

Kindship: We Were Never Meant To Do This Alone.

Mission: Simplify the NDIS journey for parents and their children with disabilities.

Vision: A world where parents are confident and supported, and children get the care they deserve.



An Australian Child is Diagnosed with a Disability Every 2 Hours.



Parents spend 4 hours per week navigating their child's NDIS care. That's 5 weeks a year.

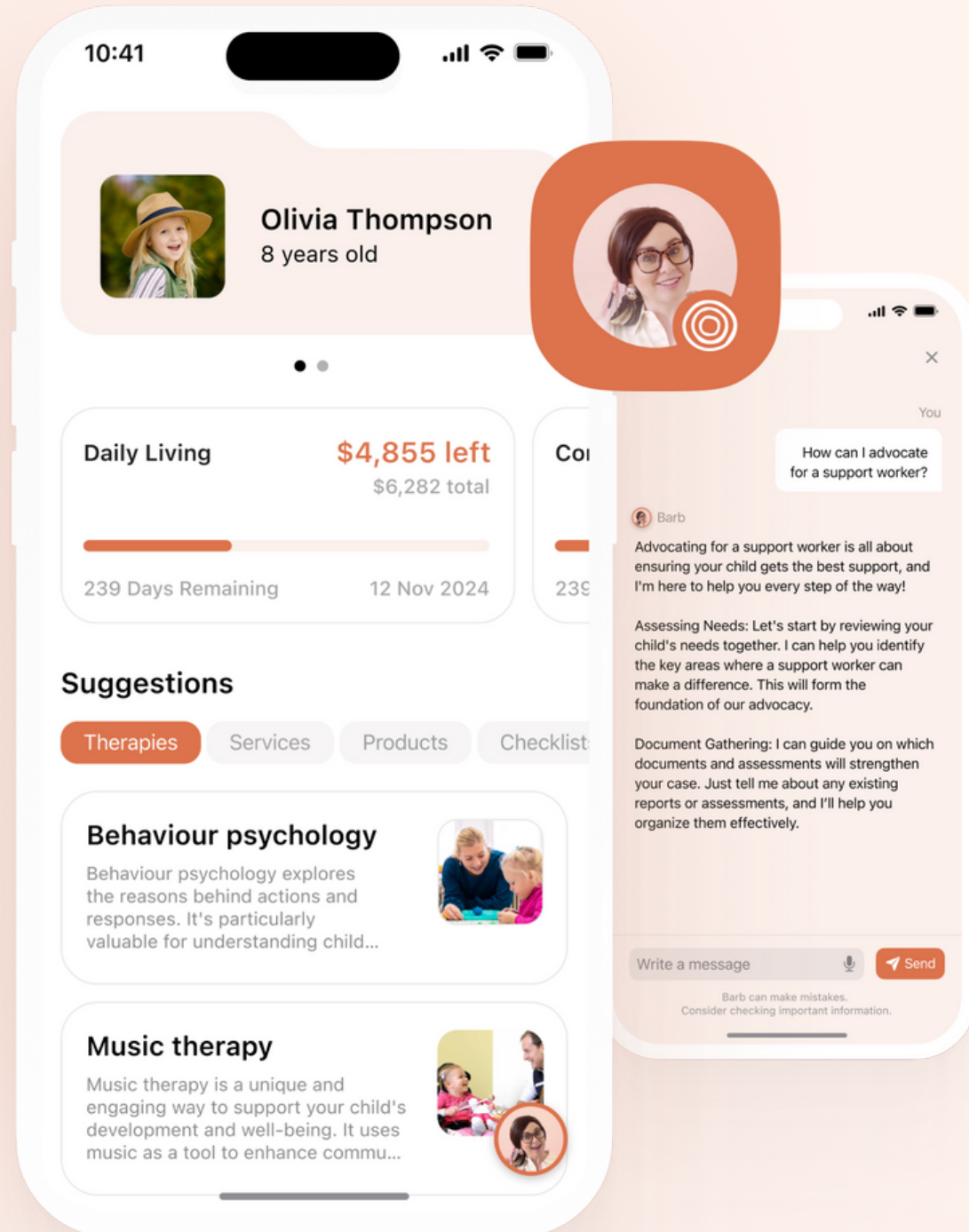


Children risk losing 30% of their NDIS budget due to underspending. That's an average loss of \$5,000.



*"At times I just want to give up but I know it's for my daughter."
- Jayne*

Barb: AI-Powered NDIS Navigation in your Pocket.



Understand Your Plan: Your child's budget and eligibility in one seamless view.

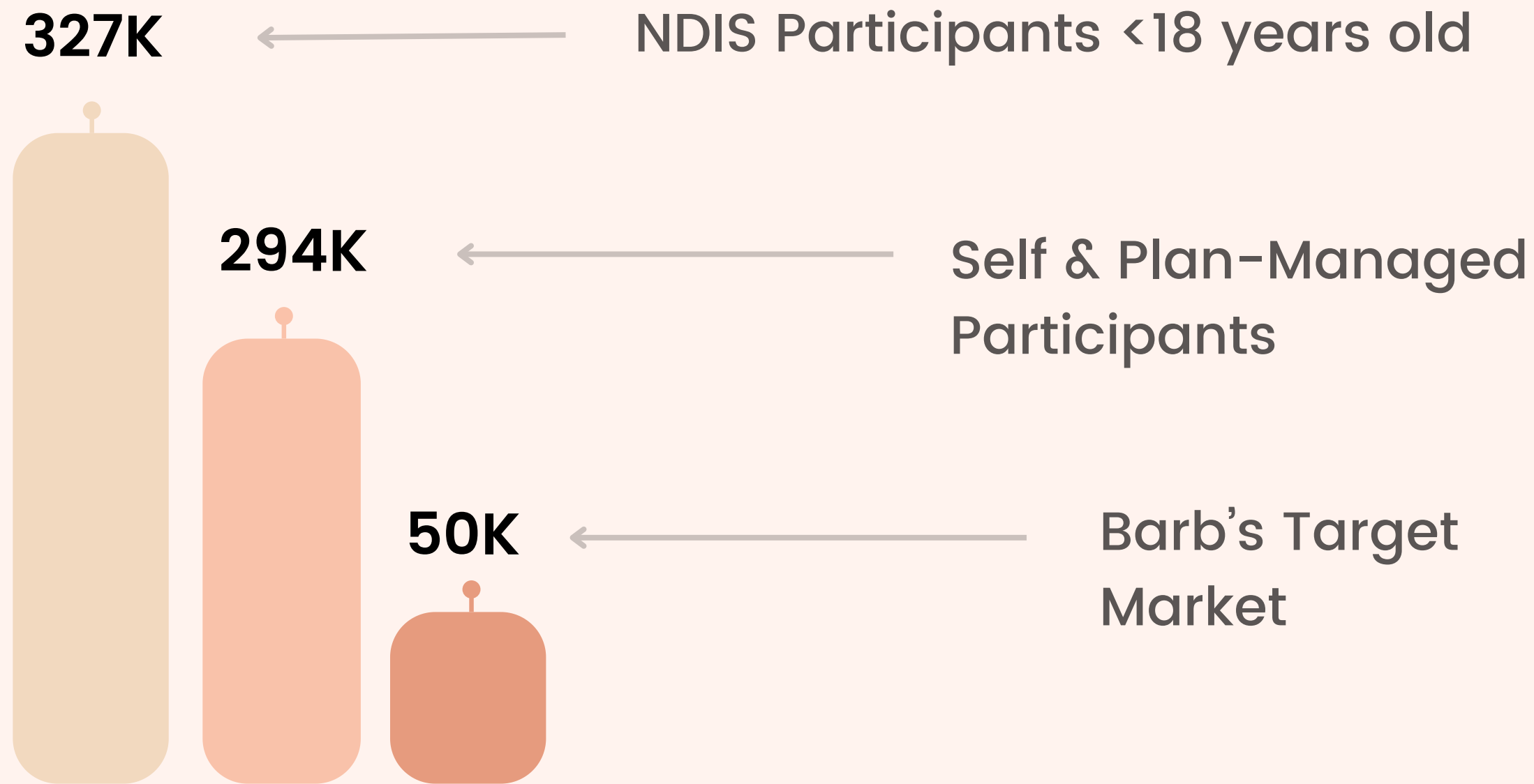
Personalised Recommendations: Custom suggestions tailored to your child's needs.

Progress Tracking & Reporting: Effortlessly monitor and share your child's progress.



"Using Barb has simplified the NDIS for us. Now I spend less time worrying and more time with my family." – Ash

Market Opportunity



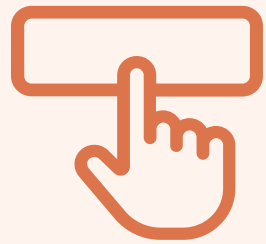
43M

ARR*

***17% market penetration (50,000) x median sale price (\$870)**

Reference: <https://data.ndis.gov.au/explore-data>, Diffusion of Innovation Theory <http://blog.leanmonitor.com/early-adopters-allies-launching-product/>

Business Model



Families can access Barb through a fully fundable annual **subscription of \$499**, making high-quality NDIS navigation support affordable and accessible.



Alternatively, families can opt for **Kindship Plan Management at \$1,248 per year**, which includes Barb as part of the comprehensive service package, fully fundable under their NDIS plan.

Our dual-revenue model ensures families get the tailored support they need while Kindship grows through subscription revenues and plan management fees.

Traction



Barb is currently optimising the care of **166 children** and supporting their parents towards more informed and confident decision-making.



Month-over-month organic **user growth of 41%**, demonstrating increasing trust and reliance on our solution.



Achieved **\$200,000 in annual recurring revenue**, signalling strong demand and a viable, scalable business model.

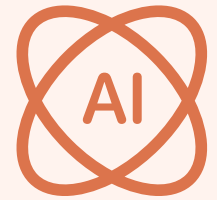


Annual recurring revenue has increased by **10x over the past 8 months**, highlighting our financial sustainability and market potential.

Barb is a game-changer. Navigating the NDIS feels less overwhelming and more manageable. - Amanda



Competitive Advantage



AI-Powered Solutions: Barb, our AI-driven NDIS navigator, offers personalised, 24/7 instant support unmatched in the market.



User-Centric Design: Developed with direct input from hundreds of families, ensuring our solutions meet real-world needs with intuitive ease.



Community & Engagement: A robust community of 23,000+ across social media, driving organic growth and fostering peer support.

Expert Leadership: Led by industry experts, including a paediatric speech pathologist CEO, ensuring our solutions are both innovative and clinically sound.

"Kindship is a lifeline for families navigating the complexities of disability support, setting a new standard for care and empowerment." - Summer



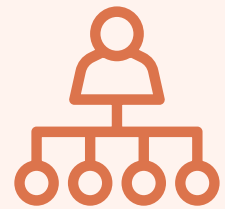
Marketing & Sales Strategy



Digital Marketing Excellence: Leveraging SEO, content marketing, & social media campaigns to increase visibility & drive engagement.



Community Building & Engagement: Interactive content, support groups, & ambassador programs to foster trust & advocacy.



Referral Programs: Encouraging word-of-mouth through an incentivised referral program.



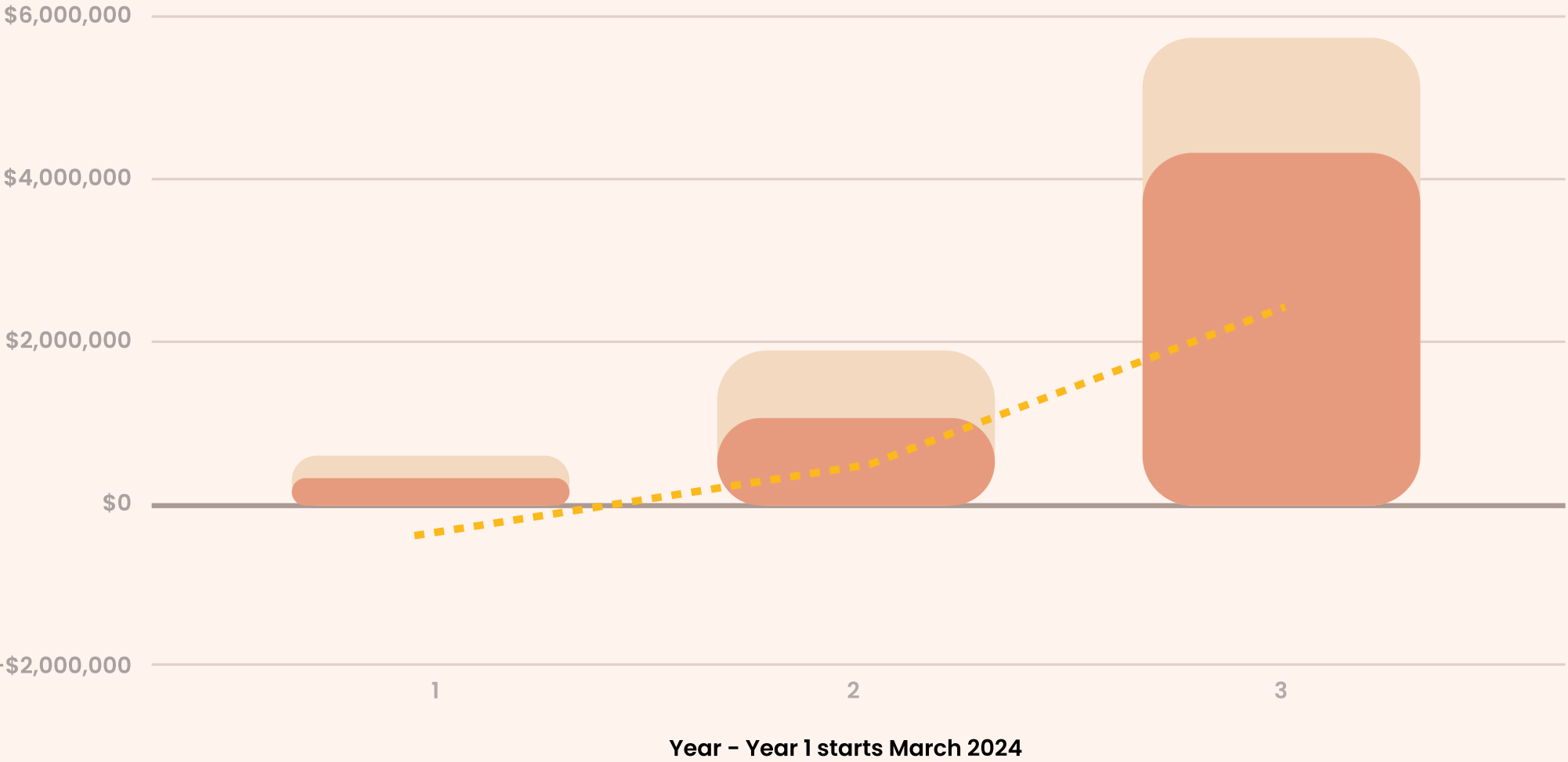
Partnerships & Collaborations: Forming strategic alliances to reach families at the point of diagnosis or need.



“Amazing purpose and passion Summer Petrosius and Kindship.” – Grainne, CEO Karitane

Financial Projections

We are committed to sustainable, scalable success underpinned by our innovative business & growing market demand.



Revenue vs Net Profit

- Net profit
- Plan management
- Barb

Kindship's Team - Our Greatest Asset



Summer Petrosius
CEO & Co-Founder



Andrius Petrosius
CTO & Co-Founder



Tara Thompson
CMO & Co-Founder

Our Executive and Member Support teams are all people and parents with disability experience.



Tabatha Mosch



Michelle Hogan



Carly Mill



Richie Golder



Caroline Hardiman

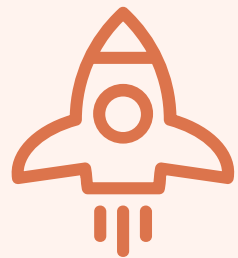


Courtney Welsh

Plus a dedicated team of 5 FTE engineers

Funding Request

\$500,000 SAFE Seed Round.



The capital will be allocated towards product development, market expansion, team growth, and operational enhancements.



This investment will enable us to accelerate our impact and scale our solutions to meet the needs of families nationwide.



Over the next three years we project our annual recurring revenue growth to be 32x as a direct result of this funding.

Let's discuss how we can collaborate to create a future where every parent is supported and every child gets the care they deserve.



summer@kindship.com.au

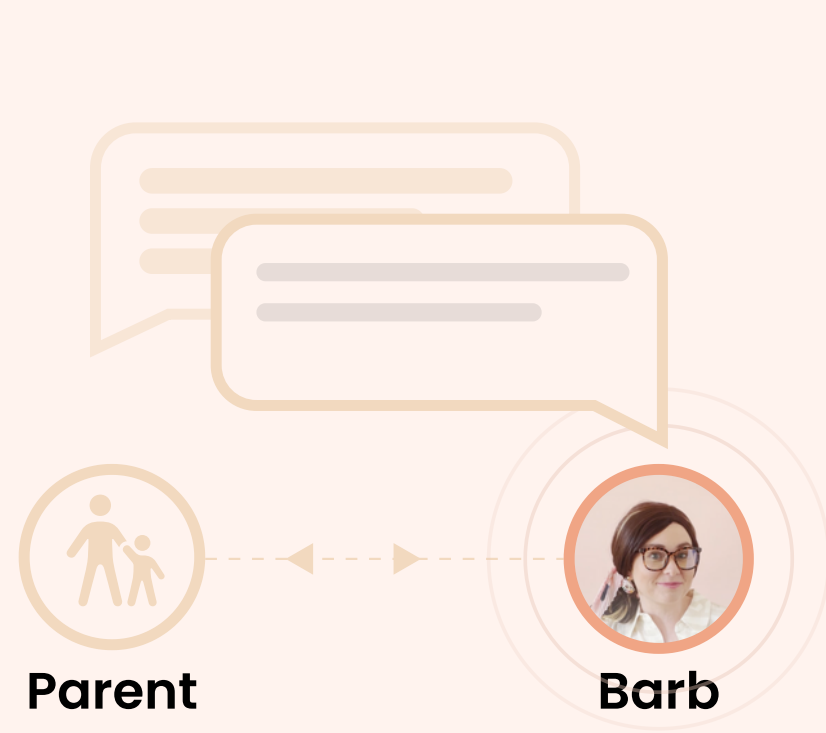


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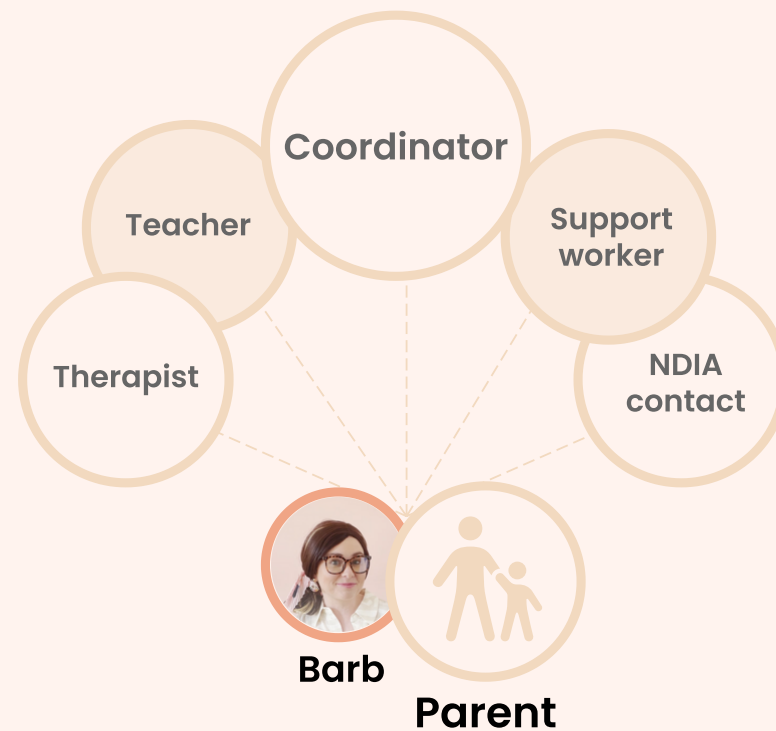
Appendix A: Product Development Roadmap



Phase 1

Parent Co-Pilot

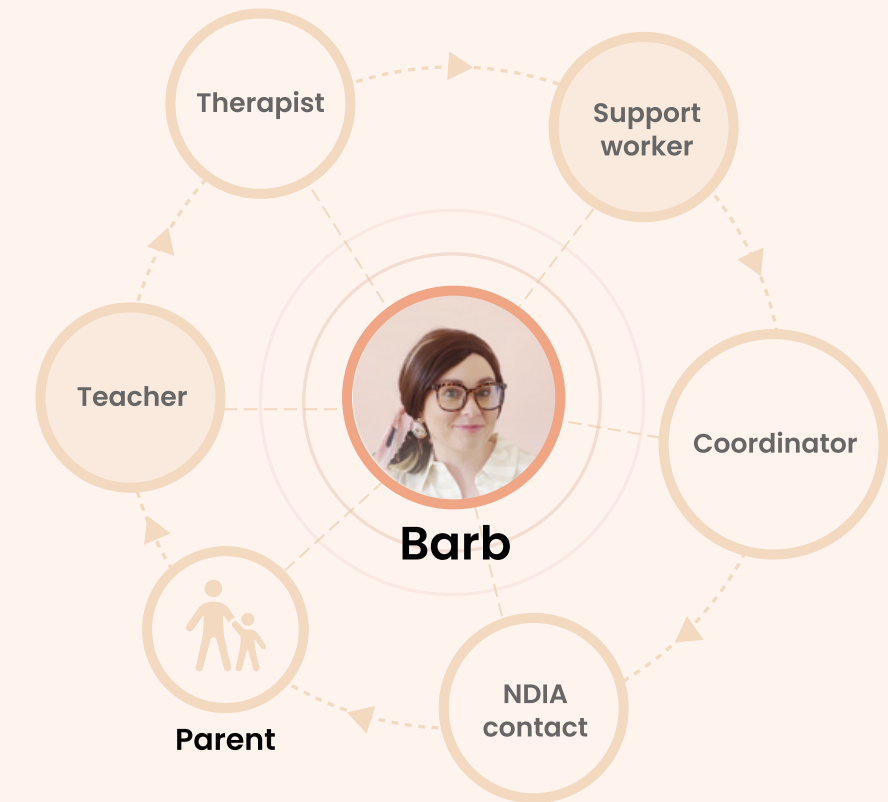
Parent talking to Barb.



Phase 2

Support Team Co-Pilot

Support team talking to Barb.



Phase 3

Collaboration Co-Pilot

Barb-powered support coordination.

Appendix B: Market Analysis

Introduction: The Australian disability support sector is undergoing significant evolution, driven by policy changes, technological advancements, and a growing recognition of the need for more personalised and accessible services. With over 4.3 million Australians living with some form of disability, the demand for innovative solutions that can enhance the quality of life and independence is more pressing than ever.

Market Size and Growth: The National Disability Insurance Scheme (NDIS) has revolutionised how disability services are funded and delivered, representing a market of approximately \$36.7 billion annually. This market is expected to grow steadily, with projections indicating a 8% annual increase as more individuals become eligible for NDIS support and existing participants utilise more diverse services.

Reference: <https://www.aihw.gov.au/reports/disability/people-with-disability-in-australia/contents/people-with-disability/prevalence-of-disability>;

https://www.aph.gov.au/About_Parliament/Parliamentary_departments/Parliamentary_Library/Budget/reviews/2023-24/NDIS

Appendix B: Market Analysis

Target Market: Parents and guardians of children with disabilities who are navigating the complexities of the NDIS.

Market Needs:

- **Ease of Access to Information:** The NDIS system is overwhelming and difficult to navigate. There's a clear need for tools that simplify understanding eligibility, managing budgets, and accessing services.
- **Integrated Service Management:** Participants want to consolidate multiple aspects of their care and support, from budget management to therapy tracking.
- **Community and Support:** Beyond logistical needs, there's a strong desire for community and emotional support among families and individuals navigating disability support.

Appendix B: Market Analysis

Competitive Landscape: The current market features a mix of traditional service providers, digital platforms, and emerging tech startups. While some offer niche solutions focusing on specific aspects of the NDIS journey, Kindship's comprehensive approach sets it apart by offering a unified platform that addresses multiple pain points for users.

Market Trends:

- **Technological Integration:** There's a growing acceptance and integration of technology in delivering disability support services, from telehealth to digital management platforms.
- **Policy Evolution:** Changes in NDIS policies and funding structures are likely to influence service delivery models and user needs.
- **Increased Advocacy for Rights:** A stronger voice from the disability community is pushing for more customised and user-centered services.

Appendix C: Competitive Analysis

Direct Competitors:

- **My Plan Manager:** A well-established NDIS plan management company. While they offer comprehensive plan management services, they lack personalised AI-powered insights and 24/7 instant support.
- **Planability:** A tech startup focusing on NDIS budget tracking and expense management. Their platform is efficient for financial management but does not offer AI capabilities for tailored advice and plan utilisation.

Indirect Competitors:

- **Kindred:** While valuable for community engagement and support, they cannot provide the technological solutions and efficiency that Kindship offers.
- **Facebook Groups:** Online platforms offer peer support but lack the structured, professional guidance and tools available through Kindship.

Appendix C: Competitive Analysis

Kindship's Competitive Edge:

- **AI-Powered NDIS Navigation:** Barb uses AI to provide personalised, 24/7 assistance, setting it apart from competitors who offer only manual or less sophisticated digital solutions.
- **Comprehensive Support Beyond Financial Management:** Kindship provides a holistic approach, including community building, advocacy support, and educational resources.
- **Community Engagement:** Kindship has built a strong online community, leveraging social proof and word-of-mouth to grow its customer base, a strategy not available to most competitors.
- **Flexible Subscription Model:** The dual subscription model caters to different user needs and preferences, making Kindship accessible to a wider range of families.

Appendix D: User Testimonials & Case Studies



Ongoing support from people who get it. Support in a world that can be scary, overwhelming and consuming. How lucky we are to have Kindship. – Carrie



Kindship, I think I love you!! From tears of frustration and upset less than 2 hours ago to, well, honestly I could cry right now again, but from relief, gratitude and happiness. You got the NDIS to call ME right away and fix the thing!?!?

You've already paid an invoice, and I only started with Kindship Plan Management this afternoon!?! And you didn't just listen to me; you really heard me, and well, really, that just means the world. – Pam

Appendix D: User Testimonials & Case Studies



Just a shout-out and huge thank you to the Kindship team. Thanks to you, I've managed to purchase something for my girl that I never would have thought I could with our plan. We've been plan-managed for six years, and I had no idea core was flexible. - Kristy



What a breath of fresh air!!! I had the wonderful Sandy do my welcome call today for Plan Management. Everything I explained she could totally relate to, and we are only at the start. My last plan manager paid the invoices, but I never spoke to them at all about Scarlett's goals and how we'd like to get the most out of our NDIS plan! If you are sitting on the fence about making the switch, I recommend it! - Carly

Appendix E: Regulatory & Compliance Framework

Compliance with Privacy Laws: Kindship is committed to upholding the highest standards of data protection and privacy for our users. We rigorously adhere to the Australian Privacy Principles (APPs) under the Privacy Act 1988 (Cth), ensuring all personal and sensitive information is handled responsibly. Regular audits and updates to our policies and practices ensure ongoing compliance with these regulations.

NDIS Compliance: As an NDIS-registered provider, Kindship adheres to the NDIS (Provider Registration and Practice Standards) Rules 2018, which outline the requirements for delivering quality and safe services. Our compliance includes regular training for our staff, adherence to the NDIS Code of Conduct, and engagement in continuous improvement processes to meet and exceed the NDIS Practice Standards.

Appendix F: Team Bios



Summer Petrosius, CEO & Co-founder

Summer is a passionate social entrepreneur and qualified speech pathologist with 10+ years of experience in the health and disability sector. For her efforts in improving the lives of families living with disability, Summer has been awarded a 2018 Westpac Social Change Fellowship, a 2020 Winston Churchill Fellowship, and 2022 Snow Foundation Fellowship.



Andrius Petrosius, CTO & Co-founder

Andrius brings 20 years of tech and product management experience with him. Before founding Kindship, Andrius led a Dutch product agency, supporting a tech startup to successfully exit. Andrius also built a Dutch social networking app, which grew to 50,000 users in its three years of operation.

Appendix F: Team Bios



Tara Thompson, CMO & Co-founder

Tara is a multiple-times-published author and social media influencer. She has amassed a following of 29,000 on Instagram as she shares her daughter's experiences with cerebral palsy - @willows_cpjourney Tara's daughter, Willow, is autistic, has cerebral palsy, and stars in many of Kindship's videos.



Tabatha Mosch, Senior Manager Kindship Plan Management

Tabatha is a qualified accountant and the mother of a child with a disability.



Michelle Hogan, Operations Manager Kindship Plan Management

Michelle is neurodivergent and has an unparalleled eye for detail. Michelle is the mother of a child with a disability.

Appendix G: Investor Bios



The Snow Foundation

The Snow Foundation is the creation of brothers Terry Snow and George Snow who established the foundation in 1991 to improve the lives of those that are disadvantaged in Canberra, the surrounding region and beyond.



The South Australian Venture Capital Fund

The South Australian Government Finance Authority (SAFA) invests in a variety of early-stage companies under the SA Venture Capital Fund, which was established in 2017. To date, SAFA has supported 11 South Australian businesses to accelerate their growth into national and global markets, thereby stimulating economic activity and job creation in South Australia.

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Artesian Venture Partners

Australia's largest and most active early-stage venture capital firm. Artesian is a full-stack venture capital firm focused on the Asia Pacific region with offices in Adelaide, Sydney, Melbourne, Singapore and Shanghai.



Torrens Private Equity

Specialising in investments in small-to-medium-sized businesses with exposure to high-growth industries, Torrens Capital is proud to be South Australian, with a significant presence in the healthcare industry and strong relationships within the industry and government.