

clik

Agenda

Market Research

Strategy

The Competitive Analysis

Branding

Financials

Next Steps

MARKET RESEARCH

HIGHLIGHTING THE ISSUE



1.5 HR

Children ages 8–17 spend this amount on gaming alone, not including social media or school-related use



4 HR

per day. Many children exceed recommended screen time limits, going well beyond the 2-hour guideline



90%

of parents report arguing with their children about screen time, making it a major source of household conflict



DECREASE

Excessive screen use leads to reduced parent-child interaction, less face-to-face communication, and lower family bonding

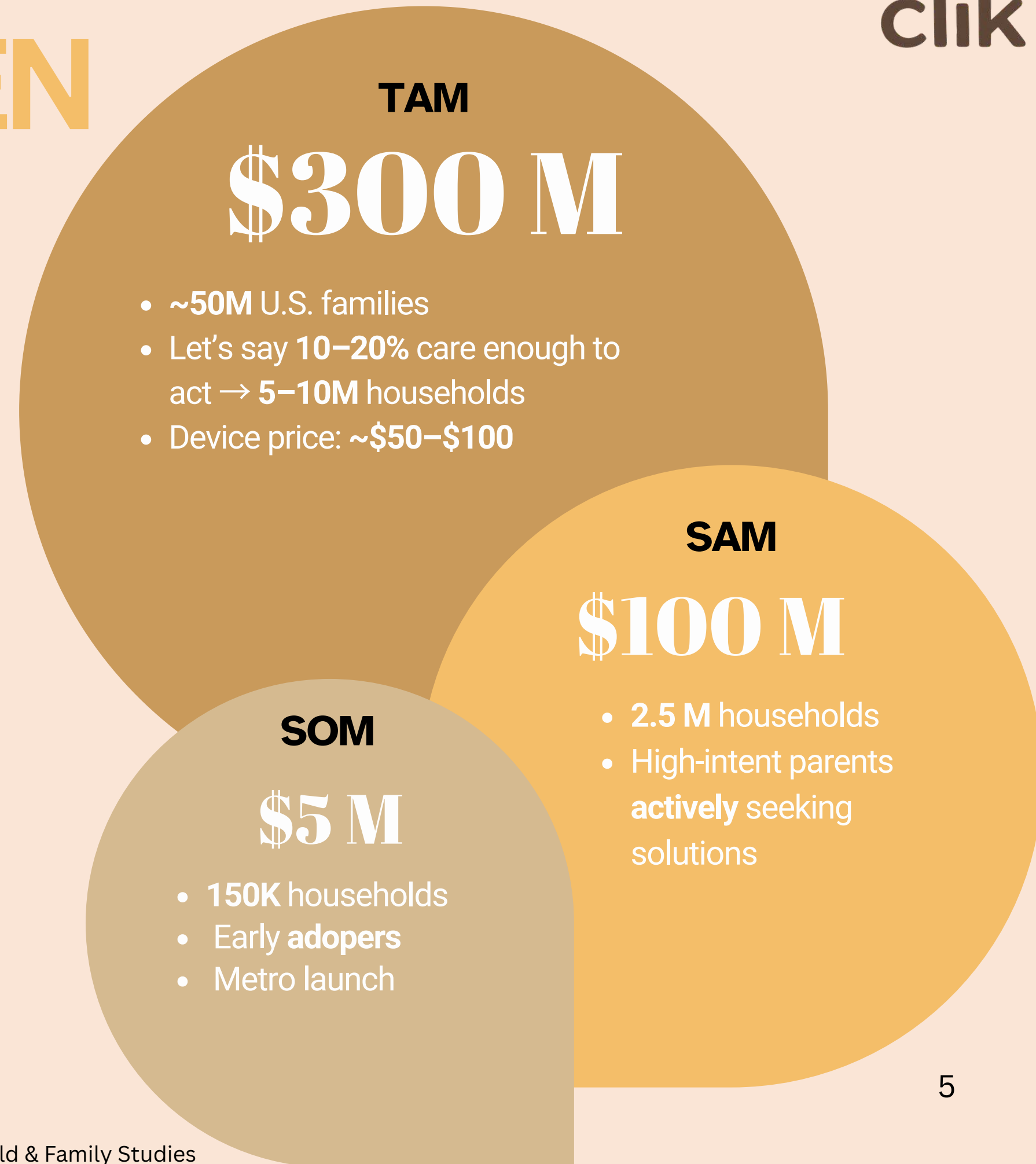
IDENTIFYING SCREEN TIME CONCERN

70%

OF CHILDREN EXCEED RECOMMENDED DAILY SCREEN TIME LIMITS

WHY SCREEN TIME?

Rising Usage, Parent Friction, Decreased Family Connection, Need for Behavioral Solutions



DEFINING JOBS TO BE DONE

“Help me stay off devices without feeling a loss.”

“Help me feel like a more present family member with the rest of my family.”

“Help me build discipline through a structured system for healthier habits.”

“Help me create routine, distraction-free time with family members to better relationships.”

STRATEGY

INTRODUCING.....

A Subscription-based Digital Wellness Product



clik

Help users reduce screen time across all their devices

Tracks phone usage in real-time and measures how long users intentionally stay away from their screens

Includes a built-in timer and a gamified reward system where users earn board games when they reach screen-free milestones.

PRICING CLIK



\$59.99 for the device

Clik

\$9.99/Month

- ✓ 3 Month Free Subscription
- ✓ Track Time Spent Off-Screen
- ✓ Monthly Boardgames Provided
- ✓ Earn Points for Incentives

CREATING REPEAT BUYERS

Free First Three Months

Clik lowers adoption barriers by allowing families to try the platform and build early habits before committing.

Ongoing Subscription Model

After the trial period, a paid subscription supports continued cross-device tracking, accountability, and long-term engagement.

Gamified Rewards System

Clik turns screen-free milestones into tangible rewards through board games, partner discounts, and family-focused incentives.

DEFINING OUR CORE AUDIENCE

BALANCE RECLAIMERS

Professional individuals who feel that phone usage has essentially consumed them, and want to regain control over their everyday lives. They mainly value mental wellbeing and preventing the guilt that comes with lack of control over their lives b/c of screen time. Phones are a huge part of their everyday lives, because of professional settings, but they want the ability to mitigate use through some sort of structure.

PRODUCTIVITY ENTHUSIASTS

Individuals looking to achieve improved productivity, discipline and focus all the time. They feel that too much phone usage is inhibiting their ability to continue doing this daily. They are motivated by progress, productivity, and efficiency. They focus on improving themselves everyday through strict schedules, routines, that allow them to have control over their day to day living.

INDIFFERENT USERS

These are users who recognize their excessive phone usage but lack any sort of motivation to decrease it or do anything about it. They aren't really concerned about phone usage time and they focus on convenience over structure. For this reason, adoption can be something that is mostly ignored for the sake of resisting change.

QUALITY-TIME SEEKERS

Individuals of a family who feel that phone usage is getting in the way of proper family time, oftentimes making them feel disconnected from the real world and their loved ones. They mainly value structure, accountability, and routine that leads to this increased distraction-free interaction. The main concern is with their relationships, not individually, meaning they have a huge reason to adopt this structured option.

WHO IS IT FOR?

Clik targets **family-oriented adults**, especially parents, who want to **reduce screen distractions** and **create more intentional quality time at home**.

WHO THEY ARE:

- Parents and family-oriented adults
- Busy, structure-seeking households
- Often balancing work, kids, and home life

WHAT THEY WANT:

- More meaningful family time
- Less screen distraction during shared time
- Healthier digital habits for the household

WHAT THEY NEED FROM CLIK:

- Accountability across multiple devices
- A system that is structured but flexible
- Rewards that reinforce behavior



UNDERSTANDING OUR IDEAL CUSTOMER

“I want my family to be more present with each other, but phones are always getting in the way.”



Sarah, 38

Business Manager

Business manager and mother of two.

Married, with children ages 8 and 11.

Lifestyle

- Busy and organized
- Family-centered
- Balancing work and home responsibilities

Goals

- Create more meaningful quality time
- Reduce device distractions at home
- Build healthier family screen habits

Pain Points

- Everyone in the house is always on a screen
- Built-in controls are too easy to ignore
- Wants structure without being overly restrictive

Clik is the best screen-time management solution for families seeking quality time because it combines cross-device screen-time tracking and a subscription-based gamified rewards system that motivates families to spend time together offline.

POSITIONING STATEMENT

THE COMPETITIVE ANALYSIS

EVALUATING MARKET COMPETITION

Hardware Based Competitors:

- External devices used to restrict phone access
- High commitment (physical friction)
- **Limitation:** harder to bypass

Key players:

- Brick – tap device to unlock apps
- Locked – cheaper alternative, similar functionality
- Bloom – NFC keycard for app control
- Blok'd – stricter, more control-focused system

App Based Competitors:

- Monitor screen time + set app limits
- Flexible and customizable
- **Limitation:** easy to bypass

Key players:

- Foqos – simple app blocking (easy to turn off)
- JOMO – schedules, limits, and pause features



Market Gap: No solution balances commitment with flexibility properly.

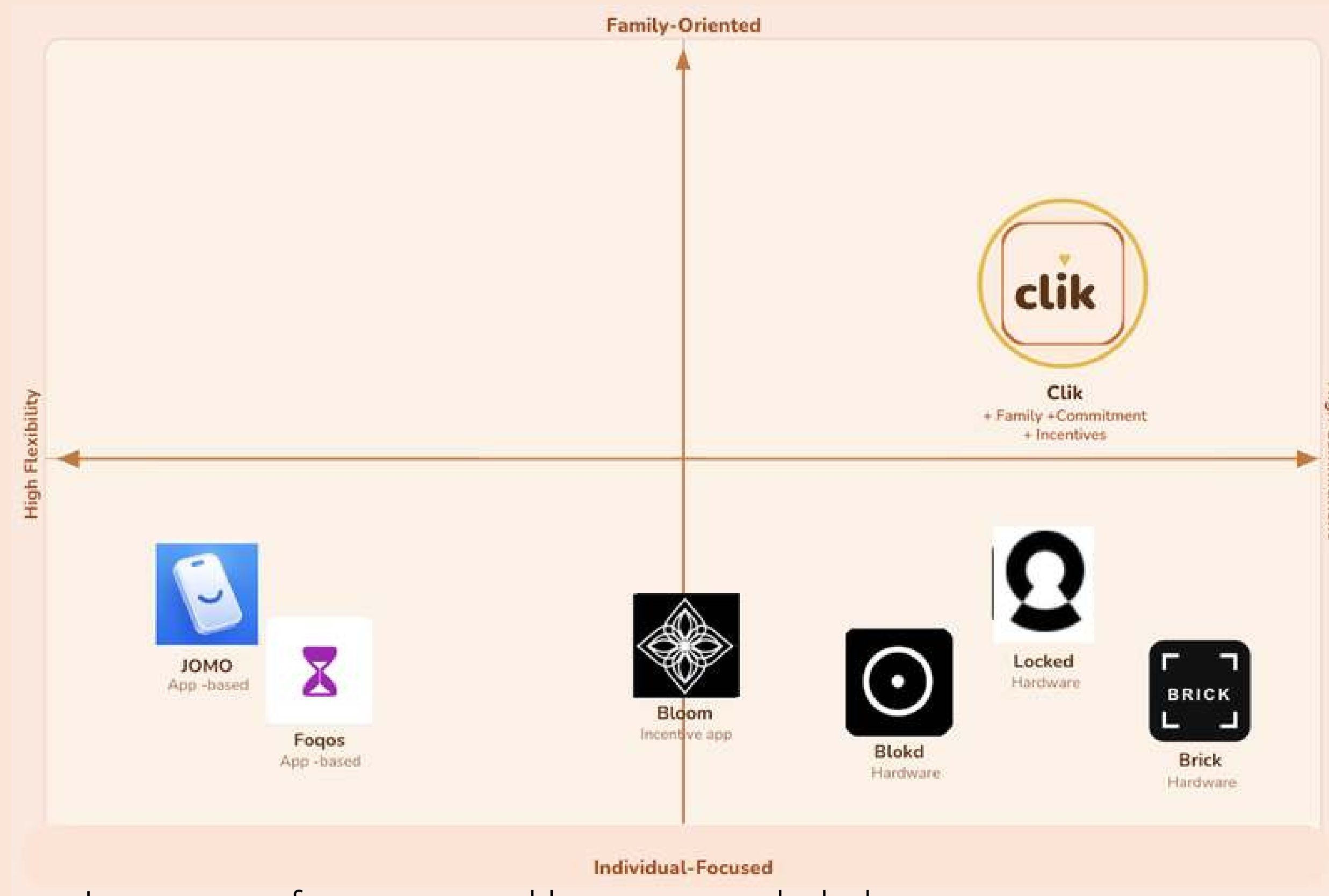
COMPETITIVE PRICING



Sources: Blokd.app.com ; Jomo.so.com ; foqos.app.com ; bloomapp.com ; lockedapp.com

MAPPING THE COMPETITIVE LANDSCAPE: **clik**

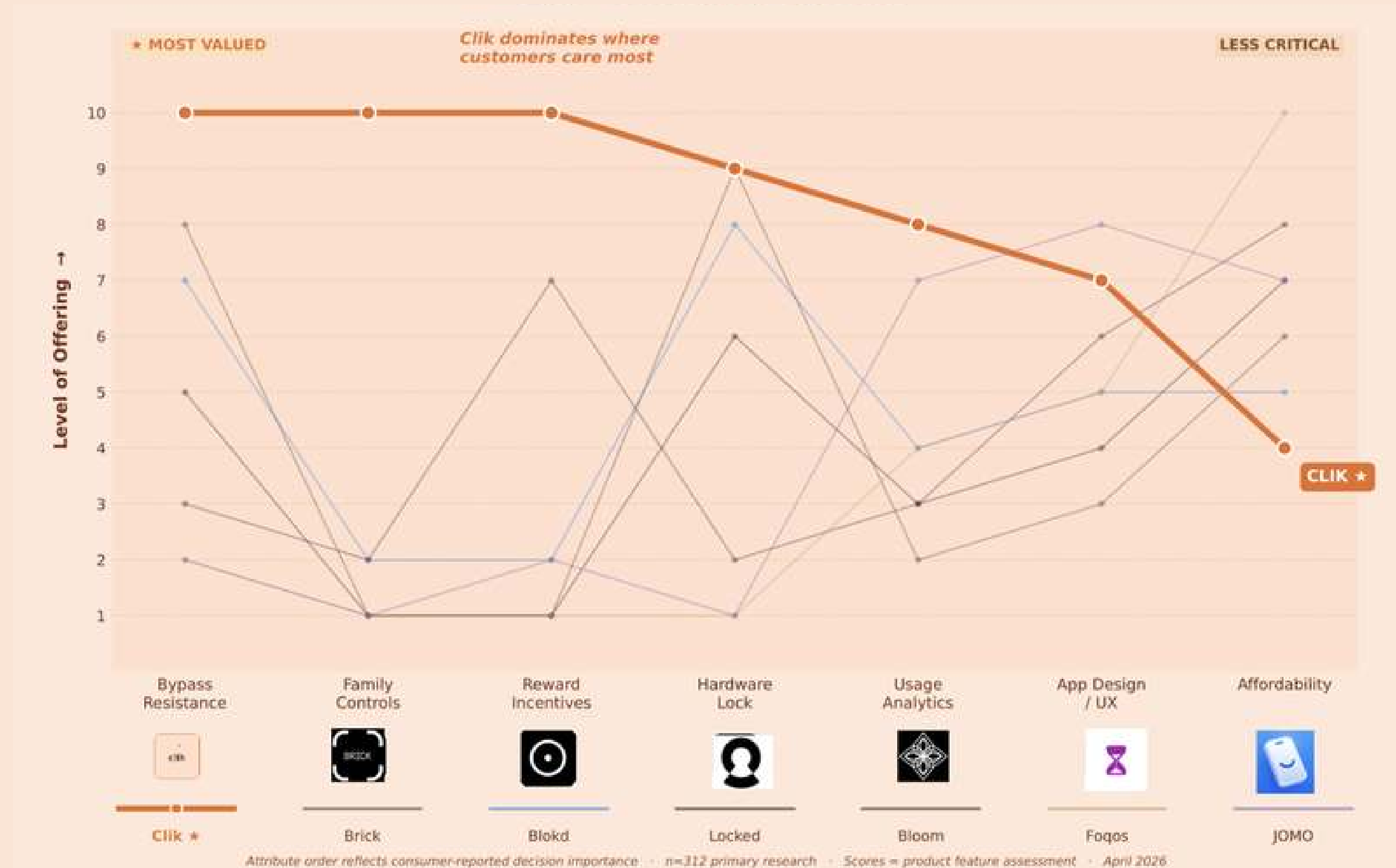
PECEPTUAL MAP



Sources: [Blokd.app.com](https://blokd.app.com) ; [Jomo.so.com](https://jomo.so.com) ; foqos.app.com ; bloomapp.com ; lockedapp.com

MAPPING THE COMPETITIVE LANDSCAPE: **clik**

VALUE MAP



Sources: Blokd.app.com ; Jomo.so.com ; foqos.app.com ; bloomapp.com ; lockedapp.com

BRANDING

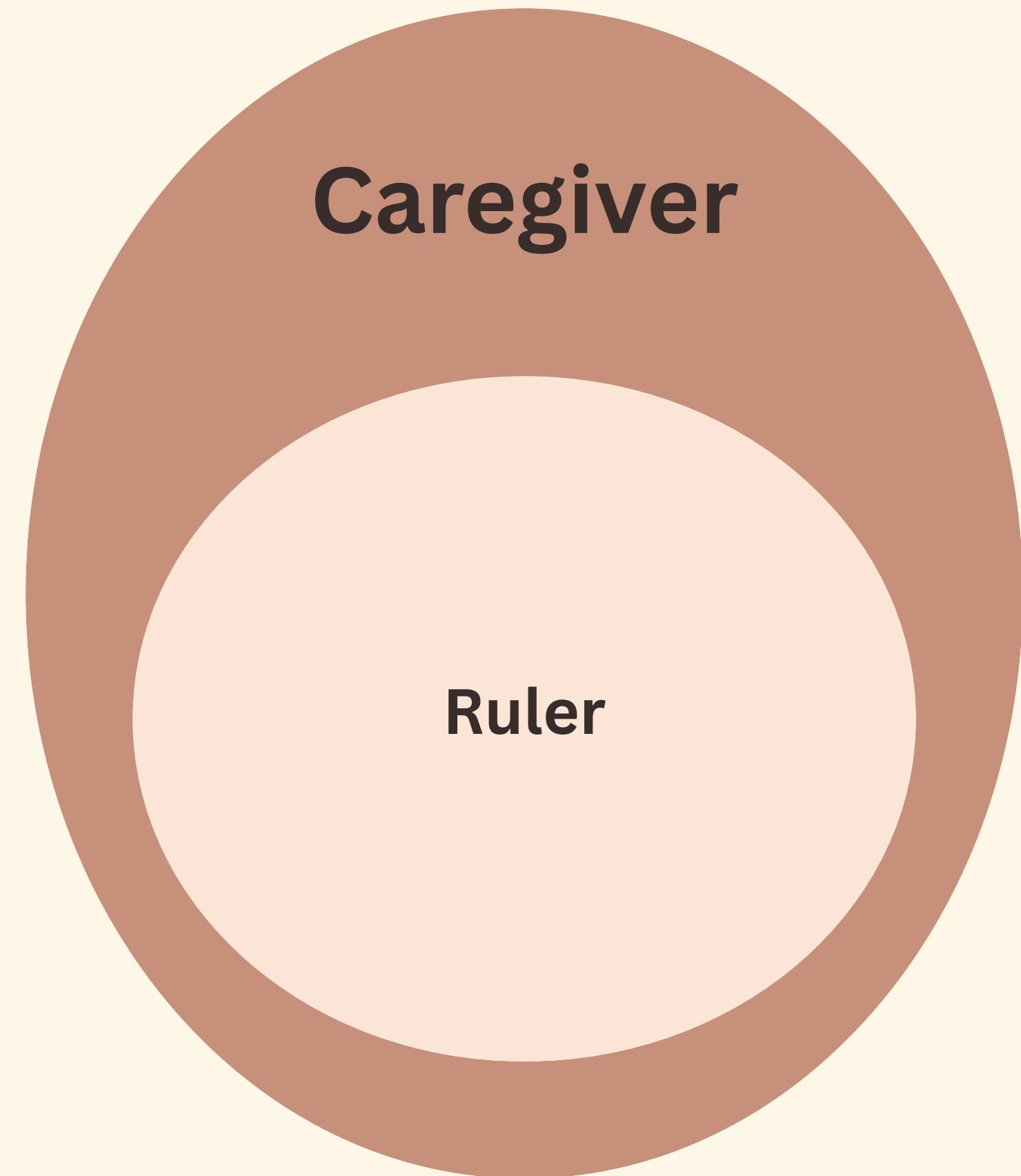
SHAPING OUR BRAND IDENTITY

Main: Caregiver

- Protecting **family connection**
- Reducing guilt around disconnection
- **Helping people feel present** and supported
- **Improving relationships** at home

Supporting: Ruler

- Provides structure and control for customers
- Cross-device tracking acts as a control system
- Subscription model ensures commitment



OPTIMIZING OUR MEDIA CHANNELS



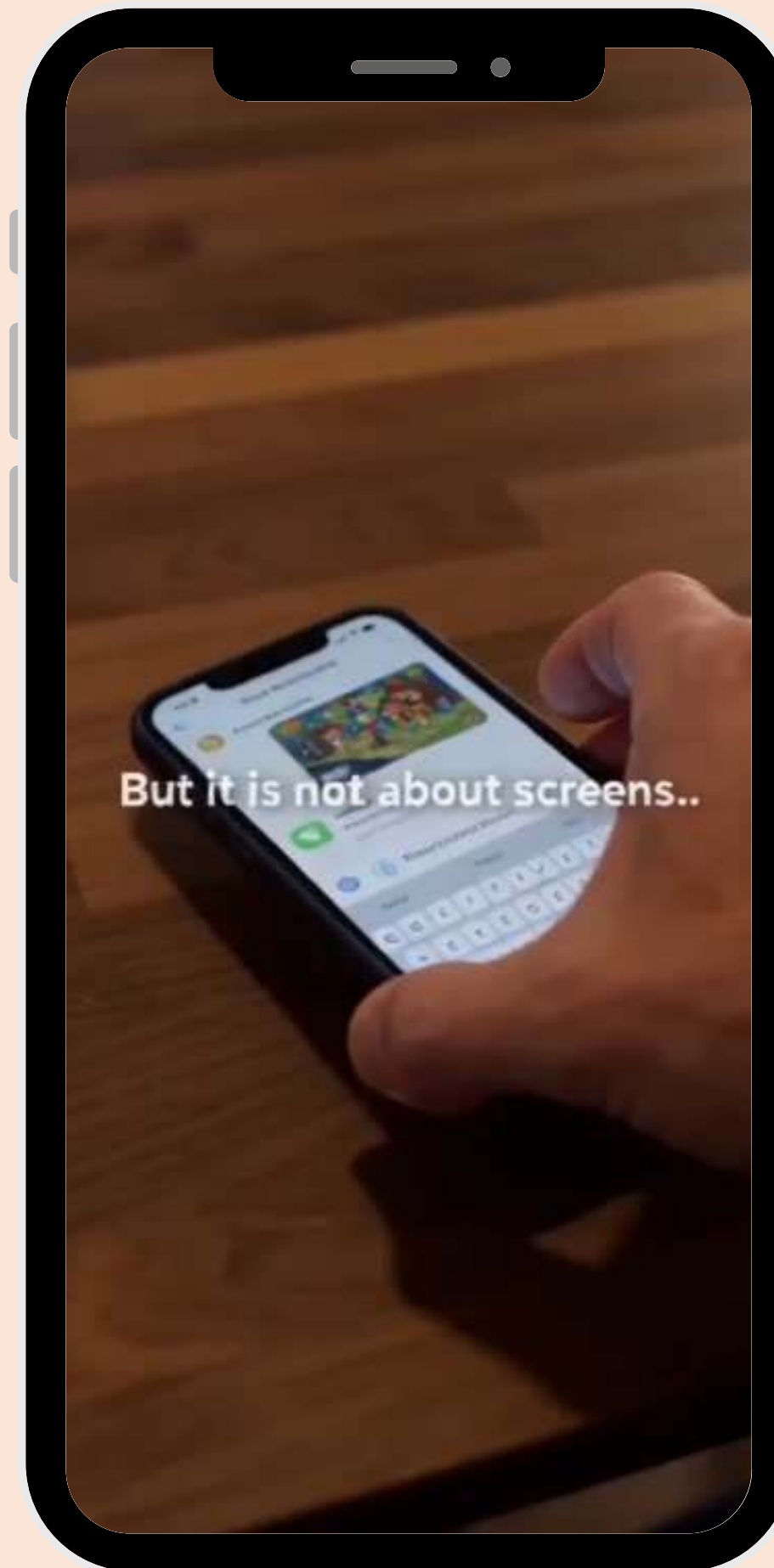
Role of Marketing

Marketing for Clik will build brand awareness mostly through Google Search Ads, Tiktok Pre-roll Ads, and Social media to maximize reach, engagement, and conversion among families, ensuring efficient acquisition and sustainable growth for Clik

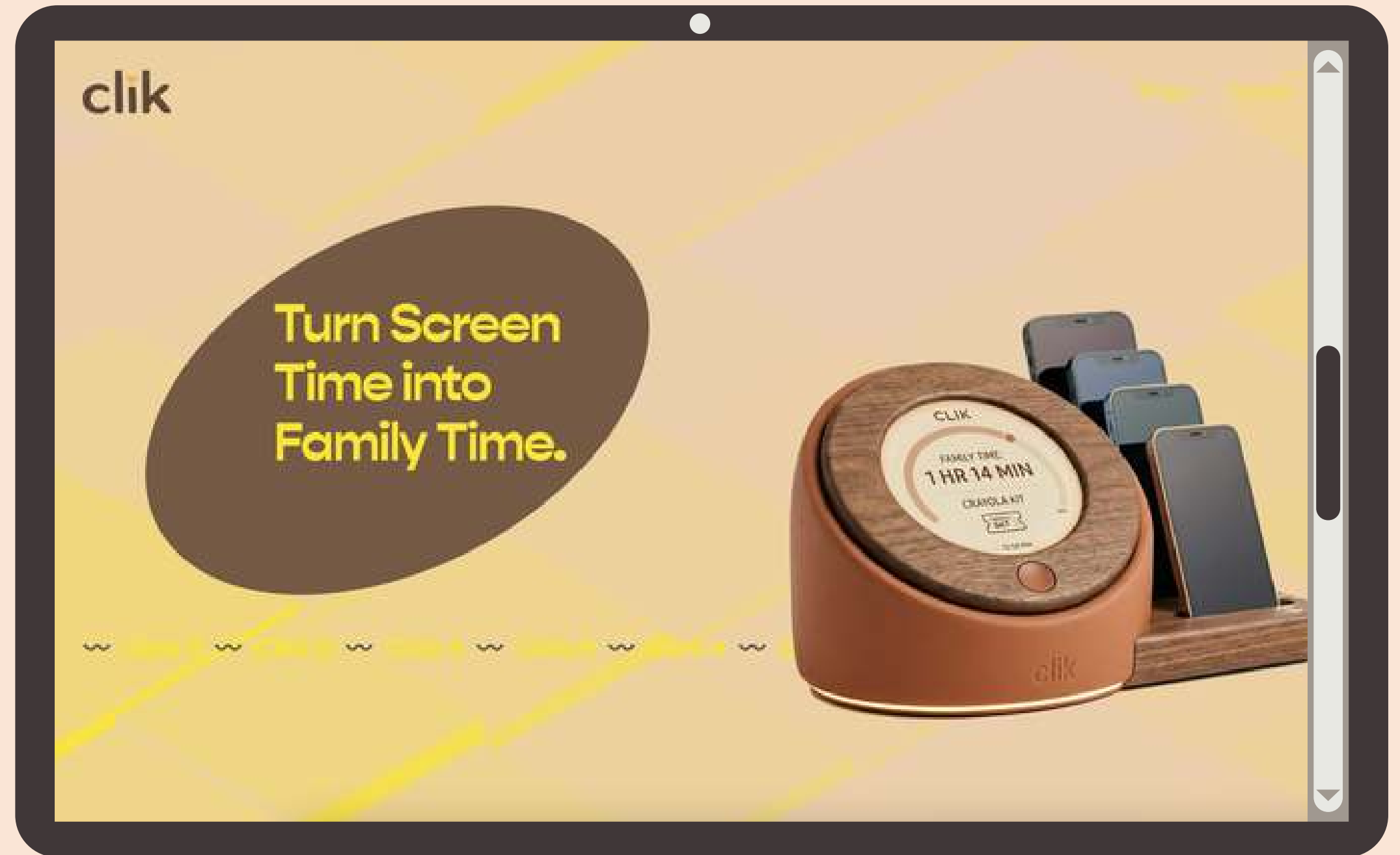
Channel	Tacttics	Budget (%)
Digital Advertising - Google Search Ads	High-intent keywords, geo-targeting, optimized landing pages	25%
Digital Advertising - Tiktok/Youtube	Emotional family storytelling, product demo, strong CTA	20%
Digital Advertising - Social Media	Targeted ads on Instagram, Facebook, Pinterest; retargeting	18%
Partnerships - Influencers	Parenting & wellness creators, affiliate codes	12%
Content & Blogging	SEO articles, guest posts, downloadable detox guides	8%
In-App Engagement	Gamified rewards, referrals, family challenges	9%
Email Newsletters	Onboarding drip campaigns, monthly tips, re-engagement	6%
Others	Offline Community Events, Online Support Groups, Empowerment Campaigns	2%

WHERE YOU CAN FIND US

Tiktok Pre-roll Ad 🖱️



CHECK
OUT OUR
WEBSITE!



SEEKING PARTNERSHIPS

PR Packages/Board Game Companies



Influencer Partnerships



Jessica Gee | 389K Followers

The ultimate **family experience icon**.
Jessica represents the limitless potential of the brand. She's for the user who wants to "clik" and be transported to a different part of the world.

Her content mirrors the high-quality, polished aesthetic that clik values. She isn't just a traveler; she's a curator of experiences, aligning with clik's goal of providing premium, curated value.



Emily Norris | 382K followers

The queen of the **"mom hack."**
Emily's "hack" culture is the human version of a smooth UI. She simplifies complex family logistics into actionable, "one-clik" solutions.

She represents the utility side of clik. When a user engages with her, they get a result. She aligns with the brand's commitment to being a dependable, everyday tool for the modern family.

FINANCIALS

COST STRUCTURE & KEY ASSUMPTIONS

FORECAST ASSUMPTIONS

- **Y1:** 1,500 households
- **Y2:** 3,000 households
- **Y3:** 5,000 households
- **50%** trial-to-paid **conversion**
- **80%** annual paid **retention**
- Device cost declines with scale:
 - Y1: \$35/unit
 - Y2: \$33/unit
 - Y3: \$31/unit

EXTERNALLY BENCHMARKED COSTS

- Core connectivity chip: ~\$2.50/unit
- Small display: ~\$13–\$17/unit
- Packaging benchmark: ~\$0.59/unit at volume
- Shipping benchmark: Pricing starts at \$5.09
- Payment processing: **2.9% + \$0.30 per transaction** with Stripe
- User/account infrastructure: **Amazon Cognito** includes a **10,000 Monthly Active Users free tier**, then pricing starts at **\$0.0055 per MAU** above that tier

PRICING

- **\$59.99 device**
- 3 months free
- \$9.99/month subscription after trial



THREE YEAR FINANCIAL PROJECTION

BOTTOM LINE

- **Year 1:** launch and learn
- **Year 2:** reach profitability
- **Year 3:** scale recurring revenue and margin

	Year 1	Year 2	Year 3
New households sold	1,500	3,000	5,000
Device revenue	\$89,985	\$179,970	\$299,950
Subscription revenue	\$33,716	\$139,361	\$313,786
Total revenue	\$123,701	\$319,331	\$613,736
Device COGS (\$35/Device)	\$52,500	\$99,000	\$155,000
Subscription variable cost	\$6,413	\$26,505	\$59,679
Gross profit	\$64,789	\$193,826	\$399,057
Product / app development	\$45,000	\$40,000	\$45,000
Marketing spend	\$75,000	\$105,000	\$130,000
G&A / support overhead	\$22,000	\$27,000	\$32,000
Operating profit (loss)	(\$77,211)	\$21,826	\$192,057
Gross margin	52.40%	60.70%	65.00%
Operating margin	-62.40%	6.80%	31.30%

MAXIMIZING FUTURE EXIT VALUE

Category Tailwinds

- The **parental-control software market** is projected to grow at about **11.2% CAGR** through 2034
- The **U.S. mobile app market** is projected to grow at about **14.5% CAGR** through 2030

Reasoning Behind Our Growth

- Startups often grow faster than the category
- Klik's forecast grows from **1,500 to 5,000 households in 3 years**
- That implies a household-sales **CAGR of about 82.6%**
- Even by Year 3, that is **still a tiny share of the U.S. family market**

Room To Grow Even More

- The U.S. has about **33.6 million families** with children under 18
- Reaching **5,000 households** would mean serving only about **0.015% of that market**

NEXT STEPS

EXPANDING MARKET REACH

From the Dining Table to the Classroom & Office

"Clik for Education":

- Partnering with schools to provide magnetic docking stations for classrooms. This addresses the growing "phone-free school" movement by providing a structured, rewarded way for students to disconnect during lessons.

Strategic "Wellness Intelligence" & Platform Moat

Proprietary Family Insights:

- While maintaining strict privacy, Clik can offer Sarah "Wellness Reports" that analyze when the family is most distracted and provide AI-driven "Caregiver Suggestions" (ex. "You usually screen-slide on Tuesdays at 6 PM—try this 15-minute puzzle tonight instead").

MAXIMIZING FUTURE EXIT VALUE

**Strategic
Acquisition by
Legacy Toy & Play
Giants**

Positions Klik as the "phygital" bridge that converts one-time toy purchasers into recurring subscribers by making legacy analog products the primary tangible reward for screen-free milestones.

**Acquisition by
"Ambient Home"
Tech Leaders**

Provides tech giants a trust-first physical anchor in the home to resolve their "distraction villain" reputation while integrating wellness hardware into their existing health and smart-home ecosystems.

**Independent
IPO as
"Category King"**

Scales Klik as the universal, platform-agnostic utility for the \$700B digital wellness market, driven by high-retention SaaS revenue and expansion into broader family mental health and focus-oriented sectors.

THANK YOU