

# Welcome to **Do it!**

An app where kids get real toys for  
doing useful things in real life!



**The purpose of children's applications: To occupy the child with at least something.**

**Our goal is to keep the kids busy by useful things**





**Застелить кровать**



**Задание выполнено!**

Награда: 99

Отлично!

\*Награда будет получена после проверки задания мамой

99 999

### Заправить кровать



После пробуждения нужно всегда заправлять кровать, тогда твой день будет просто чудесным!

**Задание**

Сделай два фото:

- Первое фото – кровать расстелена
- Второе фото – кровать заправлена

**Начать**

Награда: 99

Назад    Задания    Задания    Мой герой

99 999

- Заправить кровать  
Награда: 99    **Выполнено!**
- Сделать 3 фото  
Награда: 99    **Переделать**
- Почистить зубки  
Награда: 99    **Выполнить**
- Задание от мамы  
**Получить задание**
- Выгулять собаку  
**Получить задание**
- Нарисовать рисунок  
**Получить задание**

Магазин    Задания    Мой герой

# How it works?

The parent buys the categories of tasks that the child wants to complete.

The child completes daily tasks and earns coins from Do it!

The child spends his reward in the built-in store of real toys.

Within two days the toy arrives by mail at home.





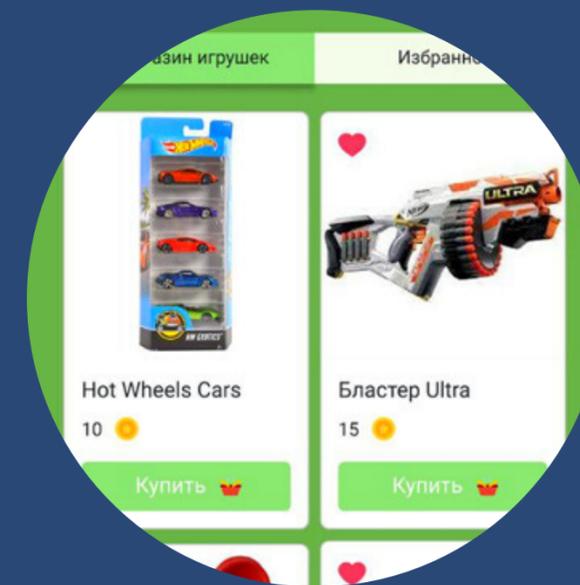
# Monetization



1. Sale of access to completing tasks.



2. Direct donation to the child from the parent and our commission from this.



3. Sale of trading places in the toy store to toy manufacturers.





# What did the startup achieve in 3 months?

Evgeniy

Ihor

**We have developed MVP which already available for download**



# MVP

The minimum working model  
consists of:

- User registrations
- Opportunities to complete one building each day
- Coins for completing a task
- Shop with toys and selected goods



# Ukrainian market: children from 5 to 10 years old - 2,500,000 people

\*According to ukrstat.gov.ua

## Target audience are parents with low and higher income

Download cost: free



# Line-up



**Ihor Motsovoi**

**Experience in building business models and business packaging.**



**Evgeny Kalnoy**

**10 years of experience in organizing databases**



**Yuri Gnatkov**

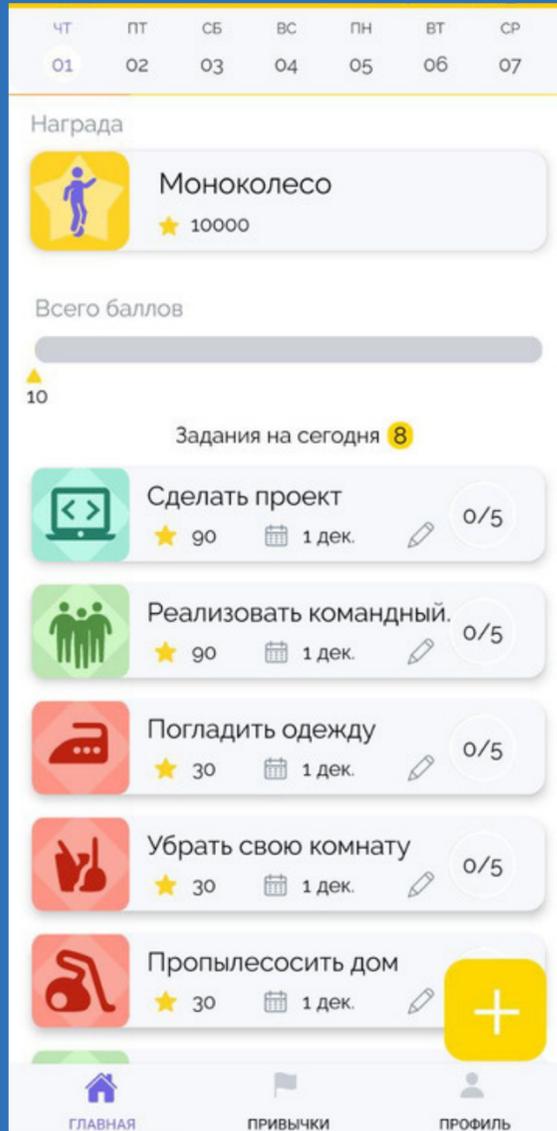
**Work experience with web interfaces**



**Alexander Goncharov**

**Experience in a successful startup**

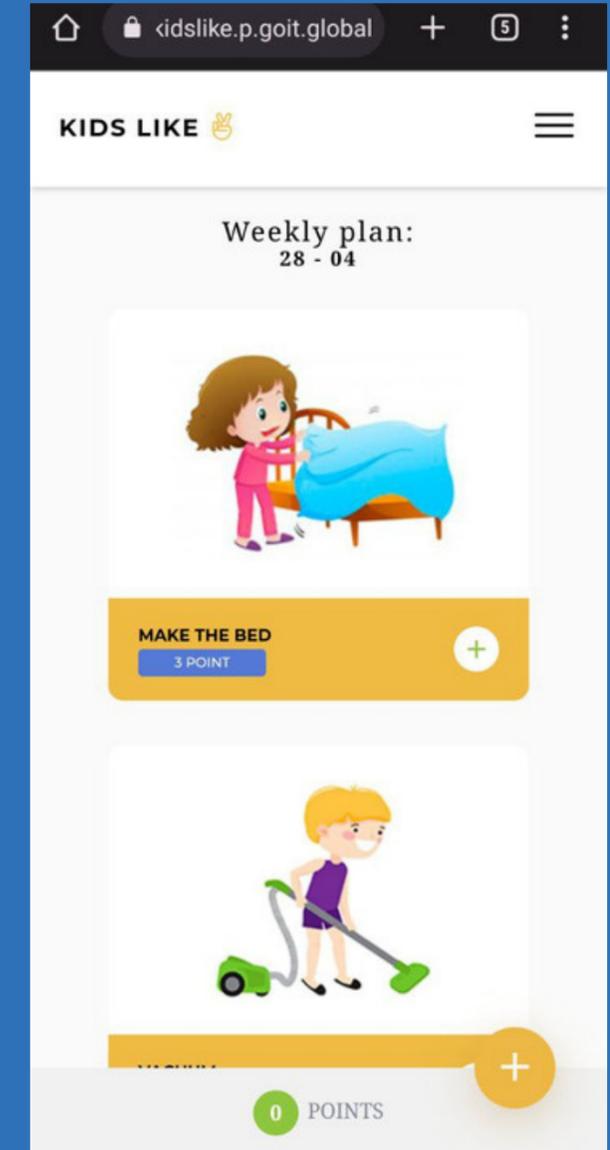
# Competitors



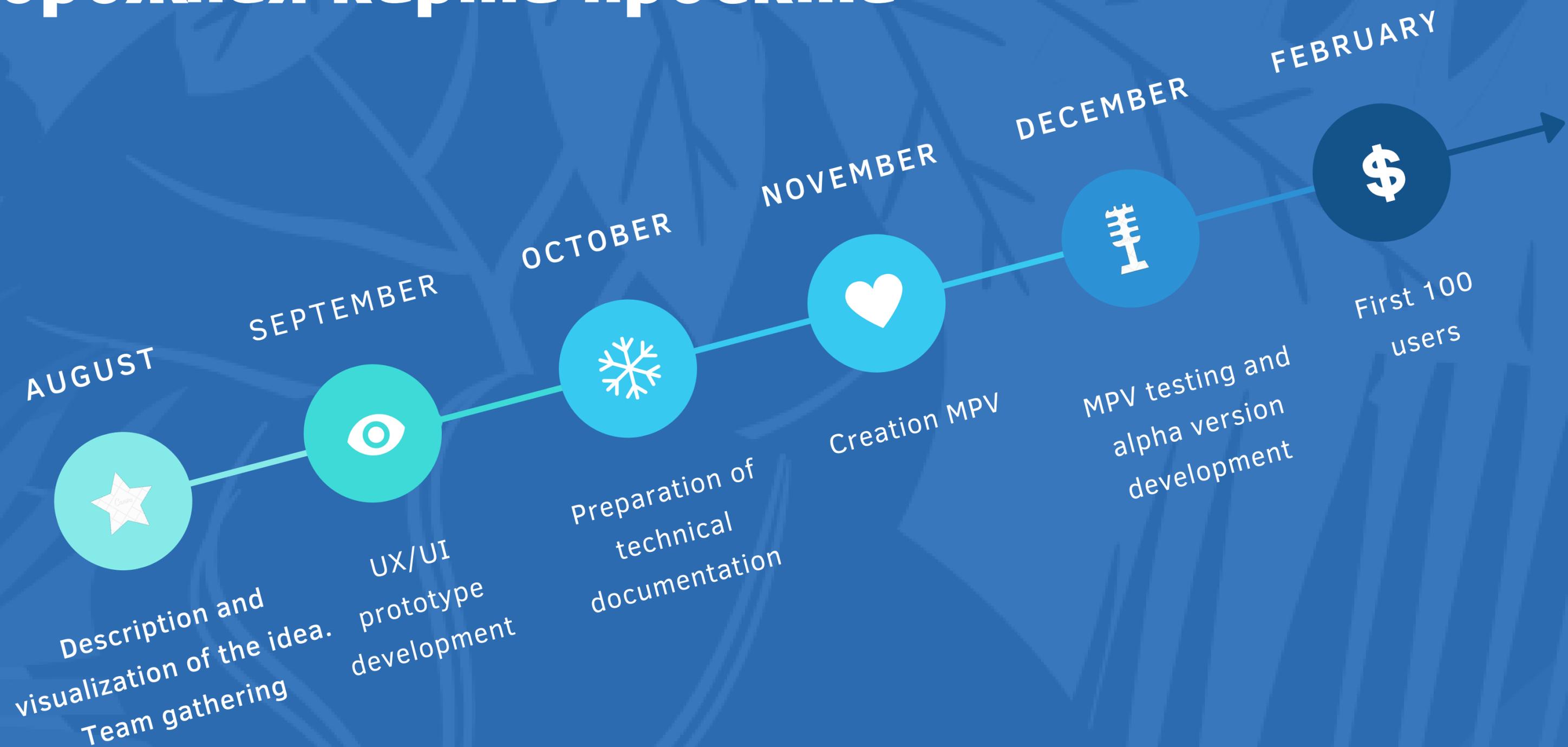
## KidHab

There is an android application, there is no toy store. UX is designed in such a way that it is difficult to understand the mechanics of the application.

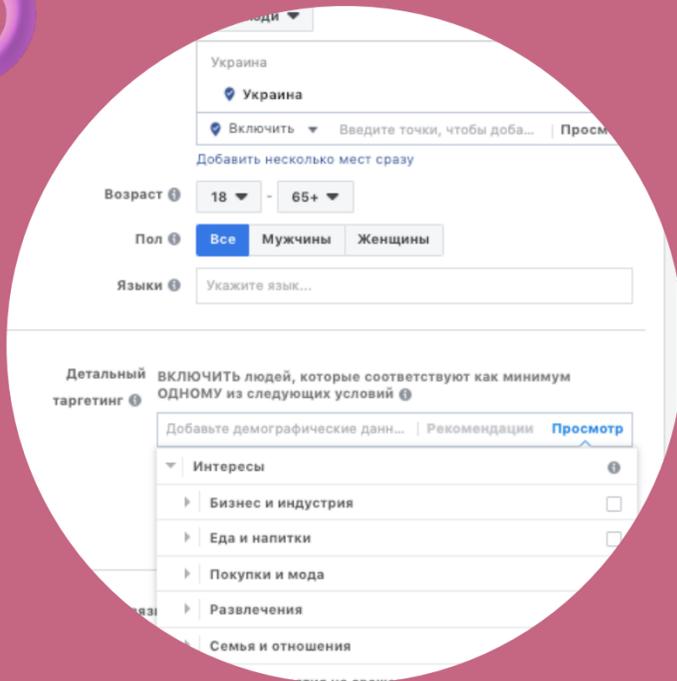
Kids like  
Browser version only. There is no shop.  
Just a list of things to do around the house for a child.



# Дорожная карта проекта



# How much money do you need to raise?



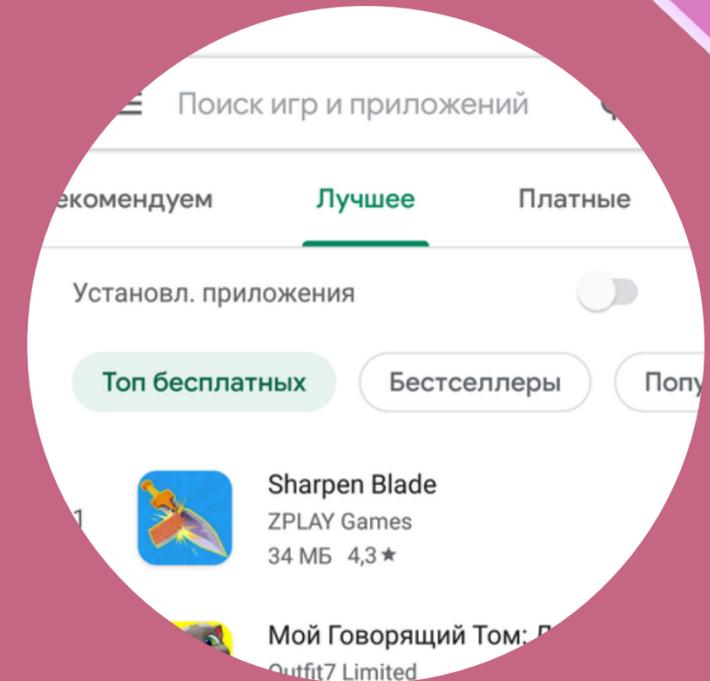
## Marketing

\$1000 for marketing budget  
Will attract the first 500 users



## Goods warehouse

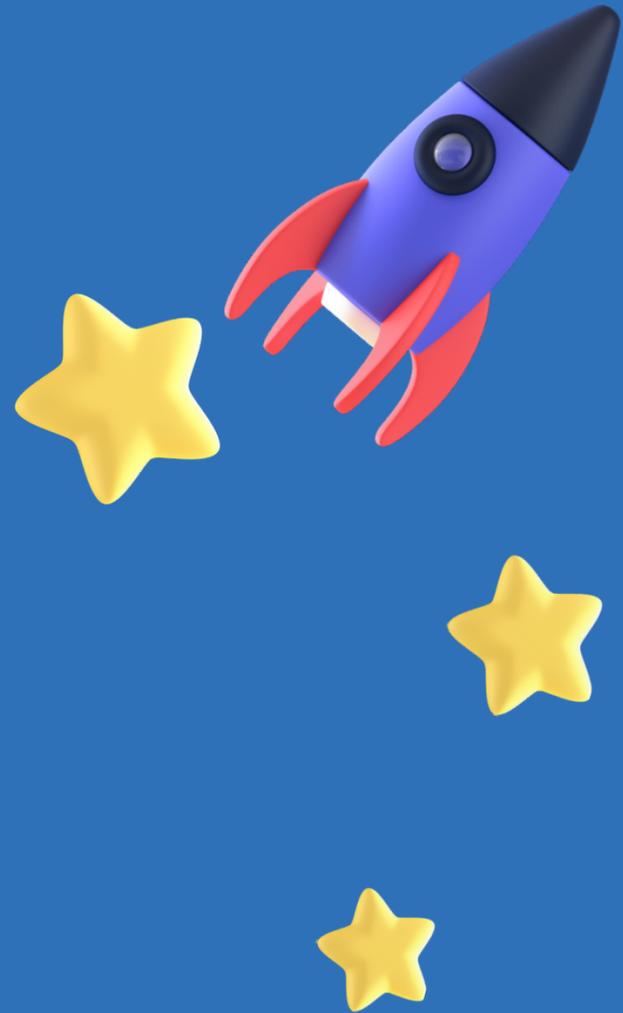
2000\$ for the purchase of toys  
Creates the ability to quickly send toys



## Registration

4000\$ registration of the company  
and access to the markets





**If there are questions,  
then I have an answers...**