



The Art of Dual Innovation:
Creating safe-tech kids love and parents trust



All About Me

My name is _____
and I'm _____ years old.

I'm in the _____ grade.

My hobbies are

* _____
* _____
* _____
* _____

I Love You dad

My favorite color is _____

When I grow up, I want to

This is my family!

* My favorite film is _____
* My favorite book is _____
* My favorite game is _____

My best friend is _____



Shout Out to Parents



Parenting Quiz

Do you get angry with your child?

No	I Did It Last Time
Do I Have To?	Why?
In A Minute	I Forgot

P D I M H I L T T ?
T W N ?

Everyday Tasks

- Take out the trash
- Clean your room
- Take the dog for a walk
- Set the table for dinner
- Finish your homework
- Get ready for bed
- Practice your instrument
- Make sure to wake up on time



Everyday Tasks + Parenting Technology



- App management
- Text messages
- Screen time
- Video messaging
- Social media
- Internet
- AI
- Direct messages
- Cyber bullying
- Streaming

Parenting Tech Challenges



Parenting Tech Challenges



A Few Things We've Learned



Sneaky Kids + Sneaky Adults

- Kids are unaware of the dangers and risks
- Kids seem innocent until proven guilty
- Content from one place can land on another
- Kids know parents passwords
- Kids can bypass parental control settings
- Kids create social media accounts on friends phone or on laptops

A Few Things We've Learned

**“SO, I STEPPED
AWAY FOR, LIKE,
TWO SECONDS...”**

**THE BEGINNING OF
EVERY PARENTING
HORROR STORY, EVER.**

The Struggle is Real...

1. Hard to stay informed of what is happening
2. Tech is constantly changing
3. Finding balance between trust and freedom
4. Kids are becoming adults too fast
5. Trying to manage screen access across devices
6. Trying to manage devices for multiple kids
7. Not having enough time to manage it all
8. Everything is reactionary and not preventative
9. Learning as you go
10. When should internet access be allowed
11. Can't control what happens at school, friends, etc.
12. Don't want to give a phone, but they need it
13. Want kids to know how to be prepared for the future but don't know how to give guidance



WHERE DID WE GO

Oh give me a home where the buffalo roam...



The adventure looked a lot like this...



But it also looked a lot like this...





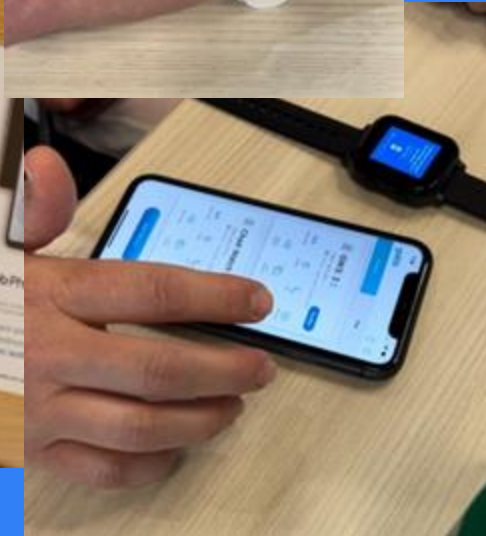
Which led to a lot of this...





What We Learned

- Do your best to prepare for unknowns
- Be ready for a challenge
- Make sure you have the right tools for the job
- **DON'T PANIC**
- Work as a team to create solutions and be ready to get dirty
 - Set yourself up for a straight shot to the goal
 - You may need something to get the traction going
 - Time may not be in your favor so you may have to work quickly
- Not everything will work perfectly on the first try
 - Some parts may not move quickly or in the right direction at first
- Once you get going DON'T STOP.
Use the traction and push forward
(Even if it feels things are going sideways if you are focused on your goal things will correct themselves and line up the way they need to)



How we started

Obsess Mom, Kids, and Fun



Celebrate Gabb Kids



“Mom” Inspired Corporate Goals



Obsess Mom and Her Journey

- Amplify attention to detail - they should not notify us
- Don't let a month go by without talking and listening to Mom

Onboarding Excellence

- Don't settle for anything less than surprising and delighting Mom
- Testing with Mom and receiving input from her guides our actions
- Protecting and connecting millions of raving fans/families is our mission

Volunteer Time Off

- Allow dedicated time off for volunteer opportunities that further our mission of Protecting Kids, Connecting Families, Empowering Parents, and promotes Living Off the Screen

Questions to Help Us Get Through Our Challenges

Customer Expectations & Experience

- What is the customer expecting during “x” time?
- What do customers expect us to do?
- How is Mom’s/Kids life improved because of our decisions?
- What is the next thing Mom will need from us?

Business Strategy & Impact

- What do we expect our customers to do?
- What experience or decision could our business not have survived without?
- What opportunities exist to make progress on these goals?
- If we can know “x” know what does that mean for us in the future?

Critical Thinking & Collaboration

- Did I bring a solution to the table in this meeting?
- Did I challenge someone’s assumptions?
- What evidence would change my mind?
- What stories are we telling ourselves?

Success Metrics & Data Insights

- How do we measure success?
- What additional data sources exist that we can learn from?
- What gaps or pain-points do we need to solve?
- Are there questions that need to be answered or discovered?



Competitive research,
interviews, focus groups,
workshops, surveys, concept
testing, product testing,
prototyping, journey mapping,
data analysis



Basic Needs,
Wants, Truths

Jobs to Be Done
Performance Gaps
Value Measurement
Challenge the Norms
Feature Innovation
Research Innovation
Product Prioritization

TRUE INSIGHTS

The apps kids want. The reviews and guidance parents need.

Kids want apps. Parents need safety. This guide is a resource for families as they decide which apps to allow on their child's phone.

Because social media and other high-risk apps aren't available on Gabb devices, our reviews are only for the apps available on the Gabb Phone 3 Pro & Gabb Phone 4 Pro, the flexible phone for teens.



Internet Browsing

Communication with Strangers

Communication with Friends

Location Sharing

Contains Ads

In-App Purchases

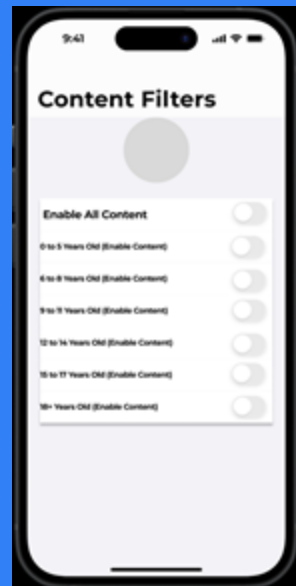
User Generated Content

Which Gabb Device is right for your child?

Take the [quiz](#) to help find the right fit for your child.

Take Quiz

AGES: 13-14	AGES: 13-14	AGES: 14-18 Most Popular
Starter Select From \$24.99/mo.	Standard Select From \$29.99/mo.	Advanced Select From \$34.99/mo.
<ul style="list-style-type: none"> ✓ Gabb OS™ ✓ Unlimited Talk & Text ✓ Gabb Guard™ ✓ Gabb Cloud™ Backup - 10GB ✓ Gabb Messenger™ ✓ 9 Parent-enabled Essential Apps ✓ Gabb Music™ ✓ Image & Group Texting ✓ Gabb Reviewed Apps ✓ Mobile Data 	<ul style="list-style-type: none"> ✓ Gabb OS™ ✓ Unlimited Talk & Text ✓ Gabb Guard™ ✓ Gabb Cloud™ Backup - 25GB ✓ Gabb Messenger™ ✓ 9 Parent-enabled Essential Apps ✓ Gabb Music™ ✓ Image & Group Texting ✓ Gabb Reviewed Apps ✓ Mobile Data 	<ul style="list-style-type: none"> ✓ Gabb OS™ ✓ Unlimited Talk & Text ✓ Gabb Guard™ ✓ Gabb Cloud™ Backup - 50GB ✓ Gabb Messenger™ ✓ 9 Parent-enabled Essential Apps ✓ Gabb Music™ ✓ Image & Group Texting ✓ Gabb Reviewed Apps ✓ Mobile Data - 3GB



Customized Metrics

Gabb Customer Excitement Score Groups

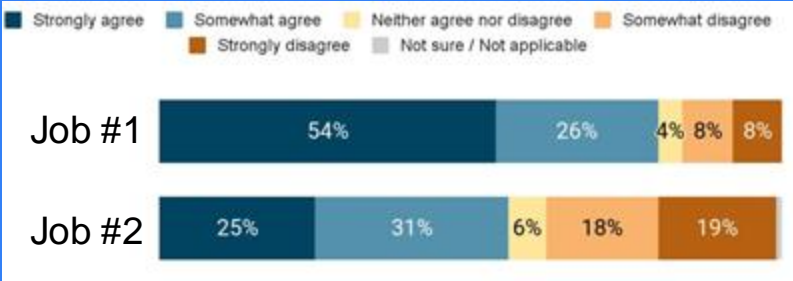


Gabb Customer Excitement Score Groups (Levels)



Excited/Positive Neutral Not Excited/Negative

Excited/Positive Neutral + Neutral - Not Excited/Negative



Get past “I’ll Do It Later...”

“Later, the coffee gets cold,
Later, people grow up,
Later, words go unsaid
Later, you lose interest,
Later, opportunities slip away,
Later, the day turns into night,
Later, you regret not doing something,
Later, life goes by...
And you had the chance.”

- Before the Coffee Gets Cold by Toshikazu Kawaguchi



Thank You

