

Appdate Me



Introduction

- Appdate-Me is a simple and intuitive mobile communication platform that can be easily modified to fit various markets;
- Kindergartens, Schools, Homes for the elderly, Personal trainers and Weight Watchers are just a taste of the various markets Appdate-Me can address.
- As a first step, Appdate-Me is focusing on the Israeli Kindergarten market and:
 - Already has active users using its application daily.
 - Negotiating a pilot with Naamat (Israel's biggest childcare organization).
 - Has a waiting list of approximately 130 kindergartens.

Kindergarten Market - The Need

- Researches show a positive connection between the extent of parental involvement and child achievements.
- Parents want to be more and more involved.
- Kindergarten teachers have limited resources, communication ability and tools to answer such increasing demand.
- There is no designated, friendly, easy and affordable communication platform yet.
- The need is universal.

Appdate-Me – the Solution

- A designated mobile communication platform that enables kindergarten teachers and parents to quickly and easily communicate with each other.
- Simple, intuitive and user-friendly.
- Easily integrated without disrupting the teachers' routine.
- **Better communication = better cooperation = better achievements = improvement of the overall quality of baby and toddler childcare.**

Business Models

- Pay per use.
- Database Marketing.
- White label.
- Consumer clubs.
- Others.

Achievements So Far

- Active users using Appdate-Me on a daily basis and a waiting list of approximately 130 kindergartens.
- Negotiating a pilot With Naamat Ramat Gan (250-500 users).
- Established contact with Israel's biggest drugstore company that showed interest in co-operation.
- Established contact with three kindergartens in the USA that are waiting to use Appdate-Me as soon as possible.

Team

Ori Mendeleovich – Ori is a 35 year old entrepreneur with an experience in successfully leading and managing projects. Ori founded a startup that was on the verge of selling its product to Israel's biggest HMO and a seed financing round. Ori is also a corporate attorney with diverse commercial experience, whose practice focuses on the start-up and high-tech sectors.

Sharon Dahan – Age 26, software engineer, Mamram graduate. After his discharge from the IDF, Sharon began developing mobile applications. Between them you can find 0404 News, an Android application that was downloaded more than 100,000 times.

Dima Kheifits - Age 24, Mamram graduate. Has profound understanding in design, UX and UI. Developed Appdate-Me's iPhone applications.

Tali Eliyahu – Age 26, B.Ed.Des student (design and education) in the Vitzo Academic Center, Haifa. Tali has experience in branding, mobile application design, GUI/UI/UX and interactive marketing. In addition, Tali has experience with print, interactive and broadcast design.

Academic Consultant – Yael Dayan, Phd. – Dr. Dayan is a lecturer in the Hebrew University of Jerusalem in the master's degree program for the infancy in the school for social work and benefit. Served in the past as the head of the infancy course in the Academic College for Education in memory of David Yelin. In the framework of her studies, Dr. Dayan examines the relationship between kindergarten teachers, parents and their children, and even published number of articles in this regard.

Funding

We are looking for a USD 500,000 investment.

¹The perspective of children on the information worthy of submission to the parents regarding the goings - on in the kindergarten by Dr. Yael Dayan - http://sites.levinsky.ac.il/wordpress/kindergarten/wp-content/uploads/articles/yael_dayan.pdf

²Information gathered by the Knesset research institute that was published on 2011 - www.knesset.gov.il/mmm/data/pdf/m02814.pdf - see second bullet on page number 2.

³Information gathered by the Knesset research institute that was published on 2013 - <http://www.knesset.gov.il/mmm/data/pdf/m03160.pdf> - page number 8.

⁴ Information provided by the United States Bureau of Census - https://www.census.gov/how/pdf/child_care.pdf