

GTM on Seed Funding

1. GTM Strategy
2. Neurofrog and GCC Initiatives
3. Cultural Relevance
4. Partner Opportunities
5. Milestones
6. Forecasting
7. GTM Budget

Executive Summary

Neurofrog a NZ developed platform has a mission is to unlock the potential of one billion children by equipping parents with a personalised program, tools, and knowledge to foster cognitive and socio-emotional growth. The company is set to transform Early Childhood Development (ECD) with its Acceleration Platform, leveraging neuroscience, data science, and behavioural science to create solutions that support parents in nurturing their children's potential during the crucial First 1,000 Days and the Next 1,000 Days.

The platform makes the transformative neuroscience of early childhood development accessible to parents, healthcare professionals, and educators through a personalised, action-oriented program designed to build a robust and life-long foundation in every child. This holistic approach supports the development of a child's cognitive, social-emotional, language, and physical domains, promoting a neuroscience-led, whole-child program with a singular, data-informed view of each child.

A key differentiator of Neurofrog's platform is its advanced science and data capabilities, which enhance outcomes, drive personalisation, unlock potential, and seamlessly integrate with any digital environment through APIs.

Neurofrog enables a new data-informed education model by connecting home to class. Real-time individualised developmental data captured at home enhances communication and insight exchanges between home and class, improving learning outcomes.

Assumptions

Based on a seed funding investment of USD \$8M released in November 2024 in preparation for a January 2025 activation of GTM strategy.

This investment launches Neurofrog into four markets with an 18-month runway.

GTM market entry timeline:

- Partner selection - 3 months
- Piloting and localisation – 3 months

- Rolling soft launch – 6 months

1.0 GTM Strategy

Seek an Investment Partner with a large leading brand in the UAE or GCC (potentially UAE Ministry of Health, Ministry of Economy or Ministry of Education) with a substantial parent customer base seeking opportunities to expand, differentiate, and enhance its market position. If possible, partner with a brand that has a strong regional presence. Potential to partner with a global NZ entity in early/baby nutrition or a UAE brand with a focus on pregnancy, early years or quality nutrition).

1.1 Partner Criteria Checklist

- i. **Government Agency or Large Leading Brand**
Partner with the government of the UAE and/or a prominent brand in the UAE/GCC that has a substantial parent customer base.
- ii. **Market Expansion**
The brand should seek opportunities to expand, differentiate, or enhance its market position.
- iii. **Strong Regional Presence**
Ideally, the brand should have a significant presence in key regions across the GCC and UAE and be recognised for influence and reach across the UAE.
- iv. **Government Relationships**
The brand should hold significant relationships with government organisations, providing access to initiatives focused on the first 1,000 days of child development.
- v. **Digital**
The brand should have a digital mindset and be ready to embrace digital solutions. Neurofrog will provide digital capabilities to support initiatives, including APIs or apps.

This checklist ensures that potential partners align with Neurofrog's goals of expanding its impact on early childhood development through strategic collaborations.

1.2 Vietnam Partner Case Study

Neurofrog partnered with Cong Dong Bau(CDB), Vietnam's leading and largest pregnancy community, boasting over 5 million members. This community has a well-established recruitment ecosystem that connects with 300 maternity hospitals and associated channels, recruiting 850,000 pregnant women, or approximately 60% of total annual births.

CDB provided offline and digital services and sought a unique value proposition to drive community recruitment and retention with high-impact services. The partner is well-respected, with a strong government and commercial network in the parenting sector, offering valuable in-market and offline expertise and experience.

While they lack a regional presence, they have ambitions to expand regionally. CDB and Neurofrog align on a shared vision of improving the next generation of children to live better

lives than their parents, reinforcing their commitment to creating impactful and sustainable growth in the parenting and early childhood development sectors.

1.3 How

Form a partnership with a leading brand within an early childhood or parenting vertical or across a family-related horizontal market. There are also options to partner with NZ early years education groups established or establishing in the GCC to form a cooperation between NZ and the UAE identifying our unique CEPA position signed in September 2024.

A vertical partner would be a brand that leads in specialised areas, such as early childhood education or parenting services, focusing on delivering targeted solutions within this specific vertical. A horizontal partner would be a brand that leads in the broader family-related market, offering a wide range of products or services that cater to various family needs.

1.4 Why

This approach enables rapid market entry and expansion, reduces customer acquisition costs, and benefits from the brand's established market expertise and strong reputation.

2.0 Neurofrog and the UAE health and education Initiatives

Neurofrog aligns with national initiatives targeting health, education, and digital transformation, establishing a solid foundation for governmental support. This alignment provides access to unique datasets and information valuable to projects such as educational development in early childhood education.

The UAE government could be interested in partnering with Neurofrog due to its significant benefits in addressing critical challenges in early childhood development (ECD) data management. Neurofrog serves as a primary, unified source for ECD data collection, crucial for the government's efforts to enhance child and family services. Here are the reasons why this partnership would be valuable.

2.1 UAE & Neurofrog

Neurofrog aligns with the vision of creating a human-centric, interconnected education ecosystem that fosters fluid thinking from early childhood to career development. By establishing a solid foundation in the early years for meta-skills crucial for lifelong learning and utilising a neuroscience-driven, whole-child approach, Neurofrog contributes to reimagining education with innovative, research-based strategies.

The platform's integration of real-time developmental data enhances the link between home and classroom, supports personalised learning experiences, and strengthens teacher-student relationships, helping to shape the future of education in the UAE and wider GCC.

2.2 Unified Data Collection

Neurofrog provides a centralised platform for collecting comprehensive child-specific developmental data. This helps overcome the challenges of disaggregated and siloed data

sources, enabling more cohesive and efficient data management. We will ensure alignment and compliance with the UAE's vision and data governance objectives.

2.3 Data Compliance

Neurofrog will focus on the following areas to align with the UAE's digital and data governance initiatives.

i. Compliance and Security

Ensure that Neurofrog's data collection and management practices comply with UAE's data governance regulations, emphasising data security and privacy.

ii. Collaboration within UAE Data Protection Law

Engage with UAE National Data Management Office to align Neurofrog's data initiatives with national strategies, potentially contributing to the Emirates data-driven economic goals.

iii. Cultural Sensitivity

Tailor data collection and analysis to reflect UAE and GCC families' cultural and societal context, enhancing acceptance and engagement.

iv. Data-Informed Insights

Leverage Neurofrog's data to provide valuable insights that support UAE's objectives in improving health and educational outcomes, aligning with the broader goals of the UAE's future vision for its people.

2.4 Preventative and Developmental Use Cases

The data collected through Neurofrog can be used to prevent adverse outcomes by identifying potential developmental issues early. It allows timely interventions to promote children's life-long cognitive, physical, and social-emotional health and well-being.

2.5 Alignment with National Goals

The partnership aligns with many GCC Family Affairs Council's initiatives to improve early childhood services. Neurofrog provides detailed insights and data-driven strategies to support the government's objectives of enhancing ECD governance, data management, and service delivery.

2.6 Enhanced Decision-Making

Access to rich, actionable data enables the government to make informed policy and program development decisions. This data-driven approach ensures that interventions are targeted and effective, improving children and family outcomes.

2.7 Support for Sustainable Development Goals (SDGs)

By improving data collection and utilisation, Neurofrog contributes to achieving the SDGs, particularly those related to health, education, and well-being. This partnership would help ensure no child is left behind, aligning with the SDG framework.

Partnering with Neurofrog allows the UAE government to enhance its ECD initiatives through improved data integration, analysis, and application, ultimately benefiting children and families across the Kingdom.

3.0 Cultural Relevance

Neurofrog will work closely with selected partners to ensure that all content and initiatives are culturally sensitive and aligned with UAE and GCC families' unique needs and preferences. This involves a collaborative approach where Neurofrog will engage with partners to understand their vision, goals, and objectives, ensuring that the partnership stays aligned and exceeds expectations.

By integrating partner feedback and insights, Neurofrog can tailor its content and experiences to support UAE family developmental and educational priorities, enhancing acceptance and engagement. This partnership approach aligns with UAE Vision 2030 and empowers families by providing culturally relevant resources that improve life outcomes for children from pregnancy to six years old.

Through these strategic collaborations, Neurofrog aims to create a supportive ecosystem that bridges cultural nuances with innovative child development and education solutions, fostering a holistic environment for child development.

3.1 Culturally Responsive Design

Neurofrog is developing a Culturally Responsive Design framework, supported by a Native Multilingual Model, to deliver culturally responsive and personalised experiences. This framework has a top-down and bottom-up model reflecting broader shared and unique personal cultural norms and behaviours.

i. Responsive Personalisation

Tailor's content types based on participants' behavioural responses and preferences.

ii. Native Multilingual Model

Seamlessly supports multiple languages to cater to diverse audiences.

iii. Localised Content

Expands multilingual capabilities to a layer of localised content for a richer, more inclusive experience.

This framework ensures every participant receives a tailored experience incorporating broader and personal cultural behaviour, enhancing engagement and effectiveness in participation and improving early childhood outcomes.

4. Partner Opportunities

4.1 Vertical & Horizontal Partner Strategy

We're considering the following categories and potential partners to activate our vertical and horizontal strategy in the United Arab Emirates

4.2 Vertical Strategy: Parenting, Pregnancy, and Early Childhood Education

The vertical strategy for Parenting, Pregnancy, and Early Childhood Education focuses on forming a strategic partnership with an organisation specialising in this area to deliver comprehensive, culturally tailored programs and resources that support families and enhance early childhood outcomes in the UAE and wider GCC.

4.3 Government Platforms and Services

The UAE government could be interested in partnering with Neurofrog because we provide valuable Early Childhood Development (ECD) datasets, enhance cognitive capital development, and drive improvements in health and well-being.

4.4 Vertical E-commerce Platforms

Vertical e-commerce platforms in the region will be interested in partnering with Neurofrog because it allows them to differentiate their offerings by integrating neuroscience-based insights. It enhances their customer experience through personalised product recommendations, increasing engagement and driving sales. Within this vertical are potential e-commerce partners to connect with our recommendation engine.

- i. **Mumzworld** is a leading online retailer of mother, baby, and child products in the Middle East. It provides a platform for shopping and community engagement.
- ii. **Babysnap** is known for its extensive network of stores and online presence. It can be a strategic partner for reaching parents seeking quality parenting products and services for their children.
- iii. **Mothercare** is known for its region-wide product line for mothers.

4.5 Early Education Providers

Early education providers in the UAE and wider GCC will be interested in partnering with Neurofrog because we enable them to differentiate their offerings by incorporating neuroscience-based educational programs, facilitating valuable data and information exchanges between class and home, enhancing cognitive and social-emotional development, and improving academic outcomes.

4.6 Dairy and Nutrition Brands

Dairy and nutrition brands in the UAE and wider GCC will be interested in partnering with Neurofrog because we offer a unique opportunity to differentiate their products by integrating neuroscience-based insights into early childhood development. This will enhance their value proposition and align with health and wellness trends.

- i. **Fonterra, Spring Sheep (NZ) Al Rawabi, Almarai**
Estimated annual revenue of USD 1.3 billion in the UAE and USD \$3 – 4 billion in KSA. Almarai primarily concentrates its efforts in the GCC region, with UAE Arabia as its largest market followed by the UAE and Egypt. As a leading dairy producer, Almarai is actively promoting health and nutritional awareness. Its emphasis on providing wholesome, nutritious food and beverages aligns closely with early childhood health initiatives.

Spring Sheep is a NZ owned company producing high quality grass-fed sheep milk for the infant formula market. Fonterra is another NZ company with markets across the GCC.

ii. Danone

Estimated annual revenue of USD \$700–900 million in UAE and KSA.

French multinational corporation is known for its leadership in dairy products, plant-based foods, and specialised nutrition. It has a significant presence in KSA through its joint venture with Al Safi and a strong market position across the GCC region.

iii. Arla Foods

Estimated annual revenue of USD \$600 million – 900 million in UAE and KSA.

Danish multinational cooperative and one of the largest producers of organic dairy products, expanding its influence throughout the GCC with a focus on high-quality dairy offerings.

4.7 Horizontal Strategy: Large Brands Promoting Family Well-being

The horizontal strategy focuses on forming a strategic partnership with an organisation that leads in the broader family-related market and offers a wide range of products and services that cater to diverse family needs. This will complement and expand the reach of Neurofrog's specialised offerings in the UAE.

4.8 Government Platforms and Services

i. SCFA Supreme Council for Family Affairs Sharjah

The Family Affairs Council in Sharjah supports early childhood development through coordinated and integrated services. It focuses on improving children's health, learning, and psychosocial well-being, aligning with national early childhood education and care goals.

ii. Family Development Foundation, Abu Dhabi

With more than 10,000 users and 19,000 visitors to the website, this platform equips parents and caregivers with the skills to raise their children in a balanced manner.

iii. Department of Community Development

Established to provide specialised and centralised services for families.

4.9 Fast-Moving Consumer Goods (FMCG)

The following conglomerates have extensive distribution networks and partnerships with international FMCG brands such as Arla, Masafi, Emirates Refreshment Co, Nestlé, Unilever, Iffco and P&G, making them ideal partners for promoting family-oriented products to enhance their portfolios in health and wellness. The market is worth around \$38 billion in the UAE alone. The following are examples across the GCC.

i. Olayan Group

Estimated annual revenue USD \$9.5 billion as of 2024.

The Olayan Group operates through a portfolio of over 40 companies in various sectors, including food and beverages, healthcare, and energy services.

ii. **Binzagr**

Estimated annual revenue USD \$750 million.

Binzagr Company is one of the largest and oldest FMCG distributors in UAE Arabia. With over 130 years of experience, it specialises in distributing and logistics a wide range of consumer products, including food, drink, personal care, and home care.

iii. **Abudawood Group**

Estimated annual revenue USD \$529.7 million.

Abudawood Group is a diversified international conglomerate based in UAE Arabia. It is known for its extensive distribution services in the Middle East for major FMCG brands like Procter & Gamble, Reckitt Benckiser, and Clorox.

iv. **Al Shaya Group**

While specific revenue figures are unavailable, Alshaya Group's extensive brand portfolio and market reach across the MENA region highlight its strong position in the retail sector. The group operates thousands of stores and has a growing online and digital business, making it a significant player in FMCG especially with the Mothercare brand.

4.10 Telecommunications

Telcos in the UAE will be interested in partnering with Neurofrog because it aligns with their strategic goal of expanding beyond core connectivity services into value-added digital solutions, particularly in the health and education sectors, where they can leverage their robust infrastructure and customer relationships to deliver innovative parenting and early childhood development programs.

i. **Etisalat and Du**

Estimated 19 million subscribers in the UAE

A leading integrated telecommunications services provider in the UAE, offering various services, including mobile, landline, internet, and digital solutions to corporate and consumer markets.

ii. **Mobily**

Approximately 12.3 million mobile subscribers in KSA.

Mobily's solid customer base and financial performance position it as a key player in the UAE telecommunications market. It competes closely with other major providers, such as the UAE Telecom Company (STC).

4.11 Healthcare and Insurance

Healthcare and insurance providers in the UAE will be interested in partnering with Neurofrog because we offer a unique opportunity to differentiate their services by integrating innovative, neuroscience-based early childhood development programs that enhance family health outcomes and align with the UAE's vision for improved healthcare services.

i. **Bupa Arabia**

Estimated 3 million customers across UAE and KSA

A primary health insurance provider focusing on family health and well-being aligns with Neurofrog's program objectives.

ii. **Dr. Sulaiman Al Habib Medical Group (HMG).**

An estimated 4.8 million patients are served annually within KSA.

The largest private healthcare provider in the Kingdom, managing multiple medical facilities across UAE Arabia, the United Arab Emirates, and Bahrain.

4.12 E-commerce Platforms

E-commerce providers across the region could be interested in partnering with Neurofrog. We can offer uniquely tailored shopping experiences based on user behaviour and preferences, drive personalised product recommendations to their platforms, enhance customer engagement, and increase sales. Sharaf DG, Ounass, Namshi, Dubizzle to name a few.

I. **Noon**

Estimated several million unique customers annually.

Noon is a leading e-commerce platform in the Middle East, headquartered in Riyadh, UAE Arabia. It offers various products, including electronics, fashion, beauty, and groceries. Noon is known for its customer-centric approach and rapid delivery services across UAE Arabia, the United Arab Emirates, and Egypt, with a potentially larger footprint than Amazon.

II. **Souq (Amazon)**

Estimated several million unique customers annually.

Souq.com, now rebranded as Amazon.sa in UAE Arabia, was the largest e-commerce platform across the GCC before Amazon acquired it in 2017. It offers various products across multiple categories and benefits from Amazon's global logistics and brand recognition.

4.13 Partnership Observations: Cross-Sector Collaborations

We will assess the viability of forming partnerships that span multiple sectors, such as a collaboration between a telecom provider, an FMCG company, and an e-commerce platform to create bundled offerings that enhance family well-being. Our team will work closely with the UAE government to identify partnerships and create a strong collaboration.

5.0 Milestones

5.1 Major Milestones

Partner Selection - 3 months

Piloting and Localisation – 3 months

Rolling Soft Launch – 6 months

Hard Launch – 6 months

5.2 Milestone Phases

Partner Selection – 3 Months

- Step 1: Market Landscape Analysis – 2 weeks
- Step 2: Qualify Potential Partners – 2 weeks
- Step 3: Partner Selection and Negotiations – 3 weeks
- Step 4: Formalise Partnerships - 6 to 12 Weeks

Piloting and Localisation – 3 Months

- Step 5: Pilot - 12 Weeks

Launch Phase – 12 Months

- Step 6: Rolling Commercial Launch - 6 Months
- Step 7: Hard Launch Phase – 6 Months

6.0 Forecasting

Forecasting has been run on three partner scenarios: small, medium, and large.

6.1 Forecasting Note

The first 12 months of a platform and app's market rollout are considered the Initial Launch Phase, during which growth can be unpredictable and staggered. This stage involves establishing the platform and app, adapting to user feedback, and fine-tuning the user experience to meet the needs of GCC parents.

6.2 Etisalat and Du UAE

Approximately 19.05 million cellular mobile connections were active in the United Arab Emirates in early 2023. With 22% of users on Samsung devices.

Assumptions based on Etisalat and Du's approximately 19 million mobile subscribers in the UAE, and assuming a 1% conversion rate to app subscriptions, here is the year one subscription revenue forecast.

Subscriber Distribution

- Community: 30% of 190,000 = 57,000 subscribers
- Premium Parent: 60% of 190,000 = 114,000 subscribers
- VIP Family: 10% of 190,000 = 19,000 subscribers

Subscription Revenue

- Community Revenue: 57,000 subscribers x \$100 = \$5,700,000
- Premium Parent Revenue: 114,000 subscribers x \$250 = \$28,500,000
- VIP Family Revenue: 19,000 subscribers x \$450 = \$8,550,000

Total Subscription Revenue:
= \$42,750,000

6.3 Mobily KSA

Approximately 12.3 million mobile subscribers in KSA.

Assumptions: Based on Mobily's approximately 12.3 million mobile subscribers in KSA, and assuming a 1% conversion rate to app subscriptions, here is the year one subscription

revenue forecast using a three-tier subscription model. The subscription tiers are Community (USD \$100), Premium Parent (USD \$250), and VIP Family (USD \$450), with the largest user population in the Premium Parent tier.

Year One Subscription Revenue Forecast

Total Subscribers: 1% of 12,300,000 = 123,000

Subscriber Distribution

- Community: 30% of 123,000 = 36,900 subscribers
- Premium Parent: 60% of 123,000 = 73,800 subscribers
- VIP Family: 10% of 123,000 = 12,300 subscribers

Subscription Revenue

- Community Revenue: 36,900 subscribers x \$100 = \$3,690,000
- Premium Parent Revenue: 73,800 subscribers x \$250 = \$18,450,000
- VIP Family Revenue: 12,300 subscribers x \$450 = \$5,535,000

Total Subscription Revenue: \$3,690,000 + \$18,450,000 + \$5,535,000
= \$27,675,000

Mobily Summary

Based on Mobily's subscriber base in KSA, the projected subscription revenue for year one is USD 27.6M. This forecast reflects the potential revenue from a diversified subscription model, with the largest user population in the Premium Parent tier.

6.4 Bupa Arabia

Estimated 3 million customers

Assumptions: Estimated customer base is 3 million, with a 1% conversion rate. Like Mobily, the year one subscription revenue forecast uses a three-tier subscription model. The subscription tiers are Community (USD \$100), Premium Parent (USD \$250), and VIP Family (USD \$450), with the largest user population in the Premium Parent tier.

Year One Subscription Revenue Forecast

- Estimated Customer Base: 3 million
- Conversion Rate: 1%
- Total Subscribers: 30,000

Subscriber Distribution

- Community: 30% of 30,000 = 9,000 subscribers
- Premium Parent: 60% of 30,000 = 18,000 subscribers
- VIP Family: 10% of 30,000 = 3,000 subscribers

Subscription Revenue

- Community Revenue: 9,000 subscribers x \$100 = \$900,000

- Premium Parent Revenue: 18,000 subscribers x \$250 = \$4,500,000
- VIP Family Revenue: 3,000 subscribers x \$450 = \$1,350,000

Total Subscription Revenue: \$900,000 + \$4,500,000 + \$1,350,000
= **USD \$6,750,000**

Bupa Arabia Summary

The projected subscription revenue for year one is USD 6.7M. This forecast underscores the potential revenue from a diversified subscription model, with the largest user base in the Premium Parent tier.

6.5 Education Provider

We will use a single-tier subscription model for an education provider supporting 2,000 parents in UAE Arabia. The subscription cost is USD \$250 per parent.

Subscription Revenue Forecast

- **Total Parents Supported:** 2,000
- **Subscription Tier:** Single tier at \$250

Subscription Revenue

Total Revenue: 2,000 parents x \$250
= **USD \$500,000**

Education Provider Summary

The projected subscription revenue for this education provider in the UAE with 2,000 parents subscribing at a single-tier rate of USD \$250, is USD \$500,000. This forecast highlights the potential revenue from a focused subscription model targeting a specific group of parents through an educational partnership.

7.0 GTM Budget (USD)

Salaries: \$5.3M (including positions with UAE team on the ground)

Contractors: \$150K (potential UAE specialists for content)

Legal & IP: \$400K

Tech: \$580K

GCC Hub: \$100K (physical space)

Vietnam Hub: \$100K

Singapore Hub: \$100K

Operations: \$450K

Discretionary: USD 570K

Sales/Marketing: \$250K

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USD \$8,000,000

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