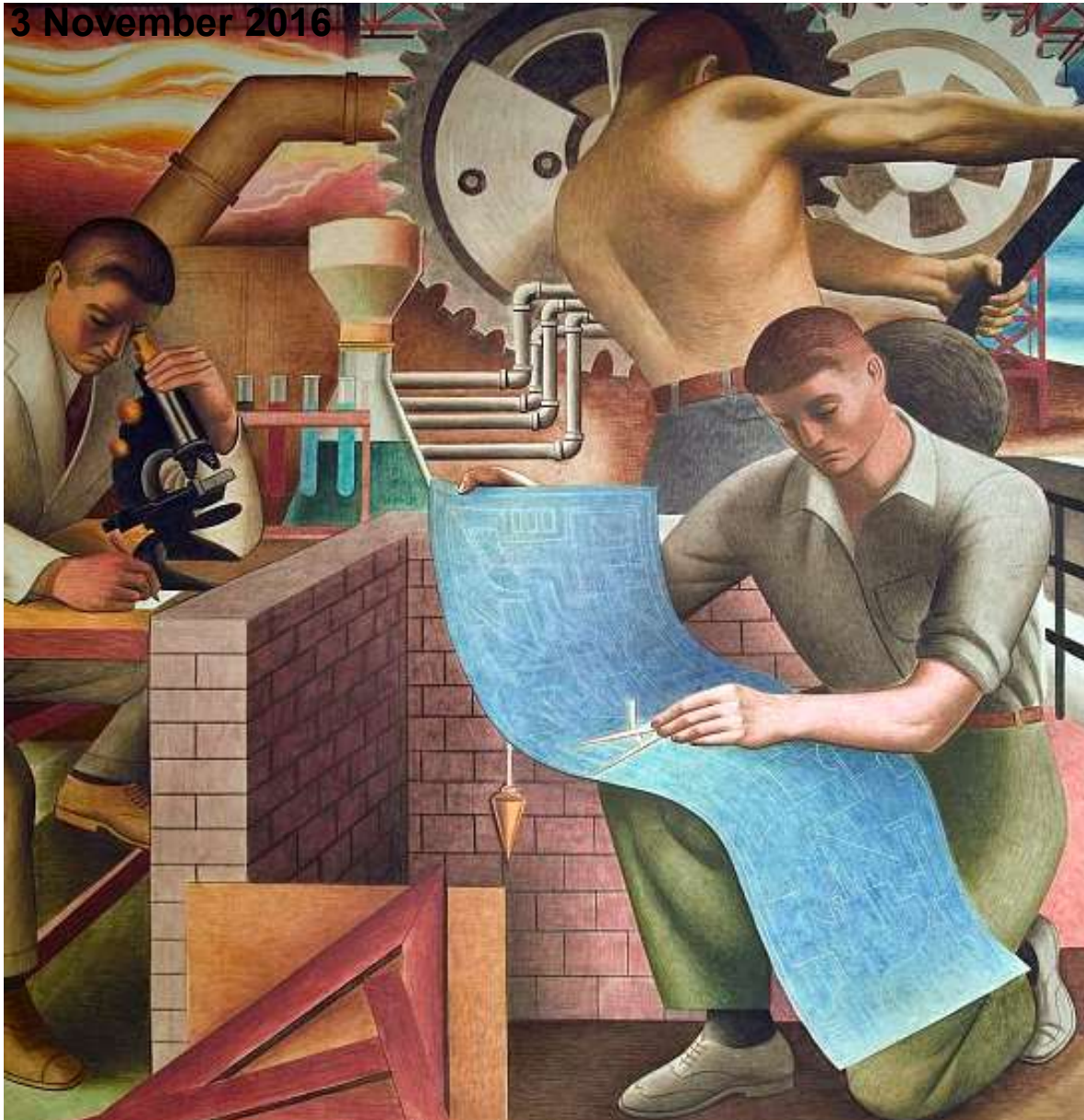


Mobile Nanny Startup and Month 16: Partnership Opportunities

3 November 2016



Thanks for continuing the conversation.

1. Challenges and Opportunities for innovators

**2. Challenges and Opportunities for Mobile
Nanny Startup**

3. Partnership Ideas

1. Challenges and Opportunities for innovators

2. Challenges and Opportunities for Mobile Nanny Startup

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Early Growth Problems

- Initial 30 - 90 days capital applied towards refining and validating product
- Too many paths pursued

Early Growth Results

- 90% of startups fail

Forbes

JAN 16, 2015 @ 10:00 AM 219,146 VIEWS

90% Of Startups Fail: Here's What You Need To Know About The 10%

MAR 3, 2016 AT 10:08 AM

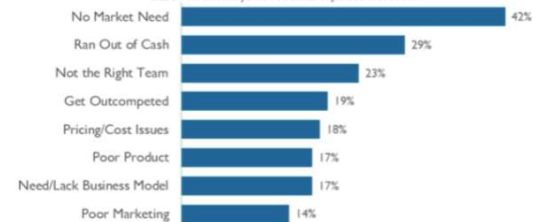
The Next Amazon (Or Apple, Or GE) Is Probably Failing Right Now

By Ben Casselman

Filed under entrepreneur

Top 20 Reasons Startups Fail

Based on an Analysis of 101 Startup Post-Mortems



Companies that scale prematurely are classified as **inconsistent**

and companies that scale properly are classified as **consistent**

AVERAGE FUNDING RAISED

\$ 1,100,000

\$ 3,400,000



CBINSIGHTS

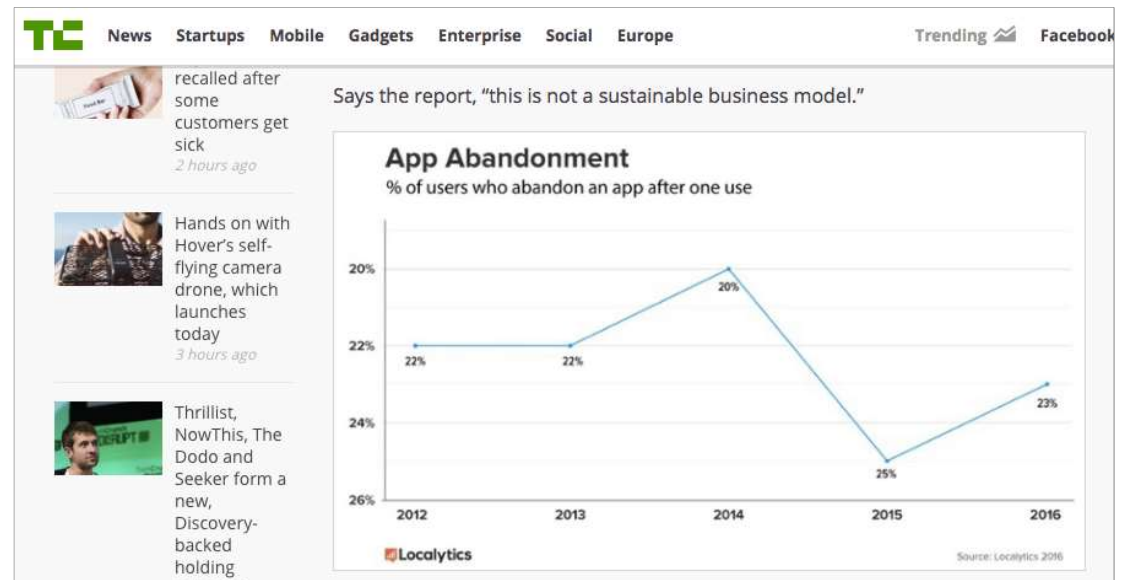
www.cbinsights.com

Example: App Problems

- Features nobody wants
- Development \$ significantly more expensive than first prototyping

Example: App Results

- At least 25% of apps are abandoned after the first use.



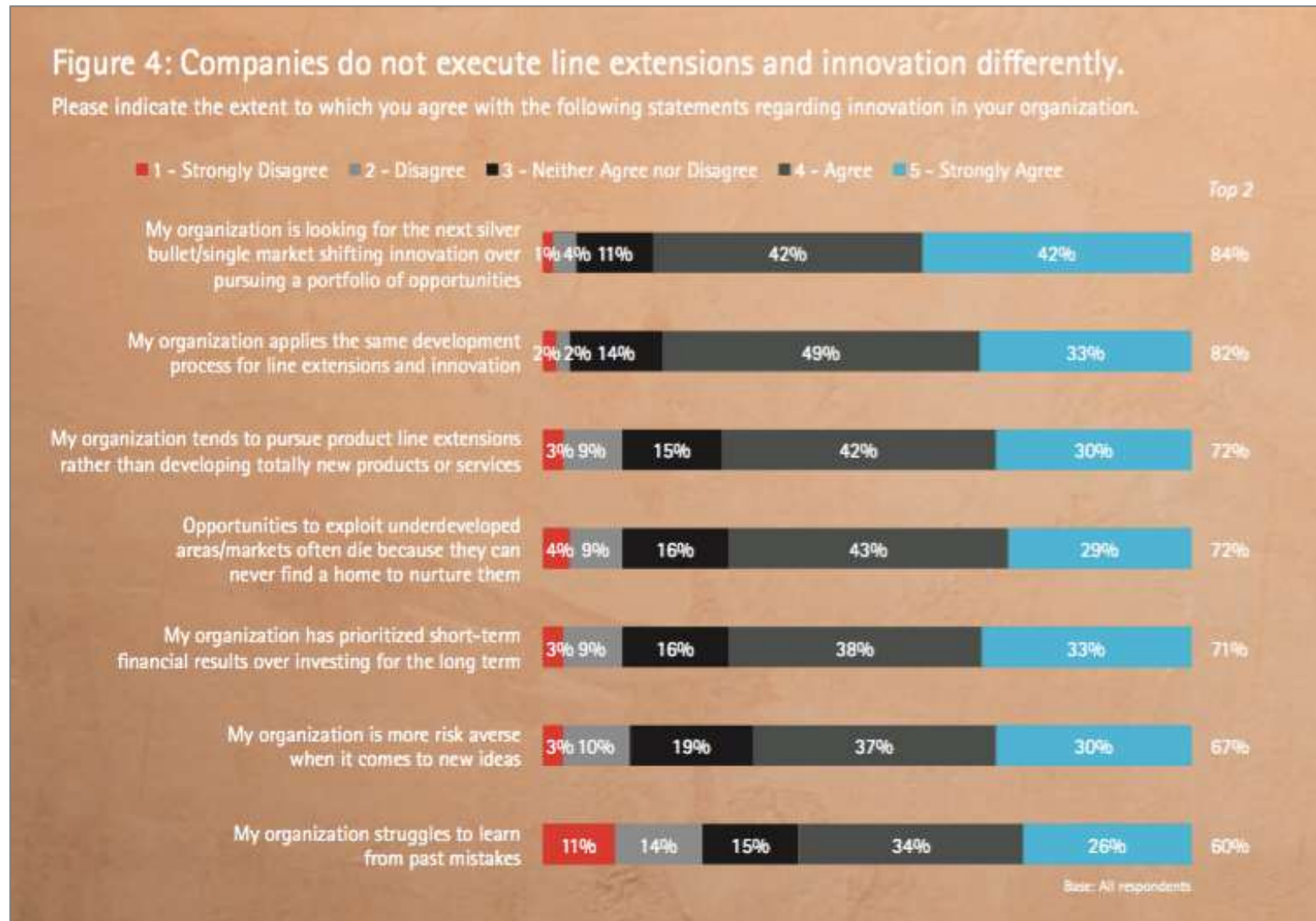
Established Problems

- Incremental change



Established Problems

- Innovation priority but...innovation an activity not process (not aligned, tribal, top-down)



Established Results

- Many products fail, many innovation initiatives fail to realize promise

**Harvard
Business
Review**

“Less than 3% of new consumer packaged goods exceed first-year sales of \$50 million—considered the benchmark of a highly successful launch.”

Most market entries fail outright, don't do as well as expected, or take longer / cost more than anticipated.

1. Challenges and Opportunities for innovators

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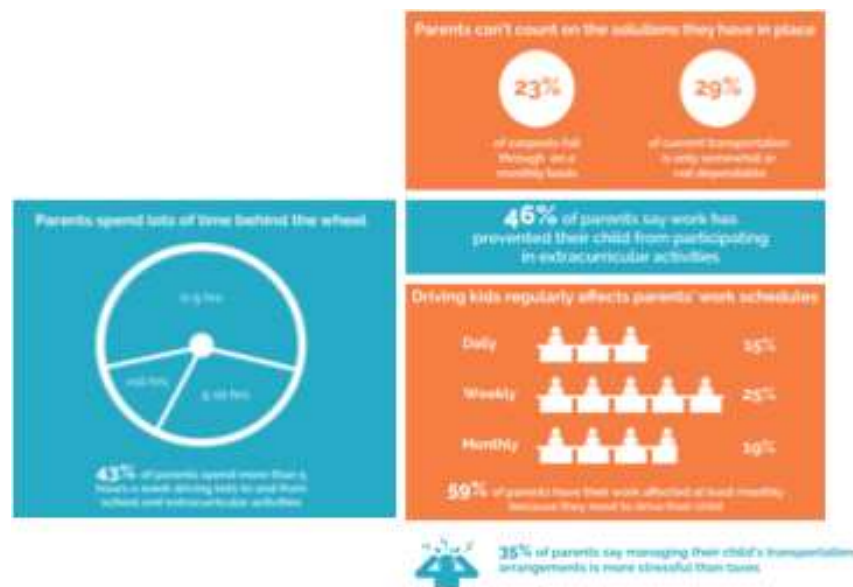
3. Partnership Ideas

Our back-of-envelope analysis, initial conversation, and personal lives revealed demographic opportunities and challenges.



- There's a real market opportunity via increase in **dual income** families, greater work **hours**, longer **commutes** in many places, and time-pressure from **active kids**

Our back-of-envelope analysis, initial conversation, and personal lives revealed needs-based opportunities and challenges.



- Within market dynamics, need for **affordable / quality child care**
- Also need for **transportation**
- Addressing these real problems = provide discrete functional (e.g., logistics) and **expansive emotional benefits (e.g., being a good parent)**

Our back-of-envelope analysis, initial conversation, and personal lives revealed business model opportunities and challenges.

Market

- Childcare and transportation not aligned with needs of today's dual-income families = white space or bad idea?

Parents

- Split shifts (at home) or overhead (physical location) = high fixed costs fixable?
- Quality key = more vetting than others (Uber) = greater costs / greater time
- Growing expectations busy parents = on-demand parity or differentiation
- Breaking through hard = relevantly differentiated brand over long-term? Cost?

Providers

- Low wages / job security = high turnover, difficult to recruit and maintain quality

Investors

- Investor-driven rapid scale = continue delivering on quality assurances?

Our back-of-envelope analysis, initial conversation, and personal lives revealed competitive opportunities and challenges.

'Uber For Kids' Is Shutting Down After Failing to Get More Funding

by Kia Kokalitcheva

@imkialikethecar

APRIL 14, 2016, 8:07 PM EDT



Zūm



UBER



Our back-of-envelope analysis, initial conversation, and personal lives revealed go-to-market opportunities and challenges.

Chicago has large addressable market, ample providers (moms, teachers etc.), media to gain notice...but insurance and other costs make startup expensive, so **right place?**

Investor community one of nation's most dedicated to local investments...but still **hard to get attention**

Previously discussed premium pricing to achieve cash positive in 1st year smart niche play...but **higher price align** with target's high expectation, initial product's development costs?

Our direct experience + observations of this market + research =

very few built it and it will come

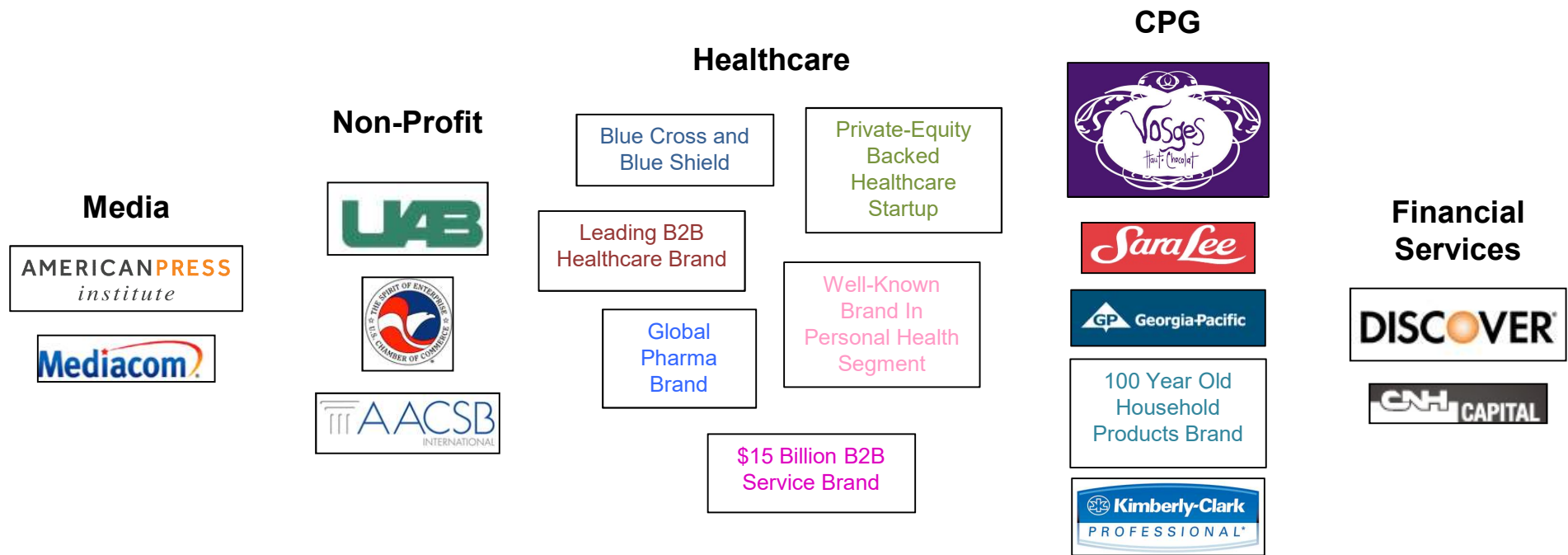
1. Challenges and Opportunities for innovators

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Today	<	>	Oct 24 – 30, 2016				Day	Week	Month	4 Days	Agenda	More ▾	⚙
GMT-05	Mon 10/24		Tue 10/25		Wed 10/26		Thu 10/27		Fri 10/28		Sat 10/29		Sun 10/30
6am							6 – 9 Get Kids Off		6 – 8:30 GET KIDS OFF TO SCHOOLS				
7am	7:30 – CONTACT SCOTT		7 – 8:30 PLASTICS SLIDE		7:30 – 10:30 PLASTICS INNOVATION SLIDES								
8am	8:30 – 9:30 Coffee with Soho House, 1		8:30 – 10 DRIVE TO RAVENSWOOD						8:30 – Digital Solutions Ge				
9am	9 – 10 Shelli / J.B. Soho House						9:15 – 10:15 J.B. Dentist		9 – 10:30 GOOD BOATER DESK RESEARCH - PART 3				
10am	10:30 – 11:30 GoodBoater/Month16 Conference: 213-992-5606		10 – 11 INTERVIEW - JEANNE M		10:30 – Drive to Connecti		10:35 – 11:20 There		10:45 – 12p Athlectico Deerfield 15 43 Waukegan Rd		10:30 – Travel to Tom		
11am			11 – 12p Emily and J.B. Coffee @ 4611 N Ravenswood Ave		11 – 12:30p Continuing The Conversation J.B. Davis Panera Bread, 190 Waukegan Rd, Deerfield, IL		11:30 – Walk to Grind				11:15 – 1p Sunday School		10:45 – Shir
12pm	12p – 1p INTERVIEW - TERRY B		12p – 1:30p Return From Ravenswood		12:30p – 1:30p Drive from Connections Master Meeting to		12p – 1:30p Good Boater Desk Research						
1pm	1p – 2p INTERVIEW - IRINA 1				1:30p – 2:30p Return Emails At 4368 W Touhy Ave		1:30p – Uber to Go Nanny				1:15p – 2p Return from dentist		
2pm							2p – 3p GoNanny.Co / Month 16 Starbucks						
3pm	2:45p – 3:45p J.B. (Month 16) <> 5158 N. Clark Street,		3p – 4p Interview - Sue		3p – 4p North American Polymer 7315 Hamlin Ave, Skokie, IL		3:15p – 4p Uber to Train				3p – 4p Travel to Abby's 4:00 game		
4pm	4:30p – 6:30p Joe Drivers Ed				4:30p – 5:30p Drive from Skokie Pitch to HP		4p – 6p Starland - S Part 2		4:10p – And		4p – 5:30p Abby Game AND Eli's Game		
5pm			5p – 6p Interview - Matthew S				5:15p – 6:15p HP Rec Center				5:30p – Travel from Abby's		
6pm					6:30p – 7:30p Dinner		6:15p – 7:45p Make, Eat, Clean Dinner		6p – 8:30p Temple		6:15p – 7p Get kids dinner / shower		
7pm			7p – 9p PLASTICS INNOVATION SLIDES		7:30p – 8 Joe Pra		7:45p – Piano				7p – 8p Travel Downtown		
8pm					7:30p – 8 Exercis		8:30p – 10:30p Thursday Night Football				8p – 9:30p Dinner		
9pm													

We're living the 2 income family life – so we get it.



Month 16's broad experience and deep skills could add value to Mobile Nanny Startup and its team.



Overall, we address growth challenges by bringing businesses - not products - to market

Client Needs

We partner with senior leaders at three types of growth-oriented enterprises:

Startups - focused on business strategy rather than product strategy

SMBs – excel at their businesses but aren't sure how to grow

Investors – want to make strategic bets on new products and services

Value Delivery

We customize our Viable Growth Solutions to meet their needs

Robust - from idea through creation

Concise - from idea to “go / no-go”

Capacity - from assessment to empowerment

Advisory - from core team to core team + Month 16

Viable Growth Solutions Address Market Dynamics Through Business-Focused Approach

1. ENVISION	2. ANALYZE	3. DETERMINE	4. CLASSIFY	5. FOCUS	6. CHECK	7. CREATE
What do you want	What marketplace	What “jobs” do	What kind of	Based on	Is this really a	How can you get

		Persona (s)	Classification	Proposition	Proposition	Business
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Most market entries fail outright, don't do as well as expected, or take longer / cost more than anticipated.

Opportunities

- Refine, validate model?
- Refine, validate brand?
- Refine, validate go-to-market?
- Identify, connect with investors?
- Expand team as needed, ongoing, or for long-term?

Delivery

- Shorter version of Viable Growth Solutions – project fee
- Ongoing (e.g., weekly) POVs, conference calls etc - retainer
- As-needed POVs, conference calls etc - retainer
- Team or board membership – retainer, equity
- CIO role – retainer, equity
- Programming resource – pass through or PM

Again, thanks for your time.

