

DISMISSALS • COMMUNICATIONS

# Pikmykid

ACCOUNTABILITY • PANIC BUTTON



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# My Story



Naval Officer



Previous ventures



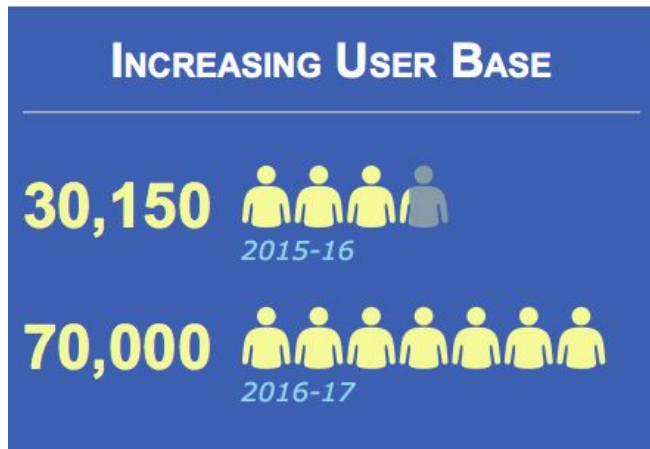
Helpless Dad !



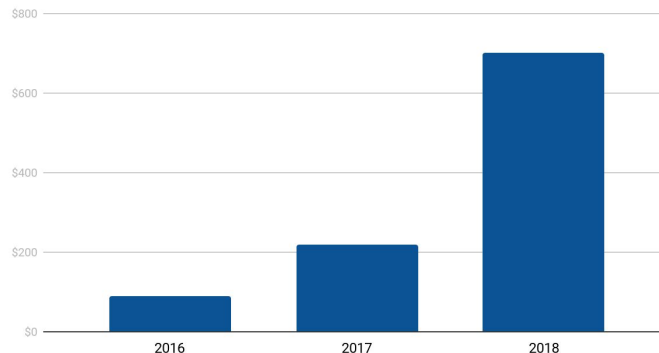
# Traction Doubling every 8 months



- Current ARR - \$675K,
- 2018 year end projected ARR - \$700K
- 2019 year end projected ARR - \$2.2M



PikMyKid Revenue in \$K



# Comprehensive School Safety System



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**Mission: Ensuring Safety of Kids in Schools**

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**DISMISSAL  
AUTOMATION**



**PARENT  
ENGAGEMENT**



**SAFER ALERT  
SYSTEM**



**KIDIO  
TIPLINE**



# Our Dismissal Automation

Smarter

Safer

Economical

**3rd party Independent**

**Survey Results**

81%

of participants  
saw a reduction  
in traffic  
congestion

78%

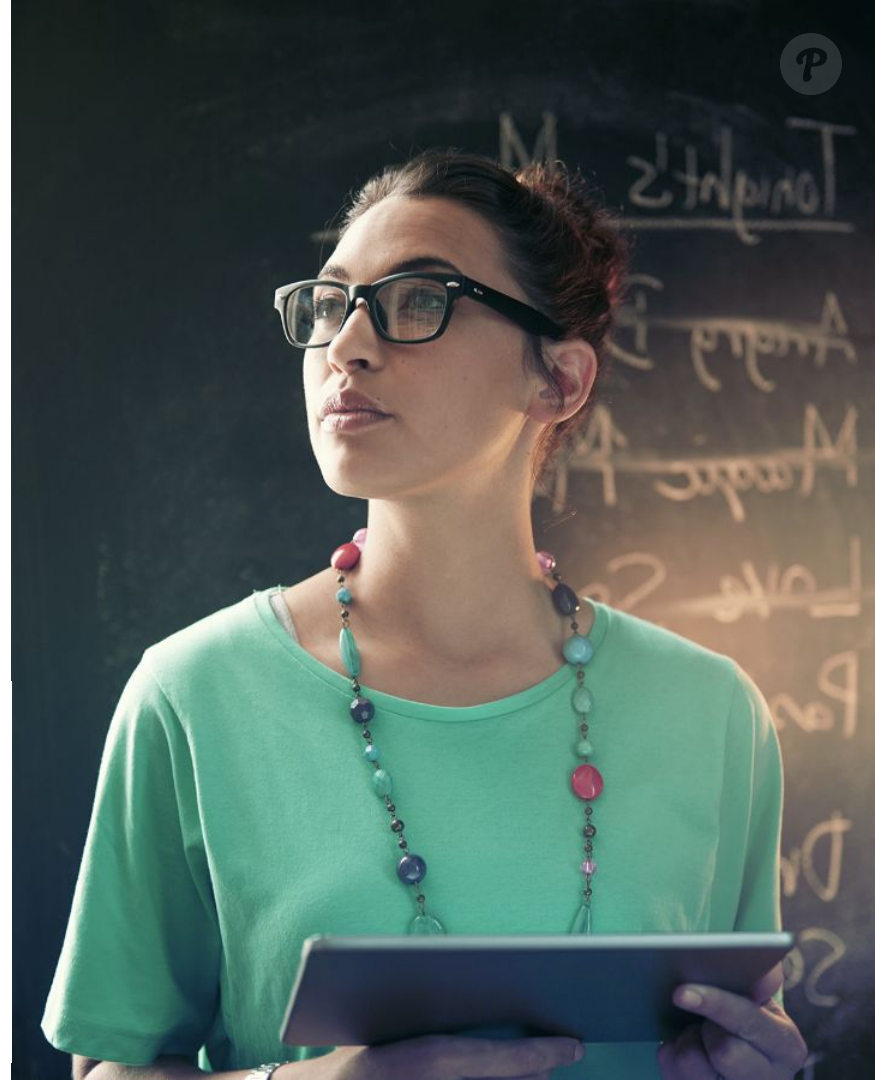
of participants  
saw an  
improvement in  
safety at their  
school

75%

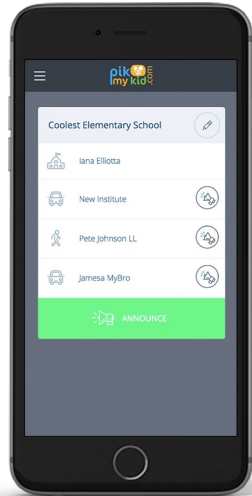
of participants  
saw their  
dismissal speed  
improve

73%

of respondents  
would like to see  
an alert system for  
campus safety



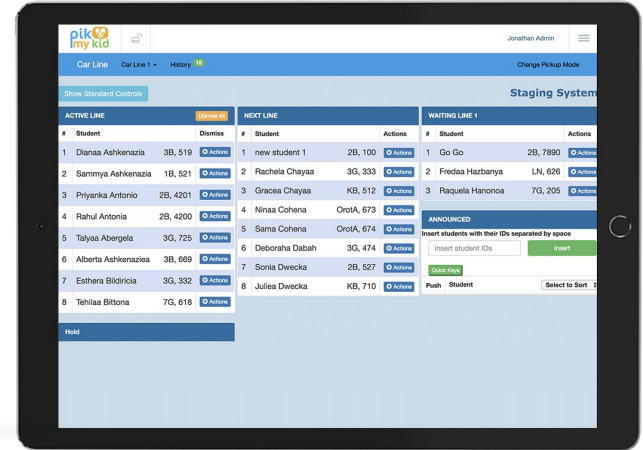
# PikMyKid Safety Platform Uses..



Parent  
Application



School  
Dashboard

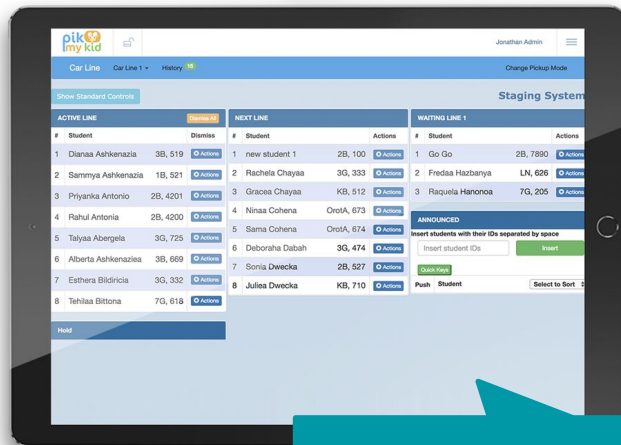


Teacher  
& Staff App

# Car-Line Automation



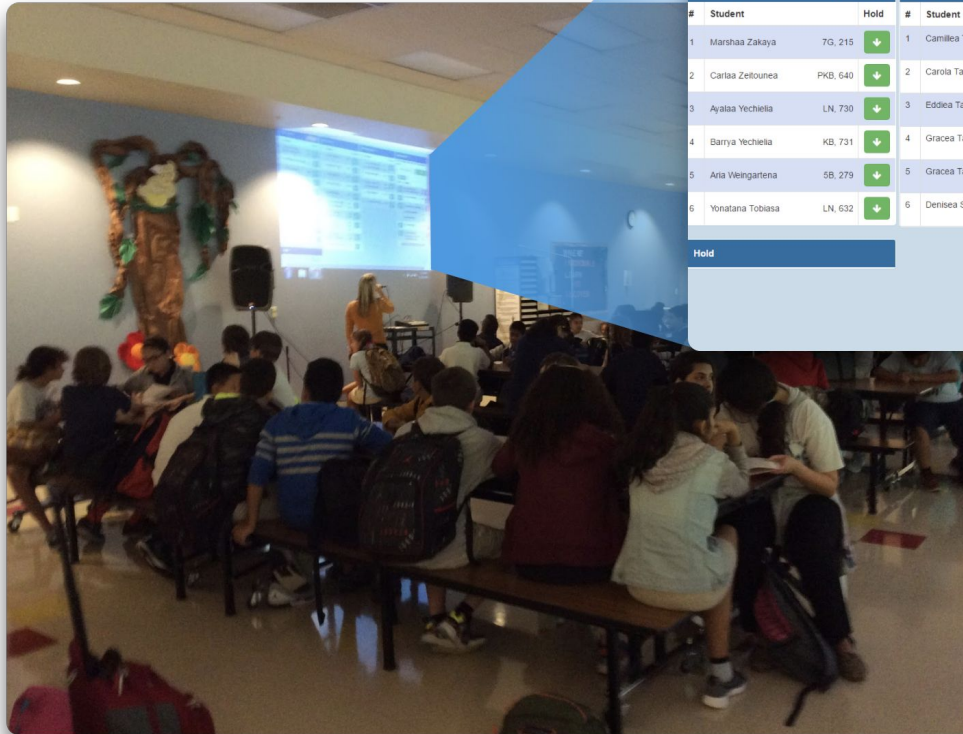
Parent announces arrival with in Geo-fence



Real time line-up



# Organized Dismissal Queue - Cars and Walk-ins



Car Line

Car Line 1 ▾

History

Change Pickup Mode

Show Advanced Controls

ACTIVE LINE			NEXT LINE			WAITING LINE 1			ANNOUNCED
#	Student	Hold	#	Student	Actions	#	Student	Actions	Insert students with their IDs separated by space
1	Marsha Zakaya	7G, 215	1	Camille Tavila	3G, 341	1	Rebecca Sultana	LN, 699	<input type="text" value="Insert student IDs"/> <input type="button" value="Insert"/>
2	Carlaa Zetouna	PKB, 640	2	Carola Tavila	5G, 278	2	Sarinea Sultana	4G, 315	<input type="button" value="Quick Keys"/>
3	Ayala Yechela	LN, 730	3	Eddiea Tavila	8B, 154	3	Julietta Soffera	5G, 562	<input type="button" value="Push"/> <input type="button" value="Student"/>
4	Barrya Yechela	KB, 731	4	Gracea Tavila	KB, 515	4	Michaela Skabaa	PKA, 705	
5	Aria Veingartana	5B, 279	5	Gracea Tavila	PKA, 612	5	Celiaa Shaula	7G, 211	
6	Yonataa Tobiasa	LN, 632	6	Denisea Sultana	1G, 533	6	Afonsea Shiloacha	2B, 489	

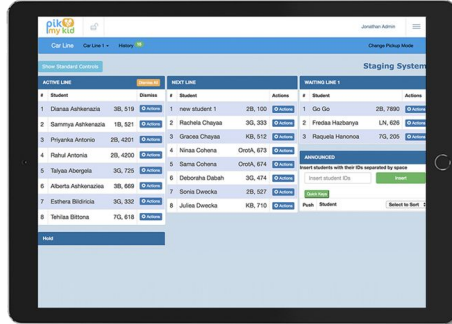
Hold

Students can be in the gym, cafeteria, homeroom or library patiently waiting for their parent or bus to arrive

# End of Day Parent Engagement

Instant 360-degree  
Accountability

Parent Engagement  
and Peace of Mind




Car Line			Waiting Line		
Student	ID	Status	Student	ID	Status
1. Dariusz Aschermann	301, 519	On Bus	1. new student 1	28, 100	On Bus
2. Samirya Aschermann	181, 521	On Bus	2. Rishika Chopra	301, 519	On Bus
3. Priyanka Antonio	281, 421	On Bus	3. Grisha Chopra	181, 512	On Bus
4. Rishika Antonio	281, 421	On Bus	4. Nisha Cohen	010A, 674	On Bus
5. Tanya Korgias	301, 519	On Bus	5. Sama Cohen	010A, 674	On Bus
6. Alberto Aschermann	301, 519	On Bus	6. Deborah Dabab	301, 474	On Bus
7. Esther Bittman	301, 519	On Bus	7. Sora Dvorka	281, 527	On Bus
8. Tania Bittman	301, 519	On Bus	8. Julia Dvorka	181, 710	On Bus



PikMyKid works well for Bus riders, Car riders,  
Walkers as well as all after school activities.

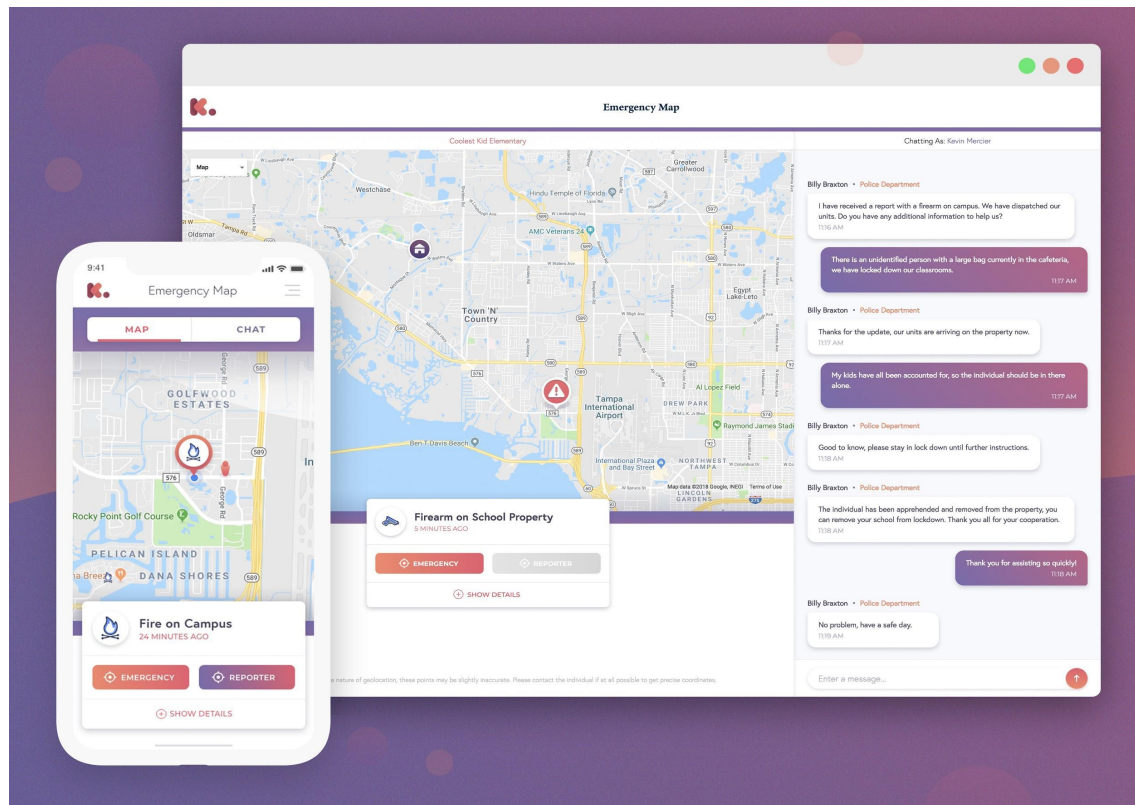
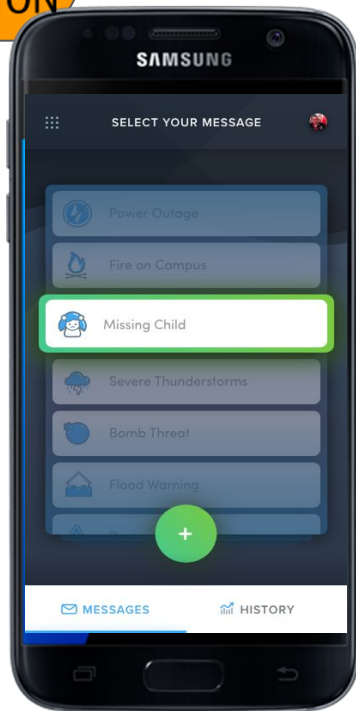
# Dismissal Automation to Comprehensive School Safety Platform



85% parent engagement & 100% teacher  
usage - DAILY



# Additional Paid Features- SAFER Button & TipLine

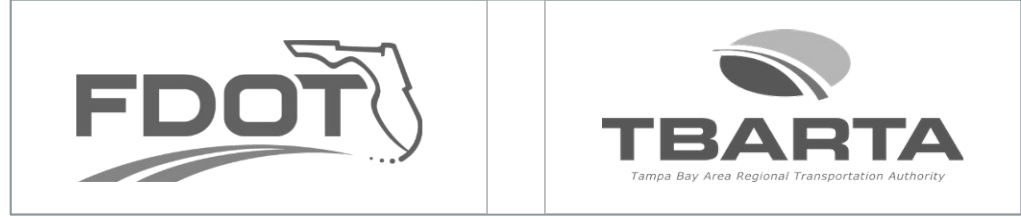


# City & DOT Partnerships (paid)



Signed partnership with Cities,  
Corporate sponsors & DOTs to aid  
in traffic congestion and safety  
around schools.

PikMyKid encourages **carpooling** &  
**walkers**, **reduces carbon footprint**  
and **mitigates liability**.





# Outcome

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SAFER LEARNING  
ENVIRONMENT  
FOR STUDENTS



INCREASED  
COMMUNITY  
ENGAGEMENT



OPTIMIZED  
SCHOOL STAFF  
EFFICIENCY



COST  
EFFECTIVE  
SOLUTION FOR  
SCHOOL

# Market Size (>\$1B)



130,000 K-12  
TAM \$450M +



80,000 Daycare  
TAM \$400M +



After School Programs  
100,000+



90 M Parents ??

# Unit Economics



Key Metrics	Nov 2018
Live Schools on PikMyKid (31 states and 6 countries) @\$3000 ARR	260 schools
Schools – Free Carline Express	85 schools
Schools currently on Kid.io Safety platform - 2018	150 schools
Average Price per School	\$3,000 year
Current active paid users	>200,000
Average Parent adoption in schools	75%-85%
2019 Projected revenues	\$2.2M

# Funding



- Total raised to date - \$1.3M
- 6 month Cash-On-Hand
- Raising \$3M Series A ( Closed \$1M already)  
(currently soft circling commitments for the raise in Jan 2019)

# Recognitions and Awards



- “Schools rate PikMyKid 4.5/5 Stars consistently” **Capterra by Gartner**
- “PikMyKid has a clearly thought out Privacy Imprint..” **Carnegie Mellon University**
- “PikMyKid saves over \$47K per school per year in teacher’s time” **University of South Florida**
- “Improves Student Safety & reduces traffic around schools by >75%” **University of Tampa**
- **City of Tomorrow Challenge Winner**- Miami & Runner-up Grand Rapids, - Ford Motor company
- **“Teacher’s Choice Award-2019” “Best EdTech Product of the Year-2016” “Emerging Technology Company of the year- 2017” “Startup of the year 2018 in Florida”**





**Saravana Pat Bhava,**  
**MBA, BS Physics CEO, Founder**  
**2 Prior Exits**

- Tun-Du-Ree (sold 2012),
- Spiceline Logistics (sold 2013)
- Former Fighter Pilot & Naval Diver



**Chitra Kanagaraj, MBA, BE**  
**Electronics, Co-founder**

- Product Development, COO  
15 years of SaaS rollout Experience



**Jonathan Elliott, BS,**  
**CTO**

- Founder CPA Squirrel
- Founding team for 3 startups (VeriTread, E-Ins, Claim Assistant)

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