

need to plan, track and protect your life in one safe and secure app. Our platform combines technologies to ensure a fluid experience with essential features—messaging, video streaming, event creation, location sharing and tracking.

Where will your company be in 5 years? ▾

To be the leading app in safety, security and communications; to be the leading technology that is embedded across US mobile carriers, rideshare platforms and the travel and hospitality industry. We want to change the way consumers engage their social networks by providing private, cultivated social app experience.

Why did you choose this idea? ▾

Co-Founder Luna Howard's life provides a real-time case study for our platform: "As a working mother of two girls, I am very aware of the challenges of keeping up with family, friends, and the many activities to manage. And sadly, with the rise in high profile emergencies, I need to know I can find and connect with my girls anytime and anywhere."

Why is this a good idea, right now? What changed in the world? Why wasn't this done a few years ago? ▾

The pace of modern life is rapidly changing the role of digital platforms. A clear need exists for a quality platform to manage features families and friends rely on like video, messaging and locating. The rise in concern over privacy and data security has moved consumers away from free platforms to subscription social apps. The increase in high profile tragedies and acts of violence have brought home the need to locate loved ones in an emergency. Nothing is more important than family and the ability to connect with them. A secure platform for essential social features is a game-changer for: individuals; communities in need of support – seniors and those with mental health challenges; ride share; and the travel and hospitality industry.

How far along are you? What's your biggest obstacle? ▾

We have developed a strong platform for Apple's iOS, which commands 45% of the US market. Now we are raising \$250,000 to:

- 1) Develop Kazoo for Android to operate on all phones.
- 2) Add multilingual capabilities
- 3) Enable automatic car crash detection
- 4) Develop tech wearables for kids and even pets

This year, we will:

- 1) Launch our partnership with the Hydrocephalus Association and Stand for the Silent to provide the app to over 100,000 users.
- 2) SFTS
- 2) Launch an Android app and an updated iOS and target market to 25K B2C subscribers.
- 3) Launch B2B marketing initiatives to major wireless carriers, luxury cruise and ride share companies.

Who competes with you? What do you understand that they don't? ▾

Our competitors are location and security apps that service peer groups including: Life360, Bsafe, and Marco Polo.

Our safety capabilities and fluid user experience set us apart from the rest. Four unique benefits of the Kazoo app:

- Kazoo does it all in one streamlined experience.
- Kazoo's location-sharing technology can be more precise than apps like Life360.
- Kazoo's SOS feature keeps you connected with your emergency contacts wherever you go. They can see live video of what's happening, where you are and you can instantly call police.
- Kazoo's layers of security and encryption deliver privacy that the social media giants don't. With Kazoo your data and images are yours, and never shared or sold with any company.

How will you make money? ▾

Kazoo's revenue model includes both a business-to-business and direct-to-consumer strategy. Both are subscription-based models, which provide a consistent revenue stream for Kazoo.

Corporate Pricing: One-time integration fee (\$25K to \$50K+) plus a tiered monthly per-user fee (\$.50 to \$1 per user/mo.).

Consumer Pricing: \$6.99/mo. (\$69.99 annually); additional live streaming data packages available.

What are the biggest risks? If you fail, what would be the reason? What has to go right for you to succeed? ▾

We need to solidify distribution to both consumers and businesses. We need to maintain a robust platform to ensure a seamless user experience.

What are your target customers? ▾

TARGET CUSTOMERS: CORPORATE AND CONSUMER

Kazoo's technology platform offers companies several competitive advantages that include:

- 1) Provides customers with a demonstrable adds value for their customers that reinforces customer retention and drives customer acquisition
- 2) Generates additional revenue by offering a subscription-based technology
- 3) Enables companies to rapidly launch a refined product that reinforces their brand.

Target Corporate Customers

- Mobile carriers
- Tour-group operators
- Insurance carriers
- Home Security
- Government/International Aid organizations

Target Consumers Audiences

- 3.5 billion smartphone users worldwide.