Dinner Table

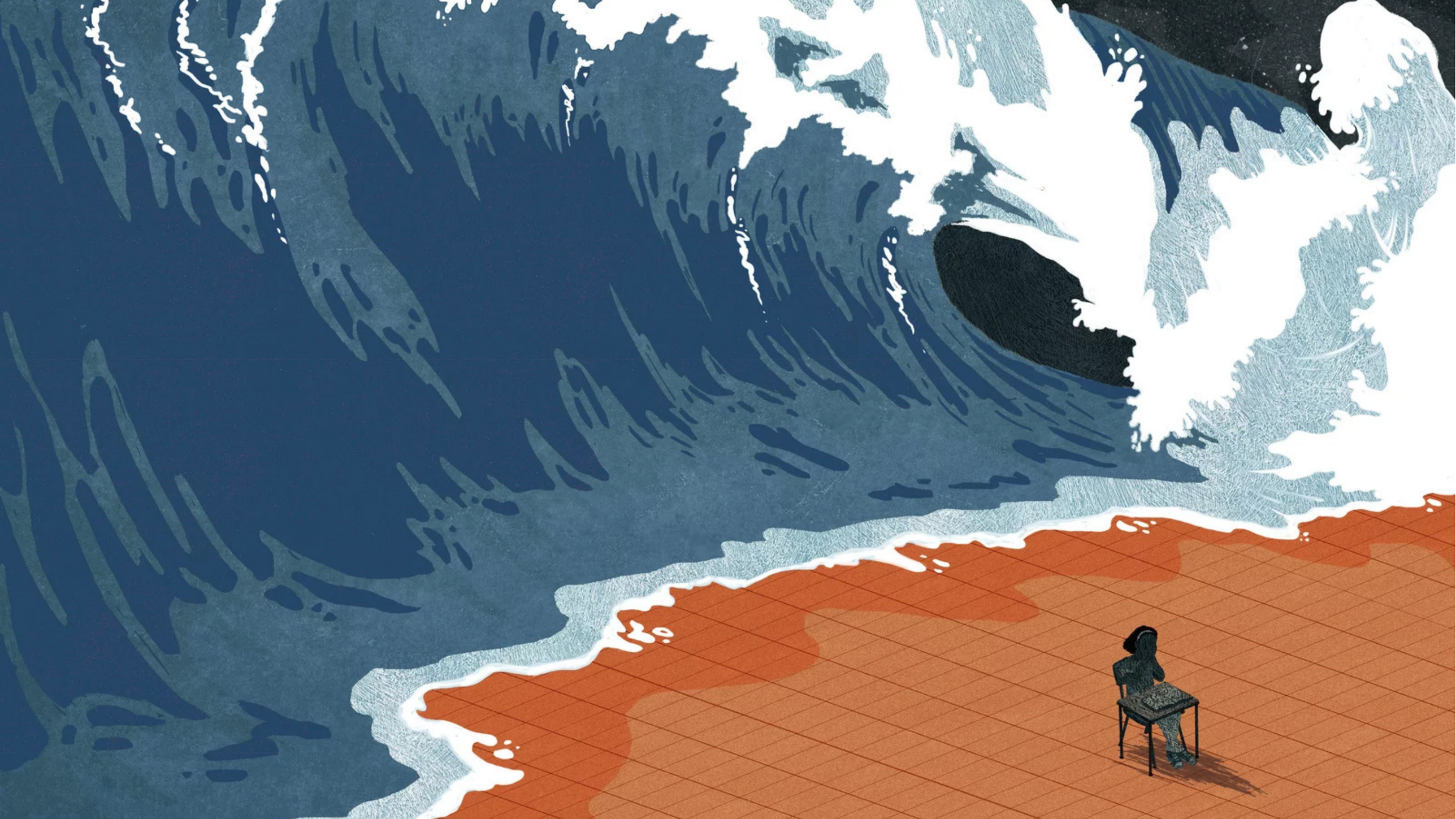
The family togetherness toolkit

17% Of children in the U.S aged 6-17 has a treatable mental health disorder.

>22% Of children below the federal poverty line have mental, behavioral, or developmental disorders

60% From the result of our survey, 60% of parents reported noticing their children feeling sad 3 or more times.

https://www.aafp.org/news/health-of-the-public/20190318childmentalillness.html



Value Proposition

Dinner Table

The family togetherness toolkit

Designed to build communication, collaboration and trust between parents and children aged 8+

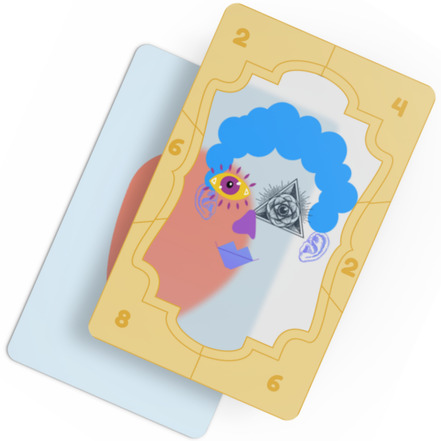
Dinner Table

The family togetherness toolkit

Dinner Table Manual

Table Talk

Show Me Your Face



Concept Validation

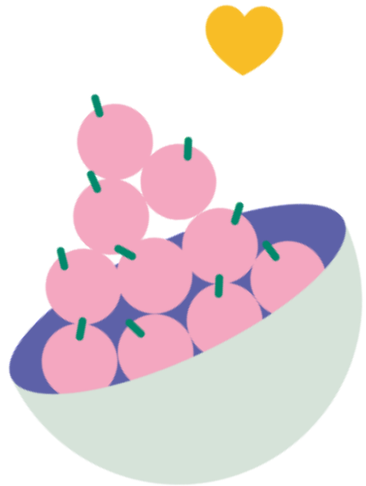
Market Potential

50%

parents say their child has demonstrated stress or anxiety in the last month

$90B

Value of the educational games market in the US



Dinner Table
The family togetherness toolkit

Competitors

Games

Wellness Tools

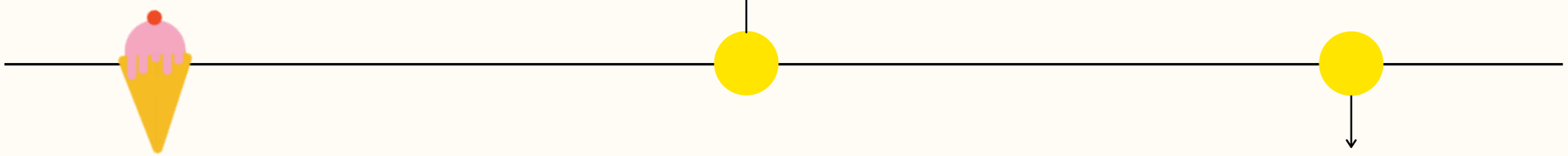
Business Model

Toolkit Sales

Cost to the customer: $29.99
Cost to manufacture: $14
Profit Margins: 51%

Go To Market Plan

Start date: January 2022



Pilot Launch
$26,000
3 Months

Kickstarter
$50,000
3 Months

Product Launch
$200,000
6 Months

Impact Statement

The Table Talk card game is beautiful. They are great topics for kids to discuss with parents and vice versa. I love the face making game too. So clever and fun - both of them!

-Quote from user testing

The Team

Soumil Panwar

Operations, Finance Head

Brielle Yang

Marketing Head

Sara Rebelo

Sales Head

E Ouyang

Social Media Head

Sharvari Sovani

Psychologist

Zainab Akhtar

User Research Lead

Anamika Gopi

Product Development

Madhura Redij

Product Development

Product Launch Investment

$200,000

Dinner Table

The family togetherness toolkit

Thank You