

# Digital Solutions for Pregnancy to Early childhood: Care & Development

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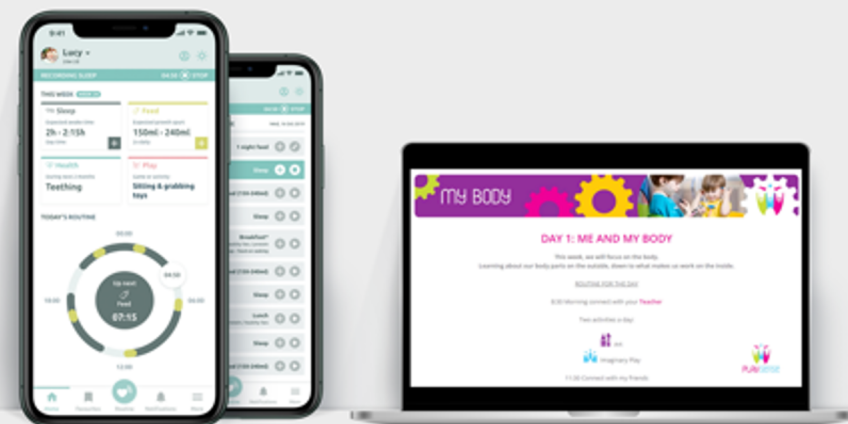
parent  sense™



# Access to digital content to solve parenting challenges

The first 5 years of life is a critical period of development, impacting the human throughout their lifespan. As critical as this period is, new parents are **unprepared** and thus parenting a young child creates high levels of **anxiety** and the need for **support** is at its peak.

Realtime, on-demand parenting support individualised to the baby



# Problem & opportunity



## Global annual birth rate

140 million births per year

23.8 million births in English speaking countries

## Problems these parents face

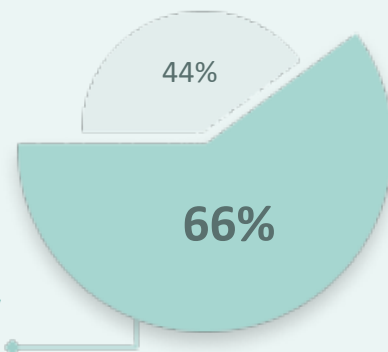
Anxiety over doing it right

Information overwhelm

Want only the best for their baby

Want access to trusted, curated and reputable advice for their baby

Millennial parents are digital natives who believe parenting is harder today for most parents



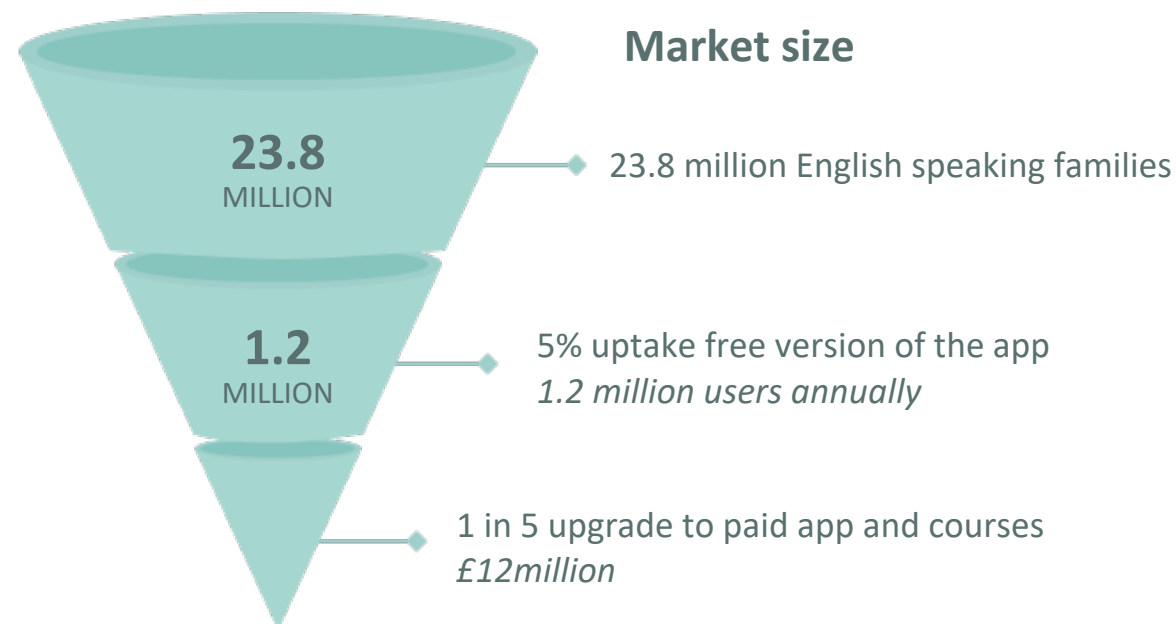
## Parent Sense offers

Bespoke and curated content for everyday of a baby's life

On-demand access to parenting experts and courses

Data driven parenting support

## Market size



# Parent Sense App – current features



60 000 Downloads



10 000 Active users

## Baby's week

Snapshot of your baby's week

## Daily routine

Adjusted to your baby's day

## Play Sense

Daily articles, tips & activities.

## Health Sense

Daily articles & tips

## Sleep Sense

Daily articles & tips

## Feeding Sense

Daily articles, tips & recipes.

## Tracking

Track sleep, feeds and health.



## Articles

Weekly articles on sleep, play, health and feed

## Activities

Daily activity ideas

## Visual graphs

Visual charts on teething, sleeping, feeding and growth

## Milestones

Milestone tracker

## Recipes

Weekly recipe ideas

## Dashboard

Snapshot of your baby's week

## Courses

Antenatal through baby to toddler courses with live experts

## Books

Access to the sense series books



# Competitive and comparative apps



## Parent Sense competitive advantage and unique features

- **All in one app** – sleep, play, health, feeding, tracking, content
- Content rich, based on best selling parenting books by Meg Faure
- Strong track record in parenting industry in SA
- Upsell opportunities through courses, webinars, eBooks, products, content
- Attractive pricing
- Intention to capture entire Early Childhood Development journey, from Pregnancy to Pre-school



## Huckleberry

- Focused on sleep for children up to 5 years
- Utilises AI to optimally assist paid subscribers
- Annual subscription fee of \$119.99
- Downloads +100k
- Launch – July 2017



## LittleOnes

- Focused on sleep and progressing onto nutrition
- Premium offering for subscription and sell smaller bundles of content
- Annual subscription fee \$124
- Downloads of 50k+



## Glow

- Full service baby tracker
- Affiliate shopping and social community
- Annual subscription fee of \$47.88
- Downloads +100k
- Launch - 2013



## Kinedu

- Only provides age appropriate play activities
- Annual subscription fee of \$31.99
- Downloads of +1mil
- Launch - 2013



# Business model: Revenue Streams

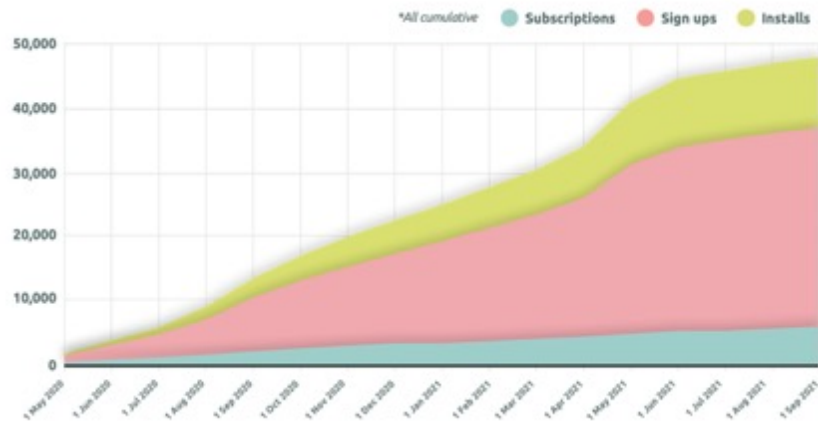
## INCOME DRIVERS

### Consumer Subscriptions B2C

1. **App Subscriptions** – monthly (£4.99) and annual subscription (£24.99). Average lifetime value of the customer £17
2. **Annuity income** – ongoing income stream

2020	2021	2022
£27,099	£47,925	£255,440

- ❑ Digital Marketing team has just been established
- ❑ Increase unattributed subscriptions (non-paid)



## INCOME DRIVERS

### Courses & In-app purchases B2C

1. **In-app purchases** – hard copy books, e-books, chapters from books
2. **Health and Parenting courses**

2020	2021	2022
£0	£3,000	£80,150

- ❑ Course content purchased in transaction in September
- ❑ Release February 2022
- ❑ 25 parenting courses to be available by end 2022.

## INCOME DRIVERS

### Corporate

1. **Health** – insurance and health sector offering to decrease healthcare costs
2. **Retailer loyalty** – customer loyalty offer with marketing and data opportunities.

2020	2021	2022
£0	£0	£303,000

- ❑ Offer customers access to the content and courses
- ❑ Employee benefits & Health outcomes
- ❑ Deliver anonymised data

# Projections

(in GBP)	FY20	FY21F	FY22F	FY23F	FY24F	FY25F
No. Installs	25,109	32,872	54,714	116,667	200,000	300,000
No. subscriptions	2,316	2,457	5,134	11,667	20,000	30,000
No. course participants		15	1,720	3,920	7,130	11,695

Subscription revenue	27,099	44,122	112,871	249,697	492,129	778,043
Course revenue		450	45,150	101,800	213,350	403,500
Corporate revenue		0	196,395	261,086	487,194	765,914
Advertising revenue		0	33,852	65,829	88,616	122,477
<b>Total revenue</b>	<b>27,099</b>	<b>44,572</b>	<b>388,269</b>	<b>678,412</b>	<b>1,281,289</b>	<b>2,069,934</b>
Gross Profit	16,013	31,999	352,589	599,069	1,123,322	1,810,400

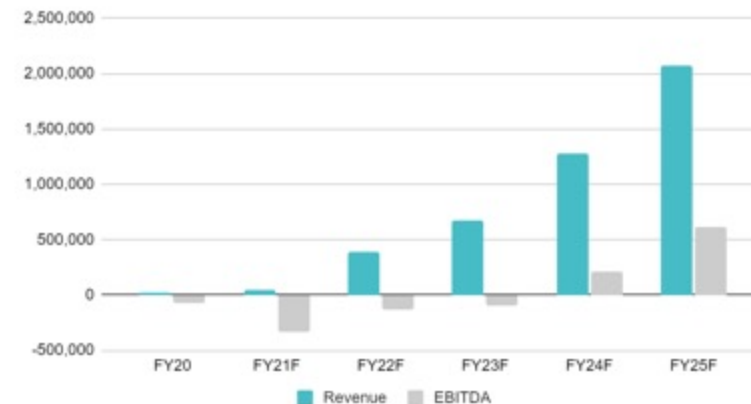
## OPERATING COSTS

Marketing	16,886	89,884	153,492	254,127	416,298	620,430
Salaries	50,370	209,191	262,492	302,728	348,137	400,358
Technology *	9,627	37,361	27,600	60,030	69,035	79,390
R&D	3,452	45	26,000	40,300	29,095	33,459
Other	12,935	33,615	18,402	42,325	48,673	55,974
	<b>93,270</b>	<b>370,097</b>	<b>487,986</b>	<b>699,510</b>	<b>911,238</b>	<b>1,189,611</b>

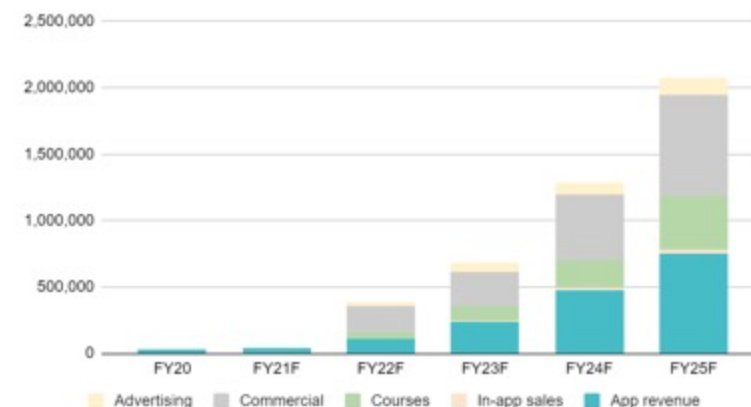
<b>EBITDA</b>	<b>-77,257</b>	<b>-338,098</b>	<b>-135,398</b>	<b>-100,441</b>	<b>212,084</b>	<b>620,789</b>
Revenue growth %		64%	771%	75%	89%	62%
EBITDA %		-759%	-35%	-15%	17%	30%

\*With CTO investment for 10%, the annual Tech costs will reduce

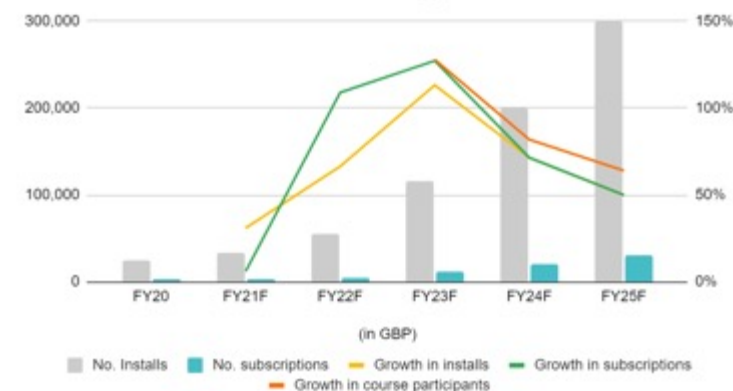
Sense-IT revenue and EBITDA



Sense-IT revenue breakdown



Sense-IT User growth



# Investment opportunity

- Sense-IT Limited is a Jersey registered company
- The company was established in September 2019
- ***Sense-IT*** is a technology company focused on digital parenting solutions in the HealthTech sector. ***Parent Sense*** is the first app to be launched by the business, with development starting in December 2019, and go to market in late April 2020.
- The app had a successful MVP launch in April 2020, and has established proof of concept over the past 18 months.
- Future development of this app includes Pregnancy and Toddler support for parents, and baby wearable technology and a HealthTech dashboard for healthcare professionals to access the child's health data.
- **Sense-IT is looking to raise Seed Funding of £400k to enable the growth and scaling of the Parent Sense app. The current pre-money valuation is £1,855,000 and with the £400k we are raising will be £2,255,000.**

parent  <sup>TM</sup>  
sense

By:

sense-IT  <sup>TM</sup>





# Funding requirements

Sense-IT seeks funding of GBP400k to build the Parent Sense application B2B and B2C offering

## Build Technology Assets (11.1%)

- Ongoing development of Parent Sense App
- Research & Development
- On-demand parenting courses in the app
- Ongoing development and enhancements
- Security enhancements
- Future development:
  - Building of Pregnancy and Toddler capability in the app
  - HealthTech dashboard – paperless hospital

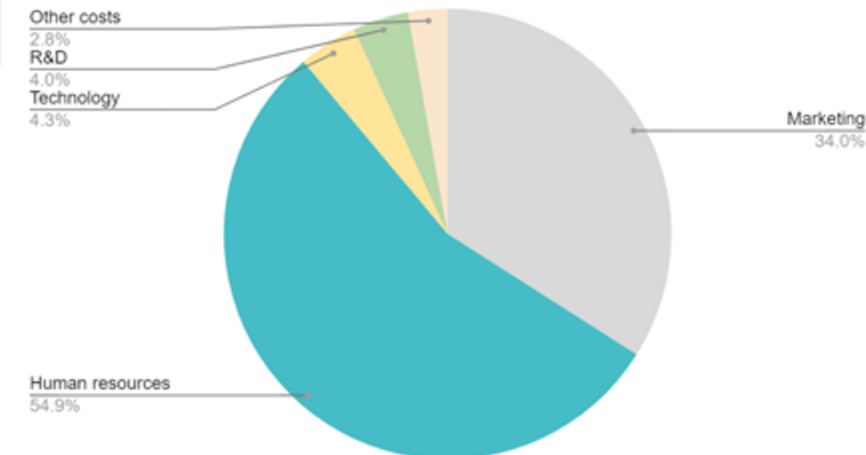
## Build the Growth (34%)

- Global marketing: Organic, SEO, Social & Paid
- Increase acquisitions
- Improve user conversion rate
- Increase LTV
- Attract more influencer relationships
- Corporate partnerships , campaigns, sponsorships
- App positioned for growth phase

## Build the team (54.9%)

- Digital marketing specialist & team
- Business development manager
- Quality Control
- Technical software developers
- Data science
- Medical advisors - paediatrician and dietician

Funding requirement allocations (2022)



# The team



**Meg**

Co-founder  
& CEO

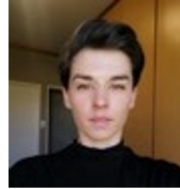
- CEO
- Head of product
- Business Development
- BSc (OT) OTR (USA)
- 20+ years in early childhood sector.
- Passion for parenting solutions
- Leadership, vision and passion
- Previous business focussed on baby care products (sold 2014)
- Vision to create a platform where parents can access bespoke information for their baby aligning data and parenting science
- Face of the brand



**Marius**

CTO &  
Technical lead

- CTO
- Technical lead
- Serial Entrepreneur
- B.Sc. Honours in IT
- More than 15 years experience in software development.
- Innovative, hard working and passionate about tech. Specifically software development.
- Working with entrepreneurs across the globe to maximise the potential of their respective businesses from a software development viewpoint.
- Founder of multiple successful start-ups in the tech space. Bitcube, Quality Care, Cloudlife



**Judith**

Data Scientist  
& developer

- Head of Data
- iOS developer
- M.Sc. in Biochemistry.
- Experienced full stack developer and researcher – spent time at Oxford University Paediatric Department in 2014 as a sponsored researcher.
- Lead developer on multiple mobile and web development projects for start-ups.
- Experience in managing agile software teams as well as large international clinical research projects



**Andrew**

Financial lead

- Finance Lead
- Chartered Accountant (SA)
- More than 15 years experience in building and leading finance teams in early stage businesses in education and health & fitness sectors
- Background in corporate finance and private equity fund management



**Tom**

Chairman

- Chairman & Strategic
- More than 25 years experience as Managing Director, CFO and CIO.
- Tom has worked in real estate, financial services, healthcare and banking across a number of jurisdictions.
- Tom graduated in Physics from Oxford University.
- Qualified as a Chartered Accountant at Price Waterhouse in London.



# The vision and roadmap

1

## Product functionality

- Parenting courses and podcast available on demand in the app
- Further health tracking
- Multi-user functionality

## Health tech

- Connecting parents to health care providers based on data insight needs
- Manage vaccination compliance
- Health incentive scheme integration (such as integrating with Vitality) to encourage vaccines, monitoring milestones
- Internet of things (IOT) and integrating with wearable devices

2

3

## Data Impact

- Feed back data to parent with insight - your baby's data compared to last week / compared to norms
- Data driven information - notifications deep linking to parts of the app that are useful
- Chat-bot with AI and NLP to provide advisory based on Meg Faure's books in response to questions plus data

4

## Commercial relationships

- |                                      |             |
|--------------------------------------|-------------|
| • Medical Aids                       | • Retail    |
| • Hospital groups                    | • Pharmacy  |
| • Employee wellness scheme           | • Insurance |
| • Infant health devices (Baby Sense) |             |



# Who is *meg* FAURE

Occupational therapist,  
Author, Entrepreneur and Mother

- Graduated as an Occupational Therapist from the University of Cape Town and moved to New York to work in a paediatric rehabilitation hospital.
- Continued education in the areas of Sensory integration (SI), Neuro-developmental therapy, DIR Floortime and Infant Mental Health.
- In private practice for 25 years working with fussy babies, specializing in sleep problems, irritability and feeding difficulties.
- In 2001 she wrote the bestselling parenting book, *Baby Sense*. This was followed by *Sleep Sense* in 2007, *Feeding Sense* in 2010, *Pregnancy Sense* in 2016. In 2017 *Weaning Sense* was launched, quickly becoming a Bestseller, and alongside *Allergy Sense* was published in the UK in 2021.
- In 2004 she founded Baby Sense, a company producing high quality baby products for moms with new babies. This soon became the most premium brand in South Africa. The company was sold in 2014.
- Play Sense launched in 2016, a home based education offering for two-to-four years olds, through a franchise model for teachers. The curriculum focuses on developing core competencies of creativity, self-regulation, collaboration and executive function, through imaginary play. The business attracted funding in 2020.
- She receives numerous ongoing requests for partnerships and endorsements. Currently she endorses the *SnuggleRoo Carrier* and a baby food range, called *Weaning Sense*.
- In 2019 Sense-IT Limited was launched, a technology company focused on parenting solutions. The first app, Parent Sense, was launched in April 2020. The app digitises all experience, books, articles produced by Meg over the last 20 years.





# Thank you



[www.megfaure.com](http://www.megfaure.com)   [www.parentsense.app](http://www.parentsense.app)   [www.playsense.org](http://www.playsense.org)

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