



## **KangaDo is "Uber for After School"**

a mobile service that helps busy parents  
find trustworthy help with their kids

**40**  
**MILLION**  
**MOMS**

with kids under 18 need help every day  
Transportation and Childcare are biggest pain points



**23**  
MILLION  
KIDS

in grades K-12 get to  
and from school by car





**\$43**  
**BILLION**  
**CHILD CARE**  
**MARKET**

But it's hard to find  
trusted childcare



## KangaDo helps parents :

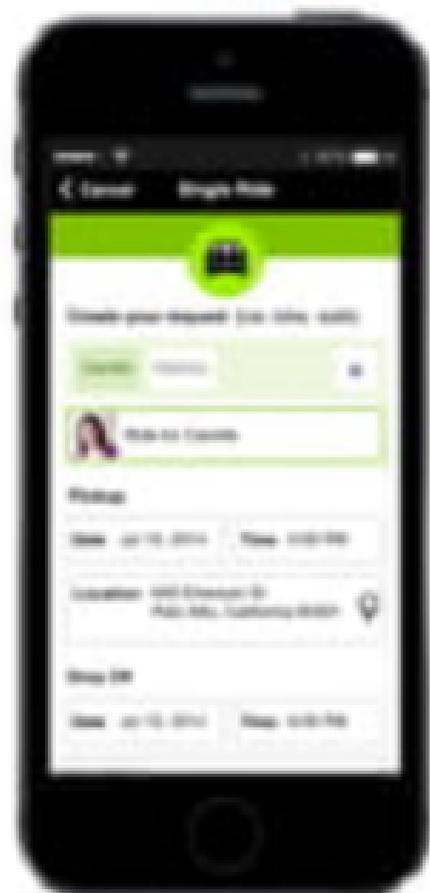
Schedule childcare  
on the go

- Find trusted carpool partners
- Request rides





It's quick and easy!



**MAKE A  
REQUEST**



**FRIEND ACCEPTS  
REQUEST**



**THANK  
FRIEND**





**And more...**

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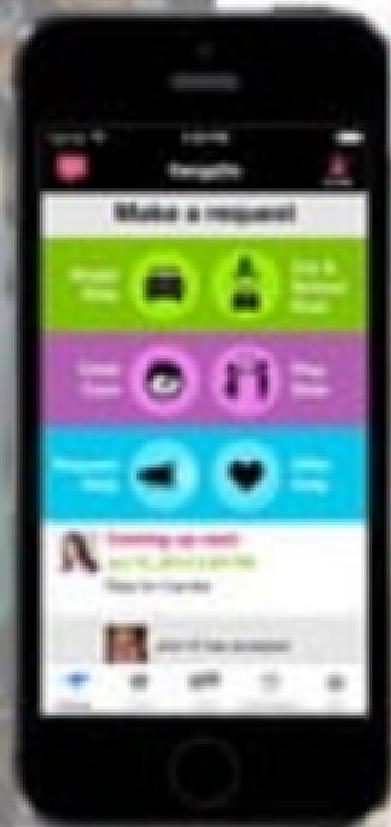
**40+ Schools and School Districts  
Partnered with KangaDo starting Fall 2014  
= Reach of 150K+ families!**



5,054 neighborhoods using KangaDo  
24K requests made in the app

## Beta Service in SF : Paid Rides and Childcare

- On Demand and Scheduled Services



- Monthly Subscription
- Fee per Transaction



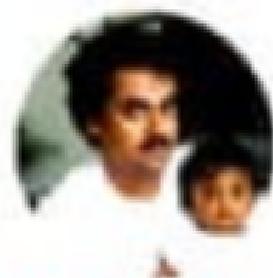


## Distribution to date

- **40% Organic** (*via friend invites, shared requests, etc*)
- **Free distribution via schools and other groups**
- **Experiments with paid acquisition** (e.g. Facebook mobile install ads)



**Sara Schaar**  
CEO



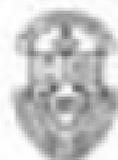
**Siva Kaliyuga**  
CTO



**Ruth Kaplan**  
Design



**Teresa Fok**  
Marketing



# KangaDo

Your Kids, Safe and Sound



[angel.co/kangado](http://angel.co/kangado)

[founders@kangadoapp.com](mailto:founders@kangadoapp.com)



# Appendix





## Endorsements from Partner School Districts

"**SFUSD** is excited to work with KangaDo to promote school pools throughout our District. We appreciate the way KangaDo worked with us to ensure the their product met our district's needs. The app makes it easy for parents to set up walking school buses, bike trains, and traditional carpools. By facilitating connections between parents we hope to reduce congestion and pollution around schools, encourage our families to choose active forms of transportation, and build community on campus."

"The parents in our school district find the KangaDo mobile app convenient. We are happy with how the app manages parent privacy and makes our families comfortable with searching for carpools."  
- **Menlo Park City School District**



## A few "Real Life" Requests from users in the App

Carpool for Ave

My kid needs to get to soccer practice and back home. Practice is 7:30-8 pm

Carpool for CMT- North

Looking to share or pay for someone to take my child to school

Offer to help with getting to school in the school

I live near Ban Maddox and Caldwell. We usually leave around 7:20, if anyone ever needs help getting your kid(s) to

Offer to take girls and pick up from gymnastics.

Please let me know where I need to pick girls up at. If it's at school tell them I have a silver Honda CRV. Thanks



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**KangaDo™**



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A young girl with pigtails and a white flower in her hair sits on a green park bench. She is wearing a dark blue dress and black shoes with white socks. Her hands are clasped under her chin, and she has a sad expression. A pink backpack is on the bench next to her. The background shows a grassy area and a building.

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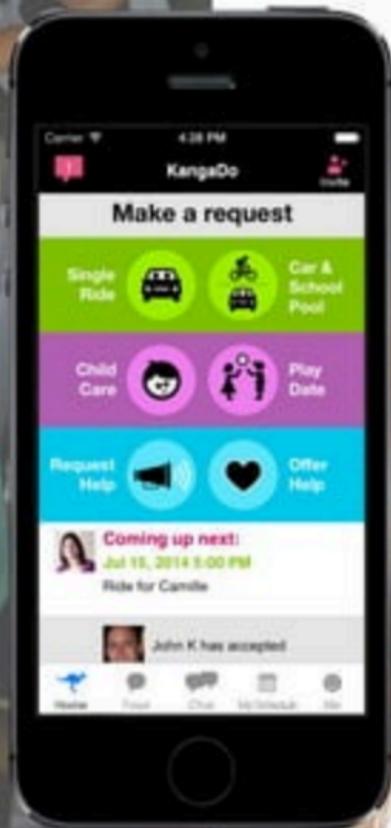




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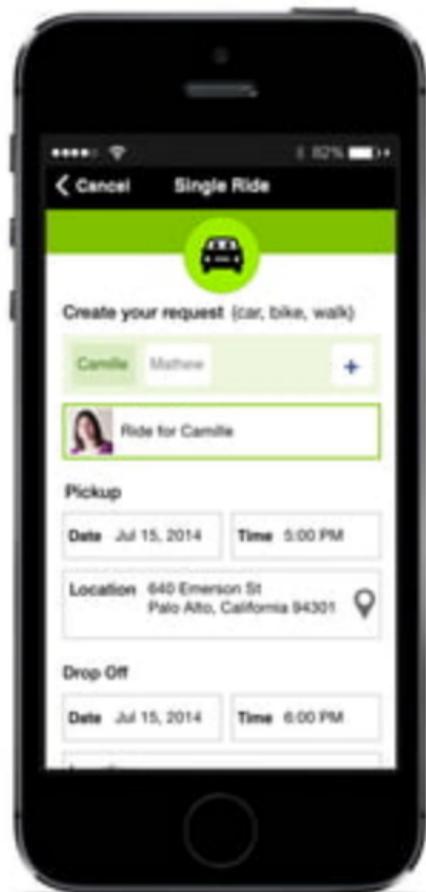
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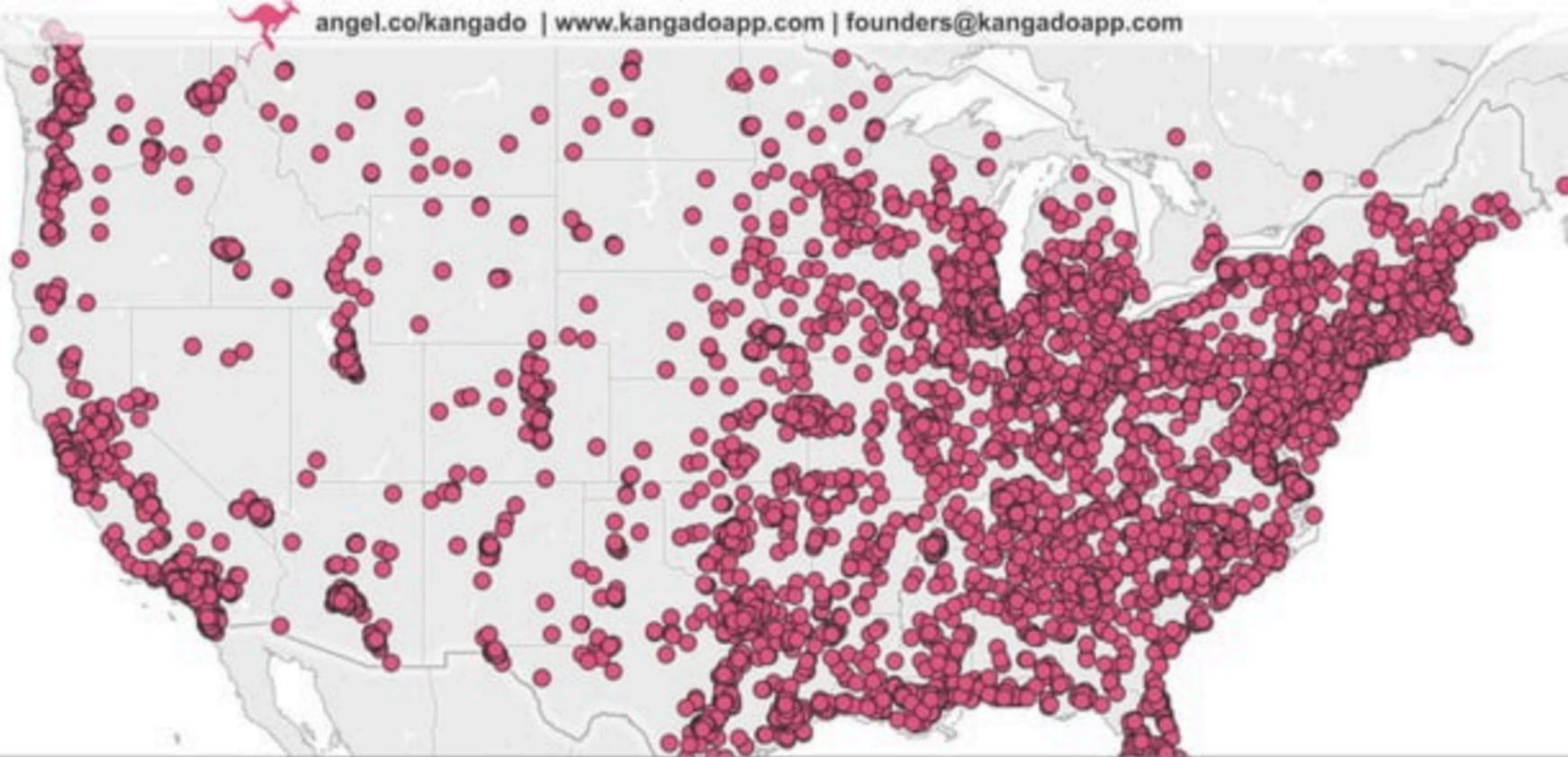




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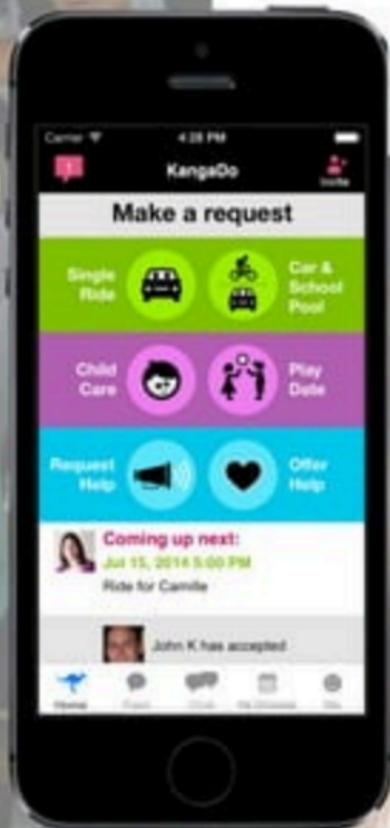


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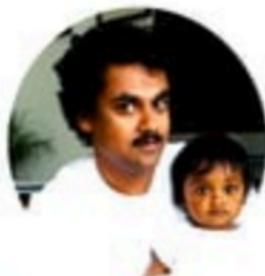


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