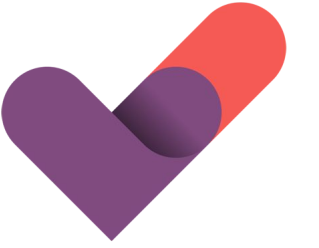


Varannan Vecka



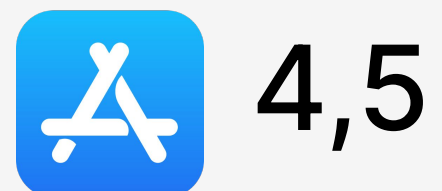
Varannan Vecka AB
Hammarbybacken 27
120 30 Stockholm
www.varannanvecka.app

hello@varannanvecka.app
+46 (0)70 761 72 92

"1.5 years ago we couldn't be in the same room. VV has helped us a lot and now we hardly fight at all."

"The turning point came when we found this app. It's less hassle and both have better control. Feels so good!"

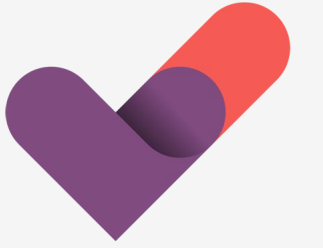
"We have been looking for so long and have given up. It is a pure dream for me that we now have a joint control. Clever service."



"I was so tired of being accused all the time. Now it's clear who does what, where things are and what was said. Great!"

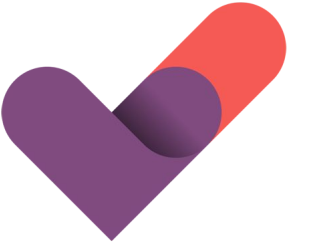
"I have become a superdad. The app is like a life jacket for a parent like me"

"Thank you for this app, it has finally made us communicate!"



#1 Coparenting-app in the Nordics

The problem



The life after a separation with kids is full of challenges and many co-parents struggle. The parents are mostly left on their own to solve it.

Conflicts

Worried children

Miss my kids

Trust issues

Sharing the Holidays

Co-parent does not talk to me

Forgotten items

Reminding or nagging

Planning and schedules

Work too much

Can't afford a nice vacation



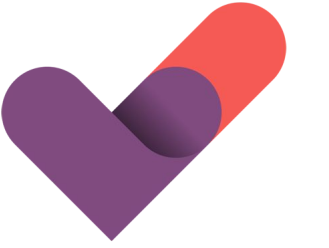
Our solution

Can an app really help with such a difficult problem? Yes!

We lower conflicts by breaking old communication patterns and create new ones. We also bring **structure** and **organization**. And a fair **economy**.

For example: if someone forgets to pack the winter gloves it's a source of conflict. If a parent sends a reminder text it's easy to misinterpret as criticism (another source of conflict).

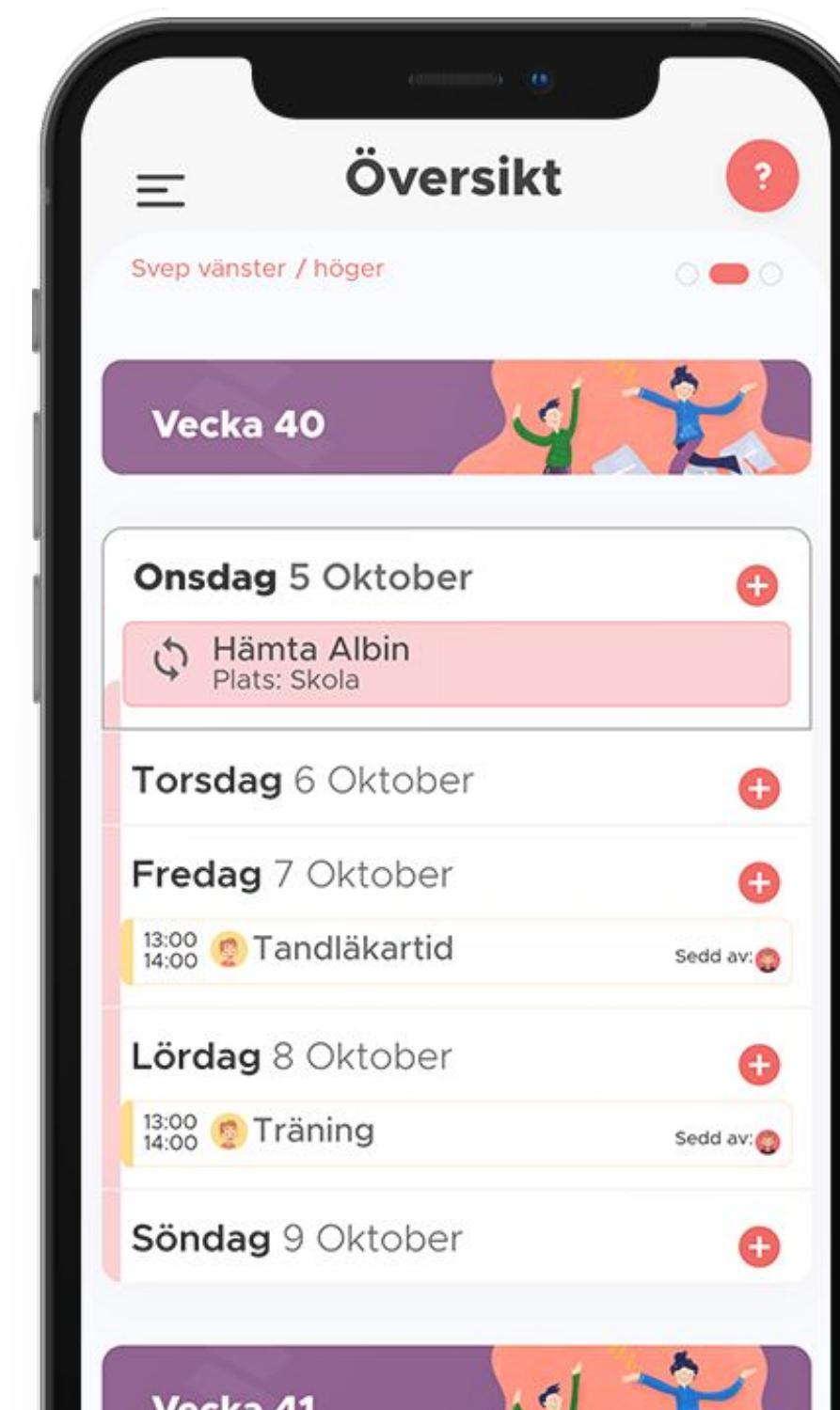
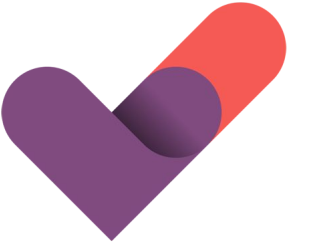
We offer an automatically renewable packing list that can be checked and viewed by both parents with reminders from us.



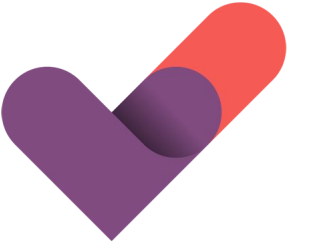
Our solution

We apply this way of thinking across all common pitfalls

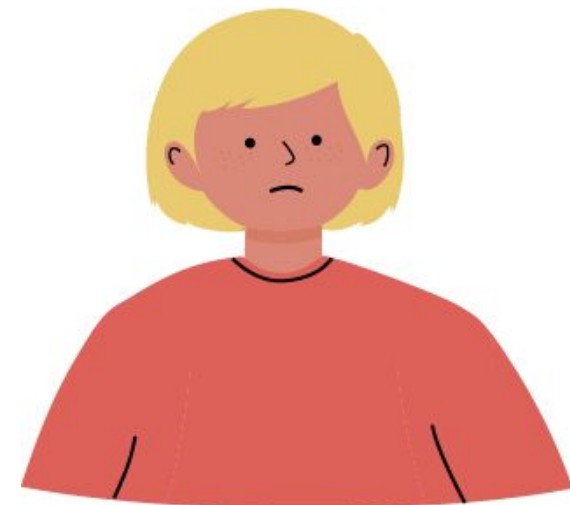
- ▶ Synchronize **handovers, activities and packing lists**
- ▶ Agree how to handle **common pitfalls** in advance
- ▶ Divide tasks & share **responsibility**
- ▶ **Share information** and data
- ▶ Easy and fair **economy**
- ▶ Communicate in a safe, **non-toxic** way (**AI**)
- ▶ Easy to digest **articles** on common problems
- ▶ Get personal help from an **expert** right away if you need it! (In app purchase)



The impact we make



Strong coparenting teams make a better future for children!



Health

- 50% of children in high conflict parenting develop depression or other mental illnesses.
- 60% of parents experience anxiety or depression related to the separation.



Equality

- We make it easier to share responsibility between parents.
- We enable children to maintain strong relationships with both parents after the separation.



Economy

- We help build a fair economy and make both parents aware of the costs.

The Market

We validate in Sweden and then **scale internationally**

Natural lock-in

Once cooperation works you don't change it.

Swedish Market

1 000 000+

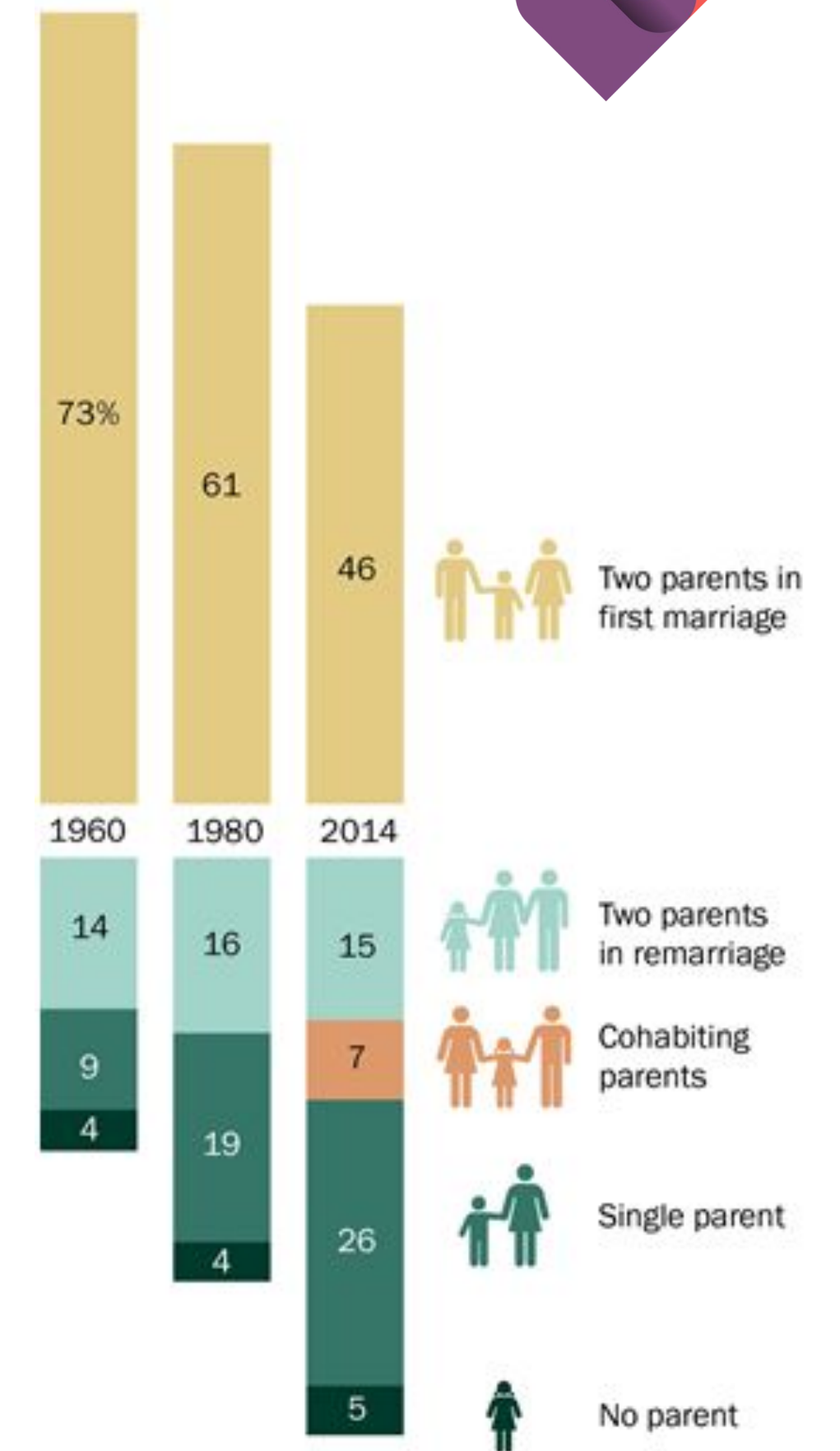
Swedes live “varannan vecka”
(child+parent+bonusparent)

Scale

- We will explore and enter US and European markets in 2023.
- In the **US 41% of children do not live with both their biological parents** (15%+26%).
- Separations and shared responsibility for the children is a growing **global trend**. Asian and south American markets will also be explored.

For children, growing diversity in family living arrangements

% of children living with ...

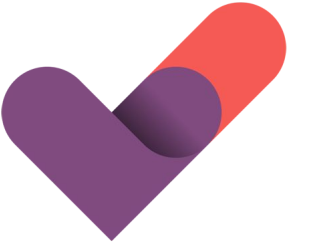


Note: Based on children under 18. Data regarding cohabitation are not available for 1960 and 1980; in those years, children with cohabiting parents are included in “one parent.” For 2014, the total share of children living with two married parents is 62% after rounding. Figures do not add up to 100% due to rounding.

Source: Pew Research Center analysis of 1960 and 1980 decennial census and 2014 American Community Survey (IPUMS)

PEW RESEARCH CENTER

Market strategy

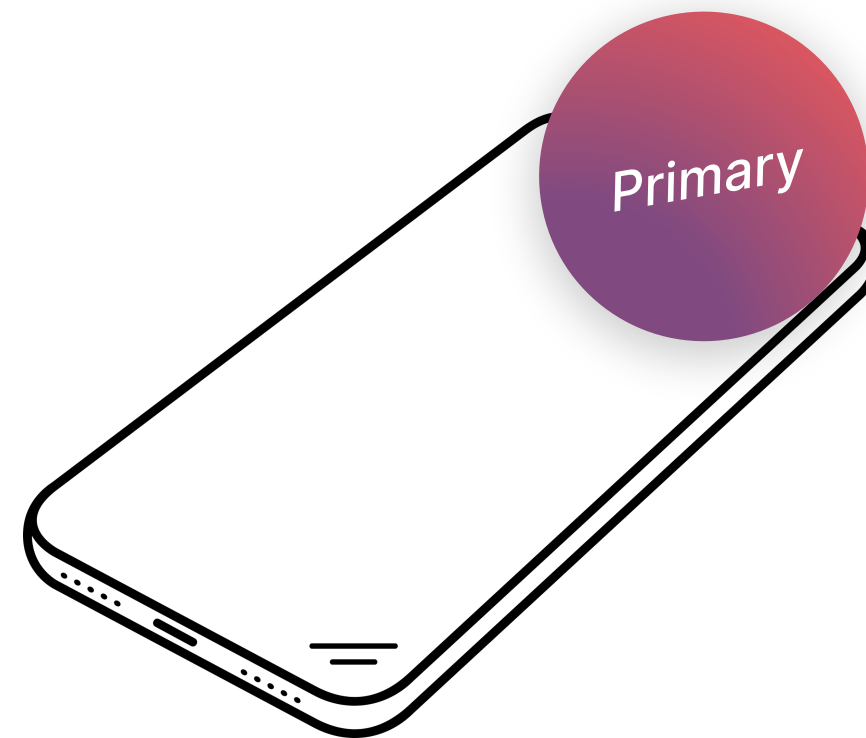
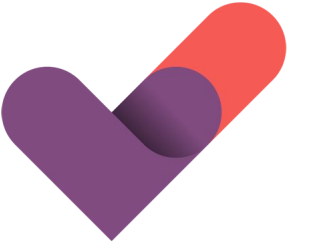


User acquisition and building brand awareness through strong partnerships. Internationally we have been invited by the Scottish, German and Italian social services and world renowned US author on coparenting James McHale.

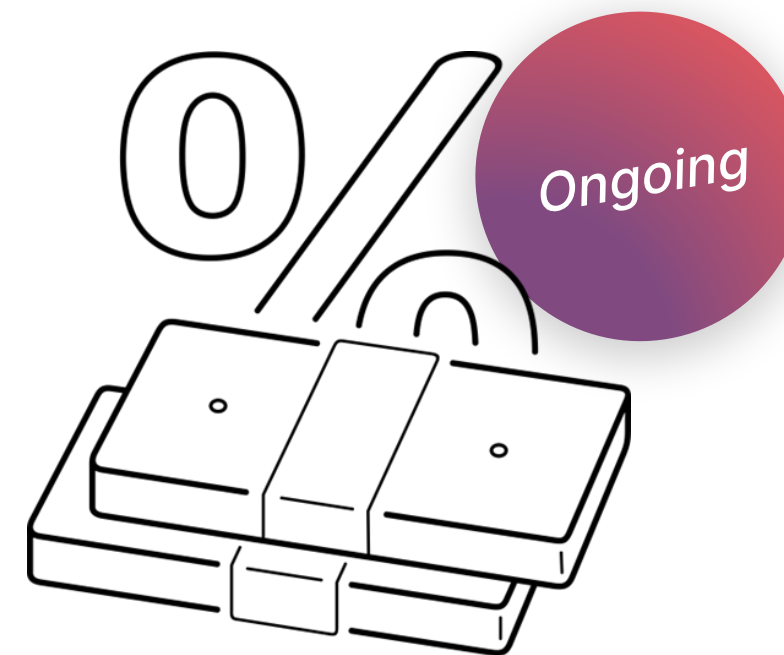
Established Partners in Sweden



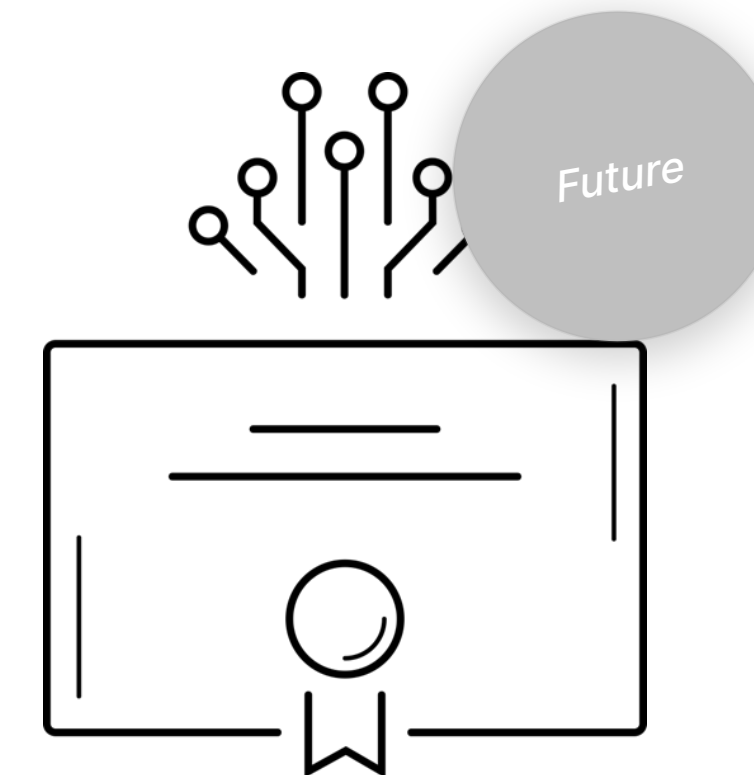
Business model



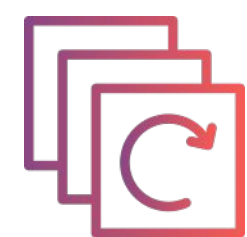
B2C



B2B2C



B2B



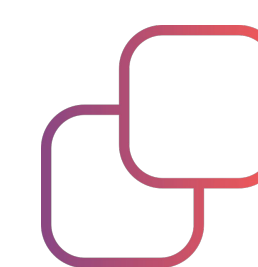
Subscription

89 SEK/month/family
+in app purchases



Kick-back

Kickback from vetted
advisors

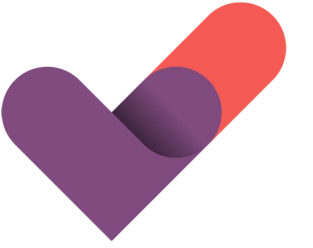


Licenses

Insurance companies
and municipalities

The team

Mixed skills for success!



Erik Scholander

Tech & Entrepreneur, CTO

Successful **serial entrepreneur** in fintech who has built the tech-stack for one of Sweden's stock exchanges.



Elisabeth Scholander

Lawyer & Mediator, COO

Extensive experience as a **family litigator** and trained **mediator**. Writer and journalist.



Linda Ljunggren Syding

Marketing, Sale & Business dev, CEO

Experienced leader from the bank & finance sector. **Award winning CMO** and published author.

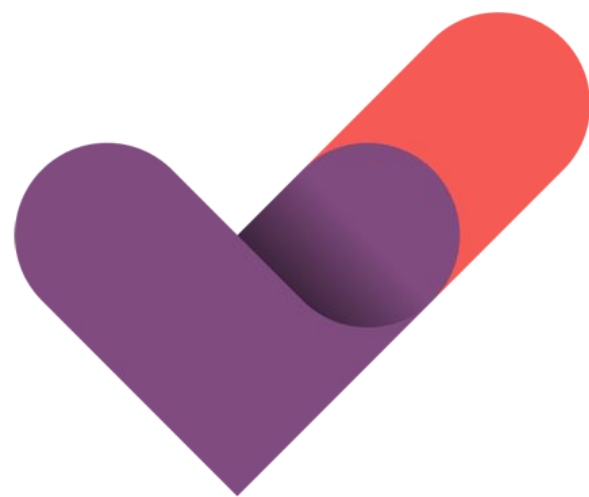


Malin Bergström

Researcher & child psychologist, co-founder

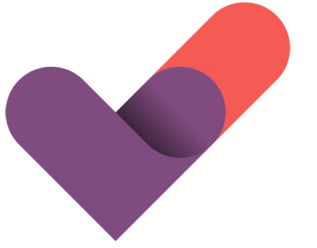
World renowned researcher on how separations affect children and commonly featured child psychologist in both TV and the largest Swedish newspapers

Competitors



Shared family activities and tasks	✓	✓	✓
Scheduling tool for separated families	✓		✓
Packing list	✓		
Agree on common pitfalls in advance	✓		
Structured communication reducing conflict	✓		
Cost split	✓	In dev	✓
Card and bank integration	✓		
What has been seen by others?	✓		
Professional help	✓		

Key Indicators



39 %

Of downloads complete onboarding and start a trial



51 %

Convert Trial to subscription



59 %

Gross profit Margin after VAT

Our marketing experiments indicate a very low CAC of 80 SEK for a subscribing customer.

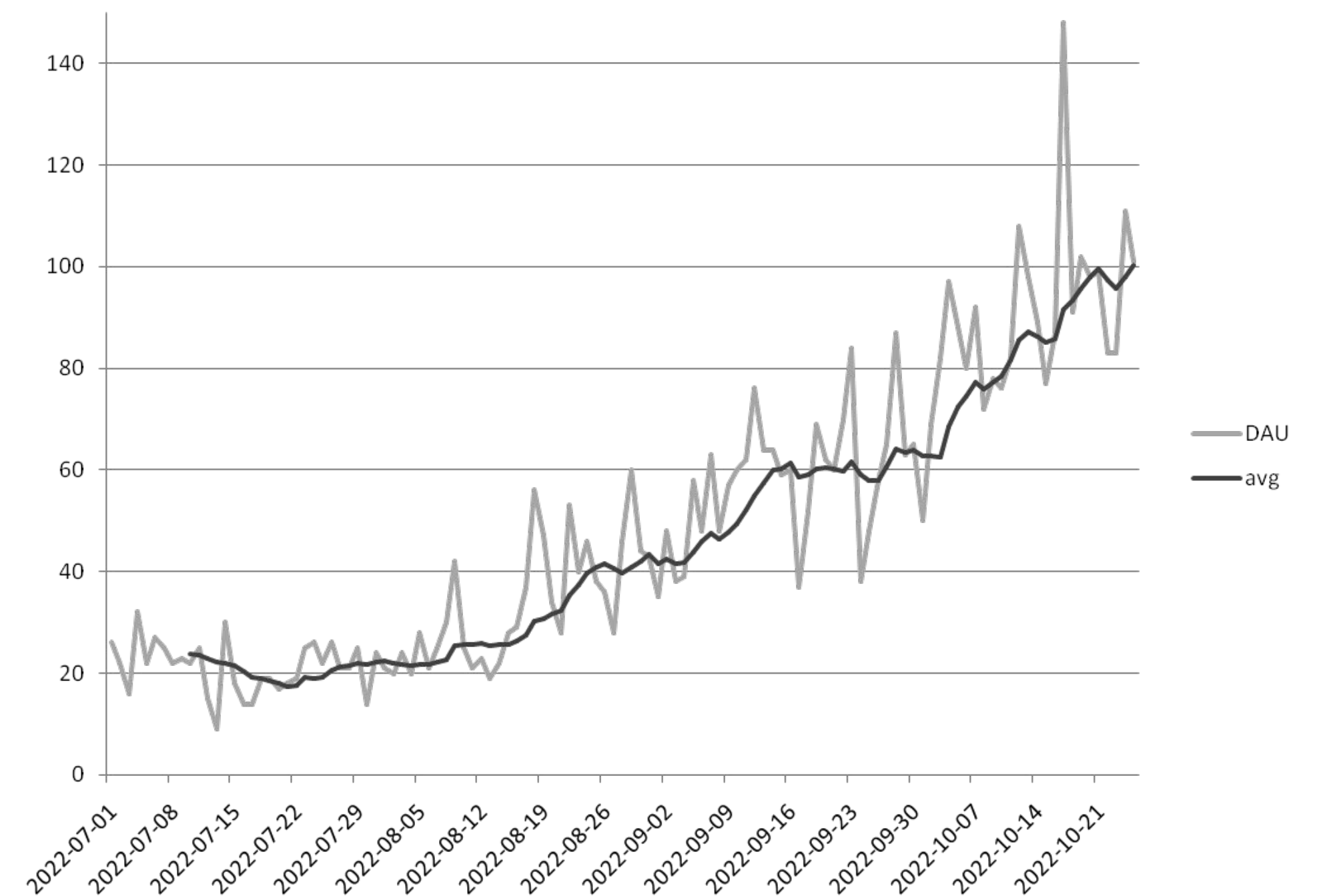
Past 30 days:

586

New registered accounts
+114% prev 30 days (287)

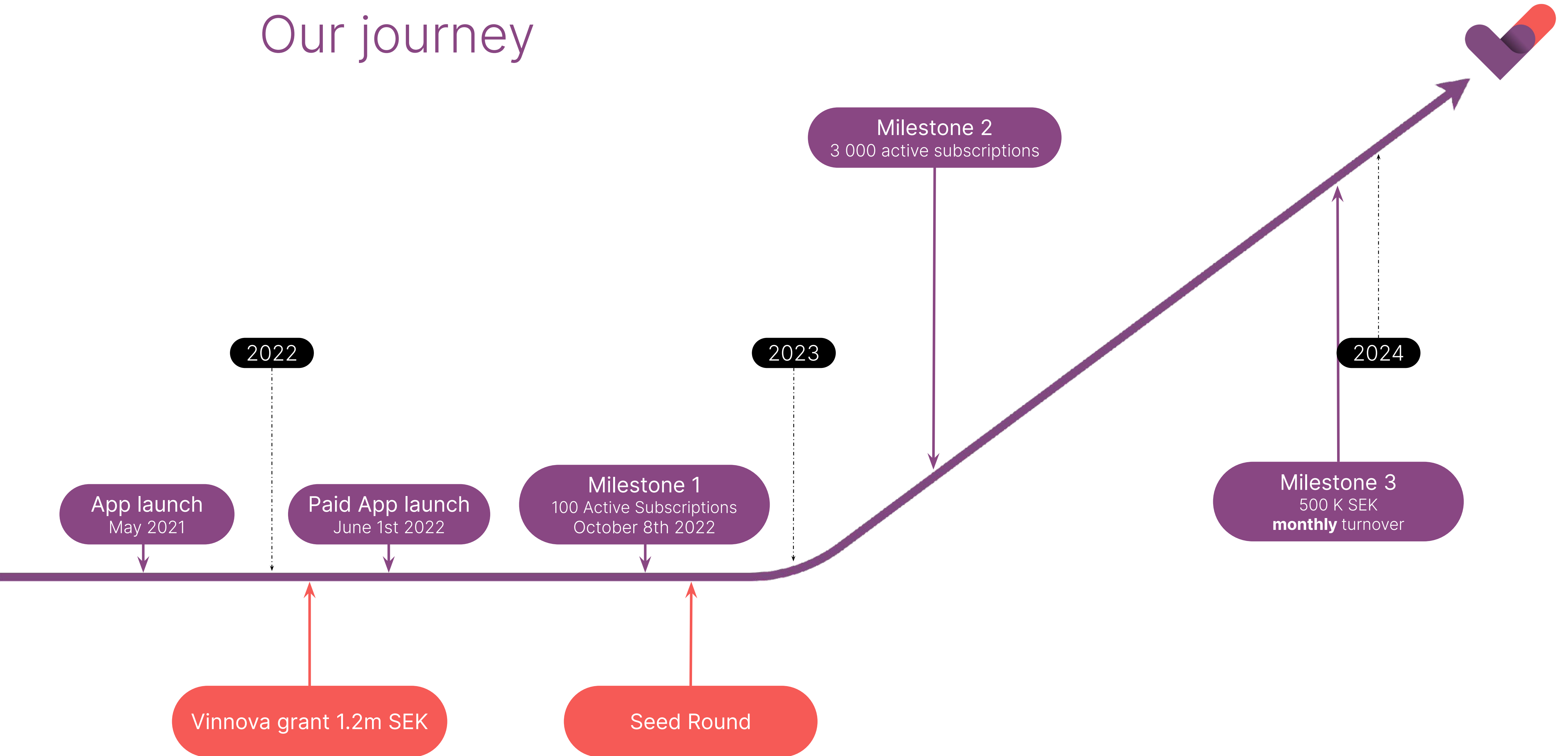
857

Users active past 30 days



updated 2022-10-25

Our journey



Seedround details

We will do a round of 3 million SEK to strengthen the team with dev, designers and UX. We seek **1.5 million from investors** and 1.5 million in bank loans.

This round will take us to 6000 subscribers and ready to scale up and become the globally dominant co-parenting tool after a separation.

