

**Pumpanda
Baby`s album and
baby`s wish list
for mobile platforms,
web and smart TV**

<http://pumpanda.com>

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Our team

Eugene Musiienko Co-founder, CEO

Dmytro Kukuruza Co-founder, COO

Marina Musiienko Co-founder, CMO

Challenge being solved

No convenient way to take photos and keep the baby's album with the possibility to show it to family members and friends only.

Family members are giving non-required presents to the baby.

Solution

Mobile applications for creation photo ,
video-albums and viewing them

Safe access by invitations for family members and
friends

web-version for conservative users

Child`s wish list

Market

Market of kid`s **stuff internet-advertisement** in **the** USA is estimated into USD 700 **million**.

Market of premium-subscriptions for services for our audience is estimated into USD 100 **million**.

5 basic Pumpanda guidelines

guideline #1

everything inside the family

access only by invitations

access to photos under overall parents
control

clear system of access audience

Guideline #2 Familycloud d

photos and videos are stored in a cloud

loss of smartphone or controversies
within a family will not destroy memories

Guideline #3

everything unscambled

Photos and video are getting in order automatically. No mess in the photo archive.

Life story from birth in one place

Guideline #4

only useful presents

- Parents create the wish list
- Friends and family members always know what present to give
- Baby is getting only useful presents

#5

Grandmoms are also in the game

- Simple web-version will make it possible to review by conservative family members and be aware of all the events
- Project version for Smart TV
- Printed photo album

Monetization

Context commodity advertisement

simple commodity advertisement of baby`s **stuff**
with targeting by age, baby`s gender and key
words from the wish list

target commodity advertisement

commodity advertisement with maximum targeting considering the kid`s details and mom`s wish list.

We are considering all the mom`s wishes that she puts into **wish list**. Starting from phrase “blue cap” and finishing with specific name of the product.

We also analyze the prices and **provide** the choice of shops **where users can place the order**

Premium accounts

Premium accounts

Those users who want to go beyond the limit of 3-5 Gb, may purchase the premium-account and place all the content with limitations.

Besides, users of premium-accounts may get unique decoration for their albums and create frames and filters for photos.

In-app purchase

We offer to change the album design or add stickers on baby's photos each item for extra fee

technology condition

All the documents and visualization for the product are ready

Partial implementation of web-version and OS-version

Advantages to competitors

- More monetization models
- Problem with presents for a child is solved
- Version for Smart TV

Thank you for **your** attention!

pumpanda.com

[E-mail: Partnership@pumpanda.com](mailto:Partnership@pumpanda.com)

[mob.: +38098965064](tel:+38098965064)