

CHILDFY

OUR CHILDREN ON THEIR WAY



COVID-19 NEW NORMALITY IS HERE TO STAY



THE PROBLEMS



Time

Difficult to
achieve work
life balance



School transportation

Lack of services and
fear of contagion
(higher risk)



Uncertainty

New working
schedule, school
hours

THE SOLUTION



CHILDFY

Plataforma que conecta familias para compartir trayectos a centros escolares y/o actividades extraescolares.

COMMUNITY

RELIABLE

SAFE

PERSONALIZED

PROGRESS

Company Incorporation

Launch
APP

Graphic
design
Mobile app

Mobile App
development
(Android, IOs)

App
debugging and
testing

JUN

JUL

AUG

SEP

Improve user
workflow and
customer journey

Promotional
activities

Octalysis
framework
implementation

GDPR and legal
Implementation

CHILDFY

Familias con tiempo, niños acompañados ¡y contentos!

A problemas de tiempo, ¡soluciones de acompañamiento! Childfy es una comunidad de familias que buscan ganar tiempo compartiendo trayectos al cole y a las clases extraescolares, mientras sus hijos van en la mejor compañía a los centros educativos.

Una forma sostenible y fiable de conciliar y ampliar las oportunidades de desarrollo social, emocional y cognitivo de nuestros niños. Tan sencilla como ponerse de acuerdo con otros padres y madres del mismo centro a través de una plataforma de confianza con las máximas garantías de privacidad y seguridad.



¡Nos vemos de [#CaminoAlColeConChildfy](#)!

PROMOTIONAL ACTIVITIES

La Opinión de Málaga » Málaga » Noticias de Marbella



Noticias de Marbella

Noticias de Costa del Sol Occidental

Movilidad

Childfy, la app malagueña para compartir trayecto hasta el cole

La aplicación ofrece una alternativa al transporte escolar que reduciría el tráfico en horas punta y mejoraría la conciliación de gran parte de las familias malagueñas

La Opinión | 04.07.2020 | 10:30



MARBELLA



MOBILE APP

Onboarding

Centres approach

Family interactions



**Legal documents and
authorization form (online)**

**General Data Protection
Regulation**

**Live tracking and
location-based notification
system**

BUSINESS MODEL

B2C

Families pay a fee suggested by the app based on the distance

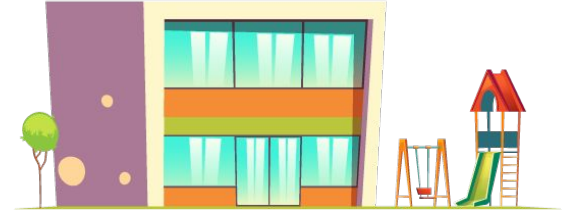


15 %
Commission
insurance
included



B2B

Schools and clubs pay a monthly subscription fee



Monthly
fee

MARKET SIZE



TAM 6.6 M

Children 4-16 years
old in Spain

SAM 339 K

Children 4-16 years
old in Málaga province

SOM 4 K

Children 4-16 years
old in the first year



THE COMPETITION



TAXI for KIDS

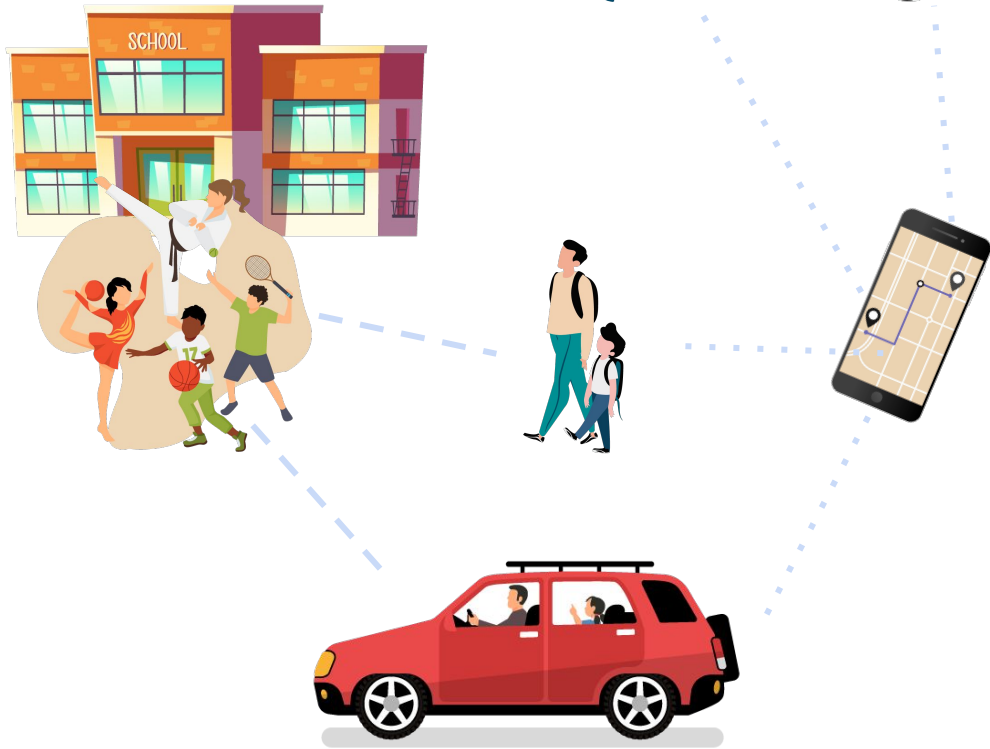
CHILDFY

**Connecting families
Schools, clubs and centres as
predefined destinations**



**BABYSITTER
PLATFORMS**

THE PILOT



Number of registered families

Quantify the offer vs demand of the service

Number of families using on foot and by car services

Identify the profile of families offering and demanding the service

Rate of active users vs existing

TRIAL IN RURAL AREAS (OCTOBER)

Targeting the issue of
rural depopulation

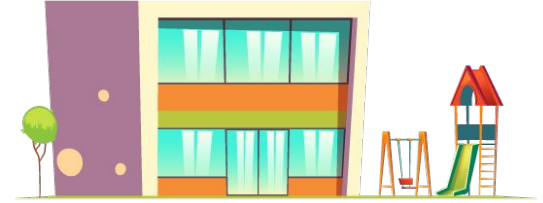
Keep schools open and
provide more opportunities
for youth population

> 30 SCHOOLS



Alta Axarquía and Serranía de
Ronda (~11 municipalities)

PILOT PRELIMINARY RESULTS



30 Families

15 Schools

**Partnership
agreement with
parents association
federations**

50 Families

**15 parent
associations
federation
> 35 Schools**

>50 SCHOOLS IN MARBELLA (MÁLAGA, SPAIN)

NEXT STEPS



Official
Product
Launch

SEP 2020

2 Cities



Rural areas
Pilot

OCT 2020



First funding
round

NOV 2020



Portugal

DEC 2020

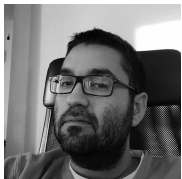
TEAM



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Business development



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Business developer

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THANKS
CHILDIFY

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