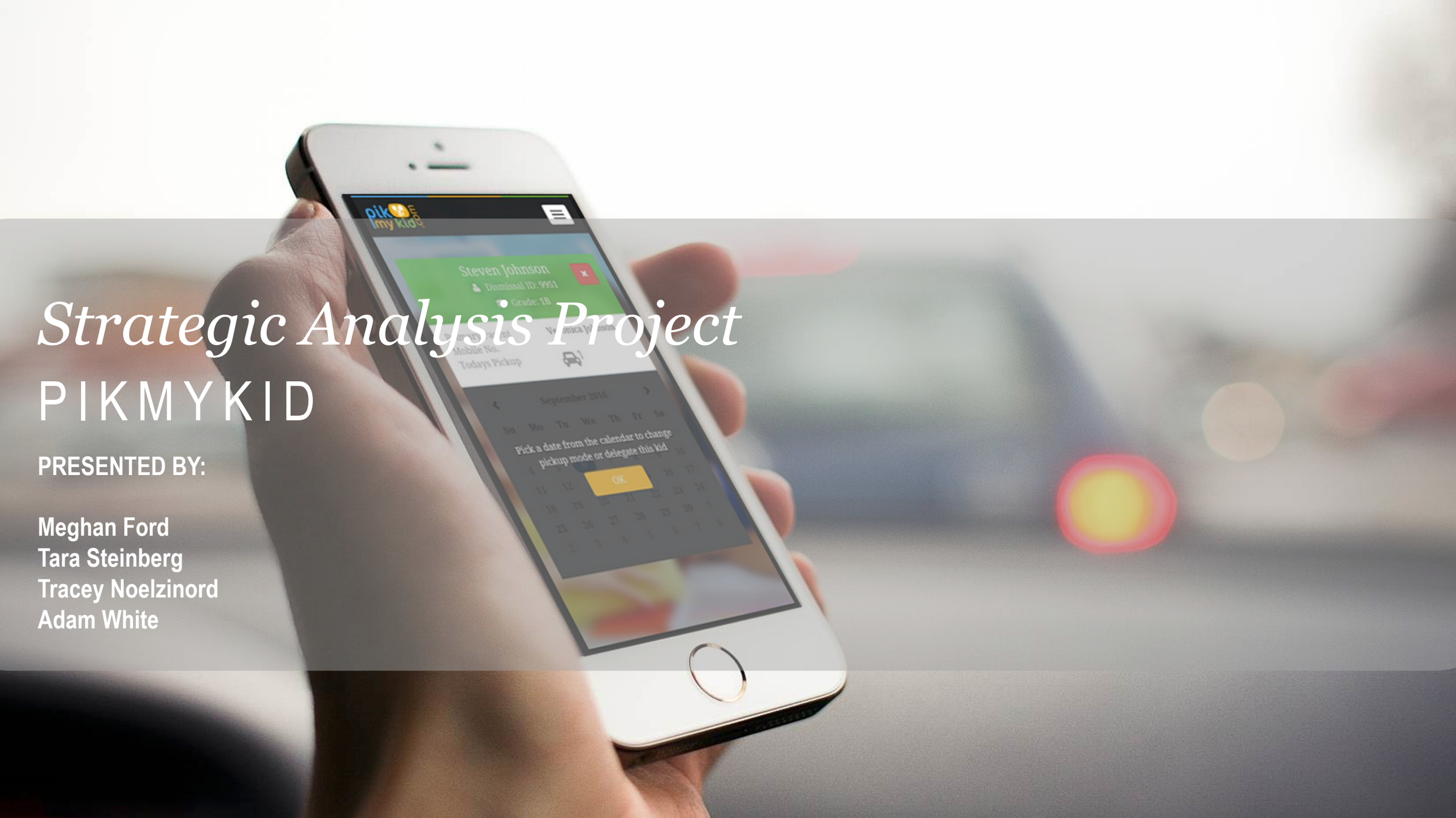


Strategic Analysis Project

PIKMYKID

PRESENTED BY:

Meghan Ford
Tara Steinberg
Tracey Noelzinord
Adam White

IMPACT STUDY

In total, 33 people participated in a survey sent via email to all of PikMyKid's current users. All participants are current users of the PikMyKid app.

RESULTS

81%

of participants saw a reduction in traffic congestion

78%

of participants saw an improvement in safety at their school

75%

of participants saw their dismissal speed improve

73%

of respondents would like to see an alert system for campus safety

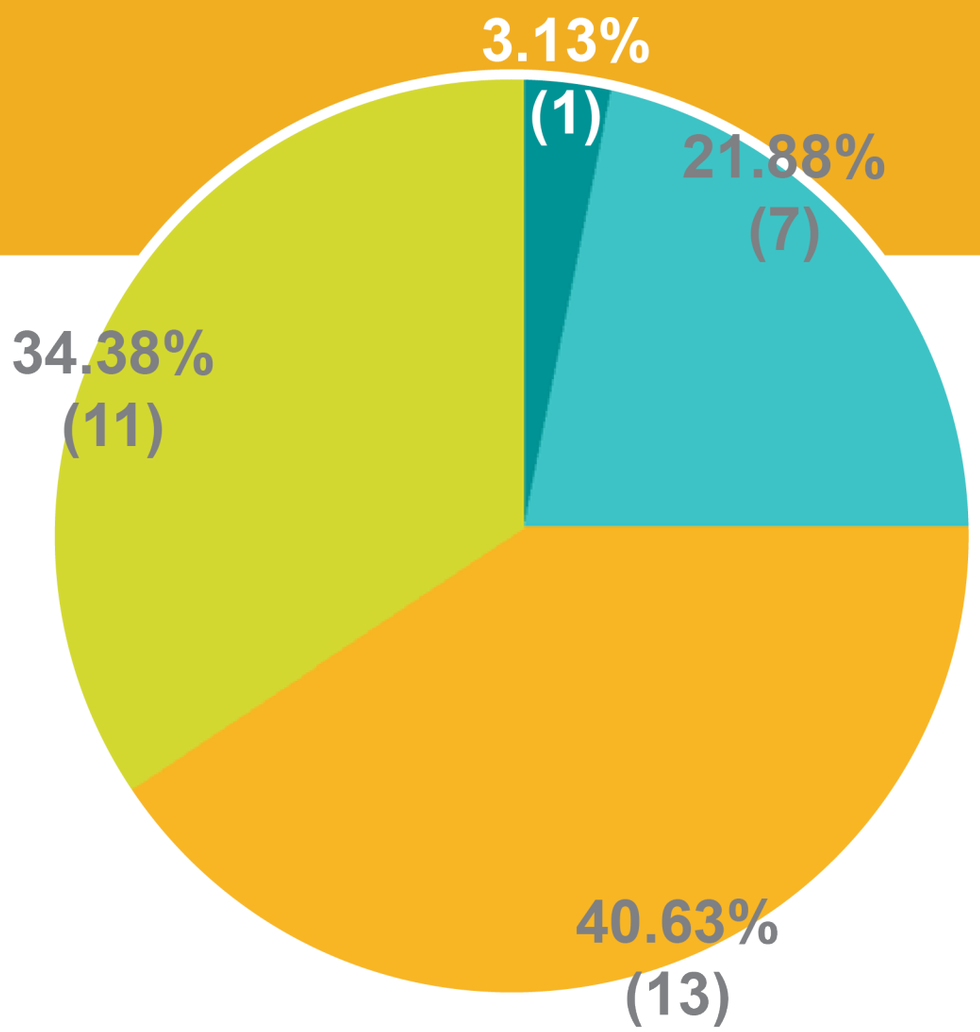
41%

of participants found it easy to implement the app

65%

of participants' costs increased

THE SPEED OF THE DISMISSAL PROCESS:



75% of clients saw an increase in the speed of dismissal. One client reported that since implementation: Dismissal is down to 15 minutes to dismiss 235 kids.

One client stated:

"More efficient and cut down dismissal time by more than 10 minutes."

Much slower

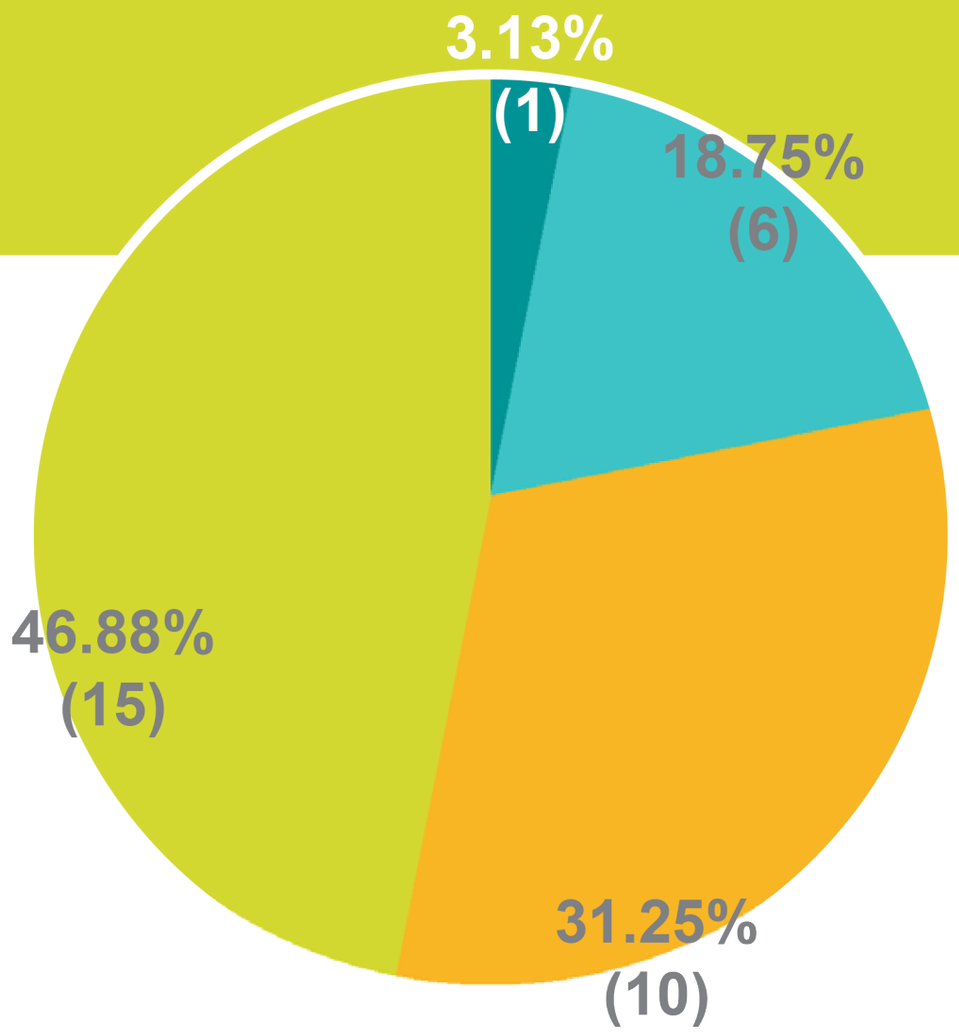
Slightly slower

The same

Slightly faster

Significantly faster

CHILDREN'S SAFETY CONDITIONS DURING DISMISSAL TIME ARE:



78% of clients saw some improvement.

47% of clients saw significant improvement.

One Client Stated:

"Now we have a way to track students being dismissed. We mark them that they got on the bus or have been picked up as a car rider; it's a lot safer."

Worse

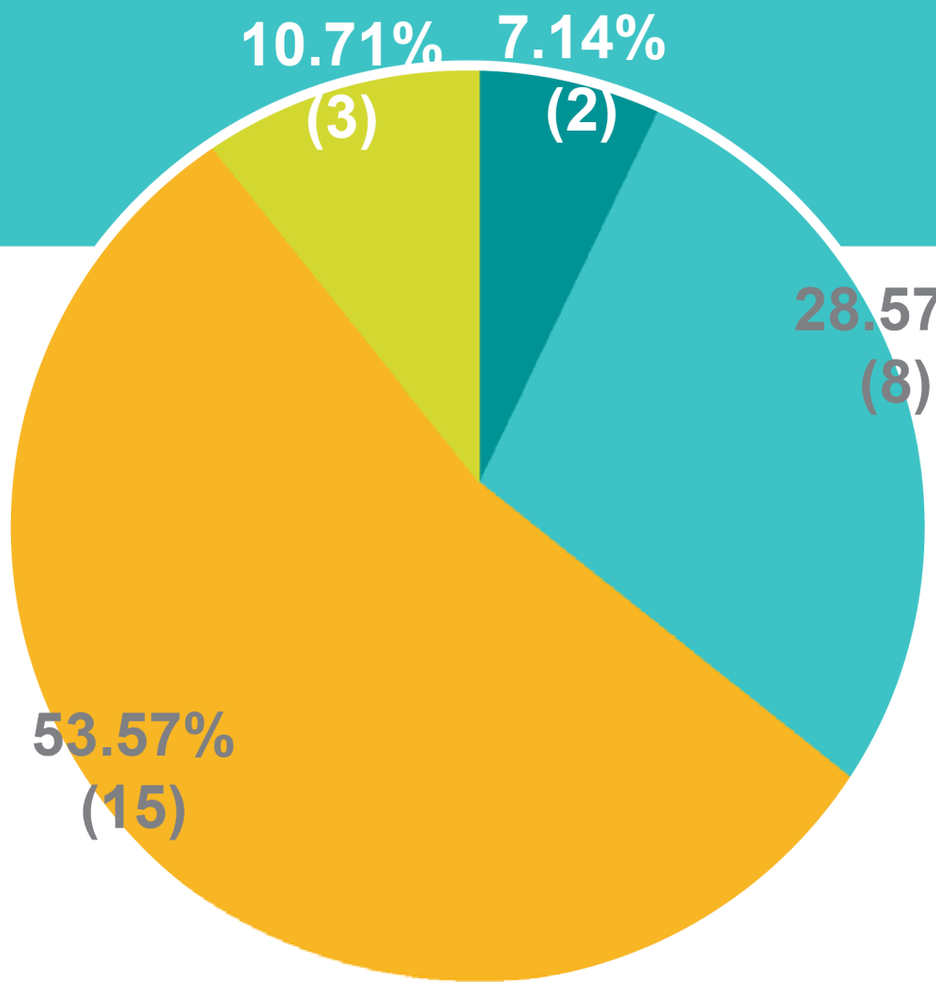
Slightly worse

The same

Slightly improved

Significantly improved

COSTS ASSOCIATED WITH THE DISMISSAL PROCESS HAVE BEEN:



93% of clients surveyed said that costs had either stayed the same or increased since implementing PikMyKid. 65% of clients surveyed said that costs had increased. One client explained that the app itself costs money, and has not saved any money.

Reduced

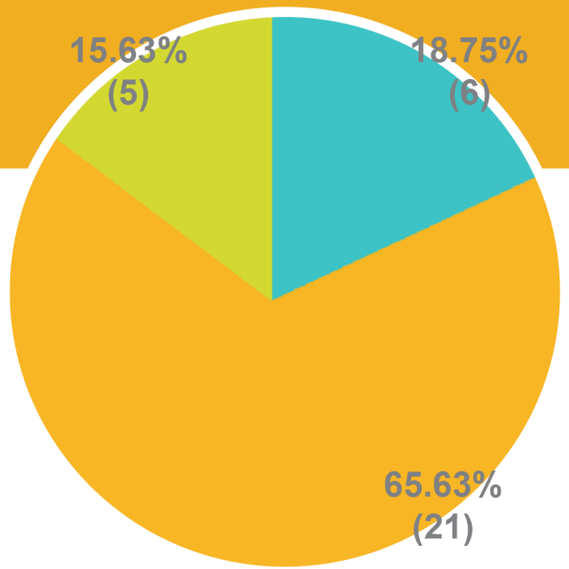
Slightly reduced

The same

Increased

Significantly increased

TRAFFIC CONGESTION ON AND AROUND SCHOOL CAMPUS IS:



Worse

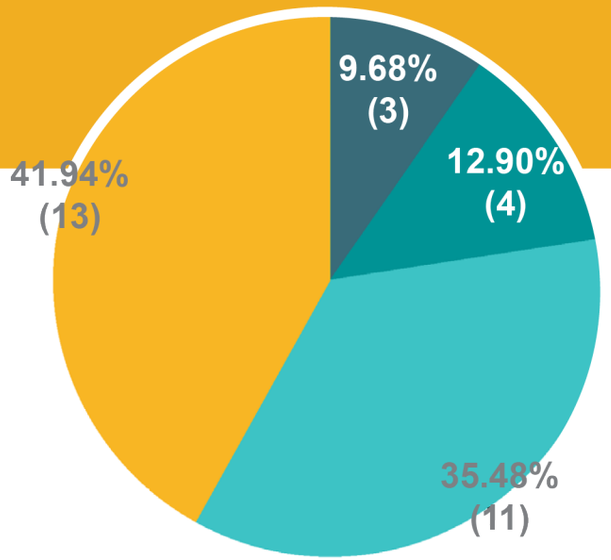
Slightly worse

The same

Slightly improved

Significantly improved

HOW WOULD YOU DESCRIBE THE IMPLEMENTATION PROCESS OF PIKMYKID AT YOUR CAMPUS:



Very difficult

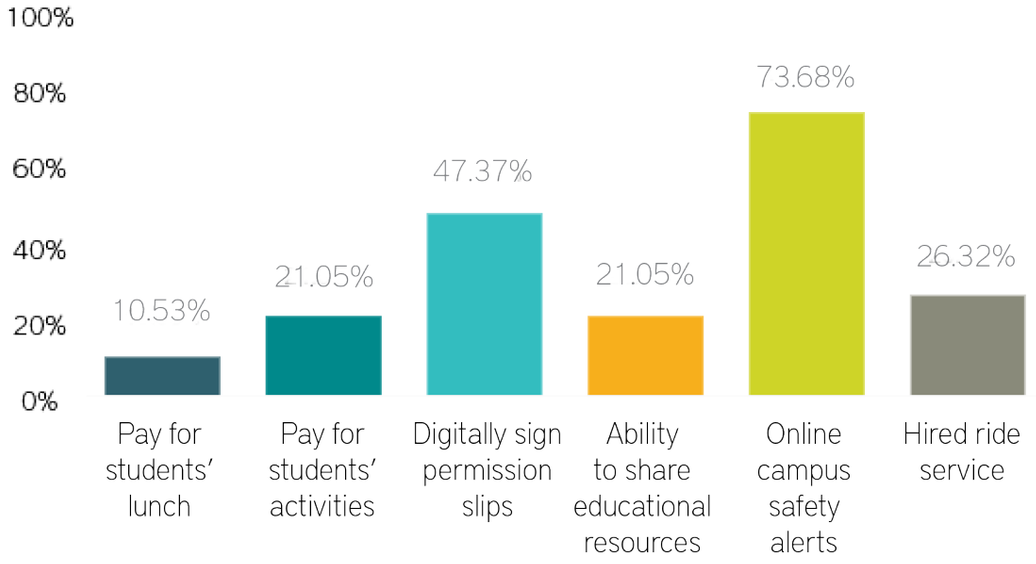
Difficult

Neutral

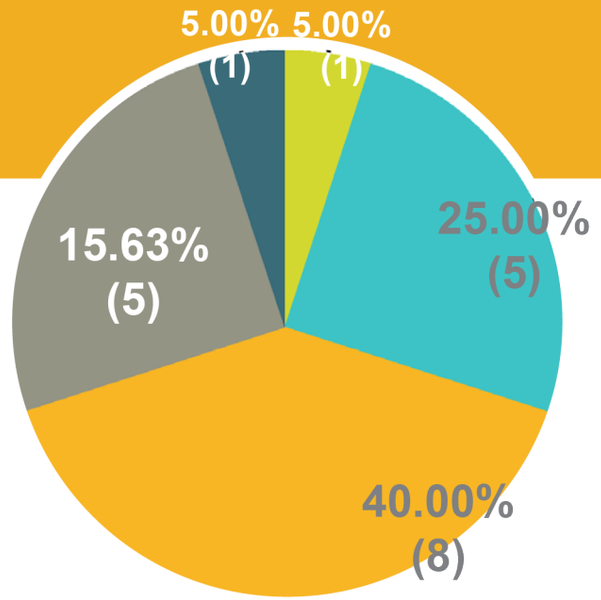
Easy

Very easy

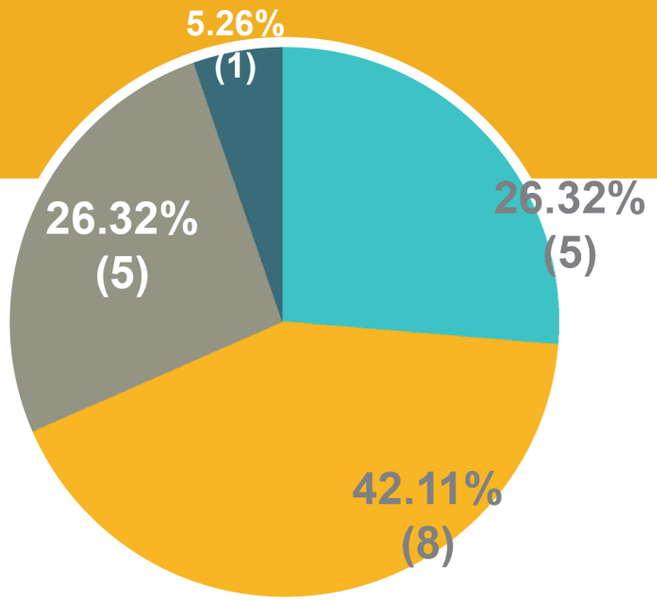
WHICH OF THE FOLLOWING FEATURES WOULD YOUR SCHOOL USE IF PIKMYKID OFFERED IT ON THE CURRENT PLATFORM?



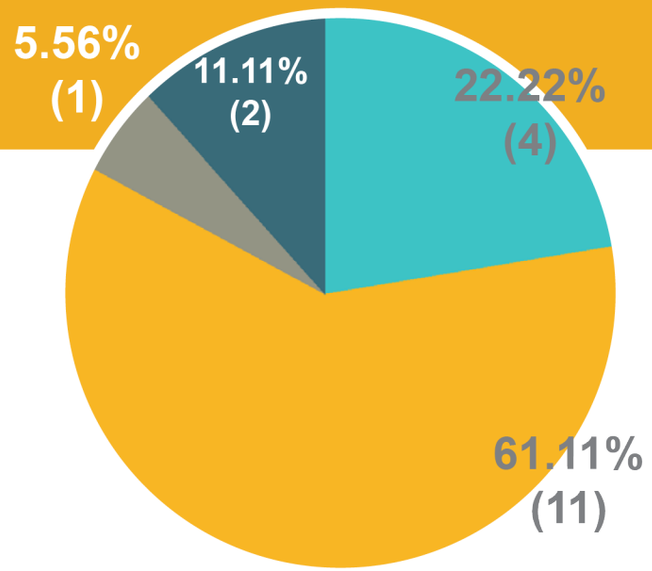
PIKMYKID PROVIDES SAFER CONDITIONS FOR ELEMENTARY AGE CHILDREN DURING SCHOOL DISMISSAL TIME:



PIKMYKID PROVIDES A PLATFORM FOR COMMUNICATION BETWEEN ELEMENTARY SCHOOL ADMINISTRATORS AND PARENTS AROUND CHANGES TO CHILD PICKUP:



PIKMYKID REDUCES COSTS FOR SCHOOLS DECREASING THE AMOUNT OF RESOURCES SPENT DURING ELEMENTARY SCHOOL DISMISSAL TIME:

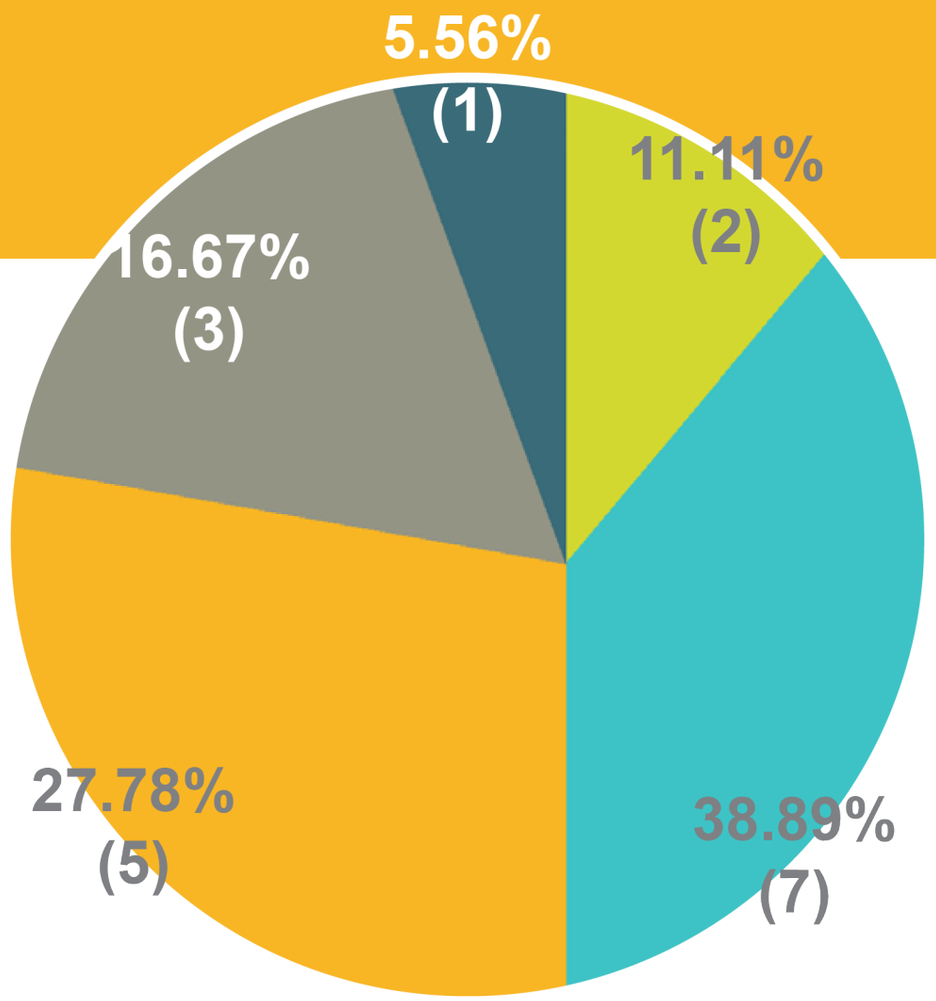


Strongly disagree | Disagree | Neutral | Agree | Strongly agree

Percentage of respondents who agreed with value proposition elements as it pertains to the company's name:

30% INCREASE SAFETY I 17% REDUCED COSTS | 32% CHILD PICKUP COMMUNICATION

IS PIKMYKID AN APPROPRIATE NAME FOR A SCHOOL DISMISSAL APP?



22% of respondents agreed or strongly agreed PikMyKid was an appropriate name for a school dismissal process app.

People thought PikMyKid was: casting service, adoption services, modeling service, DNA company, coaching for sports, tutoring service, child photography, dodgeball and Pokemon company.

Strongly disagree | Disagree | Neutral | Agree | Strongly agree

RECOMMENDATIONS

1 CHANGE VALUE PROPOSITION/MARKETING TO FOCUS ON:

FASTER DISMISSAL TIME

DECREASING TRAFFIC CONGESTION

IMPROVING DISMISSAL SAFETY

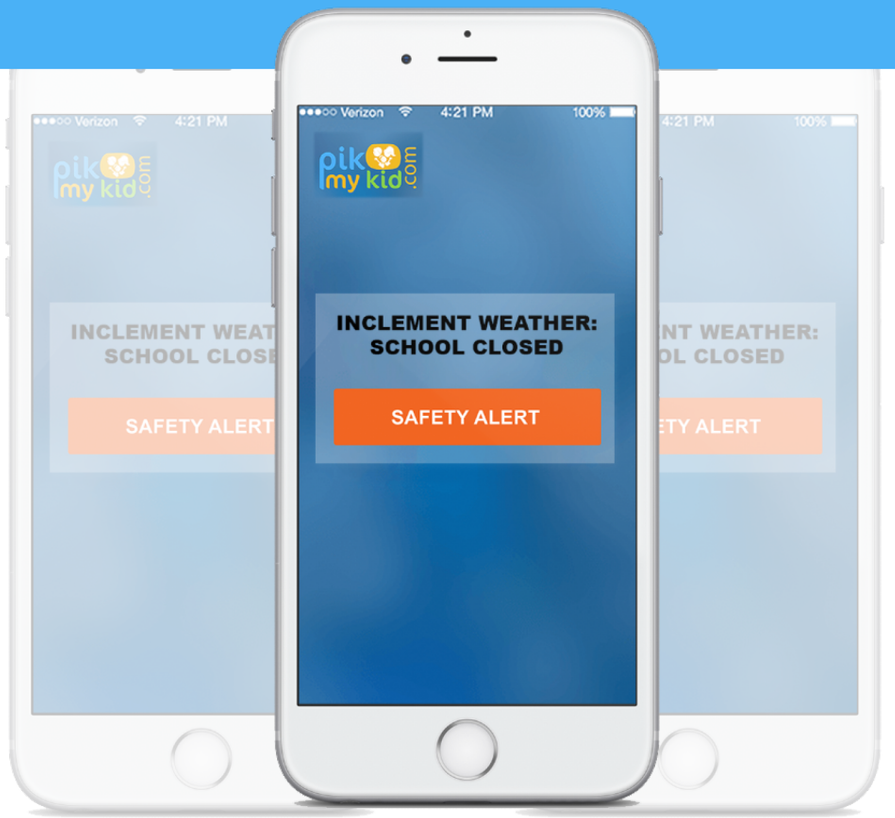
Individual Schools – do not focus on cost savings as this did not resonate with individual schools.
Public Sector – focus on decreasing traffic congestion, safety and cost savings.

2

ADD SAFETY NOTIFICATION FEATURE TO APP

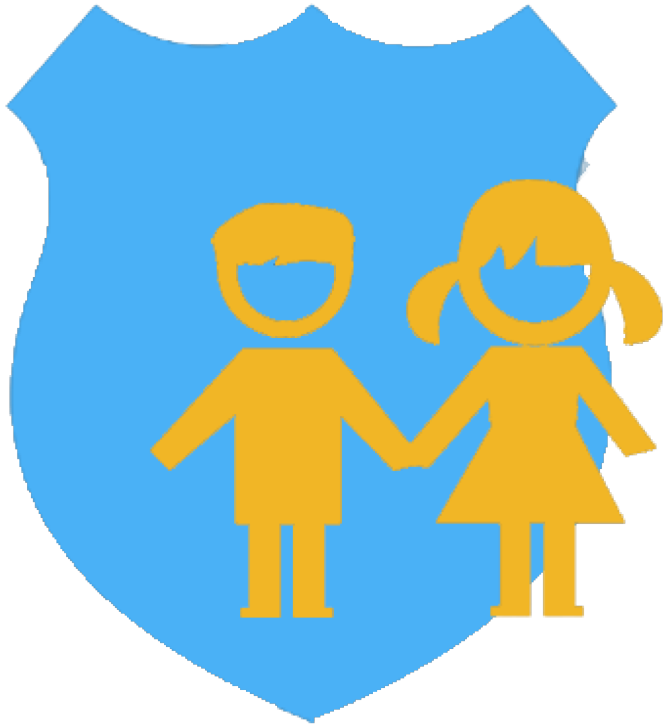
ALERTS
FOR WEATHER

CAMPUS
LOCKDOWNS



3

EVOLVE COMPANY NAME TO HIGHLIGHT SAFETY



Thank you.