Keepers Child Safety

Cyber Protection for those you love!

Round A

#PREVENTING_THE_IRREVERSIBLE

THE **TEAM**

Aviad Mashel
CEO
Co-Founder

Eng. Hanan Lipskin
VP - Business
Co-Founder

Roi Shillo
CTO

David Orman
VP Sales

David Sibony
CFO

THE **ADVISORY BOARD**

Bernhard Raberger
General advisor
Member of the supervisory board - DenizBank AG

Eveline Steinberger
Business development advisor
Supervisory board member - UniCredit

Christian Kern
Sales and strategic advisor
Ex - Chancellor of Austria

Dr. Tzvi Gerstl
Senior Tech Advisor
Senior Vice President, Research & Development at Synamedia

Dr. Inbal Sivan
Clinical and Child Psychology advisor
Child Psychology expert - Jerusalem municipal

Dr. Nimrod Kozlovski
Privacy and Cyber advisor
Partner, head of tech & regulation, HFN & Herzog Strategic

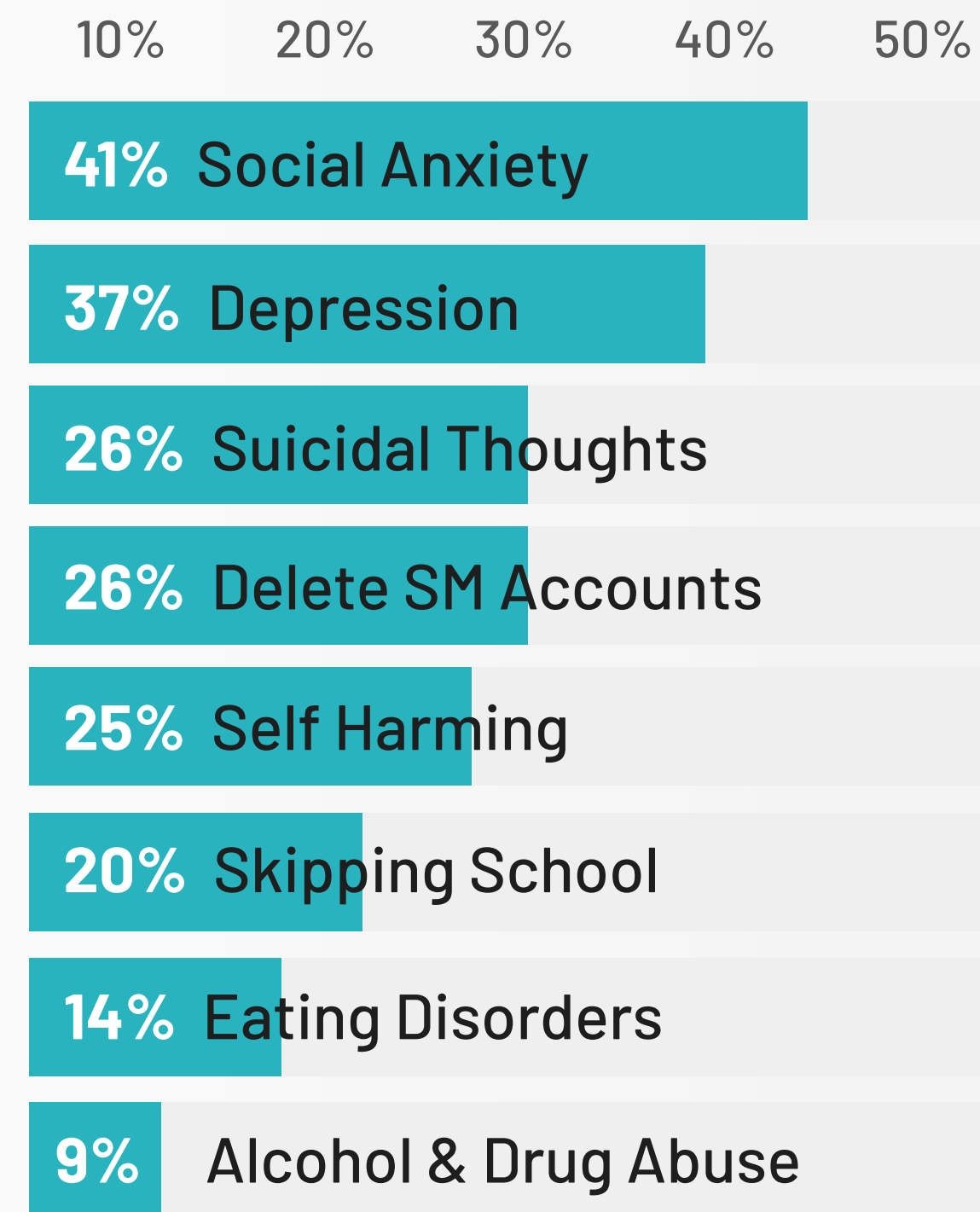Strong team - awards and recognitions / 5 years of awards

Keepers is addressing a growing global **cyber** bullying epidemic

5.43M (89%) of young people in UK alone are victims of Cyberbullying
(2018)

Only 11% reported to parents

The Results of Cyberbullying

	10%	20%	30%	40%	50%

41% Social Anxiety

37% Depression

26% Suicidal Thoughts

26% Delete SM Accounts

25% Self Harming

20% Skipping School

14% Eating Disorders

9% Alcohol & Drug Abuse

Source

INTRODUCTION

KEEPERS CHILD SAFETY

Keepers

OUR VISION

New era where **families** are free wherever they are in the **digital world.**

OUR SOLUTION

Keepers is a tech startup specialized on **AI and Machine Learning** technologies and has developed a solution to identify potentially harmful messages in children's private chats and to quickly alert parents about the potential danger.

MONITOR . DETECT . COMMUNICATE

OUR **MISSION**

PREVENTING [YOUR] CHILDREN FROM CYBER-THREATS AND **CYBER BULLYING.**

#PREVENTING_THE_IRREVERSIBLE

Source

MARKET SIZE

Global parental
control market

1,7B USD

TAM*
134M

SAM
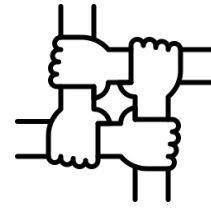78M

SOM
40M

Revenue
Potential

$60M
(Yearly)

Mobile phone usage among children aged 6-14 in the target region.

COMPANY **OVERVIEW**

5X revenues
2020 VS 2019 growth
in our revenues

16
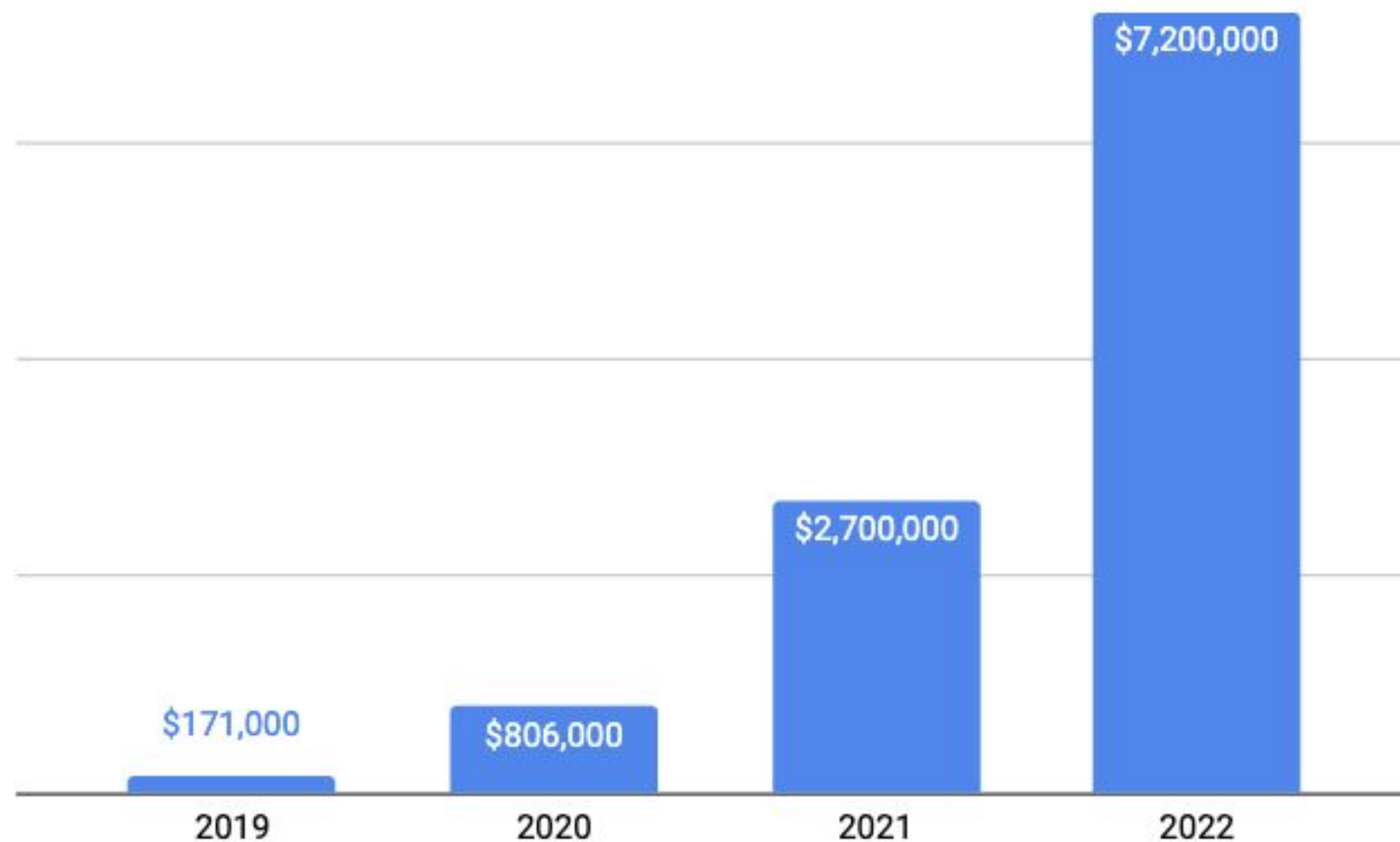Full time employees
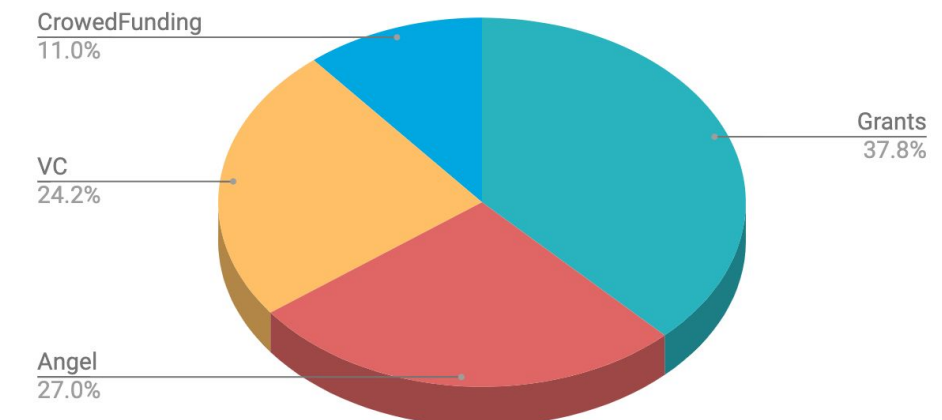in 2 R&D centers.

$5.5M
Total capital
Raised so far

$2.1M
40% of our capital is a
Non-Dilutive R&D grants

Revenues

$7,200,000

$2,700,000

$171,000

$806,000

| 2019 | 2020 | 2021 | 2022 |

Noticeable Investors

European Commission | Horizon 2020 European Union funding for Research & Innovation

רשות החדשנות
Israel Innovation Authority

FFG
Promoting Innovation.

SARONA VENTURE

HCS Capital Ltd

LaunchCapital

THE BLUE MINDS COMPANY

CrowedFunding
11.0%

VC
24.2%

Grants
37.8%

Angel
27.0%

UNMATCHED **TECHNOLOGY** (USP's)

Non-invasive monitoring

Keepers' technology can identify toxic text messages (incoming / outgoing) on social media platforms.

Detection
Smart offensive messaging detection system

NLP
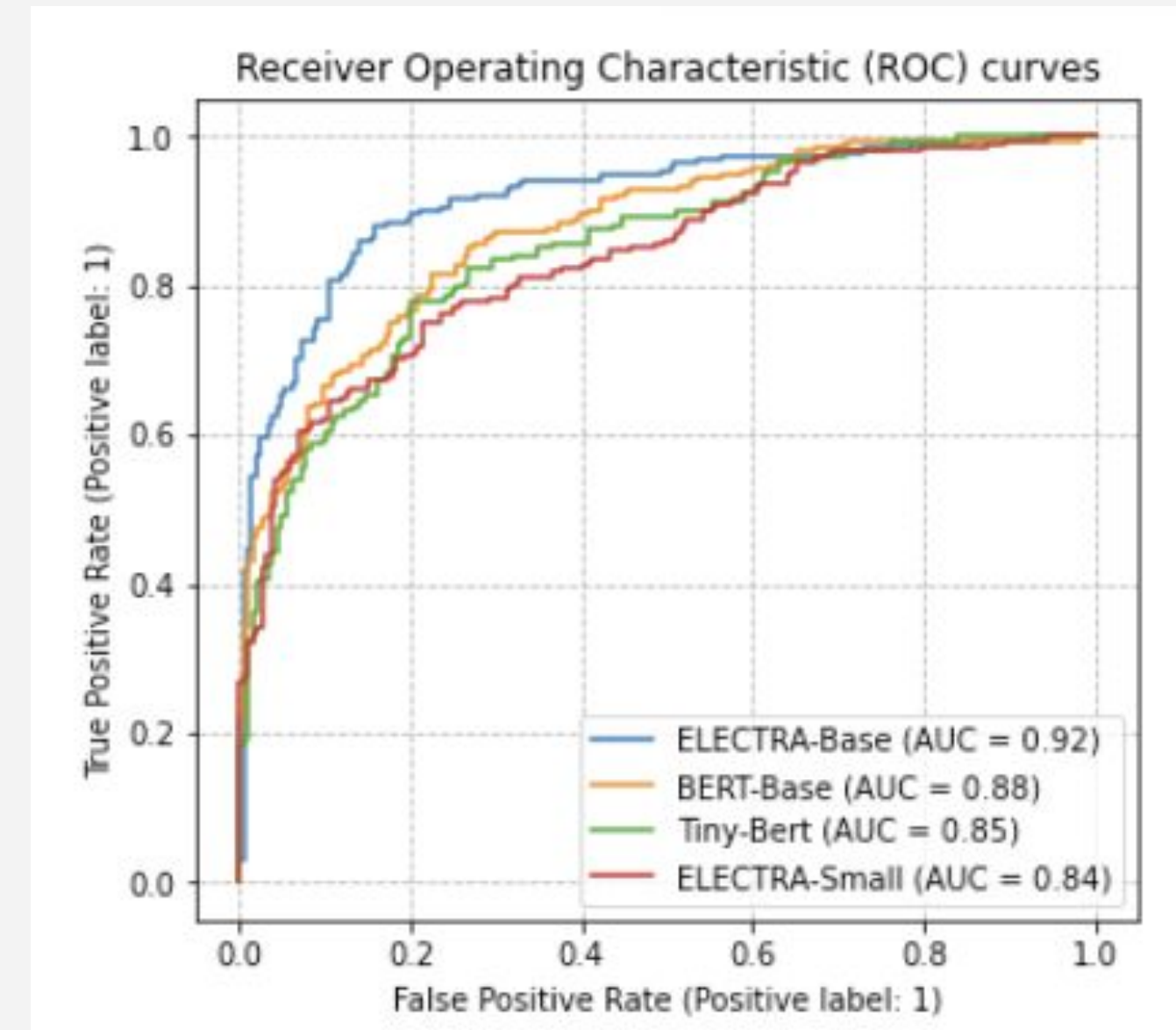Analysis of malicious content and to detect meaning behind words

AI
Algorithm to detect dangerous situations

Machine Learning
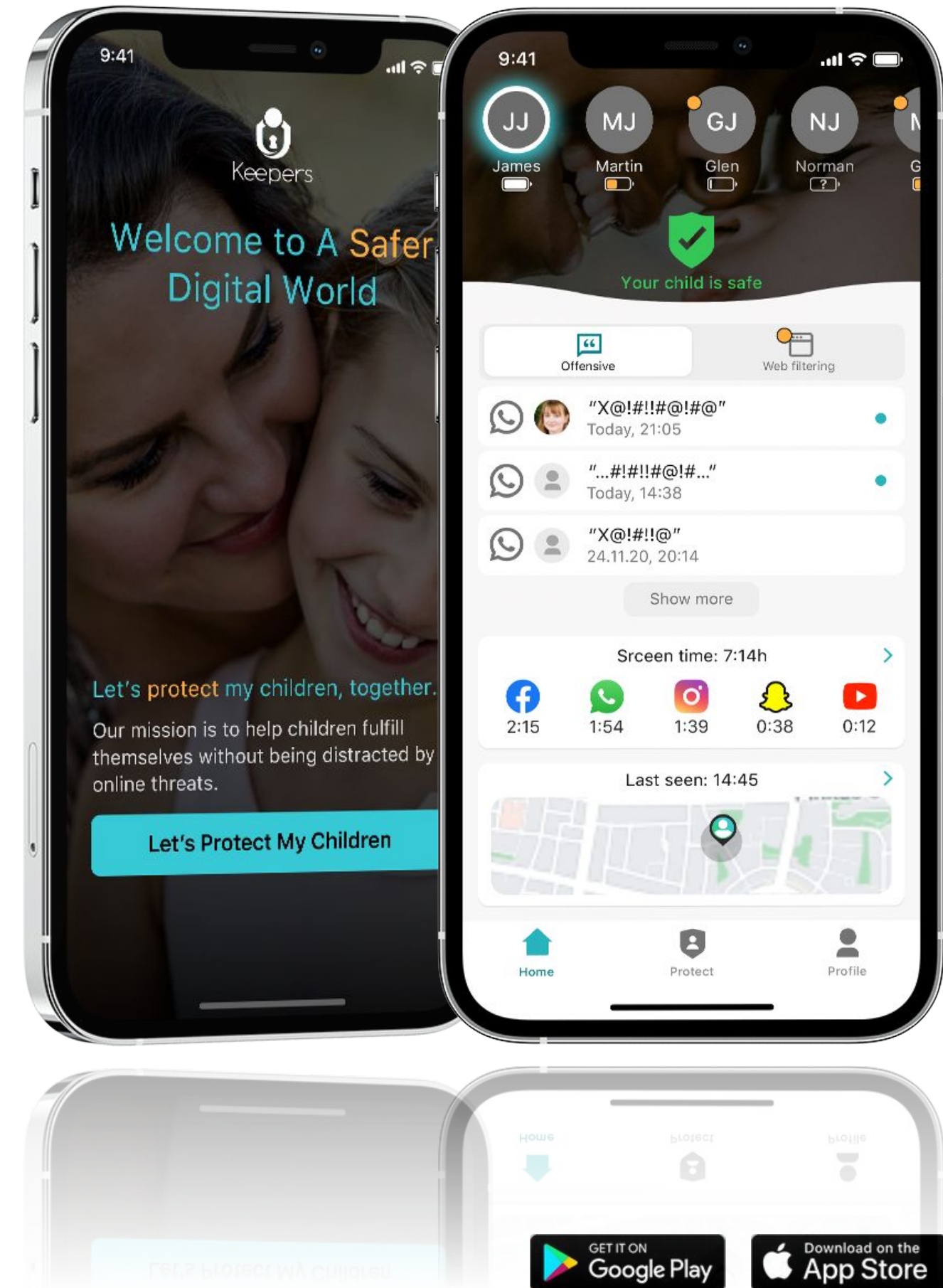Detects new trend words and texting terminology

*German language Accuracy - 91% (based on Authentic data and available public data).

By collecting more information from our users and using machine learning algorithms, our detection ratio is constantly improving.
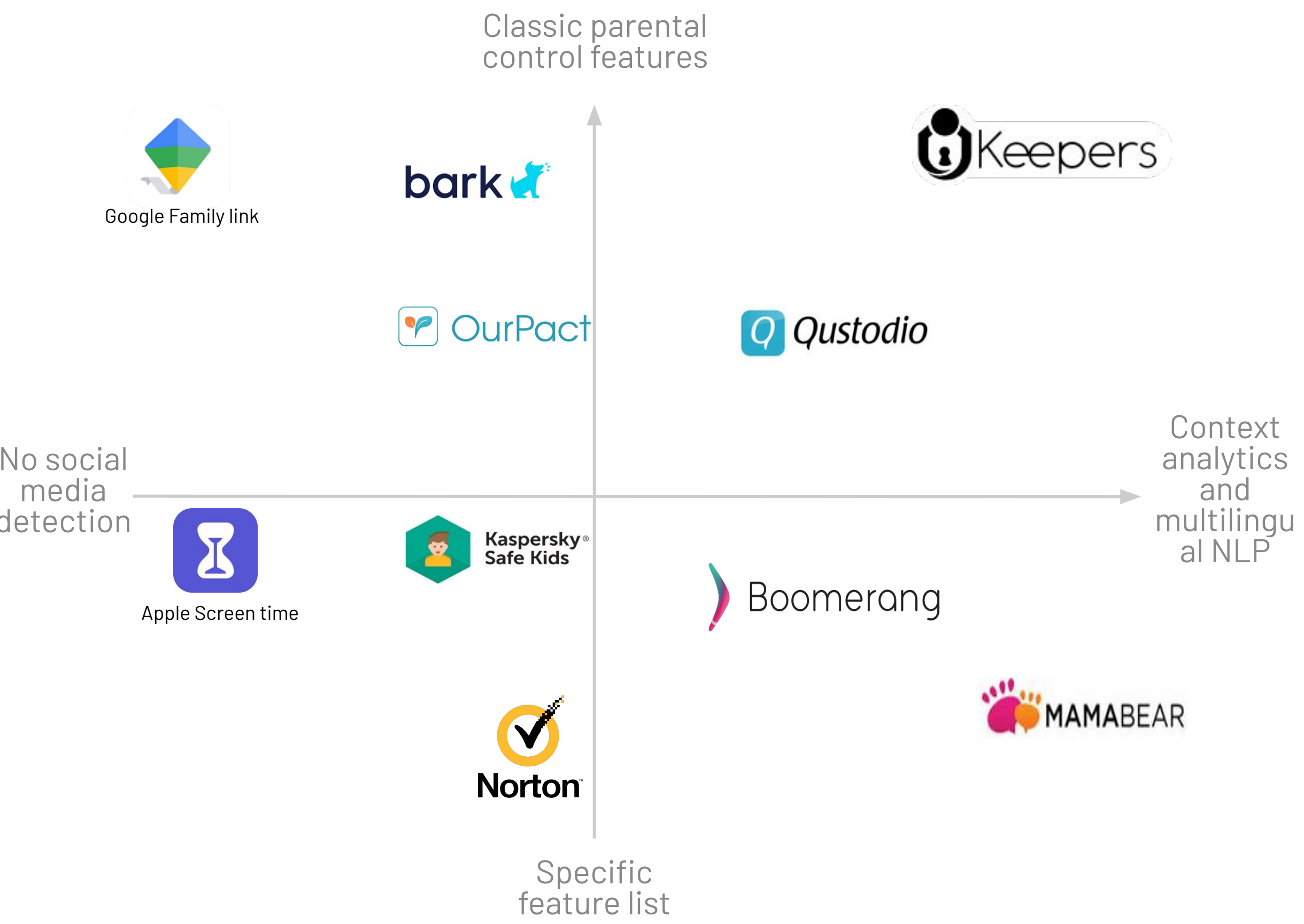
THE **APP**

Keepers has developed a unique set of tools to **monitor, detect and protect** children in the digital world.

- Detecting toxic messages on social media.

- Emojis and Acronyms detection

- Internet web-filtering

- App usage and time spent

- Real-time alerts

- Remote device lock & App blocking

- Geolocation + Geofences

- Screen Time and app controller

- No need for user passwords

COMPETITOR ANALYSIS

Classic parental control features

No social media detection

Context analytics and multilingual NLP

Specific feature list

Google Family link

bark

OurPact

Keepers

Qustodio

Apple Screen time

Kaspersky Safe Kids

Boomerang

Norton

MAMABEAR

Keepers USP's

1. **Social media detection** No Need for social media passwords

2. **Multilingual NLP** – unique NLP mechanism to detect toxic messages .

3. **Web- filtering** full coverage (including VPN).

4. **One Stop shop for parental control** included

   Digital wellbeing including:

   i. (usage time management and report).

   ii. Child location monitoring and Geo-fencing detection.

   iii. Battery and WIFI detection.

5. **B2B2C business model** unique B2B SDK model to expand our solution world-wide.
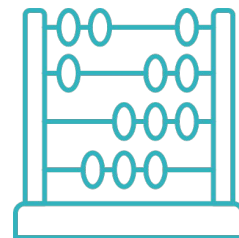
Keepers Market Landscape report

BUSINESS MODEL

B2B2C clients

- Option between Full UI customization based on SDK Integration
- Full language support based on our NLP engine
- Real-time alerts

Telecom companies

- Cross-promotions.marketing
- Educational content using unique stats and insights to drive awareness
- My first smartphone solution to create long-terms relationship with the user.

Insurance companies

- Covers costs incurred after a cyber bullying attack while Keepers reduces risk.
- Compensation for lost days of work and treatment cover.
- Improve family communication (real-time alerts)

Benefits

Providing new offering to the target user base and increase revenues (ARPU)

Increase margins and users engagement and retention

Improves company PR and builds a lasting relationship with the customer

Clients

Bezeq International   Hutchison Telecom   Rakuten Mobile   vodafone   allot   bolttech

FUTURE DEAL **PIPELINE**

Telecom

- **Hutchison** - become a Global Integration Partner with Hutchison Global
- **Vodafone** - Sell our SDK solution for the global opcos'.
- **Allot** - Market Keepers within their security services.
- **Swisscom** - Presenting our solution in Swisscom Zug shop.
- **Entel** -Chile MVNO operator with Keepers as a whitelabel solution.
- **Arqia** - Brazil MVNO operator started negotiations with Keepers as a whitelabel solution.

Insurance (New Verticals)

- **Harel** - Expected launch Sep 2021.
- **Bolt Tech** - Keepers official reseller in the insurance world.
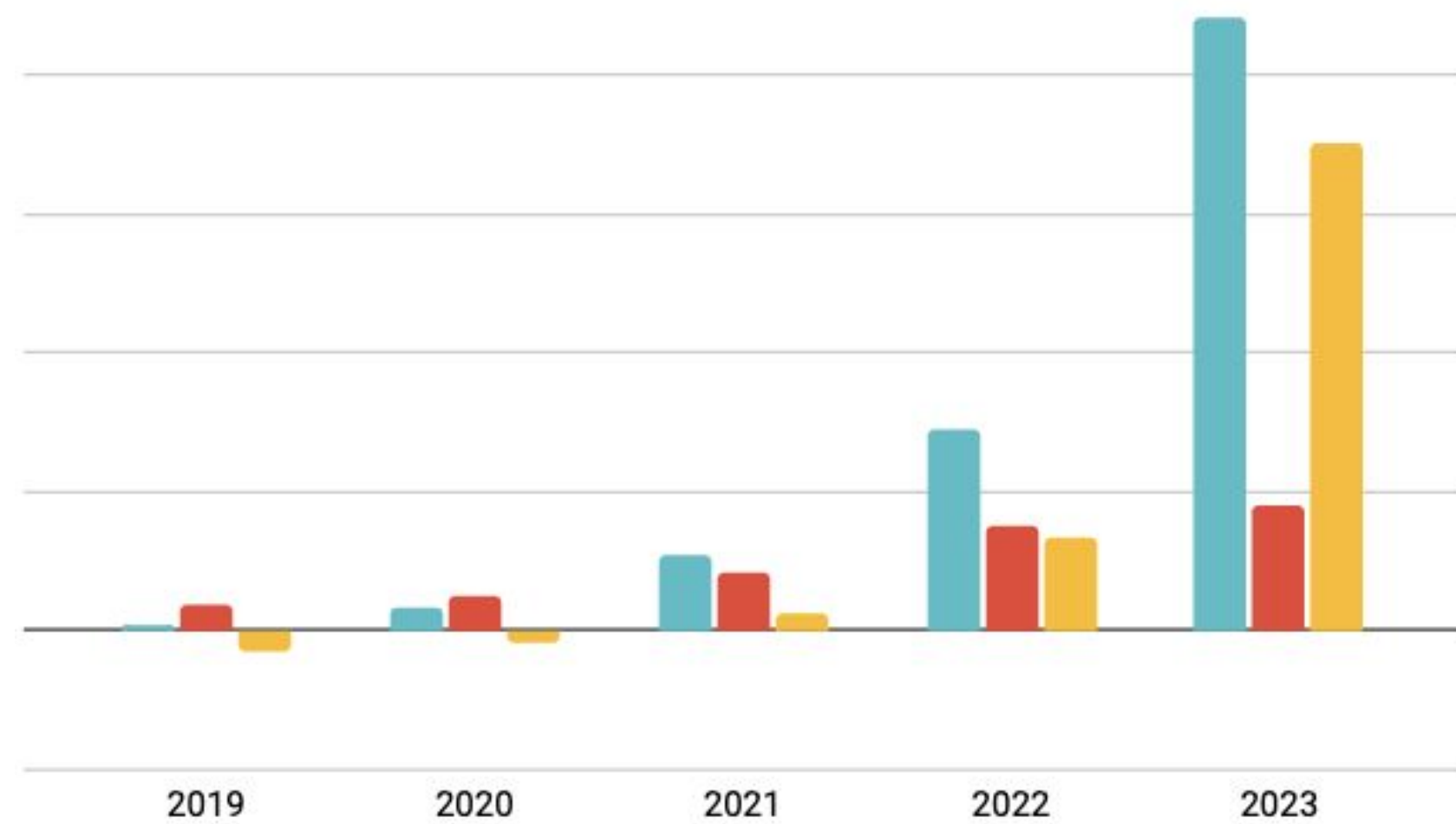- **SwissCom** include offering the Keepers product in their insurance an telecom offering.

Other (New Verticals)

- **HP** adopting Keepers technologies within HP PC world wide.
- **Australia** - We have won the Israel economy grant to push our Australian marketing to gain B2C direct traction. (read more)

MARKET SIZE AND **P&L**

Revenue forecast

	2021	2022	2023
■ Income	$2,700,000	$7,200,000	$22,000,000
■ Outcome	$2,120,000	$3,800,000	$4,500,000
■ Gross Profit	$580,000	$3,429,000	$17,576,475

We have already secured $1.6M for 2021.

Keepers

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