

The background of the image is a solid blue color. Overlaid on this are two large, semi-transparent circles. The circle on the left is a lighter blue, and the circle on the right is a teal color. The text 'Famili!' is centered in the middle of the image, in a white, bold, sans-serif font. Below it, the tagline 'safe. secure. private' is written in a smaller, white, sans-serif font.

Famili!

safe. secure. private

Are mainstream apps delivering their 'Digital Duty of Care'?

Integrity and accountability

or lack thereof on certain platforms

Ethical features

perhaps a little addictive

Age-appropriate content

especially for younger users

User protections

especially for young and vulnerable

Activity monitoring

talking about those intrusive algorithms

User information

data mining and information selling

Are mainstream apps helping people manage and enhance their 'real-world' life?

Connecting people safely

families, friends & social groups

Managing younger users

under 13 years and teenagers

Matching content to age

G, PG, 15+, 18+

Streamlining digital life

in multi-feature solutions

Private verses Public

user's choice to opt-in or stay private

Cross platform functionality

Apple iOS - Android



OUR BRIEF

A safe and secure platform
for families and friends
to connect, communicate,
share, plan and organise.



OUR SOLUTION

Familii

A lifestyle, planning
and communication
app for families

OUR FEATURES

Sharing

Posting with age classifications

Communication

1-1, Multi-User & Group Messaging

Planning

Private and shared Calendar

Organising

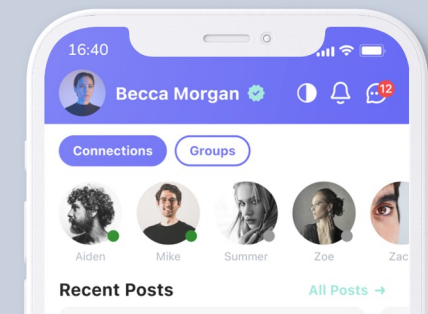
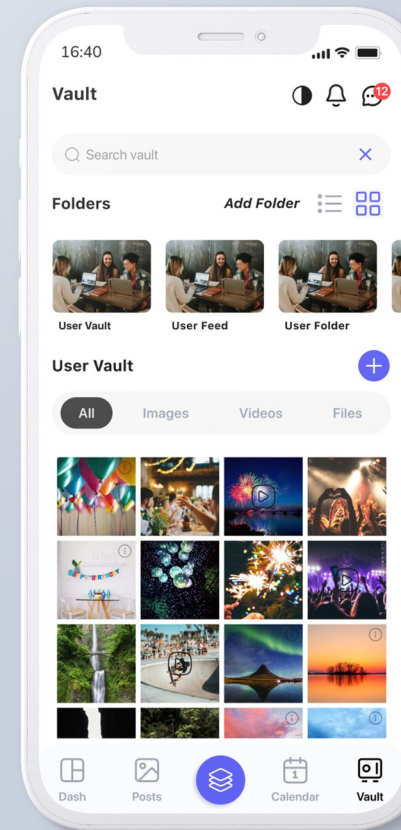
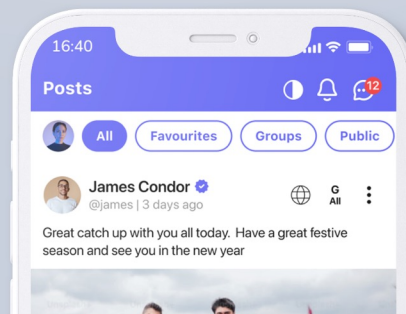
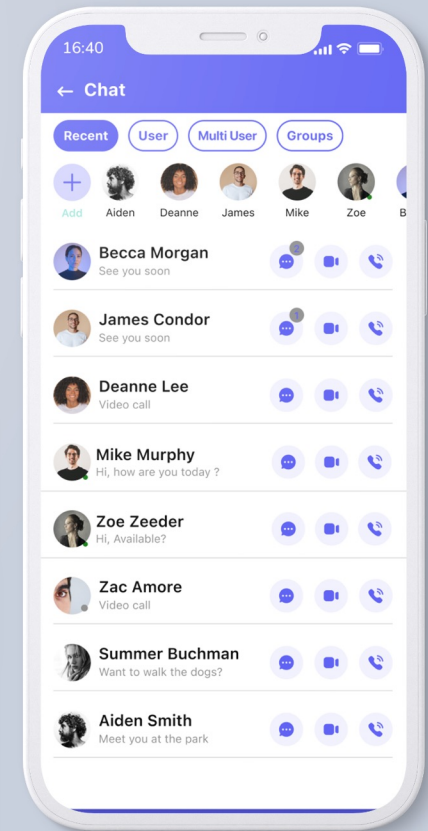
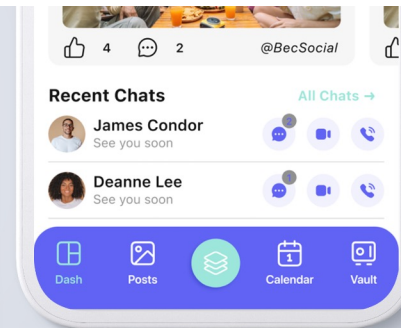
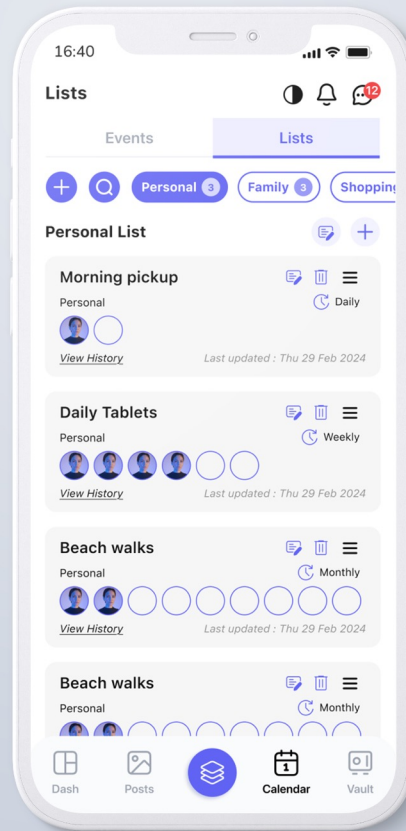
Task and Lists – recurring & resetting

Storage

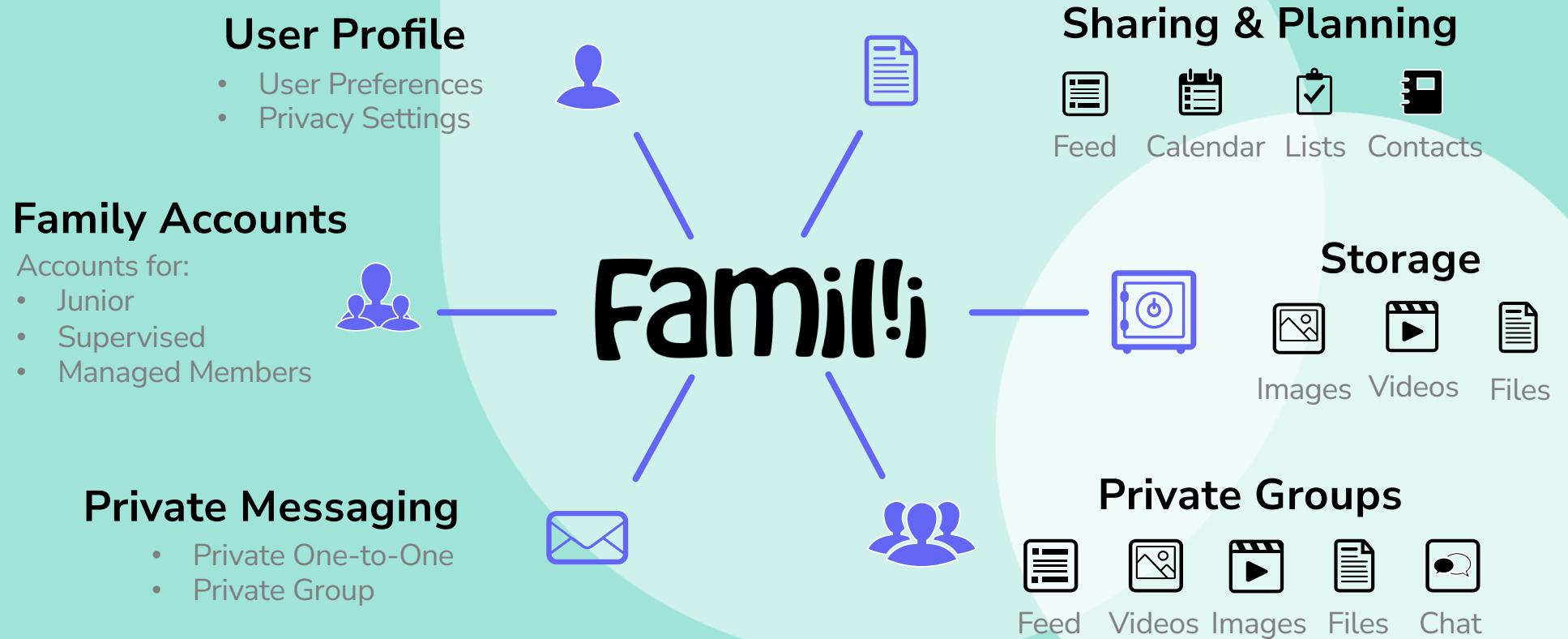
Multimedia, documents & files

User Management

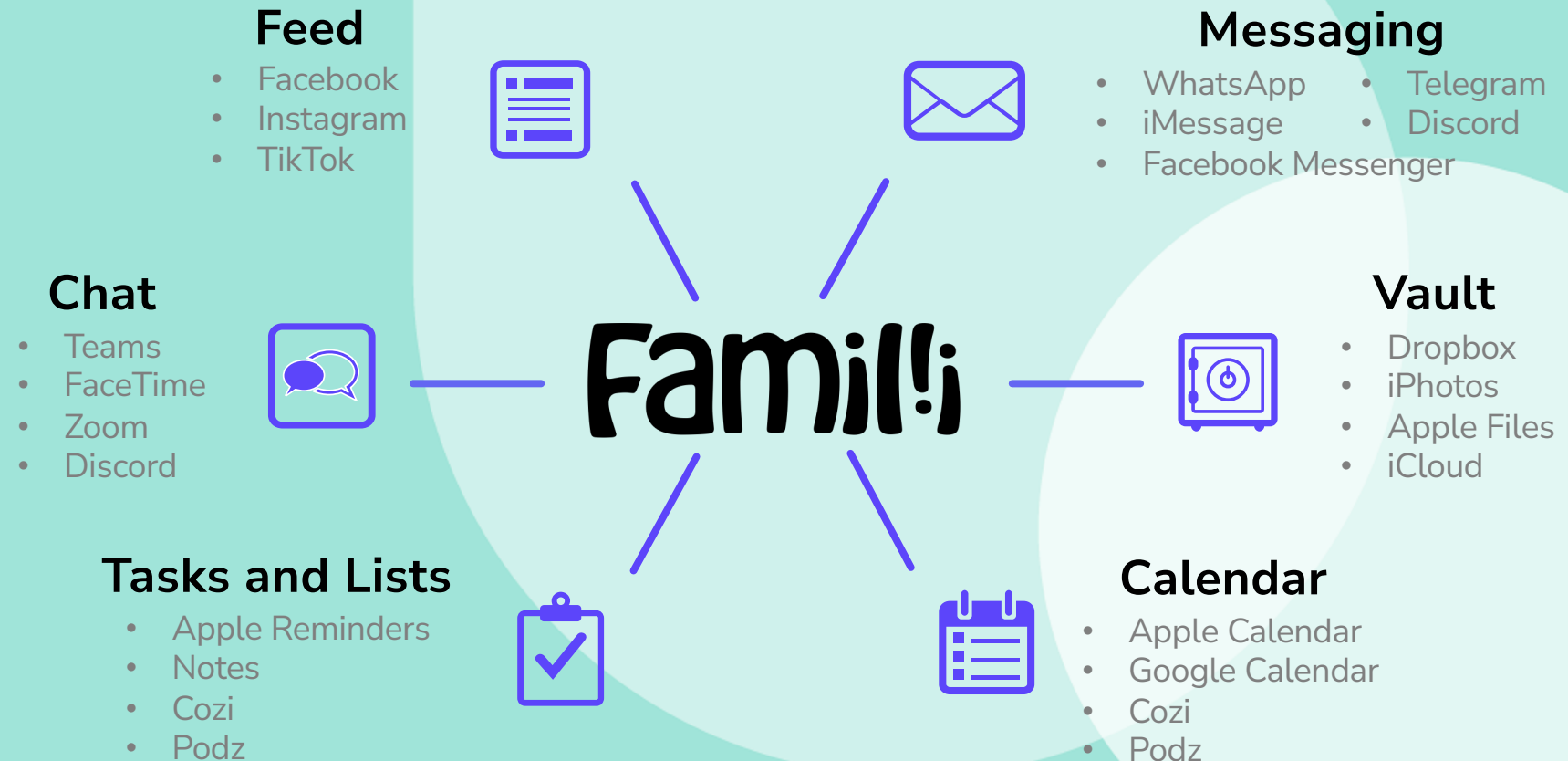
Under 13, 14-15, 16-17, 18+



Thinking about the user first



How do our features fit in the marketplace?



How do we compare in the marketplace?

	FamiliiApp	WhatsApp	Discord	Cozi	Podz
Activity Feed Storage	✓	✗	✗	✗	✗
Multi-Functional Groups	✓	✗	✗	✗	✗
Messaging	✓	✓	✓	✗	✓
Group Chat	✓	✓	✓	✗	✓
Voice/Video Calls	✓	✓	✓	✗	✗
Screensharing	✓	✓	✓	✗	✗
Event Creation	✓	✗	✗	✓	✓
Calendar Sync to Device	✓	✗	✗	✓	✓
Task Management	✓	✗	✗	✓	✗
Media Storage	✓	✓	✗	✗	✗
Family Friendly	✓	?	✗	✓	✓
Privacy Focused	✓	✓	✗	✓	✓

What makes us different?

Holistic solution

Many features used every day,
all in one place

OPT-IN vs. OPT-OUT

Our users always get the choice,
settings are 'private' by default

Private Spaces

Users have their own private space to
manage calendar, lists & multimedia

No unwanted extras

No intrusive algorithms or
unwanted advertising

For All Ages

Content and Groups are age rated: G, PG, 15+ & 18+

Family Accounts allow parents to administer their child's account

Founding Family



Matt Robertson
Creator and Founder

*Engineer & project manager
Leading vision - concept to completion*



Lucy Robertson
Co-Founder / Creative Director

*Created App Store images and UX/UI
graphic designer over recent years*



Amelia Robertson
Co-Founder / Project Manager

*Leading Beta Testing phase and User
Engagement program*



Stella Robertson
Co-Founder / Office Manager

*Aspiring business owner starting at
the bottom updating Business Plan*

Management Team



Rob Aitken
COO / General Manager

*Lead successful businesses and
projects for 25+ years*



Tim Noonan
CFO / Finance Manager

*Director of successful accounting firm
Advisory Board & mentor of startups*



Nick Say
CMO / Marketing Manager

*Created successful campaigns for
venues and festivals*



Paulo Gonclaves
CTO / Lead Full Stack Dev

*Has brought his extensive experience
from Calapult to Bundl to get launch ready*

Our journey so far...

Milestones

- ✓ Apps available on App Store & Play Store
- ✓ Beta Testing: 100+ family and friends

User Engagement Goals

- ❑ September 2026: 100+ users
- ❑ December 2026: 1,000+ users
- ❑ March 2027: 5,000+ users

Current Traction

- ✓ 50 active daily users

6-month plan

