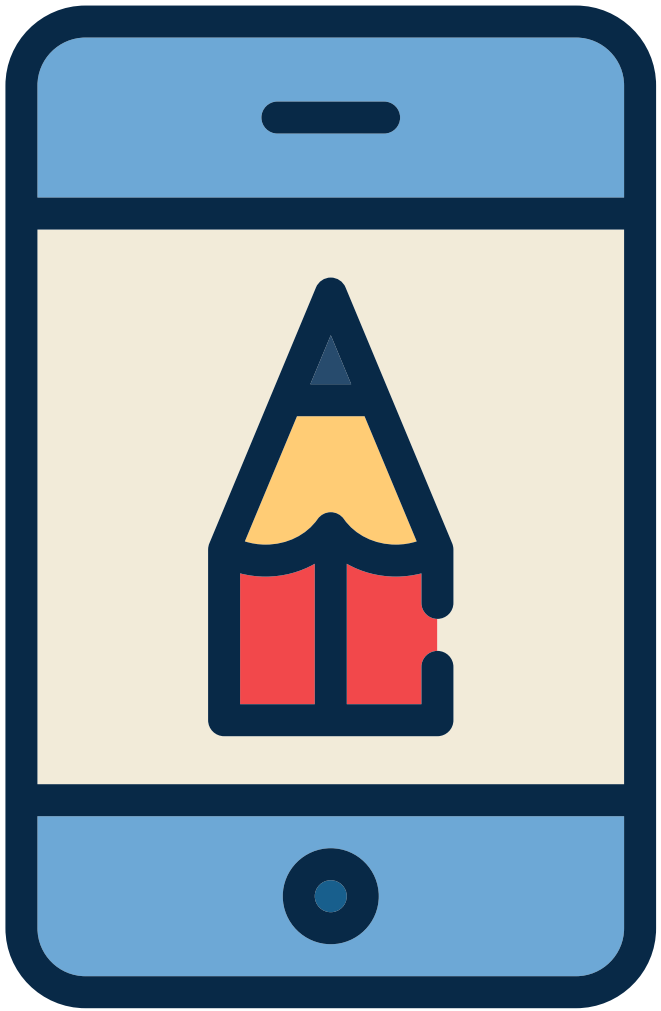


MOBILE APPS

FROM AN IDEA TO YOUR PHONE

apollomatrix

PLAN

Create an app for parents to set up carpools

- Easy to use
- Fun to use
- Kids get to do more things
- Kids get to spend more time with friends

GOALS

Become the best way for parents to set up carpools

Keep everyone safe and connected

- Get parents we already know to try it out
- Future
  - Allow babysitters or nannies to use it
  - Allow Team or Activity leaders to create groups and invite people
  - With parent supervision, kids get to request their own rides

WHO IS GOING TO USE IT? - PARENTS

Things Parents Want

- To get rides for their kids
- To give rides to their kid's friends
- Let their kids go to as many activities as they want
- To have everyone's phone numbers handy

How We Can Help

- Get parents talking about rides
- Use maps in a phone
- Use names and phone numbers in a phone
- Parents can talk to each other during a ride

WHY

Connect with people you know

- You can only join groups if you're invited

No more missed activities

- The more rides you have, the more things you can do

More Hangout Time

- Kids get to spend more time with each other– the ride becomes fun!

Everyone is Connected

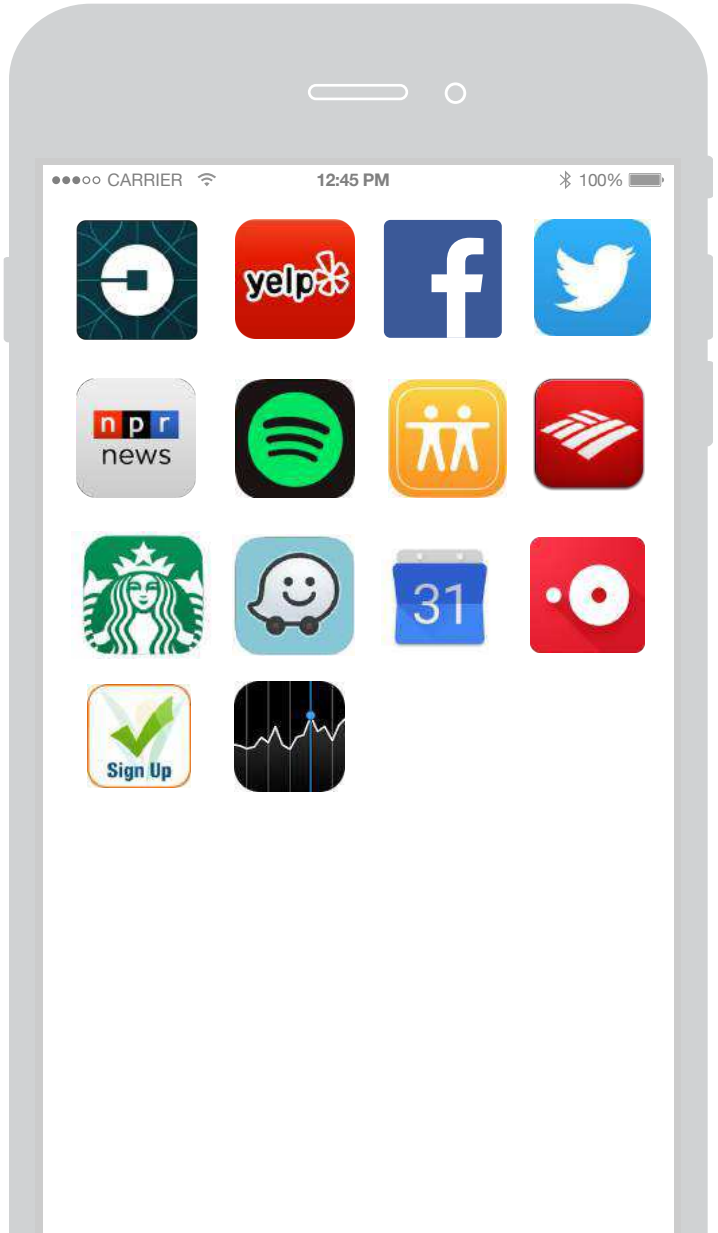
- Parents can see who's driving and where they are

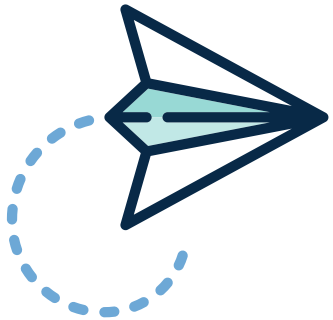
OUR BIGGEST CHALLENGE

Getting parents to use the app.

- Let them know that the app is available
- Getting people to do something new is always hard
- People need to know that this is going to be the best way of carpooling

APPS OUR USERS ALREADY HAVE

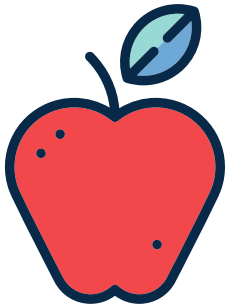




NAME THAT APP!

Directions

- Needs to sound like fun!
- Looks good next to other apps
- We want to talk about what's cool about the app
- Something parents and kids both can and want to say



NAME IDEAS

KidRoller

TrolleyClub

BuddyGoRound

PlayCircle

Carrier

CoGo

Skidoo

JetSquad

Twoplus

Jumpseat

Crossroads

SeatUp

WHAT IT WILL LOOK LIKE

Name

Fonts

Montserrat Header

Lato Paragraph
Lorem ipsum dolor sit amet, consectetur
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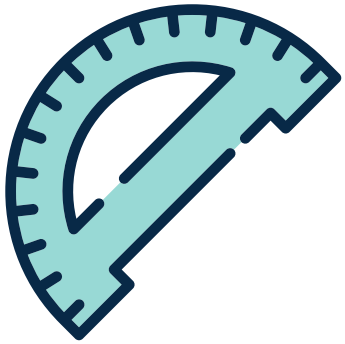
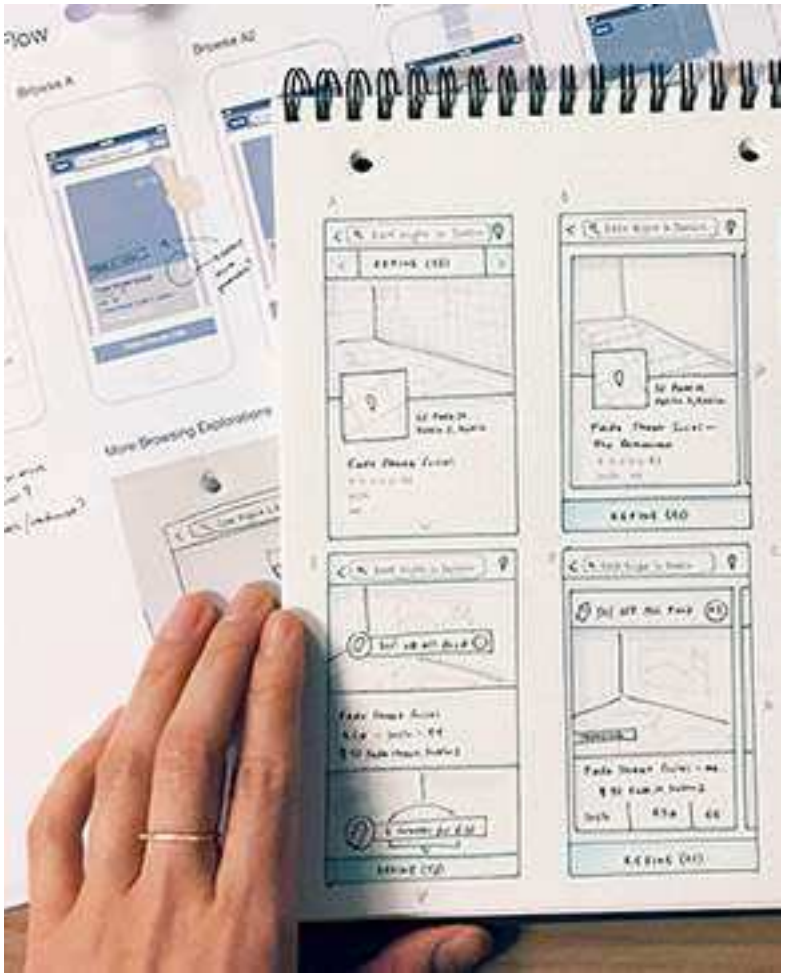
Colors

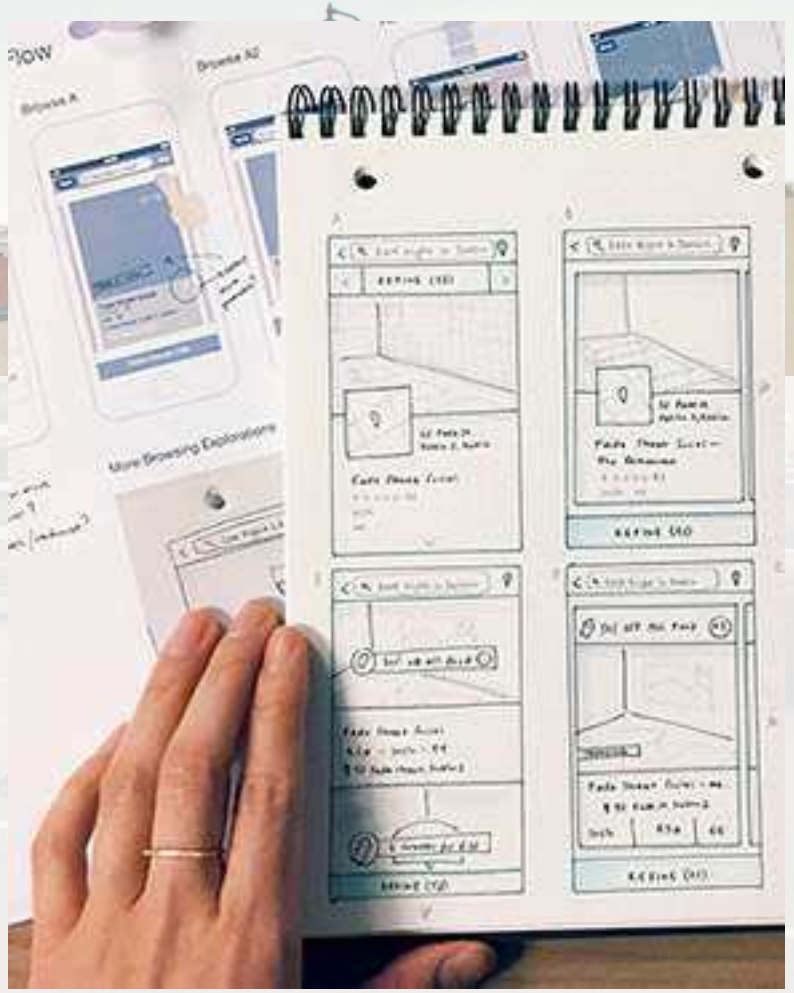
Icon



DESIGN



apollo matrix

SM

experience innovation