



ParentPlaybook™

One Line Summary:

AI and community powered Market Network for parents

Business Summary:

ParentPlaybook is an AI and community powered Market Network for parents. Parents can receive an immediate answer from Sophie and connect among themselves and to a community of other parents and professionals.

Management:

Phil Anderson - CEO
Bruce Hymas - COO
Aimee Colton - CMO
Phil McDondal - CTO

Customer Problem:

1. Extremely Hard to find custom solutions that fit a child's exact needs.
2. Disagreements between spouse, kids, and others to solve problems in their household.
3. Disconnection from other parents and professionals that can help. Leaving parents feeling lost, alone and overwhelmed.
4. Too much noise and toxicity on other social platforms.

Product/Services:

Telehealth engagement with professionals like family therapists, Board Certified Behavior Analysts, certified life coaches etc.

Marketplace for advertisers that want to advertise to parents.

Target Market:

Mom (and Dads) with children 0-18

Initial target market is Moms with children 0-5

Customers:

Parents
Professionals - family therapists, board certified behavior analysts, life coaches, Advertisers

Sales/Marketing Strategy:

Growth will come through advertising on platforms like Google AdWords, paid and organic social media presence, word of mouth and free press coverage.

Business model:

We are a Market Network model. We bring parents and professionals together in a place where parents can pay and meet with the professional inside the platform.

We also offer advertisers that want to target parents a platform to do so.

Competitors:

- Friends and family
- Social platforms
- Parenting apps
- Bloggers and websites
- Search engines

Financials	2021	2022	2023	2024	2025
Revenue	0	0	405	12,360	83,149
Expenditure	714	878	1,122	3,571	14,023
Net	-714	-878	-717	8,788	69,126

*In Thousands (000) in USD

Company Profile:

URL: www.parentplaybook.com
Industry: Family Tech
Employees: 8

Contact:

Name: Philip Anderson
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Financial Information:

Previous Capital: \$1.8M pre-seed
Founders Investment: \$200K
Monthly burn Rate: \$65K
Pre Money valuation: \$12M
Raising \$2.5M seed round

Management:

Philip Anderson, Cofounder and CEO
Bruce Hymas, Cofounder and COO
Phil McDonald, CTO

Advisors:

John Richards
Nir Eyal
Leanne Hawken
Dezi Hendershot
Sheryl Ellsworth, M. Ed.

Investors:

Many investors through SPVs
Winbro Group

Referred By: Chris Anderson