

Hello everyone, welcome to Caress' presentation.

A comprehensive parenting guide to develop empathic parent-children relationships for a happy family.

Caress's direction is not only for parents but for the happiness from understanding and empathy.

As presented in Round 1, now the gap in the family has increased with negative consequences. And there have been a few solutions but are not optimal. This is because there are no highly practical solutions that really accompany parents' experience.

Therefore, the Caress service is creating the customer journey. We will go through our demo website.

On the main page, Caress will display information headers as well as status bars. There are some options: take a test, buy a journal, buy a course, or see Caress activities.

When you click About us, vision, mission, and Caress activities will appear. These activities will include press releases, or events with parents...

If you choose to take the test, new page will appear. This will be a test of parenting, showing their parenting style. Here will be 4 styles:

A: The group of parents who protect their children but have not created a separate space for them

B: The group of parents who balance life with their children

C: The group of parents who don't pay enough attention to their children

D: The parent group has not taken the initiative with their children

When you choose to take the test, the system will ask some questions related to daily life. You will choose the answers corresponding to different score levels.

And when you complete the test, the system will update and give you results along with clear descriptions for your parenting style.

The system will be able to understand and lead you to the main products and services. We will also design 4 types of Journals for 4 groups.

We will also deliver courses. The form will have both online, offline, or hybrid. There will be coaching sessions with each group of parents with psychologists. The course also has community activities and reflection process.

Now, we will describe our customer segment.

Potential customers will be parents aged 20-50. They work mainly as office workers, civil servants and have a fixed working schedule during the week.

Their income will be at a decent average level.

These parents are very afraid that they have a gap from their children, they have seen and heard a lot of bad consequences. They also tried a lot of ways but it didn't work.

Parents always want to solve their gap and understand family psychology. Therefore, Caress will help them with learning with psychological experts, providing quality and accessible knowledge with practice.

Parents are scared of struggling to connect with their children, having many unreliable information sources, and being difficult in time management. We will combine knowledge with accessibility, and be flexible with organizing forms.

They have to express themselves and understand their case and their children perspective to take action immediately. We will provide knowledge with urgent topics with coaching. We aim to create a community for parents to express their thoughts.

Caress organizes some programs to reach out to parents, given the fact that the project is popular first, the second thing can cause awareness among parents about this issue.

Caress aims to create a circle experience for customers, which means that customers are always guaranteed care from the project during the long journey.

And how can we make impacts on society?

The biggest direction is to create sustainable happiness in Vietnamese families, especially at the unwealthy level. This is because they are always scared of many problems with their children, including financial and non-financial.

They are also afraid of gap in the family, but they do not dare to use support services because it is very expensive. They want to have a project that will both solve them mentally and support them financially.

They also always have a desire to understand their children, however, they also want more support in life. Caress will give them support and connect them with the parent community, looking for sponsors.

Their biggest fear is still money. Caress decided to offer them programs at low prices, and we will also create completely free sharing programs.

They always have low self-esteem, so Caress will also connect them with the

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| parent community. They will gain empathy and receive support. |
| The problem of the gap between parents and children occurs in most families, only differing in the degree and severity of the problem. |
| The project will access information through educational institutions. Parents can access through communication programs organized by Caress. |
| Caress always want to connect and contact with beneficiaries because they are a part of our success. Caress will host activities that experience families together, as well as events to support bonding. |
| And now, moving to Business model part |
| Here is the general Business model of Caress project |
| For the customer segment,Caress is aimed at parents who are living and working in the city with a mid-range income. After that, we expanded to parents who live in countryside to effectively access the parenting skills and also to young adults who could equip skills to building small family happiness later. |
| For maintaining relationships with customers, we use popular and flexible support of technology to provide a best experience for customers. |
| We use Popular social media, Venue on-site, B2B and B2C channels. Since Caress's primary audience is parents, using word of mouth is the best way for us to increase credibility with other parents. |
| The feasibility of the project is demonstrated through Key resources, key partners, key activities and HR strategy and identifies the conditions as well as the factors that destroy the project. |
| Firsly, we have identified 4 activities that are focused on building research and development including training course, journal, social media platform and relationship test. |
| For training course, progress includes 7 steps for customers to gradually understand the values that Caress brings to the Vietnamese parent community. |
| And specifically in each of the courses we recommend such as workshops, short or long-term courses that are mentored and built by psychologists. |
| This is a small WS session that Caress organized for students (with a little focus on children) about their skills and life concept. This factual events will be a springboard for the next event activities for Parenting skills. |
| About the Journal product, we have to research and plan what content and words will be suitable for parents. What visuals and aids can help change |

parents' behavior in parenting skills

Thanks to good strategy on Facebook's post during the past time, Caress has increased engagement and also Building meaningful activities for Parents & Children. It also supports communication for Caress's workshop event to go better and gain a lot of support and agreement for this business idea of ours.

For the last activity. Caress got the idea from using MBTI test to choose the right profession. As for this project, the relationship test is to help the client choose which course/journal best suits their style leading to a better outcome throughout the parenting journey.

Any project, always has its own advantages and disadvantages. Although we have time constraints and face saturation of course offerings. We can still grow our project when we know how to create flexibility and diversity for solutions that appear in the right place and right time. And the opportunity we see the most is reaching out to parents influencers that can enhance the course's credibility and reach a wider audience. Furthermore there is still support from clubs and community programs organized by the state.

In terms of resources, it is divided into 3 main parts Physical/Finance and Human.

Three components need to work systematically and agree with each other. And This 5-step approach helps us implement an effective HR strategy as well as understand the status of each phase and have contingency for project constraints.

The project consists of 2 main members and 5 collaborators, and more prominent is the support from 3 enthusiastic lecturers.

Our team have experience in communication and HR management, along with the support from teachers with economic and psychology expertise, as well as the companionship of psychology, economics and design students from other universities

These are the key partners of the project. Each group will have different roles. The approach and benefits received by each group are clearly shown in this table.

In terms of profit, Caress has identified each type of cost required to estimate including raw materials and labor. In this phase, Caress needs to invest in fixed costs for the main excuting activities, which is to build a website (where all information about Caress is systemed). As for the cost estimate table structure, it is assumed that within the next 1 year, journals, courses and programs will have at least one new activity and content for each quarter.

Looking at these graphs, we can see that the average income of people in city is higher than in rural areas. In addition, the proportion of the middle class is increasing. An important thing after doing a small survey found that 311 out of 400 participants recognized the importance of improving parenting skills in this day and age. Therefore, it is possible to target the customer segment who is willing to pay and invest in Caress products.

Now, we will move to crowdfunding part

To conclude, we will have 4 main important stakeholders, including investors, customers, psychologists, and schools or teachers. In general, they will support the project because they see the potential. From there, the project will support them in terms of communication or commission. They can invest time, money, or even knowledge into the project.

And we have received much support from stakeholders through endorsements, including 11 Psychologists, 2 teachers in primary school and secondary school, and over 300 potential customers. With financial support, we have received 15 million from the University of Greenwich Viet Nam, and from crowdfunding, we received 4 million.

To reflect, In round 1, we just have 7 commitments with stakeholder support. However, now, we understand to plan for the project, invite more collaborators, receive more from stakeholders, and become clearer in business structure after learning and practicing. However, there are still some risks in the future when Caress implements its product. Therefore, we have been listing the risks and developing specific strategies to ensure the safety of the project.

Here are some activities that Caress has launched.

Thank you everyone for watching us. If you have any questions, please contact us by email.