



Time with your kids is all about quality!



# What we do

Once a month, CreativeKrate delivers high quality projects designed to bring families together and help parents create long-lasting, meaningful relationships with their children. Additionally, we supply detailed parenting education to help mothers and fathers gain a thorough understanding of who their children are and how they learn as individuals.



What people are saying

## Aimee and Alexis

“I’ll spend \$50 dollars, most weekends, to go to a store and paint a pot with my child. But, they teach me nothing about my child. CreativeKrate does that and sends it right to my door. That is amazing!”



## Angel

“I loved the whole CreativeKrate package. It made it extremely simple to focus on enjoying the time with my kids instead of making sure everything is setup.

It’s unique and fun. In fact Brennan still sleeps with his CK monkey.”



# How we got here



**Startup**  
Weekend  
**Elko**

powered by the Kauffman Foundation

# Why our product

- o Families are limited on time and stressed
- o Parents know how important time with their kids is and they feel guilty
- o Current Options:
  - o Facility based
  - o DIY
  - o Our competitors
- o Our advantage
  - o Brought to your door
  - o WOW Projects
  - o Education for Parents
  - o Learn about your child

# What is our market strategy

## Our audience

- o Strongly targeted primary audience (1.88mil)
  - o Parents with children 3-11
  - o At least one stay at home parent
  - o 70k+ household income
- o Untapped secondary market
  - o Grandparents

## Getting to them

- o Primary Market
  - o Relationships with established bloggers
  - o Information Marketing
- o Secondary
  - o Targeted Publications
  - o Established Organizations



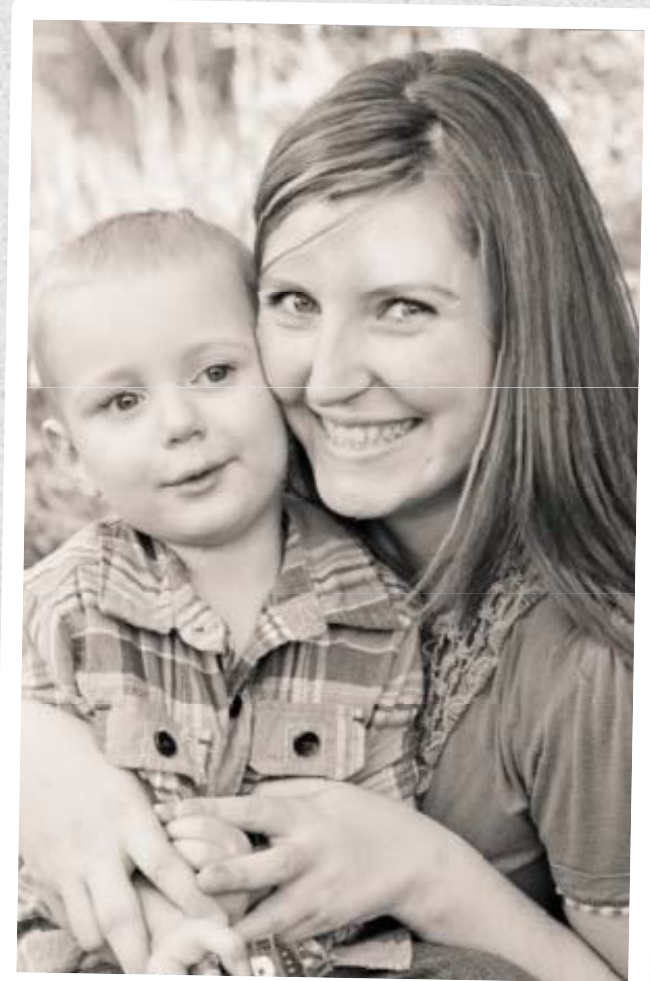


What's our current  
outreach potential

**Janel**

*AMomsTake.com*

“We would love to do a feature on fun activities to keep kids entertained this Spring and feature your CreativeKrate subscription service. Your service is a perfect with my mom-targeted audience”



Susan  
*SusansDisneyFamily.com*

“I love the idea of the  
CreativeKrate, what fun”



# Why you care

## *AMomsTake.com*

- o Monthly Visitors: 55k
- o Monthly Feeds: 2.2k
- o Facebook Fans: 11k
- o Twitter Followers: 6k
- o Combined Reach: 75k

## *SusansDisneyFamily.com*

- o Monthly Visitors: 20k
- o Monthly Feeds: 3.8k
- o Facebook Fans: 11k
- o Twitter Followers: 25k
- o Combined Reach: 60k

Brings National Recognition and Coverage to Nevada

# How we support Northern Nevada

- o Started Here Staying Here
- o New Job Creation
  - o Warehouse (3)
  - o IT (2)
  - o Creative/Admin (2)



**You Can Help!**