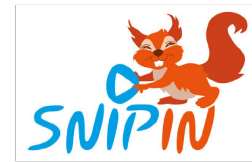


SNIPIN

Parents or educational professionals use SNIPIN together with children to create a personalizable short video in a playful way. By that, children and adults experience the handling of digital media with fun. These short videos can be shared and further enhanced by others.



PRODUCT | CUSTOMER VALUE

SNIPIN addresses parent`s fear and uncertainty concerning the usage of digital media (apps, games, video and TV consumption) by children. SNIPIN provides a pedagogically responsible alternative which allows children to acquire media literacy together with parents or professionals. It provides childcare facilities the possibility to mediate and live media education values practically.

INNOVATION | USP

Technical Solution: Platform and app to create video short stories. Example: Dad creates a video together with his son for a long holiday car drive. Therefore, he uses video sequences provided by SNIPIN. He chooses adequate sequences and puts them together in a playful way and with a very simple drag and drop function.

What is unique: The feature of this platform is the fastest and easiest way of usage in combination with the possibility to beautify the video with illustrations of personal objects and share these with other parents or children.

MARKET

Niche market childcare facilities and parents of children at the age between 3 to 6 years old, app market for this target group.

CUSTOMERS

Three target groups with parents of children at the age from 3 to 6 years: Free and private childcare facilities (KiTa, kid`s club), parents of children attending these facilities, and parents in general. The customers are interested in digital media and media literacy.

COMPETITORS	DESCRIPTION
Digital applications and computer games for children (e.g., Toca Band)	These apps just provide predefined stories and characters. They do not provide a direct link to real life and pedagogically responsible and educational solutions for problems in the day-to-day life.
Video platforms (e.g., YouTube, Vimeo, Amazon Prime)	Allow mainly passive consumption of content of which the pedagogically responsible added value is not assured. No presence of a reference person is needed.
Guides concerning dealing	The guides do not allow a fast sense of achievement to the user. Only a very small scope of action is supported to the user who wants to address and solve his challenges in a self-made and creative way.

STRUCTURE OF DISTRIBUTION

Besides the setup of an expert status concerning the topic digital media literacy of children, the distribution is done via online channels (e.g., Facebook, Google Adverts), and directly via organizations of private childcare facilities, as well as through presentation and information events.

CONTACT PERSON



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We are looking for:

FINANCIAL NEED: € 300,000

personnel costs, travel expenses, online advertising, technology