



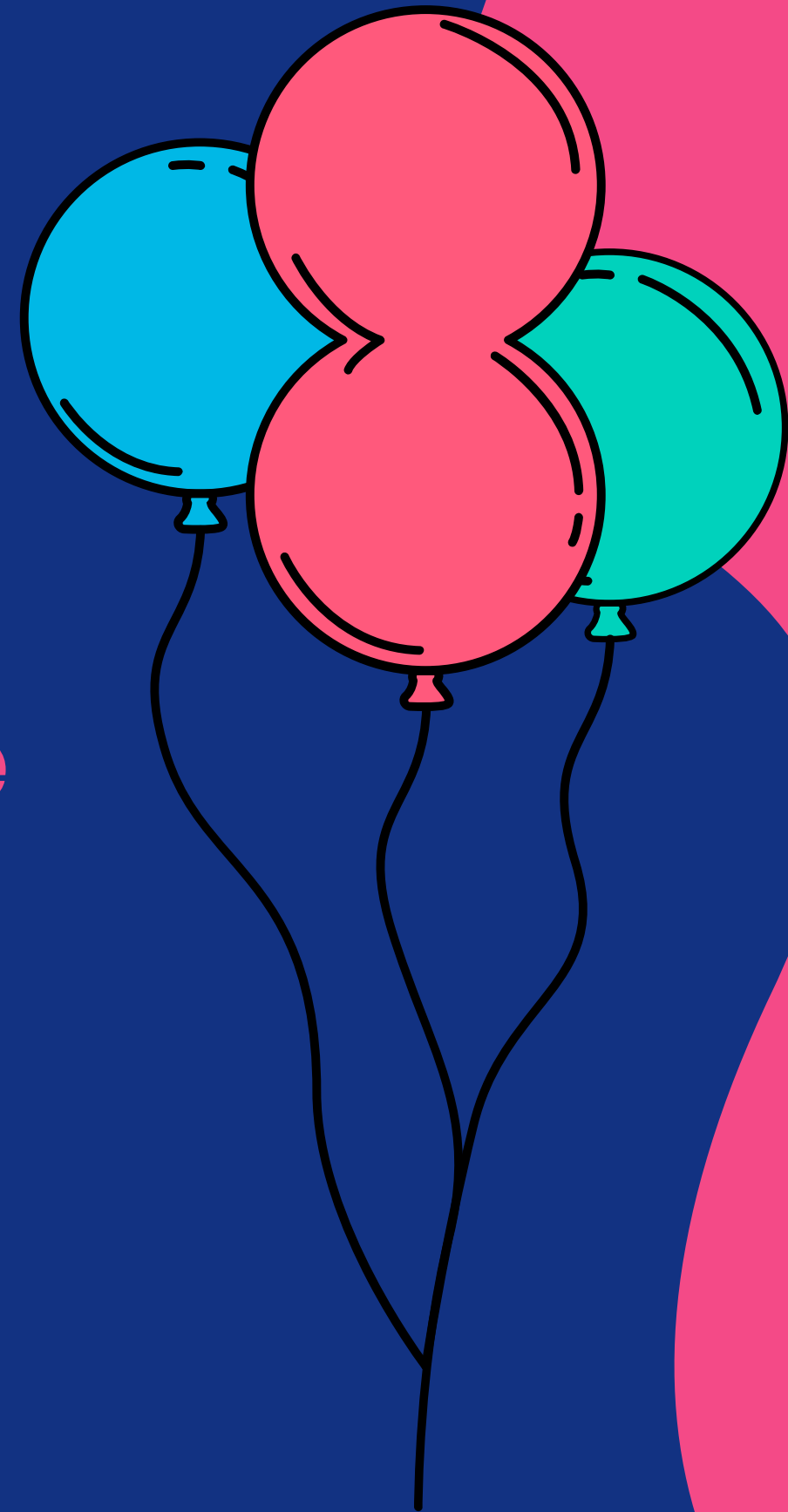
KidStuff

**The Activity Planning Solution
Every Parent Has Been
Dreaming About**

APP



**to Find, Book & Manage
activities for your kids in the
Baltic and Nordic countries**



Our team

HEITI KENDER

Co-founder

Parent

Author of FOFEFA

www.fofefa.com

JULIAN KALJUVEE

Co-founder

Parent

Co-founder of BONDORA

www.bondora.com

KELLI PIKSAR

Finnish market expert

Sales

ANNIKA JAANIKS

CEO

Parent

Our team

We Connect:



**The parent
whose wish is to:**

- * Find age-appropriate activities for kids/the entire family**
- * Waste no time searching the internet**
- * Get all the info from one place**



The provider whose wish is to:

- * Offer activities for kids/the entire family**
- * Be easily found**
- * Manage booking system effortlessly**
- * Avoid spending crazy money on ads that don't work**



KidStuff offers



For parent:

- * A search environment for locations, events, activities**
- * Curation of the best entertainment options near them**
- * A tool to instantly book a spot for their kids**





For provider:

- * Visibility**
- * An integrated booking system**
- * Target market ads only**

52,000
CHILDREN
ARE BORN IN
FINLAND EVERY
YEAR

14,000
CHILDREN
ARE BORN IN
ESTONIA EVERY YEAR



SMARTPHONE IS
BY FAR
THE MOST USED
DEVICE



EVERY THIRD FAMILY
STRUGGLES WITH
FINDING IDEAS ON HOW TO
SPEND GREAT TIME
TOGETHER



HOW WE PLAN TO GROW

Phase 1:

- Launch a website that provides main information and has the option to download the first edition of the app
- First edition of the app allows parent to search locations, events and activities
- Be visible for providers

Phase 2:

- Have providers from various countries
- Starting with development of App's second edition

Phase 3:

- Launch the second edition of the app with options to book an activity and pay through the app
- Different paid packages for providers

Project timeline



LATE
2022

Phase 1

Approx. 10 000€
seed capital



LATE
2023

Phase 2

Approx. 50 000€
investment



LATE
2024

Phase 3

Approx. 50 000€
investment



KidStuff

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Dreaming About**