



Calroo

An all-in-one family organizer
built for parents, by parents

Founding team



Elena Krasnoperova
Co-founder, CEO

Led strategy, analytics and operations at eBay, PayPal, oDesk, Zong (acq. by PayPal for \$240M)

2nd time family tech founder
(1st company: SimplyCircle)

Stanford Ph.D. in Psychology

Mom of 2 boys, ages 10 and 12



Marcelo Ribeiro
Co-founder, CTO

16 years of software, mobile app development, and engineering management experience

Founded software consultancy RubyThree (offices in US & Brazil)

Physics B.S.

Dad of 2 boys, ages 4 and 7

Key team members & advisors



Prasanth Ramineni
Mobile app developer
ex-Walmart app developer



Julio Cesar
Web & API developer
Expert in REST-based APIs



Robson Ribeiro
Android developer
Expert in web & mobile apps



Seema Mehta
Head of Marketing
ex-Microsoft Product leader



Laurent Perrodin
Advisor, UI/UX
ex-Apple senior engineer



Sheri Atwood
Advisor, Strategy
Founder, SupportPay



Heather Lopez
Advisor, Marketing
Founder, Bloggin' Mamas



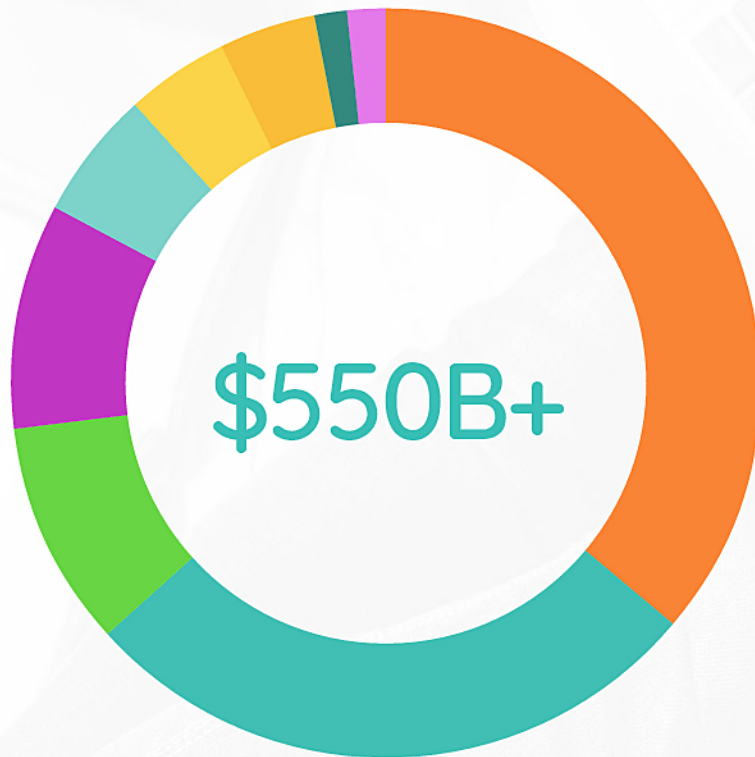
Tania Lissitskaia
Advisor, Identity & privacy
ex-Google Product leader

Why focus on family collaboration

- High breadth + depth + frequency of pain
 - Every parent has to do many tasks every day
 - Most parenting tasks aren't optional
 - High emotional penalty for screwing up
- Current tools are woefully insufficient
 - Dealing with frequent “oh crap” parenting moments requires multiple apps, plus calling and texting
 - Event invitations in family context are ambiguous – who's actually going to the “School concert?”
 - Many families have inter-operability problems – e.g., Mom uses Outlook, Dad uses Google, nanny uses iCal

35M US families spend \$550B+

A large market, vastly under-served by technology companies



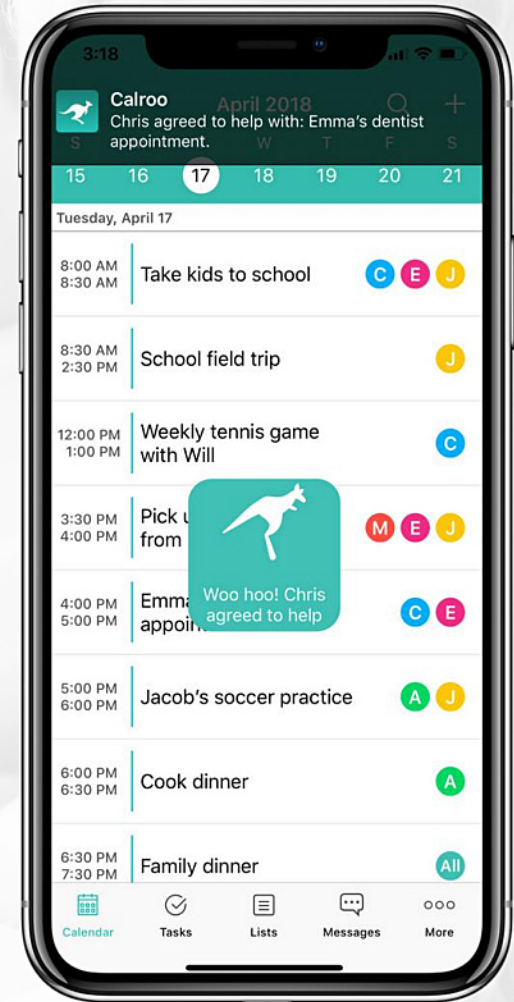
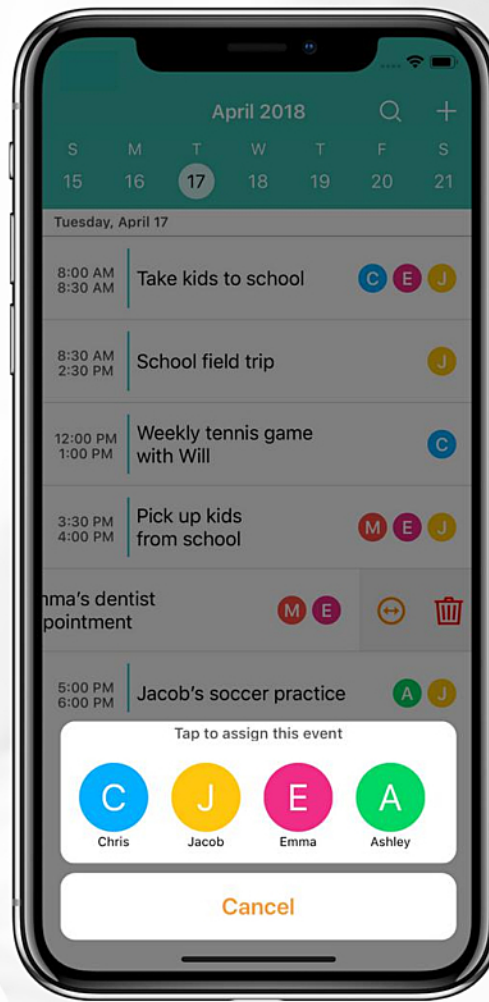
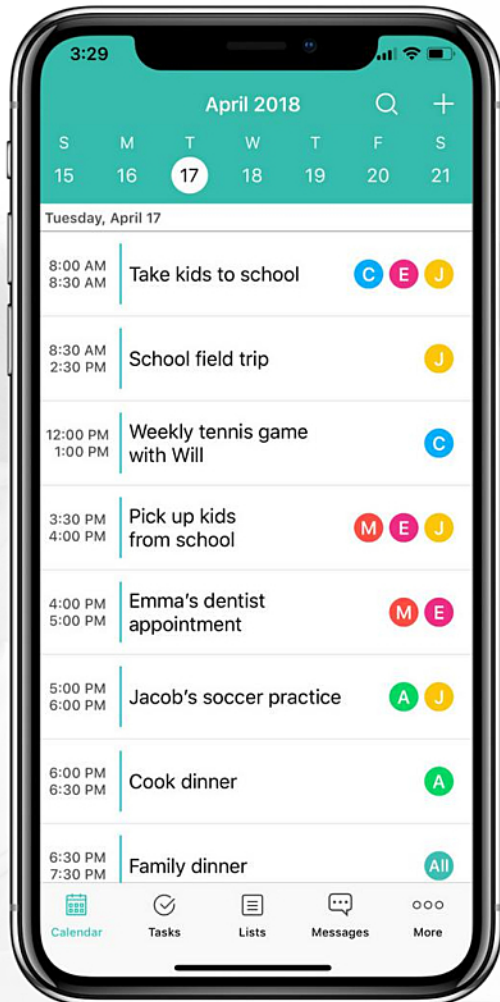
- \$200 Groceries & dining
- \$150 Family travel
- \$54 Private schools
- \$53 Daycare & sitters
- \$30 Apparel
- \$25 Toys & books
- \$23 Baby products
- \$8 Sports & Camps
- \$8 Edtech

We replace many apps with one

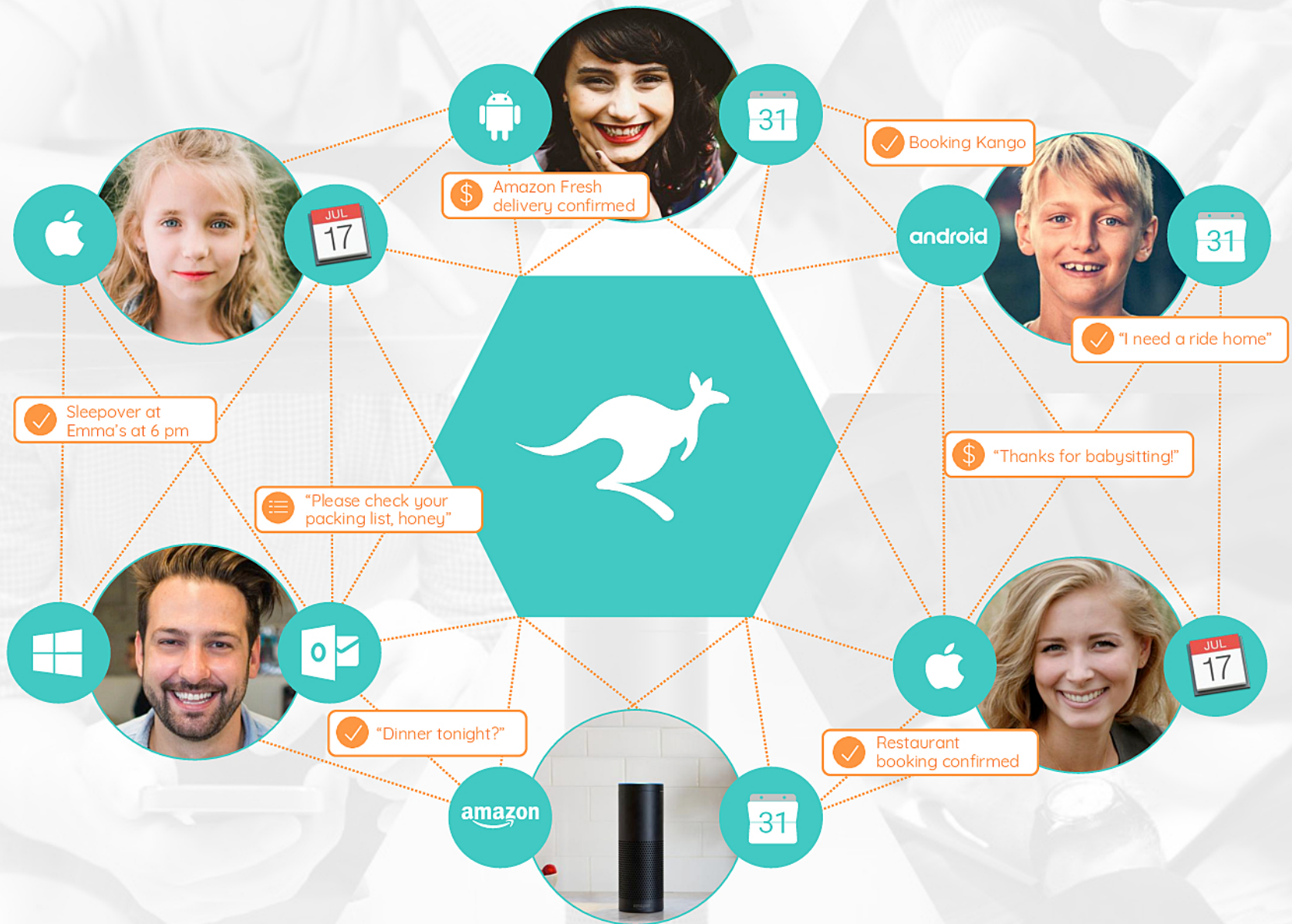
Like G-suite for families, but in a single app



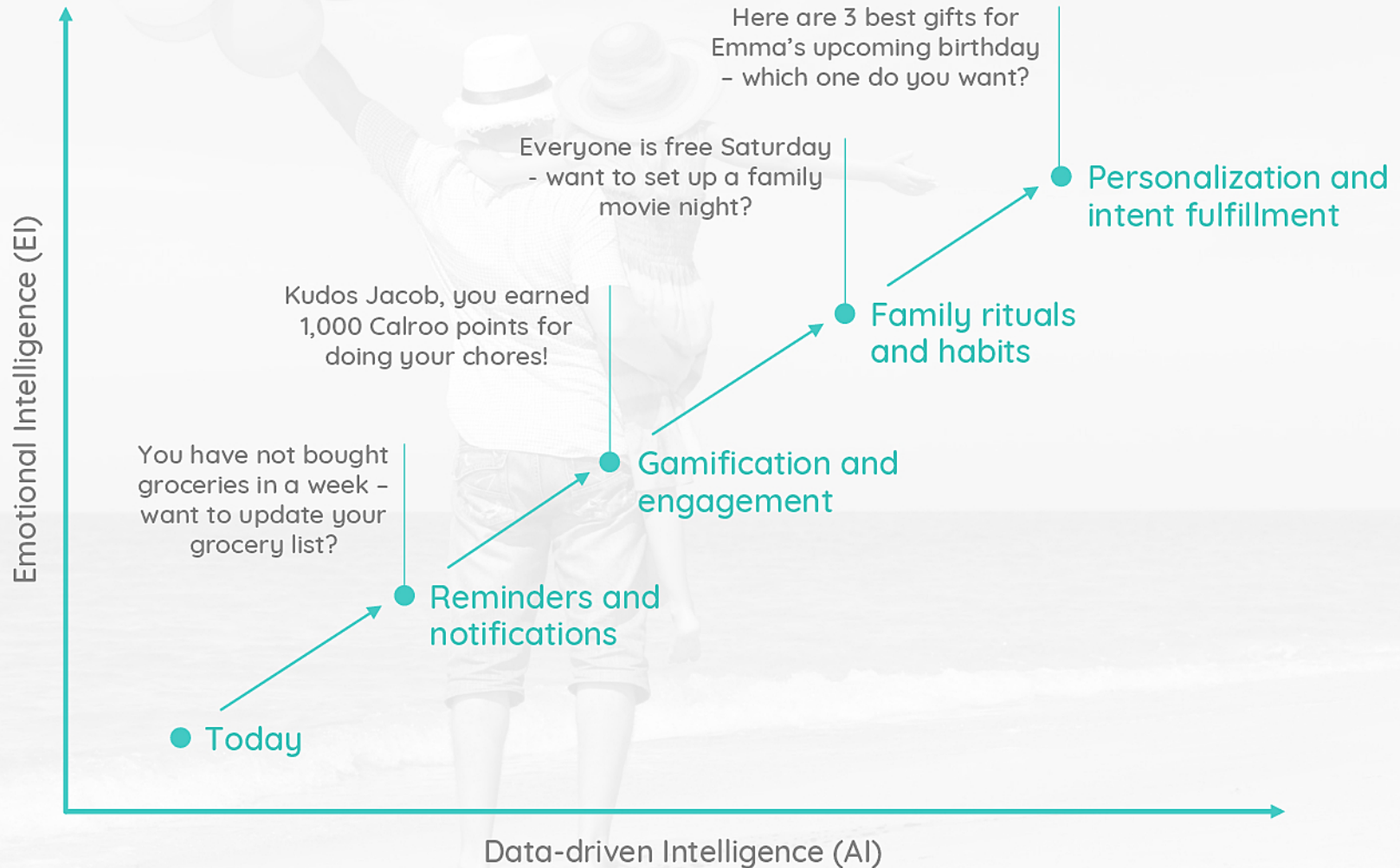
We disambiguate handoffs of tasks



We provide family “inter-operability”



Calroo will get smarter over time



Traction to date

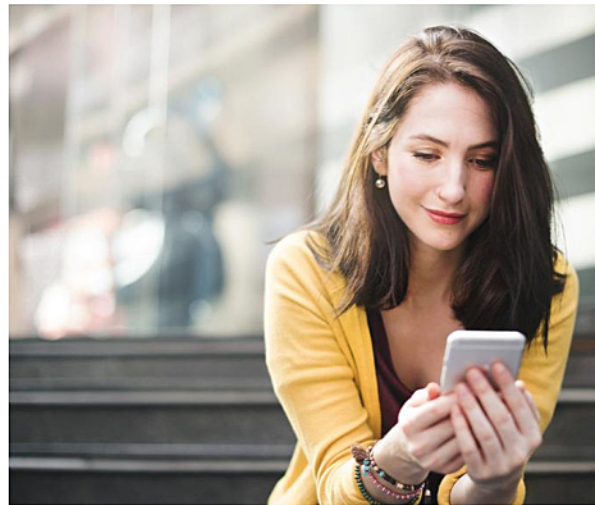
- Product**
- ✓ Built and launched v1 iOS app, got featured by Apple 3x
 - ✓ Redesigned iOS app to improve UI/UX, launched 3/29
 - ✓ Built Android app, launched 3/29, iterating daily since

- Users**
- ✓ 2,000 MAUs, 200 DAUs in last 30 days
 - ✓ Built an active and vocal group of hyper-users
 - ✓ Most popular features: calendars, lists, tasks
 - ✓ Most requested features: more external calendars (currently we only support Google calendar)

- Marketing**
- ✓ 3 small-scale marketing experiments on Appstore, FB, Twitter showed that we can get a new RU for <\$1
 - ✓ Founding family members invite on avg. 1.5 other users

Current competitors and alternatives

Our differentiation: Unique UI/UX designed for families



Family Organizer Apps



Productivity Apps



























Old-Fashioned Tools

Paper calendars,
day planners,
post-it notes

Our competitive differentiation

Deep dives on specific competitors available upon request

Consumer benefits	Calroo	Family productivity apps	General productivity apps	Old-fashioned tools
Allows clear, unambiguous handoff of responsibilities				
Gives you privacy / sharing controls over who sees what				
Custom-designed for family sharing and coordination				
Integrates calendar, tasks, lists, and messaging				
Can be accessed on the go from any device				
Free of ads and subscriptions				

Calroo is currently free

After we reach critical mass of ~100K+ families, we'll go to freemium

- We plan to charge \$10/month/family for Calroo Pro
 - Expect 1-5% of users to pay for premium version
 - Facebook data privacy scandal is increasing consumers' willingness to pay for privacy and control
- We will always have a free version for new users
 - We'll give everyone a free month of premium version, and extend premium for free in exchange for referrals
- We will grandfather early adopters into Pro for free

Our unique advantage

RIGHT TEAM

- We are parents, living with this problem daily
- Strong track record
- Unique background (Psychology Ph.D.)
- Well-rounded team

RIGHT PRODUCT

- Unique UI/UX designed by an ex-Apple engineer
- Found a tribe of loyal early adopters
- Have a clear product & technology roadmap

RIGHT MARKETING

- Initial focus on families who feel the problem most acutely: e.g., divorced parents, new parents, parents of kids with special needs

RIGHT TIME

- Millennial parents are more egalitarian and demand better tech
- Facebook data privacy scandal increases user willingness to pay

Raising \$1M pre-seed round to reach key milestones:



50,000+ MAUs



Sustainable CAC
Target: <\$10/family



High DAU/MAU ratio
Target: 25%+



Evidence of
virality



High user retention
Target D1: >25% industry avg
Target D90: >5% industry avg

We are just getting started

PHASE IV
Create a new ecosystem
and discovery platform
of family apps

PHASE III
Open our Family APIs
to 3rd party developers

PHASE II
Develop other apps
using our Family APIs

PHASE I
Solve collaboration
problem for families
with Calroo app

A discovery platform for family apps



The Smith Family Profile

Mom: Karen

33 years old; accountant; works full-time; PTA leader; loves Zumba; wants kids to be more independent

Dad: John

35 years old; engineer; loves tennis; building a treehouse; looking for fun activity to do with kids next weekend

Son: Zak

10 years old; in 4th grade; loves sports and Minecraft; struggling with math; wants to learn Spanish

Daughter: Eva

4 years old; attends preschool; loves dinosaurs and drawing; wants to have more playdates with friends

Zip code: 94024

Recommended apps



Calroo: organize playdates, assign chores, sync calendar



Activity Hero: find a math summer camp for Zak



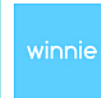
SimplyCircle: manage PTA volunteers, inform parents



Leela Kids: find kid-friendly podcasts about dinosaurs



PandaTree: find Spanish language tutor for Zak



Winnie: discover fun things to do with your kids