



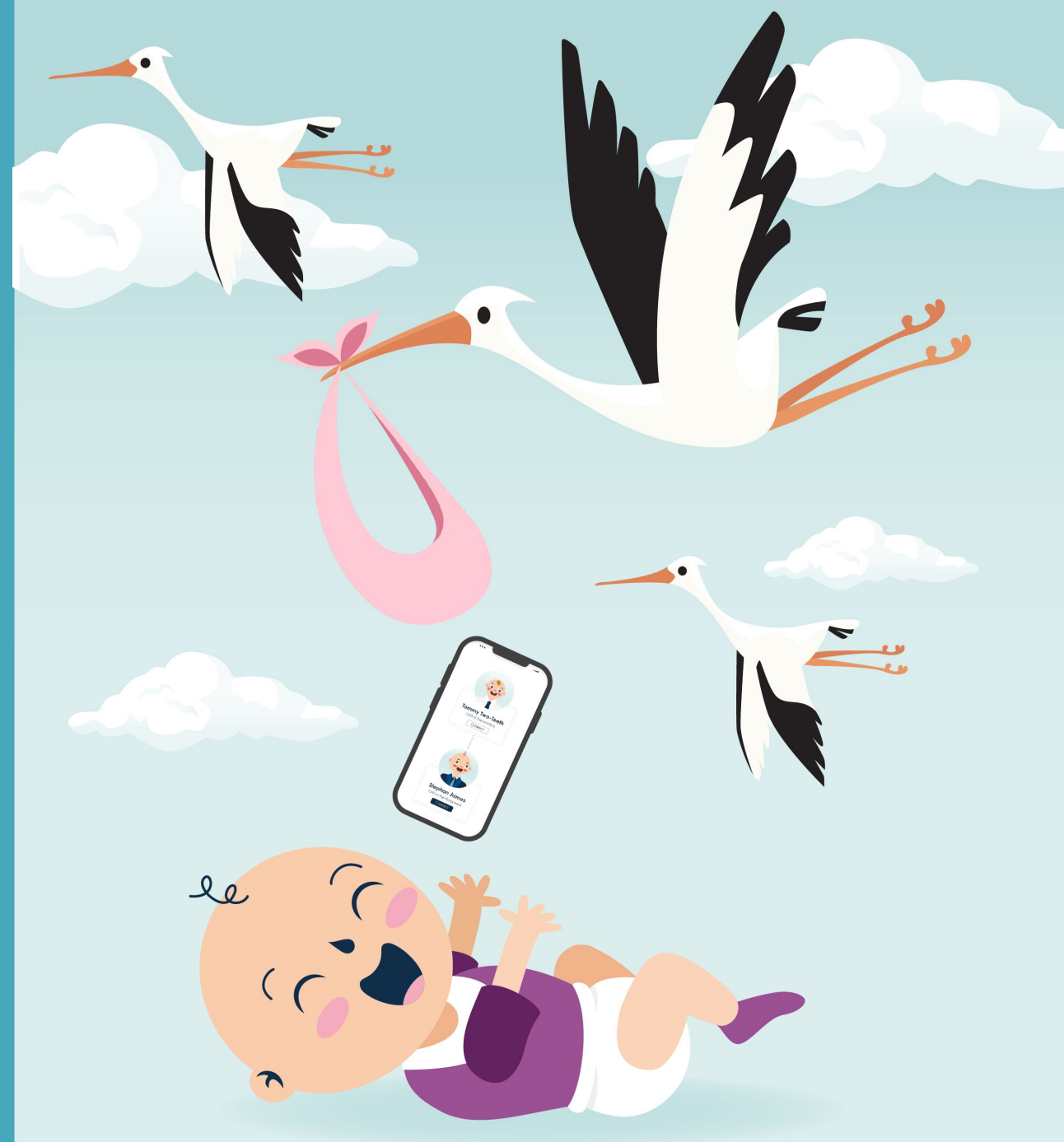
Totler

Pre-professional networking
for babies



Mission

Bringing meritocracy and transparency to infant recruiting



Problem

It is difficult for infants to distinguish themselves in an increasingly competitive pre-school marketplace

100%

Babies are called cute when many are in fact less cute

80%

Of talents go unrecognized

30

Participation trophies awarded to everyone in the pre-school

This makes it challenging for infants to identify and get placed into high-quality pre-school programs, impacting professional profile and future earnings

It's Totler Time

A pre-professional networking application for very young children

● Detailed infant profiles to help them stand out

● Ability to connect with other toddlers, congratulate them



Tommy Two-Teeth
CEO at The Sandbox

We're excited to announce a new addition to our team!



Welcome to the team:

Teddy Bear

Executive Assistant

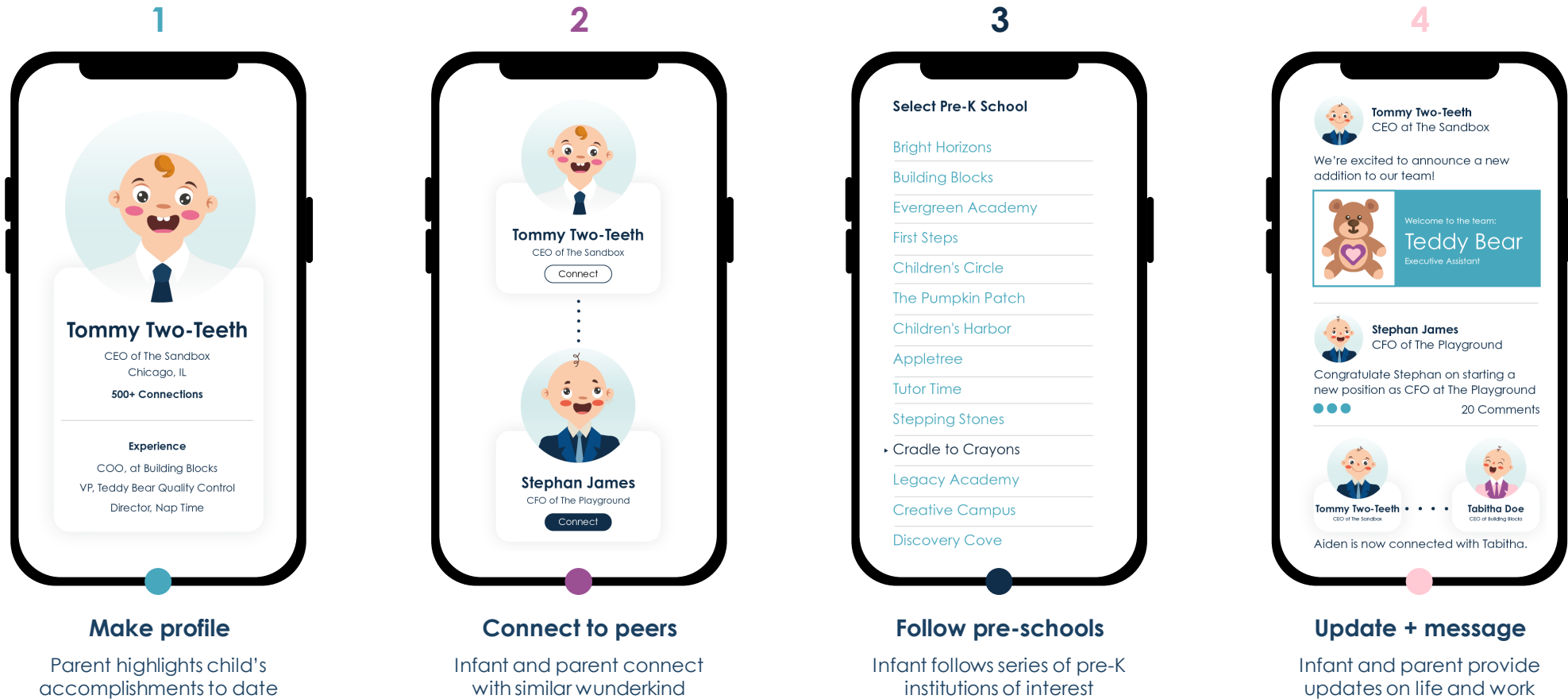
● Following of pre-K institutions and referrals to many

● Parent-approved content and peer-to-peer DMs

● Keyboard design for underdeveloped thumbs

How it works

So simple a baby can do it with the help of their helicopter parents



Tommy Two-Teeth

Situation

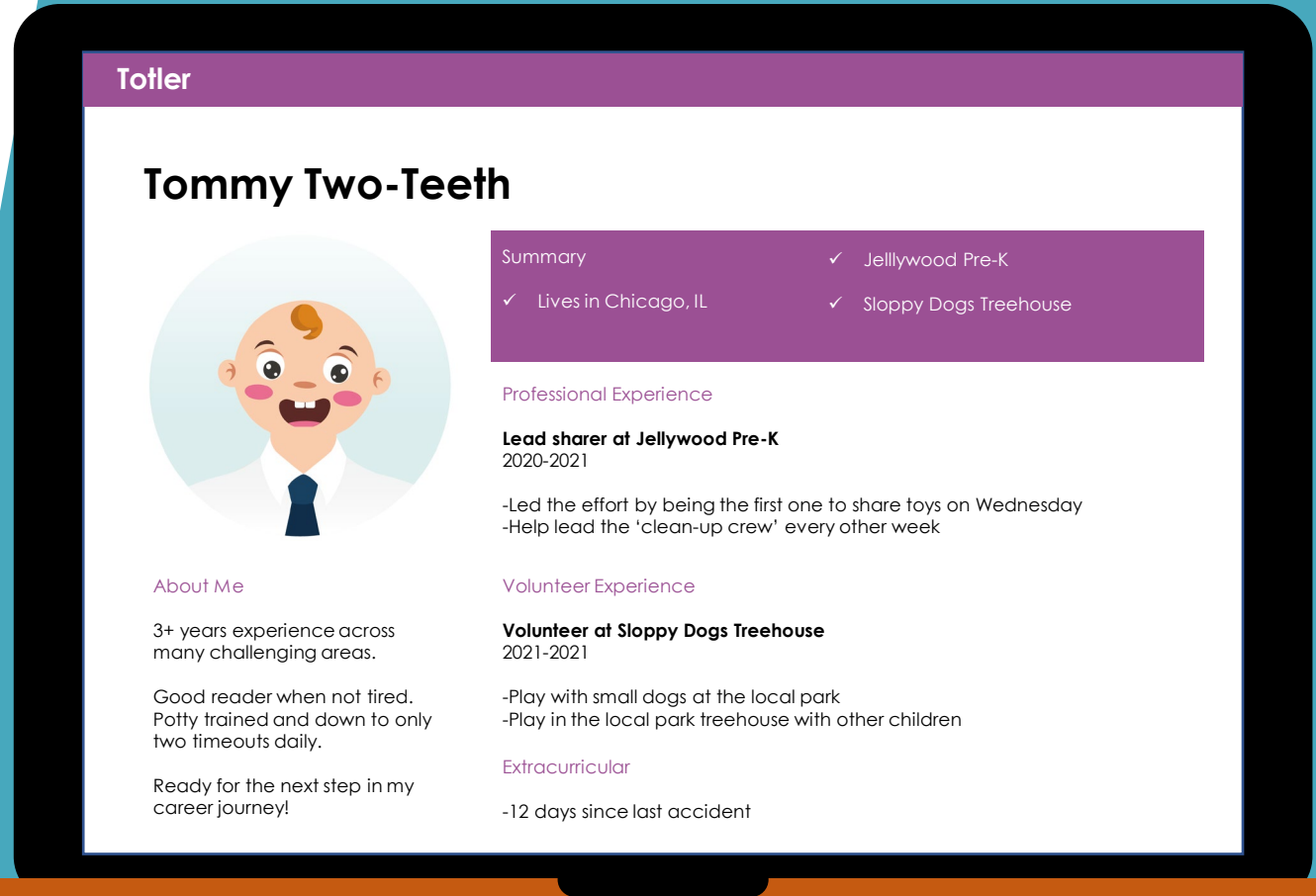
Tommy was really beginning to feel his 'terrible twos.' The parents were worried that daycare was prohibitively expensive. Tommy wanted to expand his skillset beyond his role as a Sharer at Jellywood – but it was hard to know where to start.

Solution

Tommy's mom downloaded Totler. Within a day, Tommy had made virtual connections to the 2 kids' names he remembered from Jellywood and followed 3 new pre-schools.

Impact

Tommy's profile was discovered by Little Braniacs Pre-K, who offered him a generous signing bonus and promised to fast-track Tommy to Kindergarten within the next year.



The image shows a tablet displaying a profile for 'Tommy Two-Teeth' on the 'Totler' app. The profile includes a cartoon illustration of a young boy with a large smile and two teeth. The profile is organized into several sections: a purple header with the name 'Tommy Two-Teeth', a 'Summary' section with two checkmarks for 'Jellywood Pre-K' and 'Lives in Chicago, IL', and 'Sloppy Dogs Treehouse'. Below this are sections for 'Professional Experience' (Lead sharer at Jellywood Pre-K, 2020-2021), 'Volunteer Experience' (Volunteer at Sloppy Dogs Treehouse, 2021-2021), and 'About Me' (3+ years experience across many challenging areas, Good reader when not tired, Potty trained and down to only two timeouts daily, Ready for the next step in my career journey!). There is also an 'Extracurricular' section with the note '-12 days since last accident'.

Totler

Tommy Two-Teeth

Summary

- ✓ Jellywood Pre-K
- ✓ Lives in Chicago, IL
- ✓ Sloppy Dogs Treehouse

Professional Experience

Lead sharer at Jellywood Pre-K
2020-2021

- Led the effort by being the first one to share toys on Wednesday
- Help lead the 'clean-up crew' every other week

Volunteer Experience

Volunteer at Sloppy Dogs Treehouse
2021-2021

- Play with small dogs at the local park
- Play in the local park treehouse with other children

About Me

3+ years experience across many challenging areas.

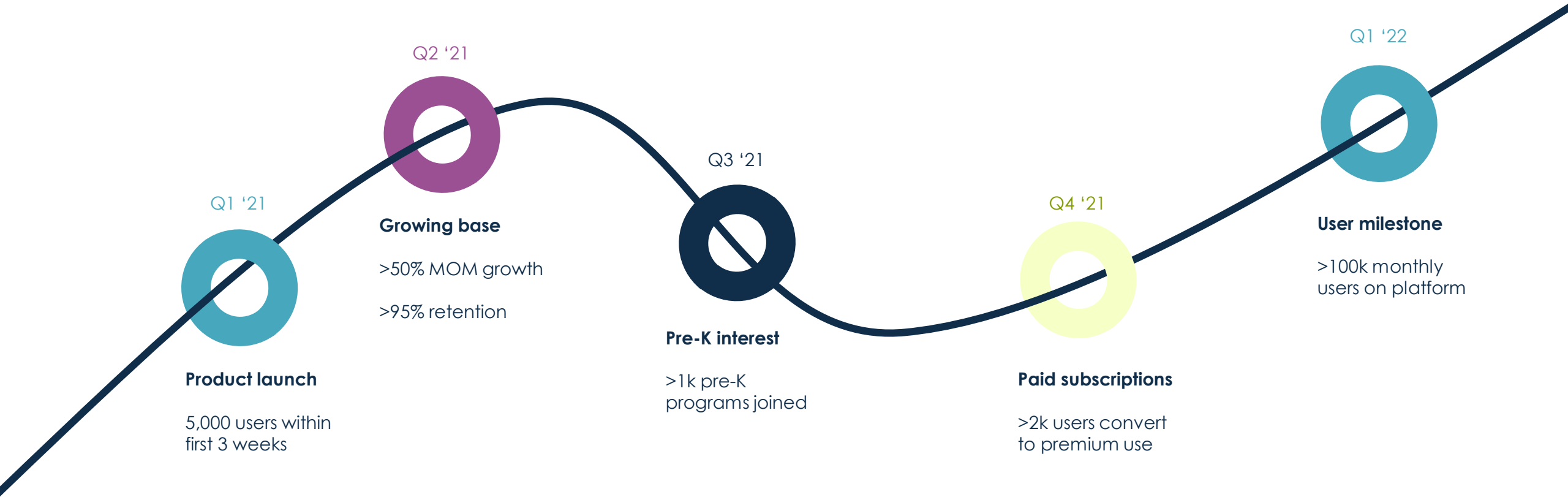
Good reader when not tired.
Potty trained and down to only two timeouts daily.

Ready for the next step in my career journey!

Extracurricular

- 12 days since last accident

A lot of Tommy's like our product



100k
active users

2k
Pre-K programs

\$1m
ARR

\$10m+
2022 proj. revenue

Revenue model

Babies can't pay much, but pre-K can

Totler has several paths to scaled monetization

PREMIUM USERS

\$20 / month

Parents and their children have demonstrated willingness to break out the piggy bank for a paid subscription

SCHOOL REFERRALS

\$250 / child

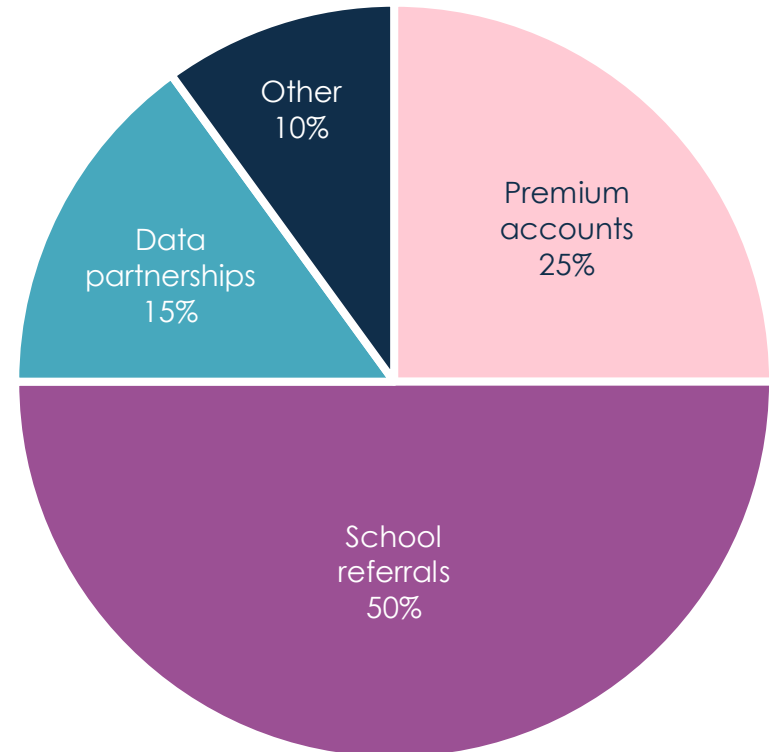
Pre-K programs will pay us a referral fee of \$250 per child placed through the Totler platform

DATA PARTNERS

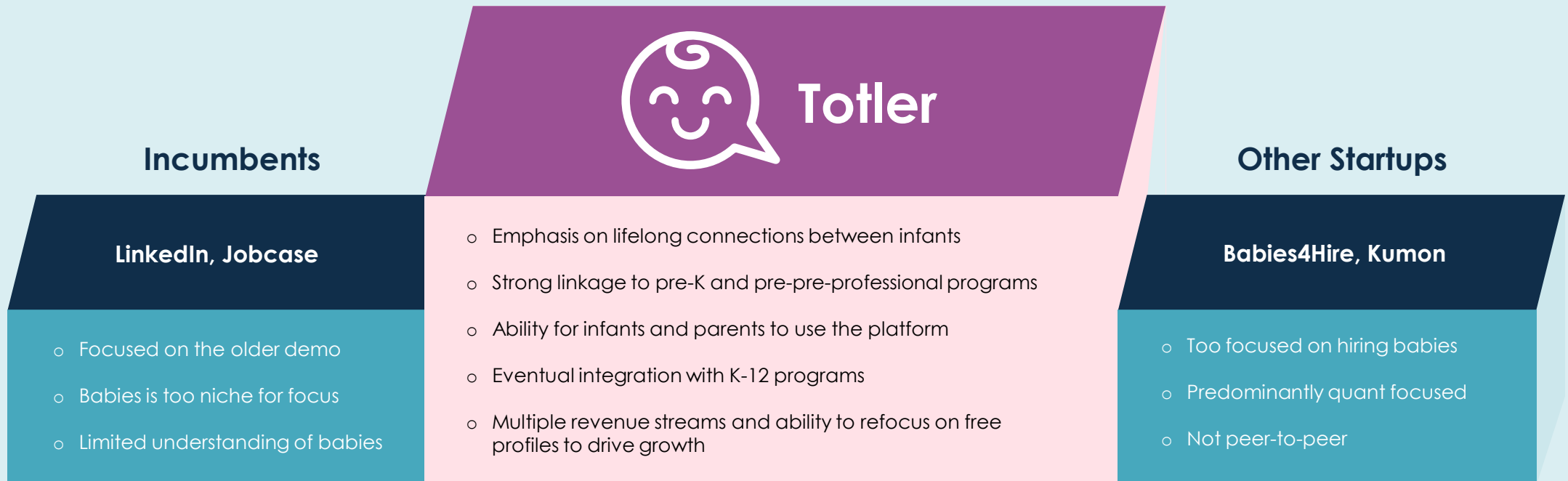
\$1k / year

Companies catering to babies and young children (e.g., food, clothes), pay for our data packages

Revenue mix
As of Q1 '22



We are like LinkedIn, but more suitable for the 0-6 age range



Market size

Significant opportunity within this age demographic



Whoa, that's a large + promising market opportunity!

\$1.25bn

US market

Pre-K referrals

5m children potentially placed into pre-K annually in the US, with potential to increase referrals if we attract the most precocious babies



\$4.85bn

US market

Referrals + Premium Subscriptions

15m US households in the US that could leverage Totler as premium users to help their infant network more effectively



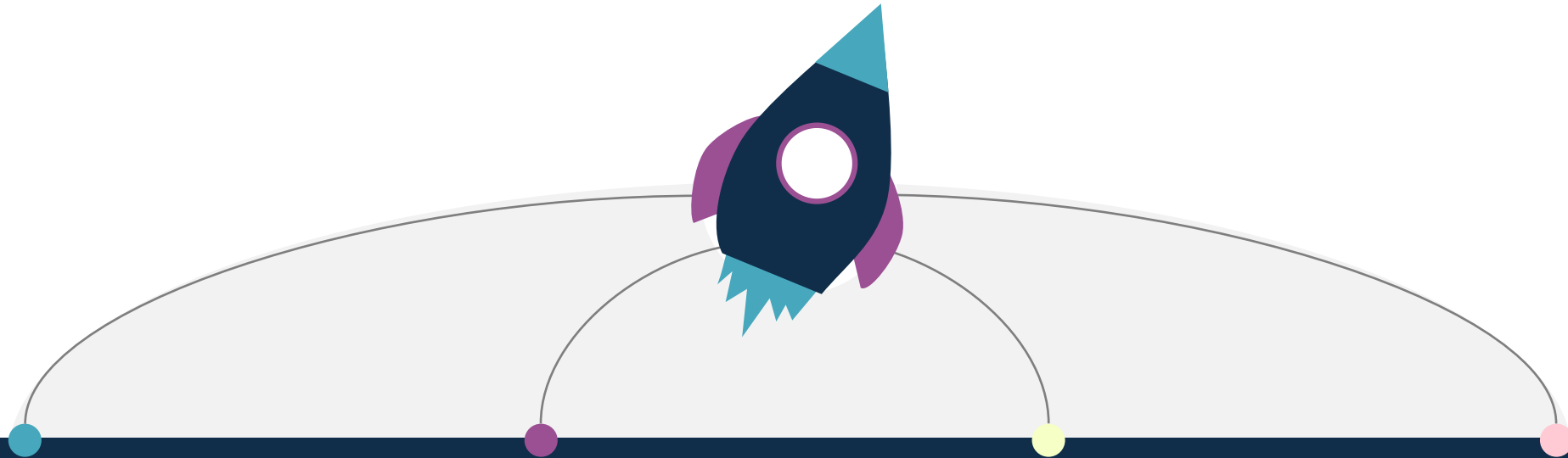
\$30bn

Global market

Referrals + Premium Subscriptions

Eventually, we will expand to enable a global network of boss babies – Alec Baldwin would be proud

Expand and deepen service applicability



K-12 Partnerships

Expand continuity of coverage by reaching agreements with private K-12 programs that could take candidate referrals

Baby Counselors

Introduce 24/7 accessibility to career counselors for users, including free Myers-Briggs assessments

Credit Scores

Introduction of credit score building service for parents to artificially jack up their child's creditworthiness

Imaginary Friends

Develop profiles of animated characters and other fun, imaginary friends for users to connect + interact with

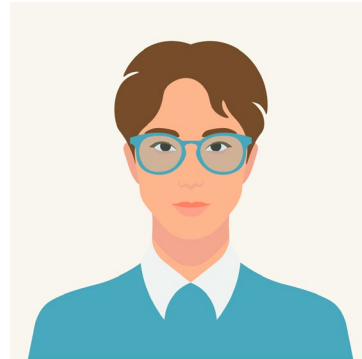
Experienced team and advisors



Anita Knapp

Founder + CEO

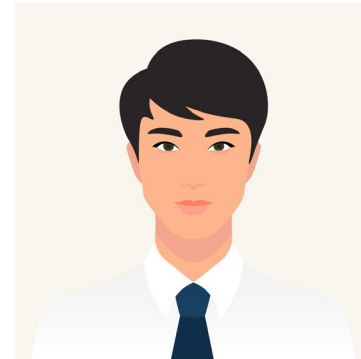
- Pinterest
- Casper
- University of Chicago



Tad Pohl

Founder + CTO

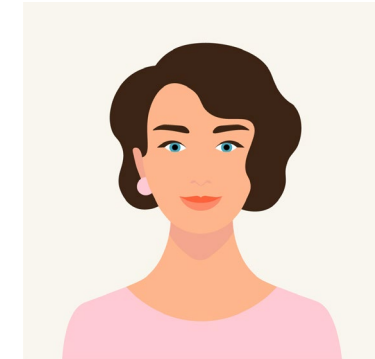
- LinkedIn
- The Nature Conservancy
- Stanford University



Brighton Early

COO

- Peloton
- Deloitte Consulting
- University of Virginia



Anna Prentice

Product

- Pinterest
- Facebook
- Princeton University

Strong advisors

Including:

- Skip Dover, McKinsey & Co
- Summer Camp, Carter's
- Gene Poole, 23andMe

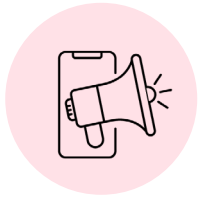
Renowned investors

Including:

- Jerry Atrick, Old Timer Ventures
- M. Goose, Storyline Ventures
- H.C. Andersen, Mermaid Capital

Fundraise

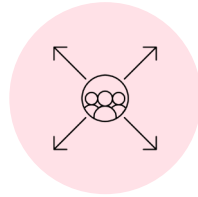
We are raising \$20m to fuel substantial user growth



Marketing

\$5m / 25%

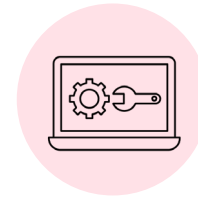
Expand audiences to include 4-6 and 0-2 age ranges, expand target geographies for Pre-Ks



Operations

\$2m / 10%

Formalize team process and multi-geography work environment



Engineering

\$10m / 50%

Introduce new features related to baby profiles and school connectivity

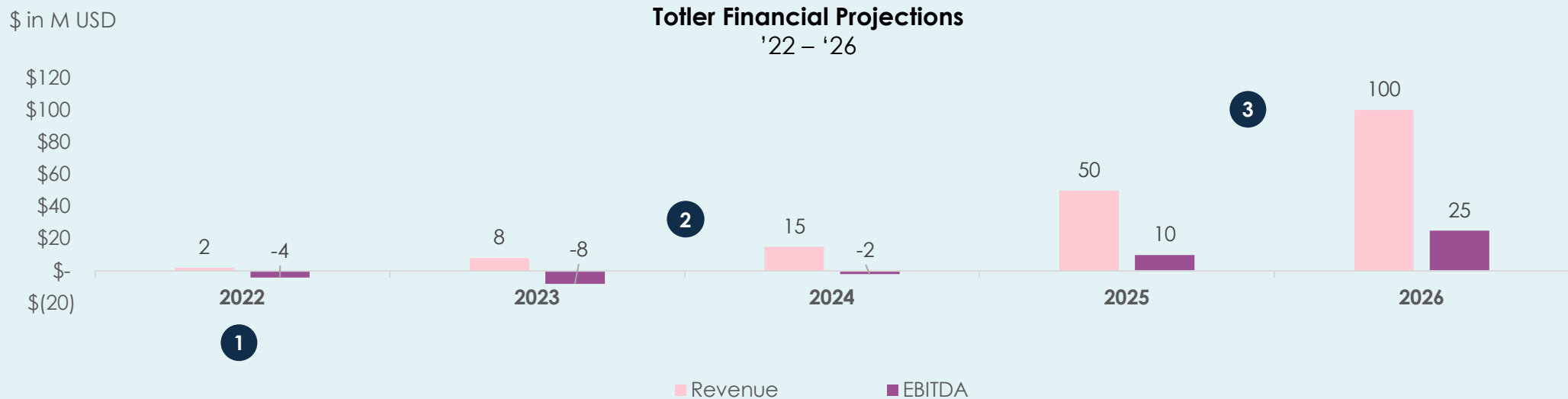


Other

\$3m / 15%

Begin institutional partnerships and sponsorships to drive long-term growth agenda

Strong financial profile upon user growth



1
Expected to achieve \$2m in 2022 based on existing user counts and growth trajectory

2
Significant investment into business growth will decrease operating margins in 2023-2024

3
Totler expected to achieve profitability as business rapidly grows to >\$50m annual run rate

www.raisewithridge.com

Anita Knapp
anita@askjeeves.net
1-800-NAP-NEED

