

PLYMTECH TOO

DAT 663 VENTURE CULTURE



PLYMTECH TOO'S EMPLOYEES



UNIVERSITY OF
PLYMOUTH



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*Product / Service &
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WHAT IS PLYMTECH TOO?

Plymtech Too is a Limited Company software development business, specialising in creating apps to better our customers' health and wellbeing.

Our **mission statement** is to combat the growing epidemic of screen addiction in children and young adults by exploring early preventative methods to encourage healthy online engagement and productivity, whilst also discouraging dependency on dopamine-inducing videogames and social medias.



WHAT IS “SCREEN ADDICTION”?

Screen addiction is a term used to encompass a group of negative behaviours that are a direct result of technology overuse. These behaviours can include **antisocial behaviour**, a **reduction in social engagement**, **aggression**, and poor sleep or **insomnia**.

“In the UK, **1 out of every 2 teens feels addicted to their smartphones** and the majority of parents (60%) feel that their kids are addicted.” – Common Sense Media, 2016





HOP OFF

"HOP OFF GAMES"



PRODUCT DESCRIPTION

Our software is a **downloadable application** that will **allow parents/guardians to monitor their child's screen time**, online activity, and most significantly, **manage how many hours their child spends on videogames or social medias**. Children will be rewarded for spending time offline with **redeemable vouchers** that will allow free or discounted entry into a variety of real-life fun attractions and activities.

Our hope is not only to get kids offline, but to also show them **the fun in stepping outside and trying new things!**



USP OF HOP OFF

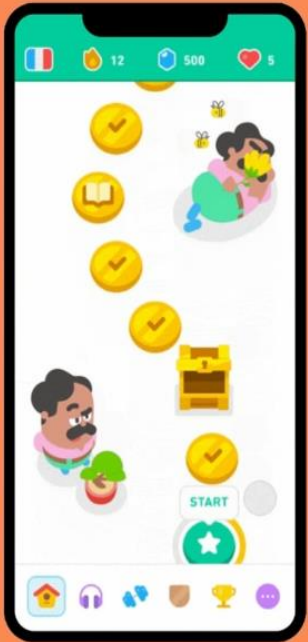
Gamification: The software will be fun and engaging for children, with a simple user interface, making use of XP, leaderboards, and friends lists for competition between children.

Emphasizing Mental Health: Rather than focusing purely on reducing screentime, *Hop Off* will offer personalized resources for parents based on their child's online activity – these resources may suggest ways to encourage socialization, positively reinforce healthy behaviors, or offer information on mental health.

Incentives: *Hop Off* will offer real-life rewards such as discounted or free entry into fun and exciting attractions. We hope to positively incentivize children, teaching them that time offline need not be seen as negative as opposed to forcing them away from their screens.



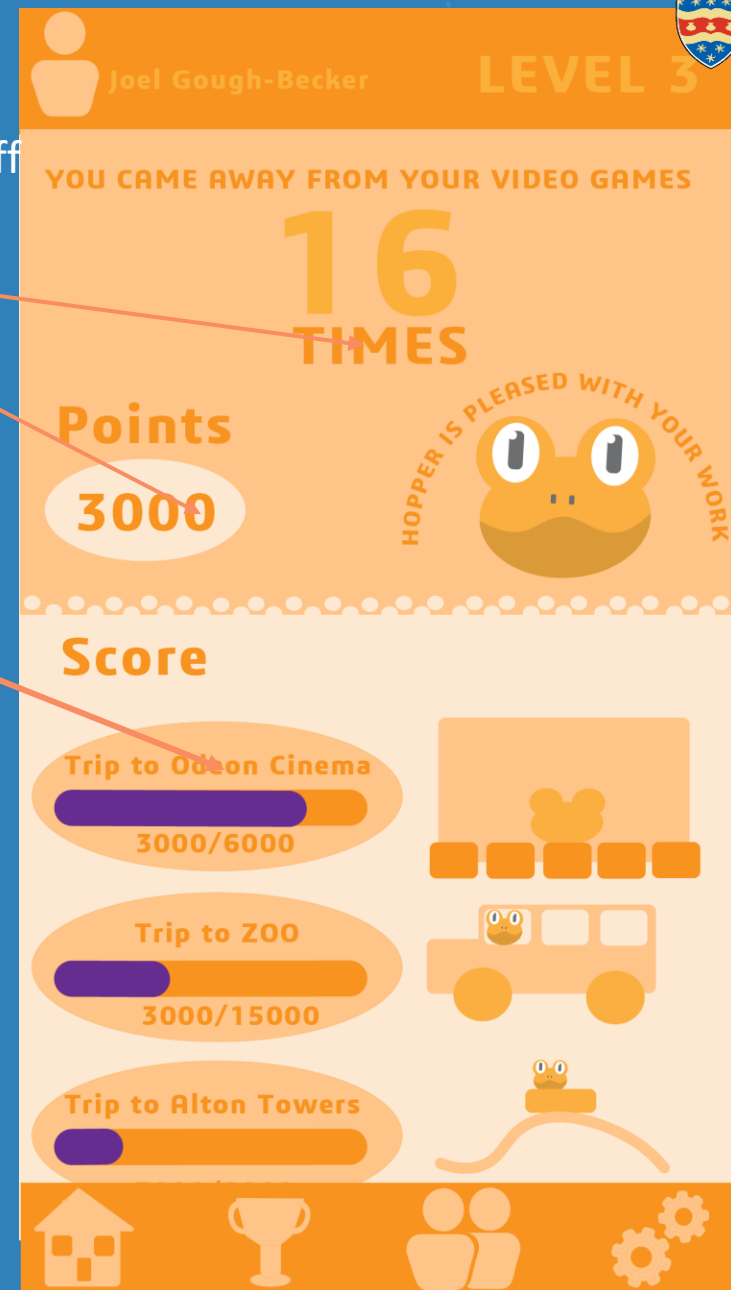
UI OF HOP OFF



Points are racked up from the amount of times the user hops off there screen

Bars will show progress towards

In 2023 alone “Duolingo generated more than 531 million U.S. dollars” - Statista



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MEMBERSHIPS

Hop Off Base App:

- Free
- Ads
- No access to redeemable rewards system
- No personalized resources for parents and guardians

Hop Off Full Membership:

- One child per membership
- Ad free
- Full access to our redeemable rewards system
- Personalized resources for parents and guardians (articles or blogs recommended based on screentime and online activity)

Hop Off Family Membership:

- Three children per membership
- Ad free
- Full access to our redeemable rewards system
- Personalized resources for parents and guardians (articles or blogs recommended based on screentime and online activity)



INDUSTRY OVERVIEW

The parental control software industry is growing rapidly.

The global parental control software market is expected to grow from \$1.4 billion in 2024 to \$2.4 billion by 2032.

Growth factors: Cyber bullying, Online privacy issues, Government laws and regulations, Covid 19.

Major companies: Google, Microsoft, and Norton and independent companies such as Bark and Qustodio.



Image source <https://www.marketresearchfuture.com/reports/parental-control-software-market-4551>



MARKET SIZE AND TRENDS

The global parental control software market was valued at USD 1.25 billion in 2023 according to a report by 'Fortune Business Insights'.

This growth is fueled by several key market trends:

- **Increased Device Usage:**

70% of children aged 8-12 own a smartphone

- **Gamification:** A fun way to encourage kids to follow safe internet practices.

- **Artificial Intelligence/ Real-Time Monitoring:** New tools that can detect unsafe content or cyber bullying in real time.

- **Digital Wellness:** A hot topic right now due to the link between increased technology use and mental health issues.

- **Online Safety:** Children can be vulnerable to Online strangers

- **Governments introducing online safety laws:** In 2022 EU adopts BIK (Better Internet for kids) Strategies.



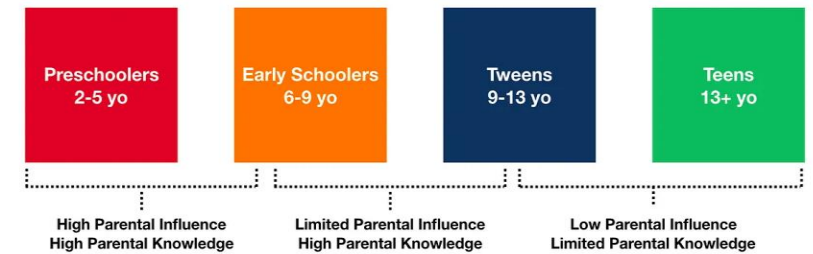
TARGET MARKET

Parents with children aged 5-13 years:

This group is highly concerned with filtering inappropriate content and setting screen time limits. A 2022 'Common Sense Media' survey found that over 80% of parents of young children report concerns about their children's exposure to online content and are seeking tools that provide safe access.

Educational Institutions:

Schools are increasingly using parental control software, especially in remote learning environments, to ensure that students are accessing safe and appropriate content online. Educational technology (EdTech) providers are incorporating these controls into their systems.



Björn Jeffery
Jeffery LLC



SURVEY RESULTS

83% of respondents say that our mission statement relates to them

75% of respondents are parents/guardians

63% of respondents know someone with screen addiction



Customer Profile



KEY DEMOGRAPHICS

- Child age range: 5-13 years
- Gender: All
- Income: UK Living Wage £24,570+
- Education: Knows the basics of apps and how install them

KEY PSYCHOGRAPHICS

- Wants to spend quality time with their children
- Interest in health and wellbeing

BEHAVIORAL

- Consumption: Not an over consumer just purchases what they need
- Lifestyle: Modest
- Screen time: The avg of about 6hrs per day (Adult). The Child Exceeding that 8-10hrs+

GEOGRAPHIC

- Likely urban and suburban families in countries with high smartphone penetration (e.g., USA, UK, Canada, Australia, and parts of Europe).

CHALLENGES

- Finding the right app that doesn't negatively effect their relationship
- Needs an app that can teach moderation for them

PREFERRED CHANNELS

- A curious online browser for advise
- Follows health and wellbeing influencers/pages

PREFERRED CONTENT TYPES

- TV & streaming sites
- Social media posts (Instagram, Facebook, X, Youtube)
- Magazines



CUSTOMER NEEDS

For Parents:

Privacy Protection

Customizability based on their child

Balance between Gaming and Other Activities

Real-Time Monitoring

Game-Specific Control

Reports and Analytics

For Kids/Teens:

**Gamified Rewards for
Screen Time**

Transparency

Parental Flexibility



CUSTOMER RELATIONS



Emails



Support team



Memberships



BUSINESS COLLABORATIONS



On startup, our software will operate in the local area. Therefore, we have contacted other Plymouth-based businesses to enquire about their interest and potential involvement with Hop Off.

The National Marine Aquarium (*Ocean Conservation Trust*) responded:

“Our initial response would be that, in principle we might **consider it possible to proceed.**”

“We would need to have further, more in-depth discussions with you to ensure due diligence is observed together with various other matters before confirming our engagement with the project. Dialogue would also be necessary as liaison would likely need to take place between several departments within The Aquarium such as **Front of House; Marketing and Public Engagement.**”

“...proposed **duration of the project; demographics; capacities** and any other relevant items.”



COMPETITOR ANALYSIS

Feature/Company	Hop Off	Qustodio	Family Link by Google	Screen Time	OurPact
Summary	Hop off stands out by making staying offline more engaging for kids and offering real world rewards/ incentives.				
USP	Real time reward system which incentivises outdoor activities	App blocker, real-time location tracking, activity reports, and usage monitoring.	Parental controls for app usage, location tracking, setting screen time limits, etc.	Monitors and controls daily usage, provides reports on device usage, allows parents to set time limits for gaming and app usage.	App blocking, screen time limits, GPS tracking, and family locator.
Target customers	Parents and 5-13 year olds	4-18 year olds	Parents and 5-18 year olds	Parents and 5-13 year olds	Parents and 5-13 year olds
Strengths	Incentivises children to stop screen addiction. Includes Monitoring features.	Comprehensive digital monitoring solution with a focus on children's wellbeing.	Native integration with Android devices, broad market reach.	Offers detailed usage reports, supports iOS and Android.	Easy-to-use interface, robust features for managing screen time and monitoring children's phone activities.
Weaknesses	N/A	Pricey compared to other solutions.	Limited to Android, lacks specific gaming-time management features.	Can be overly complex for parents who are looking for simpler solutions.	May not specifically focus on gaming time management.
Pricing	Free £6.45 Individual £11 Family	BASIC MEMBERSHIP: £39.95/year SAME AS £3.33/MONTH	Free	Basic: Free Premium: \$5.99/Month	Premium: \$6.99/month Premium+: \$9.99/month
Social Media	Instagram, Tiktok, Facebook,X	Instagram, Tiktok, Facebook,Youtube	Instagram, Tiktok, Facebook,Youtube,X	Instagram, Tiktok, Facebook,Youtube,X	Instagram, Tiktok, Facebook,Youtube,X



SURVEY ANALYSIS

52% Microsoft Family Safety

48% Google Family Link

44% Norton Family

43% ScreenTime

22% Net Nanny

4% OurPact

4% Bark

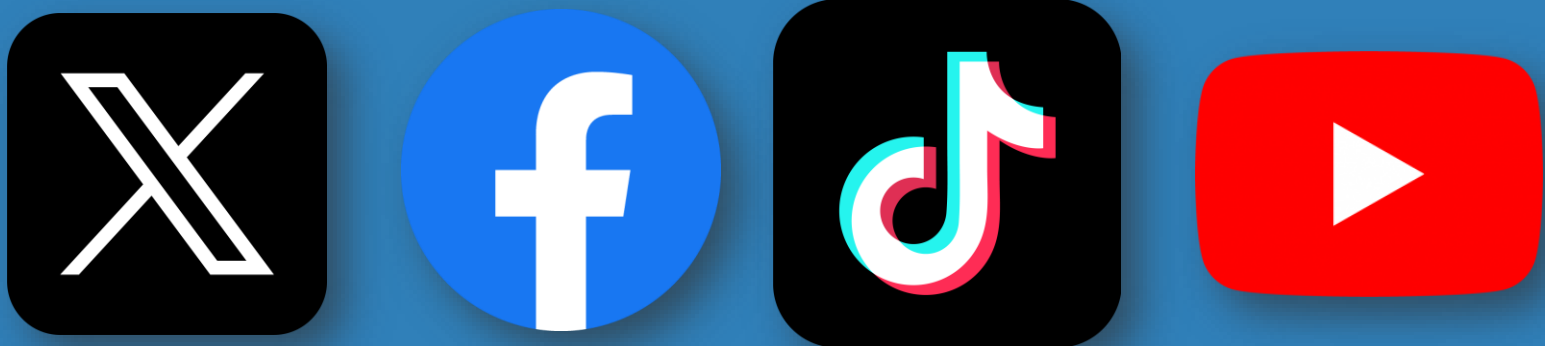
4% Forest

0% Qustodio

0% Aura



ADVERTISEMENTS AND SALES



January	February	March	April	May	June
July	August	September	October	November	December



SURVEY FOR PRICES

26% of people would pay £10 a month

22% of people would pay £5 a month

17% of people would pay £2.5 a month

17% of people would pay £0 a month

9% of people would pay £20 a month

4% of people would pay £15 a month

1 Person wants to do a one-off payment



MEMBERSHIP PRICING

Hop Off Base App: **free** with ads

Hop Off Full Membership: **£6.49**

Hop Off Family Membership: **£11**

Apps can make anywhere from **\$10**
up to \$200 a day in average
revenue from ads, and that's a
conservative estimate for an app with
only 1000 active users. \$100- Dom &
Tom



TEAM AND RESOURCES



Software Developer



Animator & Designer



Website Designer



Marketing Strategist



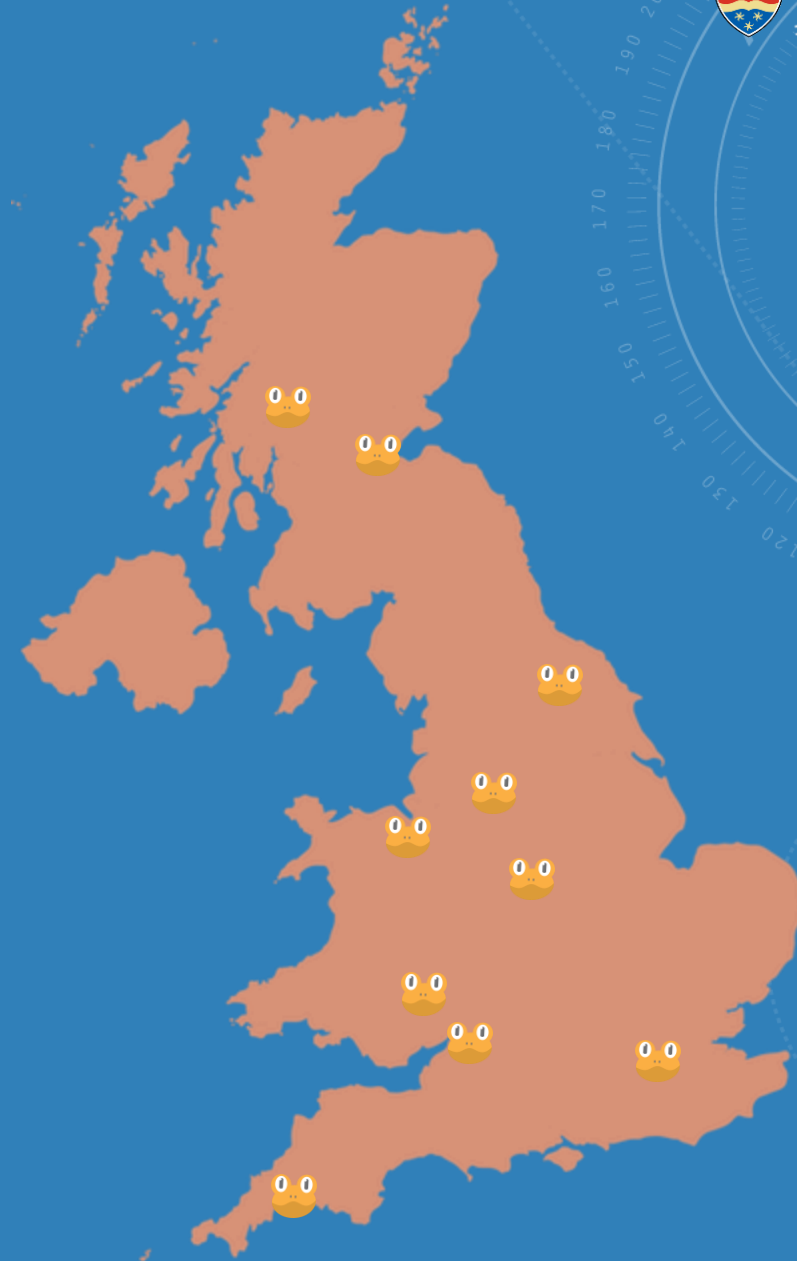
FINANCING OF PLYMTECH TOO

Estimated downloads after the first	11000 members
Estimated earnings from ads	£85800
Estimated earnings from singular memberships	£94492.50
Estimated earnings from family memberships	£153700

TOTAL YEARS PROFIT
£266677.21



RISKS AND PROBLEMS



OVERALL BUSINESS STRUCTURE



Partners	Team	Value of service	Customer Relationship	Customers
<p>Schools</p> <p>hospitals</p> <p>revenue venues</p> <ul style="list-style-type: none"> • museums • aquariums • cinemas • zoos <p>kids charity organisations</p> <ul style="list-style-type: none"> • addiction family support • the childrens society • withYou charity 	<p>artists</p> <p>web designers</p> <p>programmers</p> <p>advertisers</p> <p>management/support team</p>	<p>parents</p> <ul style="list-style-type: none"> • children are happier and listen to parent more <p>kids</p> <ul style="list-style-type: none"> • learn from an early age the importance of moderation <p>schools</p> <ul style="list-style-type: none"> • students less likely to act up and focus on their studies <p>hospital</p> <ul style="list-style-type: none"> • will help their patients with addictions easing stress on the NHS 	<p>membership</p> <p>review</p> <p>customer support</p>	<p>schools/charities/hospitals</p> <p>£</p> <p>parents with addicted children</p> <p>children aged 5-12</p>
<p>Cost</p> <ul style="list-style-type: none"> - staff - tech - maintenance 		<p>Revenue</p> <ul style="list-style-type: none"> + memberships + hospitals paying to give memberships as treatment + schools buying for troubled students + venue sponsorships + ads on free version 		
<p>Resources</p> <ul style="list-style-type: none"> • website • app that runs the software • server that runs the software • advertisement 		<p>Channels</p> <ul style="list-style-type: none"> • website • app • schools/charity/hospitals • social media ads • flyers at hospitals 		



FUTURE APPS

We are planning to expand our software's reach upwards from young children and towards self-sufficient **teenagers** and **young adults** who are aware that they need help with managing time online or with curing a screen addiction but need assistance and resources to do so effectively.

We plan to release a sister application, *Hop On Education*, to instead **encourage children to engage willingly with education and schoolwork**, rewarding them for doing so. This app will also have content and algorithms to aid with KS2-level Mathematics and English Language.





THANK YOU!

ANY QUESTIONS?

