StartupLab Catalyst

Fields marked with an * are required

Please enter the information below to be considered for the upcoming StartupLab: Accelerator

Company Name *

Kids.AI

When was the company founded? *

2016

CEO name *

Lars Føleide

Email *

Lars@Kids.AI

Phone number *

98 45 44 99

Describe the business idea in less than 50 words: *

Kids.AI seeks to become the preferred subscription platform which feature high quality content so that parents and schools can feel safe about what kids can access. Kids.AI will have a particular focus on educational content and build a recommendation engine on the artificial intelligence methodology Case-Based Reasoning (CBR).

What is your motivation for applying to this program? *

After 4 years in the US and having operated my residential incubator at UC Berkeley for a year, I know how great these accelerator programs are. While I currently live in Trondheim, having been having a blast here doing my 17th year in higher education - time has come for me to get serious about launching my own business. I was 1 of 22 applicants invite to present in Research Council of Norway's pilot program of handing out NOK 1 million to master students, receiving the news on friday that Kids.AI is 1 of 7 that didn't make it all the way. I lived in Oslo for a year before coming to Trondheim, and I've had a house there for 10 years - with a planned start for my master thesis january 2017. So I'm free to do what I want this fall, and with a successful incubation at StartupLab Catalyst I can just continue the effort in my master thesis as part of my specialization in Interaction Design, Gaming- and Educational Technologies.

Another motivation is that I have pending projects in virtually all fields you request startups: Internet of Things (Water.Gift), Health (Sprun.org), Gaming (Galea.com), Education (One.Education), Communication services/messaging (Area.Chat), Financial Services (Zapan.org). So I'm excited to meet other startups to learn and share insights with others.

Why did you start this company? What excites you about it? *

My passion is in social entrepreneurship, excited about the potential of empowering kids to learn more about how they can play a role in reaching sustainable development goals. The concept was developed in Denmark during a Singularity University Bootcamp, as my team realized that kids need their own operating system. Back in Norway I continued developing the concept with my

game-developer friend Arne Dahl and my supervisor Kerstin Bach (NTNU faculty and AI expert). Kids.AI have already entered many and interesting partnerships, allowing us to approach the market from both the developing and the developed world. We'll focus on Norway and Denmark for building developed world services, and Kids.AI is collaborating with LiteracyApp.org to improve education in Tanzania. StartupLab Catalyst allow for a rapid time to market.

How did you meet your co-founder(s)? *

Co-Founders: Lars Føleide, Boris Polania, Arne Dahl and Sanduru Sachithanandam.

Boris Polania and Lars go way back, having been working on many concepts at numerous hackathons during Lars' 3.5 years US residency. Our first meeting was at a hackathon. Boris attends many hackathons around the world every year, and has amazing skills as a full stack developer.

Arne Dahl and Lars met a year ago, having been collaborating on how to bring educational games to the market. Inspired by Avatar (2009) Arne has even since been developing a concept called good4gaia, working with Westerdals students for bringing this game to market. good4gaia will be one of the featured games on the Kids.AI platform.

Sanduru Sachithanandam and Lars met spring 2016. S. is a game developer having already published games for Android. His brother Sangeethan Sachithanandam develops the music, and his friend Jeffrin Thevarajah in Oslo assists with design and programming.

When did you start to work together on this idea? *

As a finalist in Global Impact Competition Norway Lars were invited along with 4 Norwegians to attend a Singularity University Bootcamp in Denmark, where the concept of applying the exponential technology artificial intelligence to education was conceived. The group consisted of

Lars from Norway, and 6 Danish members: Janus Madsen, Jakob Jørgensen, Nicolai Moltke-Leth, Mikkel Krogsholm, Louise Dejgaard-Wandbæk and Oana Maries.

Nicolai is the CEO and founder of True North (www.TrueNorth.dk), a partner of Kids.AI. True North educational company that focuses on social and emotional development for youth offering programs that prepare young people to meet the challenges of society. His bootcamps has for the past 9 years helped youth develop a set of competencies for social and personal development.

Arne came onboard when applying for funds from the Research Council of Norway, and has been helping Lars with a number of activities like preparing a Water.Gift presentation ahead of a social innovation seminar put together by NTNU and Sintef, attending an NRK interview about social entrepreneurship with head of Department of Computer and Information Science Letizia Jaccheri. Arne also joined a presentation for Sintef ICT, a potential partner for Kids.AI through the Horizon 2020 research project SOCRATIC.eu

StartupLab Catalyst allows for our geographically dispersed team (Oslo and Trondheim) to build momentum for continued development.

What does the team look like today and what role does each team member have? *

The team is solid. Lars and Arne are project managers, with Lars having the responsibility for Kids.AI as a platform and Arne has the responsibility for our featured game good4gaia. Boris is our CTO with the technical responsibility for our platform, its architecture and artificial intelligence backend. Sanduru is responsible for populating our platform with kids friendly mini-games.

Why is this team exceptional? *

Lars has been studying and working with entrepreneurship for 20 years, starting his entrepreneurial career as a pioneer web developer in the early dotcom days - making multiplayer games, competitions and webchats. Boris is a fullstack senior developer with extensive

experience with both web and mobile. He has two kids of his own. Arne is well connected in Oslo and much experience as a project manager. Sanduru has about 1 year experience, receiving much support and assistance from his friend Jeffrin Thevarajah - who has 15 years of experience in design and game development, with an education background in 3D animations. With the success of the gaming coworking space Work-Work, our exceptional team is able to combine the best of Oslo and Trondheim. With funding in place, Lars has at least a dozen NTNU students ready to develop mini-games and mini-apps for NOK 150 per hour - allowing for rapid growth at both NTNU and Westerdals.

Describe the problem you are solving: *

Kids today need to access multiple sources for relevant content. Kids.AI will feature high quality content so that parents and schools can feel safe about what kids can access. Our platform will have a particular focus on educational content and build a recommendation engine on the artificial intelligence methodology Case-Based Reasoning (CBR). This will make the learning experience personalized, and serve as a much needed improvement for our educational system and reduce dropout rates in the process. In addition to improving traditional education, Kids.AI will improve emotional intelligence (EQ) education through the application of data analysis and artificial intelligence for our partners. By making all content available through our platform, parents and schools will be able to better influence the digital life for children.

Who are your customers and how do they solve this problem today? *

Parents and schools. School need to go through extensive due diligence on every decision to include a particular education software into their curriculum, instead of just paying for a subscription that actively work on building such custom curriculums for schools. Parents need to pay close attention to how their kids access internet, so that they are not exposed to inappropriate content. Many parents also need to actively assist their kids in downloading and operating apps/games, since the operating system is designed for adults not kids.

Who and where are your competitors? Please include URLs:

Free software for education: www.schoolforge.net

Debian OS for children: www.debian.org/devel/debian-jr/

How are you different? *

With strong focus on partnerships, Kids.AI will be able to build a platform which actively includes parents and schools in the development process. Unlike our competitors, our primary focus will be on tablet - which is what kids mostly use, and which schools in Norway is adopting as well. Through strong emphasis on partnerships, we will also remained focused on our core competence in data analysis and artificial intelligence. Kids.AI has a competitive advantage with our deep roots in Denmark and Norway.

How many users/customers do you have? If your product is not in the market yet, when will your MVP be ready, and what do you need to make this happen? *

Games already launched have about 10.000 downloads.

How do you/plan to market your product: *

We plan to use Facebook, YouTube, Amazon and Steam.

What progress have you made in the last 6 months? *

Jeffrin Thevarajah, who Sanduru Sachithanandam works with, launched Running Stars Run yesterday. It is available on both iOS and Android.

How have you/are you planning to validate the market? *

We plan to validate the market measured by number of downloads and user growth. In addition to building our brand.

How is your business model? *

For Kids.AI as a platform we will rely on subscriptions. Our business model is freemium for our games, supported by ads and in-app purchases.

If your product is in the market: what is your monthly growth rate in numbers of users/customers for the last 12 months?

E-me has about 1000 downloads per month (www.E-me.Kids.AI) without marketing.

Police Vijay Game has 7-8000 downloads per month.

Running Stars Run was just released.

If your product is in the market: what is your monthly growth rate in revenues for the last 12 months?

If you haven't launched yet: What growth rate in numbers of users/customers do you see the first two years after launch?

How did you hear about this program? *

Facebook.

Are all founders able to commit to working from StartupLab for the whole three months? *

Yes.

If accepted, will you be able to work full time, and also put in extra hours when needed, with full focus on this job and with no other external obligations?

Yes.

What do you think you can achieve within 3 months in the Accelerator Program that you would not be able to achieve if you did not participate? Here you explain why joining the accelerator program will make a difference for you.

The Catalyst Accelerator Program allows for both our Trondheim team and Oslo team to come together and work closely on developing both the platform, and games catered to the the platform with information that allows for our recommendation engine (powered by artificial intelligence) to work. We will also finish the second version of E-me (www.E-me.Kids.AI) during the program.