KoaliTime

EdTech
Parental control
Digital wellbeing

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KoaliTime is a novel app & platform helping parents and children balance screentime, and drive achievements with minimal family conflict.

Our positive reinforcement method allows children to **earn** screentime with desired quality content.
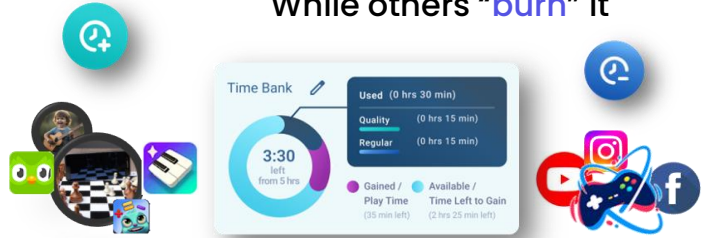
The parental nightmare Of the digital age

Children are "glued" to screens

We fight them over screentime

Quality content is available,

but mostly unused

Introducing "screentime economy"

Quality activities "earn" screentime
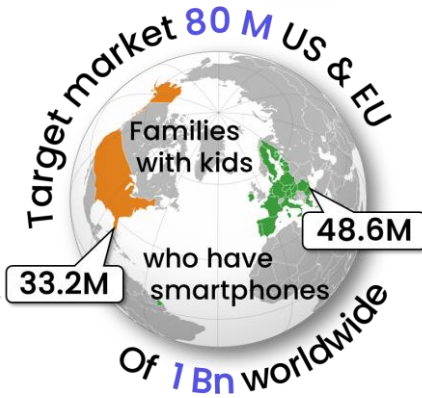
While others "burn" it

Time Bank

Used (0 hrs 30 min)
Quality (0 hrs 15 min)
Regular (0 hrs 15 min)

3:30 left from 5 hrs

Gained / Play Time (35 min left)   Available / Time Left to Gain (2 hrs 25 min left)

Market & GTM

Parental control **$2.5 B**

Education Apps **$12.8 B**

Education Tech **$301 B**

*2029 worldwide revenue proj.

Target market **80 M** US & EU

Families with kids

33.2M   **48.6M**

who have smartphones

Of **1 Bn** worldwide

PLG + Affiliate programs:

EdTech & Fitness apps
Schools & Museums
Afterschool activities

Unique value proposition

For parents & children:

Less conflict • more achievement

For Content partners:

Distribution • Retention boost

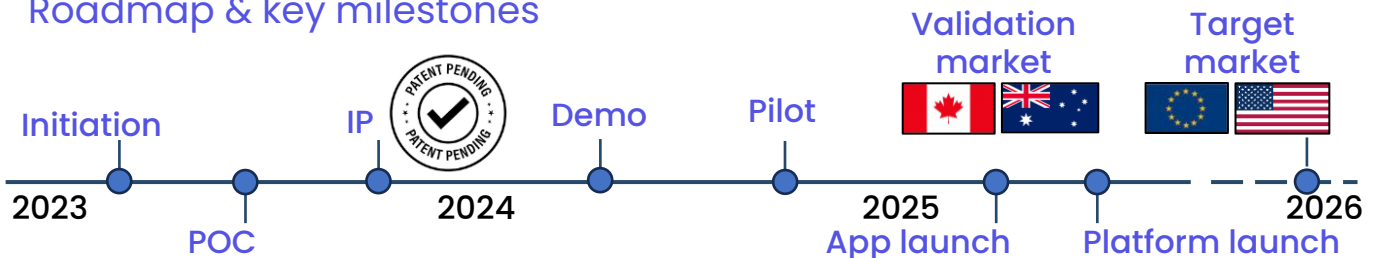Parents and Children — Quality content — Educational frameworks

Competitive landscape

we compete with other :

- Parental controls
- EdTech providers

But we are the only combined solution!

Roadmap & key milestones

Initiation
2023
POC
IP
PATENT PENDING
Demo
2024
Pilot
Validation market 🇨🇦 🇦🇺
2025
App launch
Target market 🇪🇺 🇺🇸
Platform launch
2026

Asaf Kainan
Founder • CEO

Dr. Yoash Mor
Co-founder

Koali

Nadav Marx
platform mngr.

Gilad Dolev
VP R&D

Shira Mayer
Partnerships