



OUR OFFER – The Consumer Profile



ChildMINDER®: *with fun in mind*

Any parent, teacher or carer entering a crowded and noisy leisure or retail facility will tell you that there is very little chance of being able to see or control a child 100% of the time. This gives them significant cause for unease.

ChildMINDER® provides consumers with additional peace of mind at comparatively insignificant cost.

Target market

- Male and female parents or guardians of all ages
- Teachers, health carers and child minders responsible for excursions
- Grandparents and other relatives
- The age of the child (as the end user) is predominantly between **18mths and 9 yrs**

Fulfilling a need

There is currently no system available to consumers that:

- Helps to prevent a child from accidentally or deliberately leaving a designated area
- Addresses child safety at leisure in such a structured, focused, responsible manner
- Is simple and cost effective enough to work in practice with high volumes of users

Also:

- Professional carers or teachers currently have limited additional assistance in controlling large groups of children
- 1 in 4 children live with one parent. Visits are therefore often more difficult for single parents
- "Actionable research" stated that 27% of families on days out lose their children temporarily – i.e. for more than a few minutes

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Consumer Profile, cont..

Motivation To Buy

Child safety is an emotive topic and the prospect of losing a child is very frightening indeed. Parents naturally want to protect their children. They are loved and precious.

Parents and guardians are therefore prepared to pay a reasonable price for a service that undoubtedly enhances a child's security when outside of their own home.

Indeed, the service is so valuable to parents that, if it were available, many would not be inclined to refuse it.

This applies equally to professional teachers and carers who are personally responsible for the safety of large numbers of children under their supervision outside of familiar surroundings.

Furthermore, with our busy lives, the small amount of leisure time that we spend with our children is also very precious. ChildMINDER® creates a completely different experience for parents in this respect.

Together we are selling families and groups a safer, more relaxing and pleasurable environment to be in. An environment full of friendly, professional staff busily protecting their children, wearing "child safety" branded clothing, carrying two-way radio earpieces, manning exits and issuing security wristbands. This new leisure environment is a step-change on any other available in the UK today.

Visitors are far more likely to return to **your** facilities versus others and far more likely to choose **you** over alternative days out.

Absence Of Alternatives

There is currently no system directly comparable to ChildMINDER®. The following are the closest competing products/factors:

Children In Possession Of Mobile Telephones

Mobile telephones will not prevent a child from leaving a facility. Furthermore, children between the ages of 18 months and 9 years are unlikely to utilise mobile telephones, particularly whilst playing.

Location systems such as Radio Frequency Identification (RFID) and Global Positioning Satellite System (GPS)

RFID and GPS infrastructure is extremely expensive to install and unlikely to provide a return where dedicated to this function alone. These systems are not practical across a multiple location infrastructure and GPS does not work indoors. More importantly, neither will help to prevent a child from leaving a facility. This is our unique selling point for us and a critical "last line of defence" for parents.

Velcro Wristbands With Parent's Details Written On By Hand

Similarly this method will not prevent a child from leaving a facility. Wristbands of this nature may also be easily removed by the child or another individual, or may easily become detached whilst playing.

Importantly, none of these alternatives include robust processes and systems to support them, or enable us to manage and access comprehensive consumer data.

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