



The “Instagram for professional childcare”: Replacing a complex (mandatory) workflow in the daily life of childcare workers with the user experience of a simple Mobile app. Childcare workers capture moments in the life of children in their care instantly, and create a perfect documentation: Lively and authentic – with photos, videos and portfolios – almost automatically.

#### Product | Customer value

Software Service (SaaS) comprising a mobile app, web app and cloud services. Simple capturing and management of media like photos and videos, tailored to the typical documentation workflow in professional childcare. Early childhood observation and documentation requirements in Germany (+AT +CH) are met as easy as winking. Parents can get involved with ease and get a lot more insight. All that whilst maintaining the highest level of systematic data protection and IT security.

#### Market

- Currently 59K Kitas + 45K childminders in DE, added by AT + CH
- Alone in DE the sector is growing by ~ 1,000 Kitas / year
- Additional growth can be expected due to high demand for additional place in Kitas
- In the mid-term, we plan to expand in the education and social sector, geographically (internationalization) and in B2C sectors (parents)

#### Innovation | USP

What Instagram brought to perfection for self-promotion, we succeeded to transfer to the documentation of children biographies. A complex workflow comprising cameras, transferring, sorting and copying media as well as elaborate privacy guidelines is replaced by the feeling of simply “occasionally” using a mobile app. Documentation in the daily work of childcare professionals gets significantly easier and – since it is made in the everyday context – automatically more instant, authentic and lively.

#### Segments

- Initial focus B2B: Childcare facilities + childminders
- Currently low level of digitalization, but:
  - Basic equipment available (Internet, Wifi)
  - Generation change is happening (high IT affinity as well as expectations regarding UX)
- Digital “spirit of optimism” (EU studies, promotion funds, public initiatives)
- Many Kita operators manage (a lot) more than one Kita at a time and/or are organized in federations  
→ see also *Distribution channel*

#### Competition

#### Characteristics

##### Kitalino

Holistic solution for (systematic) documentation and communication in professional childcare; too complex and too high entry threshold for *our* target group

##### Complete solutions, e.g. famly

Digitalizing the whole Kita (e.g. invoicing, HR, communication with parents); at the same time rather simple and low-fi media management and documentation tools

##### Kita messengers, e.g. Kita-Info-App

Media is only used as (temporary) message content and not systematically managed; rather potential co-operation partners than a competitors

#### Distribution channel

- Very simple SaaS model with monthly subscription
- Self-checkout through our website
- Fully automated onboarding & self service first level support (already implemented)
- Direct sales for large Kita operators (50+ Kitas)

#### Contact



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#### Where we are

Successful Pre-Seed financing

> 1 year successful public beta

>200 beta clients | >500 Top leads

#### What we plan & look for

Market entry (in preparation)

Seed Funding | 1 Mio. EUR

Scaling & Growth

➔ Investors with experience in sustainable growth and / or in the EdTech sector