

Kids Circle

erlebnisreich betreut



July 2020
confidential

Contents



The problem	3-6
Our solution	7-11
Target groups	12-13
Market	14
Business model	15-17
Our products	18-21
Our story so far	22
Team	23
Customer feedback	24
Mission	25
Vision	26

The Problem



The problems

1

Existing childcare solutions do **not meet the high demand and lack in flexibility**

2

Parents who do not find adequate childcare for their children, **are not available on the job market**

3

The acute lack of professionals in the field leads to overwork and a lack of available caretakers per child

4

There is a considerable **gender gap** in the field of childcare, with **95%** of professionals being women.¹

1. Kita-Praxis im internationalen Vergleich, Ergebnisse der OECD-Fachkräftebefragung 2018

High demand of additional childcare solutions

Studies show that the existing facilities and options do not, by far, meet the high demand of good quality childcare

310.000

missing professionals until 2025, to react to demographic changes, departure of staff, unfulfilled parental requirements and to set up improved personnel keys. ¹

53%

of parents with a place for their child at daycare need **additional childcare** (before 8 o'clock /after 5 o'clock) ²

665.000

extra spots in daycare need to be created until 2025 in order to meet the **total demand of parents** - and their right to daycare for their school-going children. ³

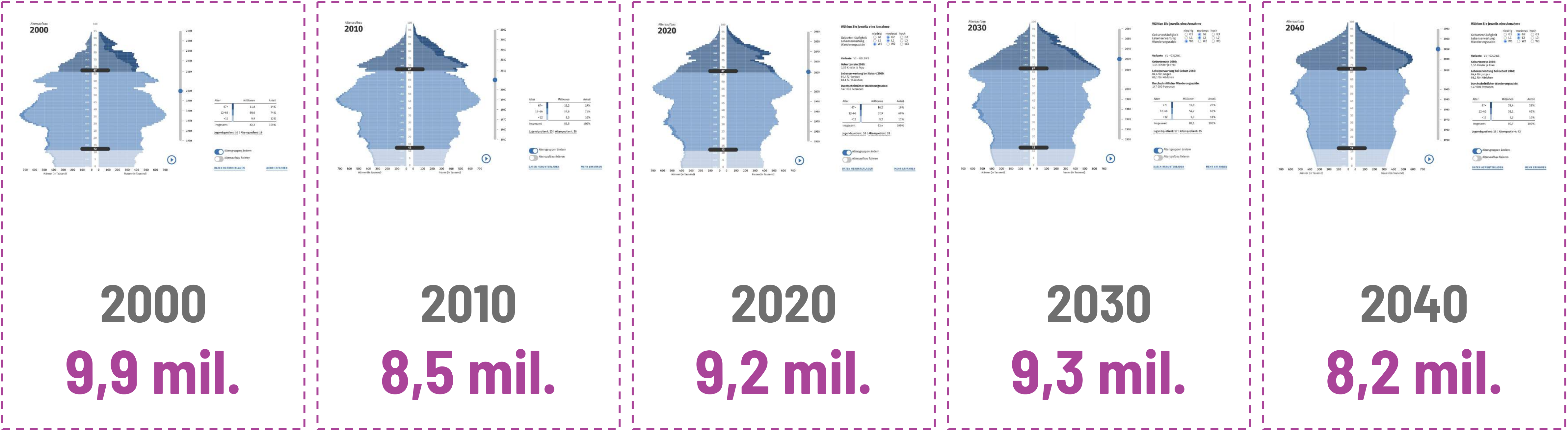
1. Forschungsverbund DJI/TU Dortmund - Plätze. Personal. Finanzen – der Kita-Ausbau geht weiter, S. 32, 36

2. Deutsches Jugendinstitut: Ergebnisse der DJI-Kinderbetreuungsstudie U12 (2019)

3. Deutsches Jugendinstitut, Ganztagsbetreuung für Grundschulkinder, Kosten des Ausbaus bei Umsetzung des Rechtsanspruchs (14.5.2019), S. 5,6,9

Great fluctuations in the number of < 12-year olds

Mobile childcare solutions are a useful approach to tackling great demographic fluctuations



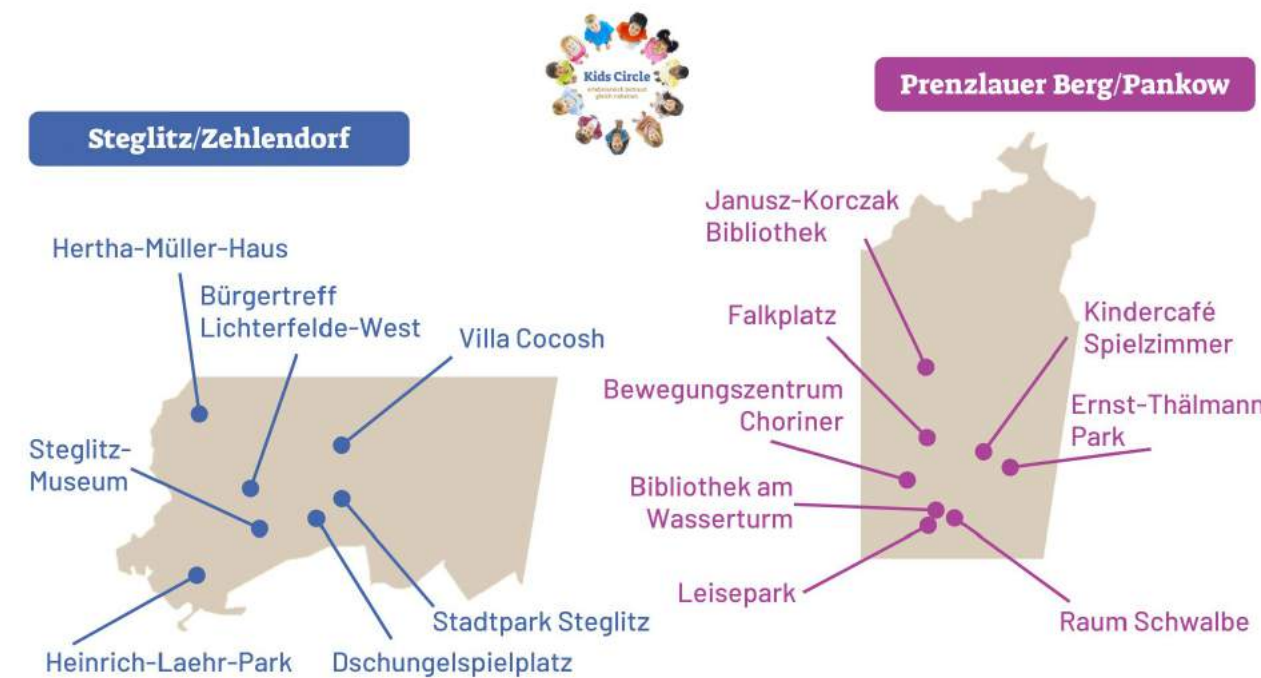
Our solution



Our solution

Wir bring additional and flexible daycare straight to parents

Online childcare and childcare close to home



Additional offers through online childcare and **childcare close to home** ensure flexibility and time savings.

Use of existing resources



Childcare take place **online, outdoors or at the child-friendly indoor locations** of our partners (libraries, family-café, museums, Coworking spaces, etc.)

Flexible and versatile childcare solutions



Small groups and **a wide range of activities and content** – to ensure a multitude of ways to have a good time.

Our solution

We find capable caregivers and save parents a lot of time

**Qualified and certified
coaches**



Our freelance coaches have **longtime experience** in caring for and entertaining children, and meet a range of requirements.

**Full
digitalisation**



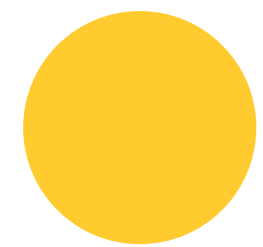
Securing childcare is **just a few clicks** away. There is no longer any need for an extra coordination.

Certified and experienced coaches

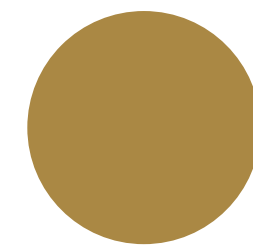
Freelance coaches with experience in childcare fill the gap of pedagogical professionals



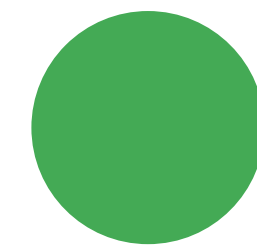
Start with **17 coaches**, continuous expansion



> 140 years
of working experience in
childcare



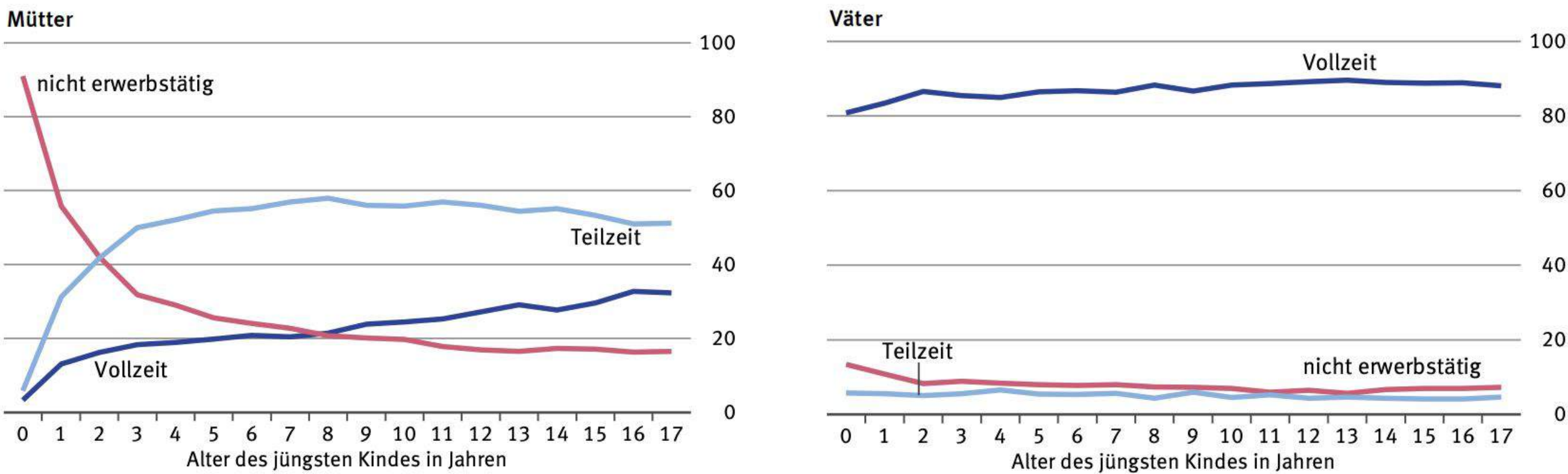
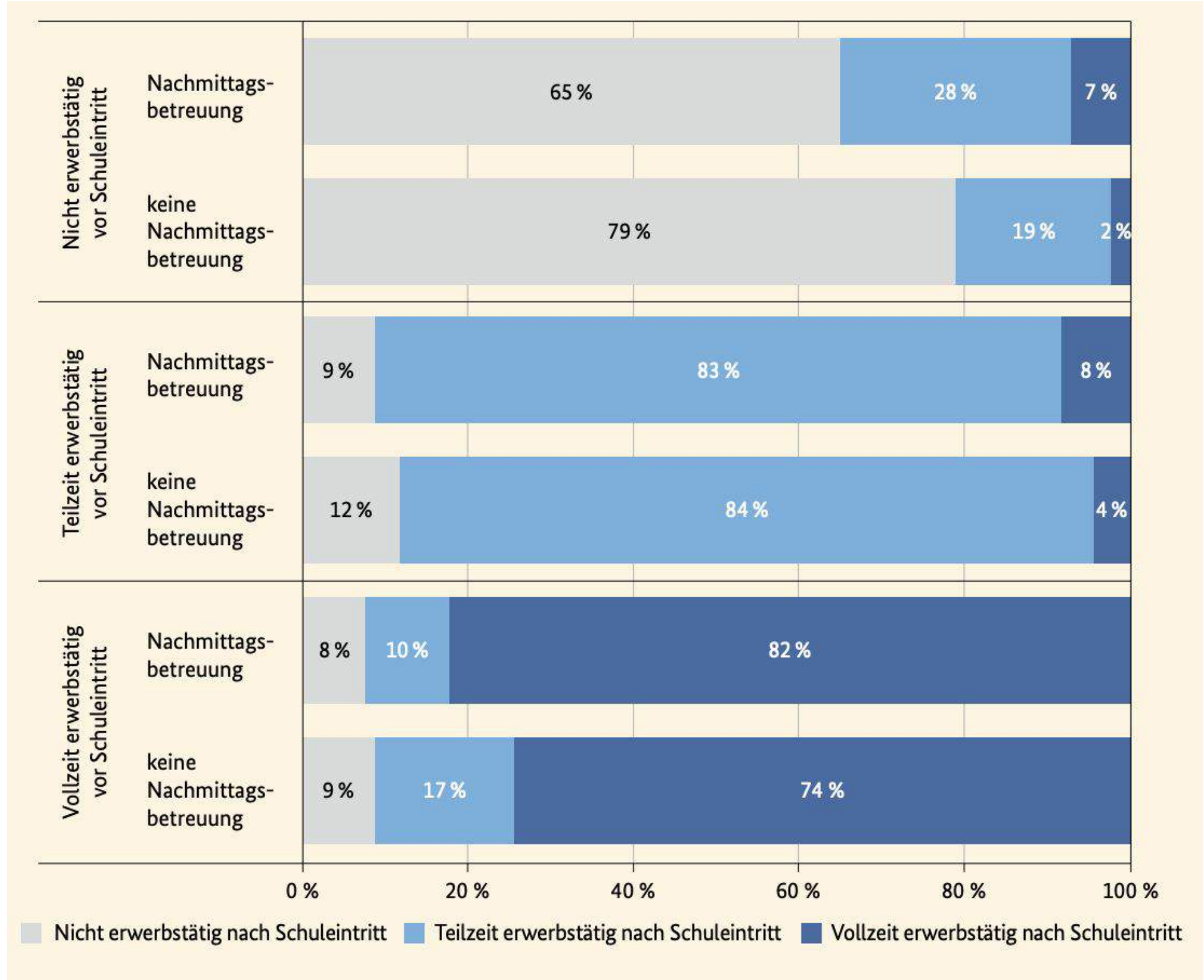
Diverse backgrounds
Art, music, movement, dance,
theatre, nature and of course:
play



Certified and compassionate
Certificate of good conduct, a
first-aid certificate, proof of good
health & they all love children

Positive effects on the job market

By creating additional childcare options we can get more women back to full-time employment



Shares of full-time, part-time and non-employed persons according to the approach of realised gainful employment of mothers and fathers by age of the youngest child, 2016²

Women’s changing jobmarket-share after the kids start school, with and without after-school childcare/daycare¹

1. Familienreport 2017, Bundesministerium für Familie, Senioren, Frauen und Jugend, S. 103
2. Statistisches Bundesamt (Destatis), 2018

Target Groups



B2C

Parents with children in the ages of 4-11 years

all family-forms, middle/upper class, liberal intellectuals, performers, cosmopolitan avantgardes, adaptive navigators

Focus: 27 - 45 years

academic backgrounds, lacking in time, sporty, environmentally-aware, valuing quality, culturally interested, eye for safety and mobile affin

B2B

Businesses

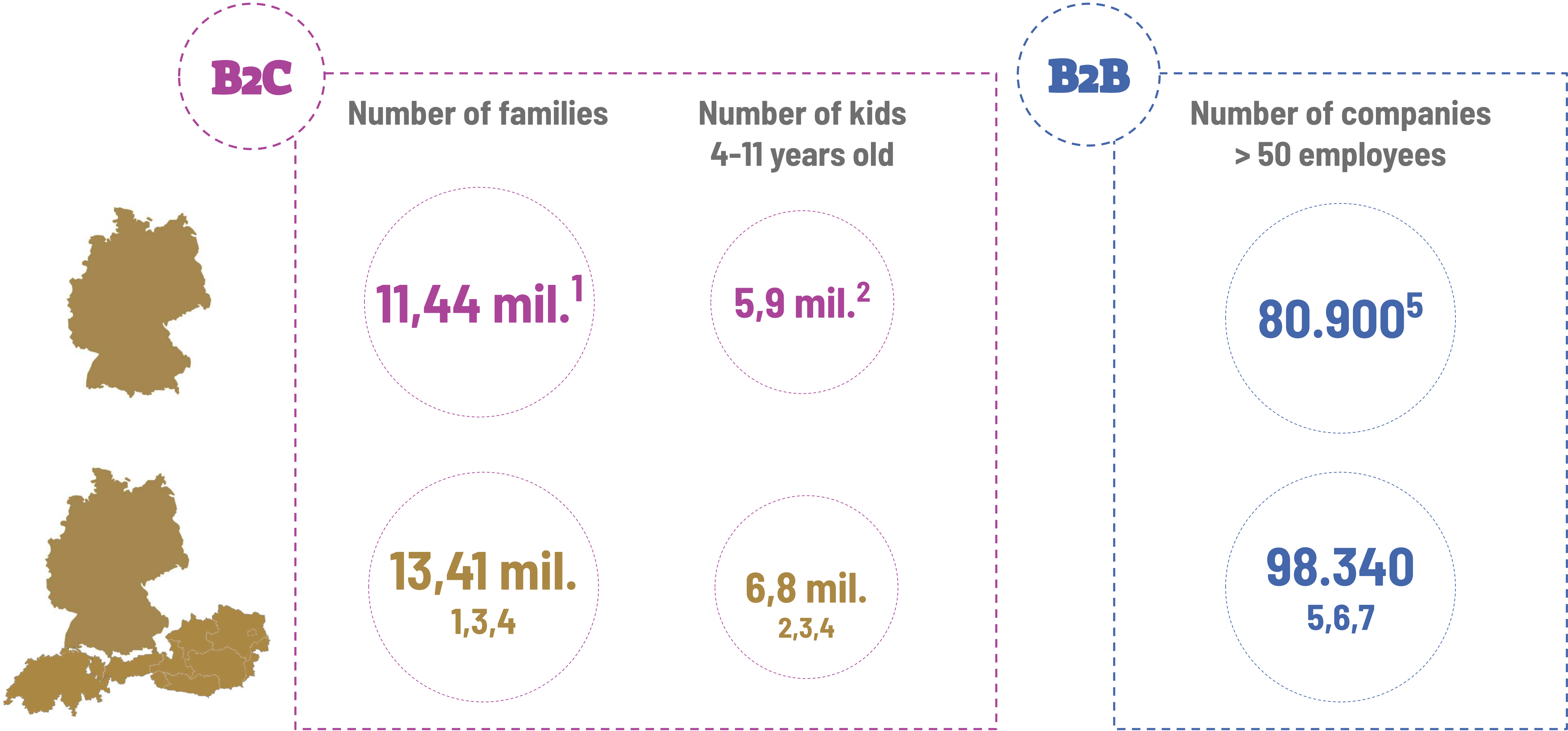
- Companies with a focus on the compatibility of work and family life
- Companies with many remote workers

Focus: > 50 employees

When do parents need Kids Circle?

1. Before or after school or daycare
2. During the holidays or when the daycare is closed (> 75 days/year)
3. As support when working from home
4. On the sudden cancellation of a caretaker or babysitter
5. When they want to give their child access to a range of fun activities

The market - Germany / DACH



1. Statista, Anzahl Familien in Deutschland

2. Statistisches Bundesamt, 2018

5. Statistisches Bundesamt, 2018

7. WKO Statistik, 2019

3. Familien in Zahlen (FiZ) 2019, Österreichisches Institut für Familienforschung, S. 52 – Angabe Kinder 4-10 J.

4. Familien in der Schweiz Statistischer Bericht 2017, S. 11

6. Schweizer KMU Eine Analyse der aktuellsten Zahlen – Ausgabe 2019, S. 3

Business model

Agency and distribution of childcare services and recreational activities



1) Online childcare

B2C: single ticket, subscription-model planned

B2B: contingents for employees

2) Kids Circle nearby (Nebenan)

B2C

Innovation

- Online childcare
- Flexible childcare nearby at multiple locations
- Fully digital booking system
- Decoupling of child/location/time/caregiver

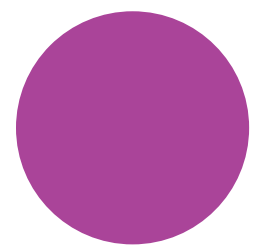
Scalability

- Use of freelance coaches who independently develop and offer childcare services.

Kids Circle operates as the vendor of a service, selects the coaches, the content-curation, quality control, selection of locations, the technical setup and support for video conferencing, marketing and community management. Due to the decoupling of child/location/time/caregiver, the scalability is secured.

Proof of concept / Product-market fit

Kids Circle Nearby (Nebenan)



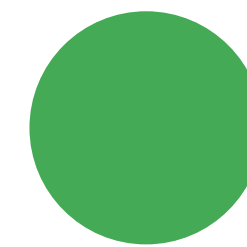
Next milestone: Proof of concept

- Pilot phase: 6 weeks
- Region: Berlin-Prenzlauer Berg, Kreuzberg, Friedrichshain
- 16 coaches
- 2 products ("playing outdoor", "experiencing outdoor")

Start: 20.07.20

Goal: Validation of the proof of concept

Online Childcare



Next milestone: Product-market fit

- 29.3.20 → PR start "Kids Circle-House", mostly Facebook-Groups, Google adverts
- 30.3. → 200 website visits
- 31.3./1.4. → Market test with 3 childcare offers, **10 customers**
- 7.4. → Start "Kids Circle-House" 2 services/week
- 27.5. → Start B2B
- 18.6. → **First B2B client**

Goal: Validation Product-market fit

Revenue streams

Products	2020	2021	2022
Online Childcare - B2C			
Online Childcare - B2B			
Online Content + Starter Kits			
Childcare Nearby			
Total revenue, €			

Childcare Nearby

- **Care Tickets**
 - Playing outdoor, 18 €/h
 - Experiencing outdoor, 21 €/h
 - Experiencing indoor, 25 €/h

Membership model planned as of 2021

Online childcare

- **Care Tickets B2C**, 13-18 €/h
- **Companies Packages B2B**, 10h/50h/100h
- **Online Content, Starter-Sets**

Subscription model B2C planned as of Q4/2020

Our products



**Childcare
Nearby**

**Online
childcare**

Products

Online Childcare

Market entry
31.3.20

2 formats:

interactive video-conferences with diverse and exciting content

a) Kids Circle-House, 3 coaches in 3 virtual rooms

b) Living-Room, 1 coach

Small groups of children across all ages, from 4 - 11 years

a) max. 12 kids in groups of 4, 60 min

b) max. 4 kids, 60 min

Flexible online booking

Until 1 hour before the start of the service, booking is completely digitalised, possibility of booking add-on hours.





**Guest in our online childcare in the
Kids Circle-House** 

Products

Childcare Nearby (Nebenan)

Start
20.7.20

3 formats - Product roadmap

Playing outdoor - in the park or on the playground

Experiencing outdoor - art, music, movement, theatre, nature

Experiencing indoor - art, music, movement, theatre, nature

Small groups of all ages

From 4 - 11 years, max. 10 kids supervised by 2 coaches

Multiple locations

close to home; outdoor and child-friendly

Flexible online booking

Bookable until 3 hours in advance, booking is completely digitalised, possibility of booking add-on hours



Our story so far

- Dec 19 - Idea of Kids Circle was born
- Dec/Jan - 70 applications of coaches, 30 interviews in 3 weeks
- Jan/Feb - Acquisition of **6 partner locations**
- 1.4.20 - Planned start of "Kids Circle Nebenan" (Kids Circle nearby) in Berlin Prenzlauer Berg/Steglitz at **15 locations**
 - Covid-19 → start postponed
- 27.3.20 - Creation of the product **Online childcare**
- 31.3.20 - Successful test of the online childcare "Kids Circle-House" - **10 clients after just 2 days**
- 7.4.20 - Start "Kids Circle-House", online childcare by 3 coaches in 3 virtual rooms
- 8.5.20 - Start "Living-Room", online childcare by 1 coach
- 27.5.20 - **100 care services provided in 6 Weeks**
 - Communication of the B2B-offer
- June - Membership at Bitkom, media:net BerlinBrandenburg, Deutscher Startup-Verband, Weiberwirtschaft, Erfolgsfaktor Familie, Digital Media Women
 - Participation at the "Digitaltag", mentioned in "Wirtschaftswoche"
 - **1. B2B-Kunde**, 2 weeks after begin
 - Prizes "#ThinkingTomorrow" & "Leuchtturm2020"
- 20.7.20 - **Start Kids Circle nearby** in Berlin-Prenzlauer Berg

Team



Founder



Sabine Wildemann

- business consultant and project manager for medium-sized businesses since 2005, in the fields of Marketing, PR and Change management
- Previously worked for 10 years as a project lead in sales & marketing for Infineon AG
- produced a movie with a budget of 4,2 €, organised concerts and festivals, and managed large-scale logistical operations
- Is marketing expert and SCRUM-Master und currently studying Computer Science at the FernUniversität Hagen

Skills

Mother of 2 sons, Marketing communication, Event management, Controlling, Agile, Social Media

Industries

Semiconductor, printing, construction, media, film, music, FMCG, PR

Advisors



Myke Näf



Managing Partner Übermorgen Ventures
Founder Doodle



Felix Kosel



Chief executive
eventano GmbH

Customer feedback

Über 100 zufriedene
Eltern in nur 6 Wochen



astrid appl
1 Rezension

★★★★★ vor einem Monat

Tolle Online-Kinderbetreuung für zwischendurch. Für uns die perfekte Lösung, wenn Mami mal in Ruhe arbeiten muss. Viel besser als irgendein You-Tube Video, weil individuell auf die Kinder eingegangen wird. Meine Tochter hat sehr viel Spaß dabei gehabt und mir noch Stunden später davon erzählt. Top!



Emilie S
4 Rezensionen

★★★★★ vor einer Woche

Great online service for my 4 y.o. son. My son loves the activities and the educators. The educators are very friendly and professional. The organisation is smooth and the founder is very nice and helpful. I am using this service regularly and it is a big relief for working parents whose small children aren't back at Kita yet.



Sebastian Necker
1 Rezension

★★★★★ vor 3 Wochen

Kids Circle und ihre Lösung zu Coron-Zeiten, die Kleinkinder (meine Zwillinge sind 4 Jahre) remote zu bespaßen ist einfach klasse. Meine Kids sind sofort warm geworden und meine kleine war sofort mit vollem Elan und Enthusiasmus dabei. Von der Anmeldung, über den Start, bis zum Ende technisch simpel und von bester Qualität. Bitte weiter so! Nur zu empfehlen!!



Yvonne Pebler
1 Rezension

★★★★★ vor 2 Wochen

Unsere Erfahrung mit Kids circle sind sehr positiv, meine Tochter hat viel Freude und macht gerne mit.

Our mission



Create **additional** and high-quality, loving **childcare environments and solutions**



Create **flexible and demand-oriented** care services that support the compatability of work and family life



Promoting the **societal value of high-quality childcare** as well as the adequate pay of childcare professionals



Encouraging the **digital competencies** of children



Encouraging the work of **male caregivers** to reduce the **gender gap**

Our vision

- **Flexible childcare online and nearby
→ Log-in and find a coach**
- **Marketplace for childcare providers**
- **Online-Shop for children's products**
- **Driver-service to pick up kids from
daycare/school**



KidsCoach.io

We are looking forward to your interest!

Kids Circle UG (haftungsbeschränkt)
Stubbenkammerstr. 13, 10437 Berlin
Sabine Wildemann
info@kidscircle.de
www.kidscircle.de
Tel +49 160 998 59 762



Memberships



Awards



initiiert von:   Verband der Gründer und Selbständigen Deutschland e.V. 

