

**BAS 26**

BUSINESS ANGEL SUMMIT 2024



CyberParent

Cyberbullying detector

A safer digital world
for every child.

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THE ASK

\$500,000



We need \$500,000 to get
60k users in the next 18 months.

MARKET OPPORTUNITY

1 in 3

children is a victim
of cyberbullying

1 in 3

victims never
tell anyone

1.7M+

elementary school
students in SAM

As our SAM market, we focused on part of Balkan and there are currently over 1.7 million elementary school students, and we are the only ones who provide real-time cyberbullying detection.

THE PROBLEM



Every third child is a victim
of cyberbullying.



Every third child who is a victim
never tells anyone.



If it's not detected on time,
cyberbullying can take child's life.

THE SOLUTION



CyberParent is a mobile app
installed on a child's phone.



It monitors all incoming and
outgoing messages.



If our AI detects anything suspicious,
an alarm is sent to the parent instantly,
enabling early intervention before
any damage is done.



Our detections are fully personalized
for each child and parent.

BUSINESS MODEL



Monthly subscription.



B2B2C: Schools & Telecom operators.

SERVICEABLE ADDRESSABLE MARKET (SAM)



As our SAM market, we focused on part of
Balkan and there are currently over 1.7 million
elementary school students, and we are the only
ones who provide real-time cyberbullying
detection.

NOTEWORTHY MILESTONES



2 schools are using our app: 1 public and 1 private
school in Mostar, Bosnia.

KEY PERFORMANCE INDICATORS

	Year 1	Year 2	Year 3
Revenue	720.000€	3.840.000€	12.000.000€
# of Customers	6.000	32.000	100.000
# of Employees	5	7	11

FROM
IDEAS
TO REAL
PRODUCTS
AT SCALE.