

# BellaMente App

Health Care/Education (Canada)

Early distance education guidance to parents and caregivers who may be forced into distance education due to closures of schools. Built upon the principles of play-based learning and the local curriculum.



## Advisors:

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TRL Stage: 2

[www.bellamente.ca](http://www.bellamente.ca)

## **Company Summary**

BellaMente (Beautiful Mind) uses an innovative structure and algorithm to give distance online learning advice to parents and caregivers for ways to entertain, teach and guide young children by learning through play and activity aligning with the local curriculum. It will provide options to communicate with experienced teachers and educators with access to local curriculum documents. Parents can map where their child is on the learning continuum and track assignments and due dates.

## **Executive Summary**

### **Management**

- General Manager/CMO – Cal Harrison BA, MBA, CMC Senior sales and marketing and start-up executive.
- CIO – Heather Surzyshyn BA, Dipl. IST Senior healthcare IT professional.
- Other - TBD

### **Customer Problem**

- COVID and future pandemics require children to forego some or all in-class learning for distance education. School systems are scrambling to adjust to this model and more of the learning management has been shifted to parents, especially for very young children. Parents are ill-equipped to take on this role without the support and structure that can be customized for their children with BellaMente.

### **Product / Services**

- Cloud hosted software, including web and dashboard for primary caregivers and students
- Mobile app software for all caregivers and students

### **Target Market**

- In 2019, approximately 56.6 million students attended elementary and secondary school in the United States with an additional 5+ million in Canada.
- One-tenth of 1% of this translate into a subscriber base of over 60,000 students. Our five-year goal is to achieve 40,000+ subscribers at \$15/month.

### **Business Model**

- User fees start at \$15/month/student.

## Customers

- The parent that suddenly has to play a much more active role in their young child’s education and needs a platform to (i) understand the educational needs of their child and to (ii) help them manage the home-based component of their child’s education.

## Sales and Marketing Strategy

- Inbound content-based website marketing strategy
- App store sales/reseller agreements
- Earned media in family and health care media
- Social media and online promotions

## Competitors

- Private schools and some upscale daycares are developing their own applications because they need to be competitive to retain their student base, their customers (parents) are willing to pay for innovation, and these schools can respond much quicker than government funded and controlled schools.
- Free tools like Help My Kid Learn, Colorín Colorado, and apps developed by governments and schools.

## Competitive Advantage

- Governments are stretched to the limit financially and operationally and will be quick to shift educational responsibilities to parents with little real support.
- We can respond quicker and gain the support of parents as well as teachers unions as their members struggle to deal with the massive increase in workload managing students in smaller groups both in and outside the classroom.

## Financials / Forecasts

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>
<b>Total Revenue</b>	\$ -	\$ -	\$ 648,000	\$ 1,656,000	\$ 5,976,000
Tech Dev	\$ 72,500	\$ 92,500	\$ 92,500	\$ 92,500	\$ 92,500
Bus Dev	\$ 45,000	\$ 25,000	\$ 620,682	\$ 957,735	\$ 957,735
OpX	\$ 6,950	\$ 6,050	\$ 66,900	\$ 76,900	\$ 76,900
<b>Total Expenses</b>	\$ 124,450	\$ 123,550	\$ 780,082	\$ 1,127,135	\$ 1,127,135
Investment	\$ 250,000	\$ -	\$ -	\$ -	\$ -
<b>Net Cash Flow</b>	\$ 125,550	\$ 2,000	-\$ 130,082	\$ 398,784	\$ 5,247,649

41,500 users by year 5. Average annual subscription fee is \$180 (total revenue discounted by 20% to adjust for discounts, promotions, reseller commissions, etc.).

## Licensed Technology/Product

- Cloud hosted software and phone app

## Technology/Product – Current Status

- Technology Evaluation completed (TRL 2)