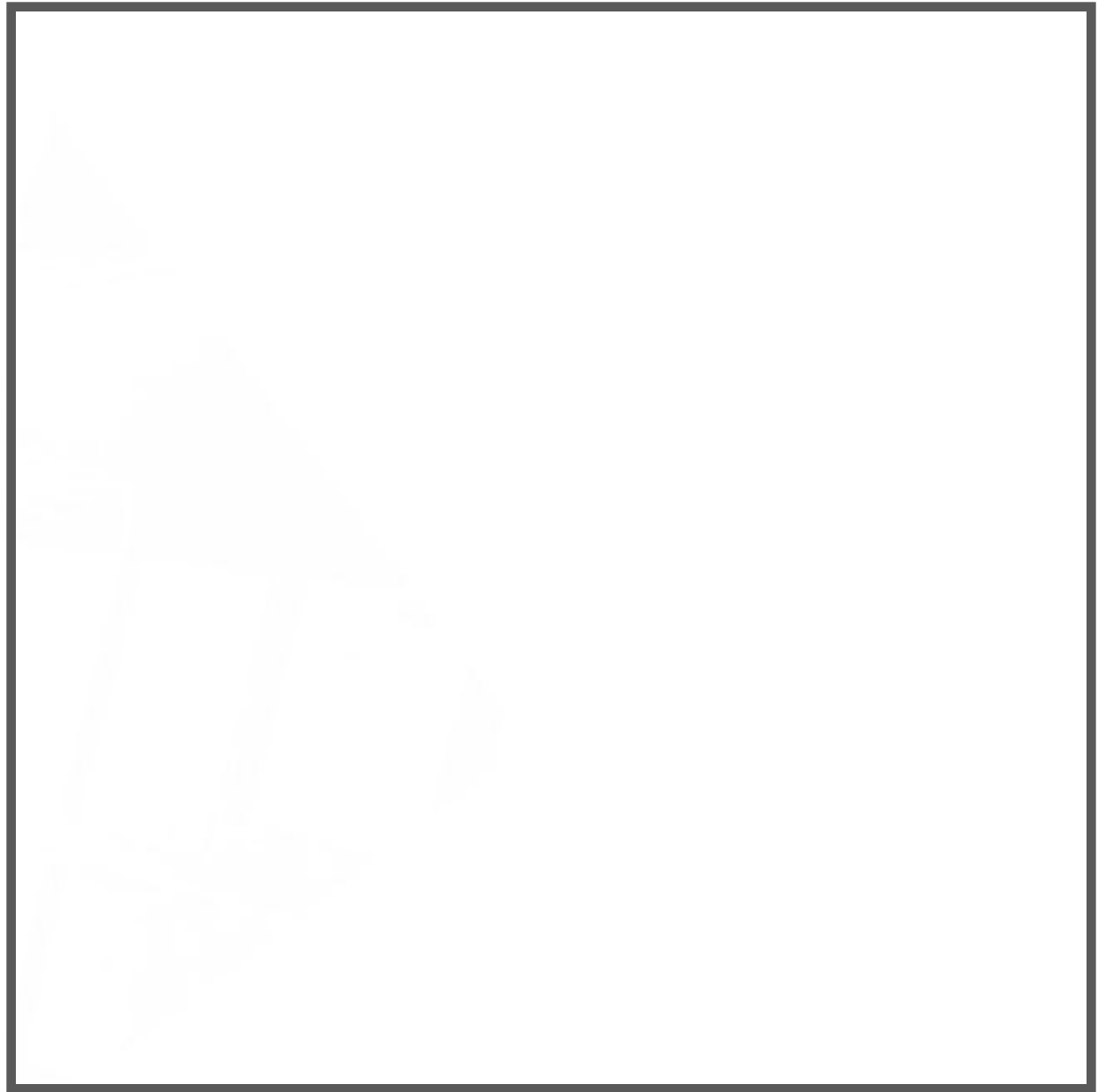
Potential Challenges

- Parental Children – Interface
- Crowd Funding information Vetting
- Customer Validation

Future Scope

- Phase II
 - Advanced Graphical Interface
 - In App Games
 - Website Support
 - Expand to different Age groups
 - Establish Strong Community Relations
- Phase III
 - Add more Disorder Learning Modalities
 - Raise Capital
 - Increase Infrastructure

The Unbelievable (Crazy) Team



Thank you !!!