

Parental Control



“You should be the one in control”

Jason Miao, Christian Luu | CEO and Co- Founders | Galileo High School | 16 year old entrepreneurs

PROBLEM / OPPORTUNITY

- ❑ This generation of teenagers have been so glued to our phones and we do not understand the dangers of the online web
- ❑ Things like cyberbullying, catfishing, and pornography are things that parents are not necessarily aware of when it comes to a teen's cell phone usage



VALUE PROPOSITION

- Track and alert parents of suspicious activity
- Allow parents to block certain apps / websites
- This will be part of the software and cannot be removed



UNDERLYING MAGIC

- Gives you, the parent/ guardian to monitor your child's activity on his/ her phone
- Alerts you of any suspicious activity that your child may be doing on their phone
- Helps you monitor your child's screen time

P A R E N T A L
A D V I S O R Y
E X P L I C I T C O N T E N T



TARGET MARKET

Households in the USA

127.59 Million

Children under 18

73.7 Million

Children With a
Smartphone

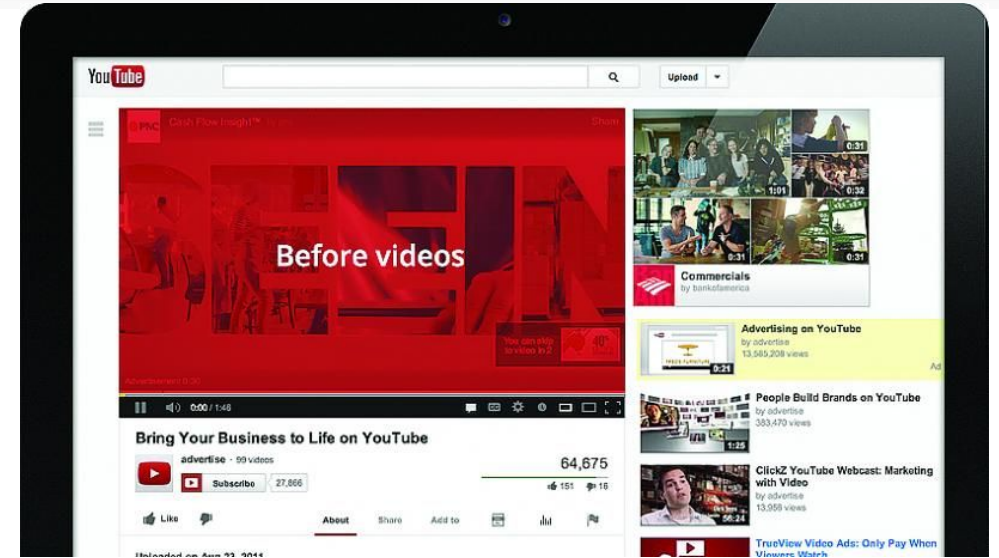
**19.5
Million**



- Middle class families
- Owns a smartphone
- Urban, suburban, rural
- Parents that are constantly worried about their child's safety

MARKETING PLAN

- Youtube Ads
 - Ads on youtube are tailored to the type of videos you watch and the things that appeal to one's age range. Ex, "Stop Vaping" ads would most likely play for people ages 13-22
- Apple Store
 - Just like how Apple encourages its customers to buy Apple Care, this can be done for our product, Parental Control



COMPETITIVE ANALYSIS

- We are the first in this type of business
- Vulnerable to hackers that could bypass our software
- Parents that believe it is unnecessary for this type of protection



QUALIFICATIONS

Jason

- Enrolled into a NFTE class
- 3.5 GPA
- Business oriented
- Experience in selling, buying, and trading stocks
- Trilingual
- Interned for 3 months at a mutual fund investment company
- Started a reselling sneaker business

Christian

- 3.7 GPA
- Chef at Malasa
- Bilingual
- Enrolled in Entrepreneurship class at Galileo Academy of Technology and Science
- Experience in business
- Started a sneaker reselling business

CURRENT STATUS & FUTURE PLANS

Plans for Growth

- Have a phone company invest/ buy our product
(ex. ATT, Apple, Verizon, Comcast)

Projected Sales

- Year 1: 25,000
- Year 2: 55,000
- Year 3: 95,000

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