

— A FULL-SCHOOL FAMILY PACKAGE · FOR YOUR SCHOOL

The school day ends. The growing doesn't.

The families you most want to reach are the ones who never come in. Most of what a school sends home lands with the parents already coming to everything; the families you actually worry about get the same flyer, and nothing changes. This one goes home with every child — and it starts with the child being noticed for something real they did.



COSMO

— WHO IT'S FOR

The children you **already picture.**

The one in your office by 9:15

The morning was already lost before they walked in — the fight over getting dressed, the breakfast nobody ate. Whatever makes that morning go differently reaches the child before any pull-out can.

In a meta-analysis, parents' home involvement was linked to better social and emotional adjustment and fewer behavior problems. — Barger et al. (2019), Psychological Bulletin.

The one whose parents you've never met

They miss every event, and it isn't for lack of caring. Something that reaches them on the phone in their pocket, at seven on a Tuesday night, reaches them where they actually are.

Structured family-school engagement improved parent-teacher relationships, most for students with behavior concerns. — Smith et al. (2022), School Mental Health.

The one who can't yet name it

Most young kids can't tell you what they feel — they show you, usually at the worst moment. A warm daily check-in is quiet practice at putting words to it, long before the day it matters.

Five-year-olds' ability to name emotions predicted their social behavior and academic competence at age nine. — Izard et al. (2001), Psychological Science.

These citations describe how KudoKids is designed. The researchers and institutions named haven't evaluated KudoKids, and we make no claim about results for your students.

 WHAT IT IS

KudoKids is **safe screen time** for kids 3–12 that **instills growth**.

Live in early access now on the web, iOS, and Android — a growing library of games and routines that turn the screen time kids already get into time that grows them.

Heart

Kindness, gratitude, and naming what they feel

Head

Reading, STEM, and money smarts

Grit

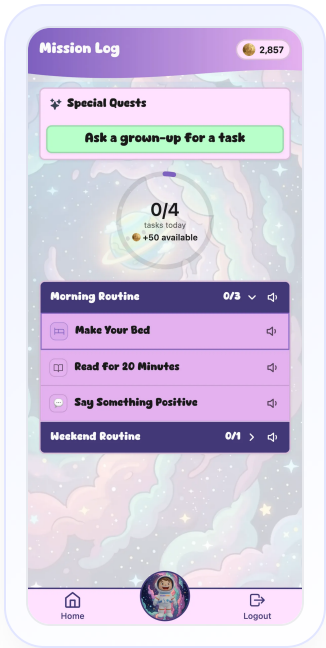
Routines, chores, and finishing what they start

The core app is free to every family, and stays free — routines, the full library of games, the daily check-in, the Space world, and Cosmo, the companion who comes with it. Premium adds the other themed worlds, companions, backgrounds, and companion looks and extras. That's the part your school would be funding — so for the year, everything in the app is something a child earns, and nothing is something a parent is asked to buy.

— HOW IT WORKS

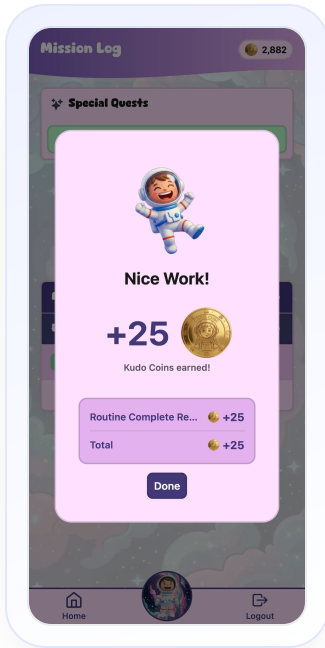
Effort in, rewards out — and parents decide what they're worth.

1 Set the routine



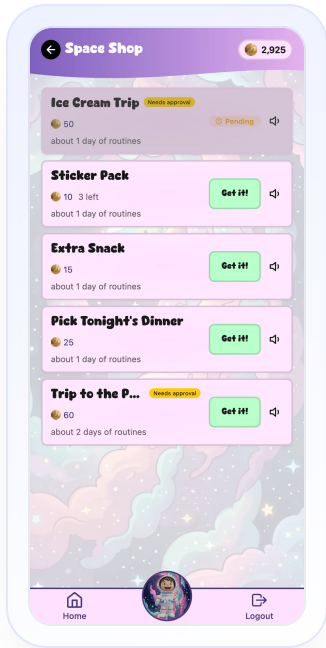
Parents pick the tasks that matter this week — morning, homework, chores.

2 Kids earn Kudo Coins



Finishing routines earns coins — visible progress, not nagging.

3 Parents choose the reward



Coins buy rewards parents set — including off-app screen time.

WHAT THE PACKAGE IS

Every family in your school, unlocked for the year.

Every family gets it

Every family in your community is covered — the ones who come to everything and the ones who never come to anything. No sign-up fee, no card, nothing for a parent to pay, and nothing to upsell them to inside the year. The count you give us sets the price: no extra invoice if more families take it up, no refund if fewer do. You're funding coverage for the community, not buying seats.

Launch materials, in your name

Flyers, a parent-night script, a newsletter block, and a short email and text sequence. We write them; you edit them and send them under your school's name, in your school's voice.

An activation record

A record of how many families started, and when — numbers only, no names.

Your school spirit, if you want it

The optional package that puts your own mascot in the app — so this is your school's thing rather than some company's thing. Next slide.

— THE MASCOT PACKAGE

Bring your school spirit **into the app.**

WHAT YOUR SCHOOL GETS

The character they already cheer for

Your kids know this one already — it's on the spirit-day shirt and up on the gym wall. Now it's the companion waiting at home when they finish a routine. Our artists redraw it in the KudoKids style, with its own voice, an animation that belongs to it alone, an aura, and a look made for your school — so it stands beside the rest of the cast without looking pasted in.

HOW IT WORKS

\$5,000, once

A one-time setup fee. Your school confirms it holds the rights to the mascot; we handle the art, the voice, and the build. Kids earn it the same way they earn any companion — school pride, worked for rather than handed over, and no family needs a paid plan for their child to earn it. It stays earnable for as long as the program runs.



LUCA — A COMPANION KIDS EARN

 WHAT IT COSTS

Priced on your enrollment, **for the year.**

\$30 per student per year, and never more than that — against the standard \$99 annual price a family pays in the app. Multiply your own enrollment and you have your number. The school covers every family in the community; families are billed nothing.

How you pay

Invoice or purchase order. No card and no web checkout.

No second invoice

Your enrollment at invoice sets the price. Every family in your community is covered for the term, however many actually redeem it — we never bill mid-year for going over. At renewal we re-price on your updated enrollment.

The mascot package

\$5,000 one-time, and entirely optional. Nothing about the year depends on it.

Year two

It renews, so families never lose access mid-year — and three terms make it a decision, not a default: next year's number 60 days before the renewal date, re-priced on your enrollment; stop it any time before that date in writing; and end it there if funds aren't appropriated.

 HOW THIS IS BUILT

Your school is a **payer**, not a data provider.

Parents sign up on their own accounts and consent for their own child, so no student record crosses from your building to us. Your school's role is paying — that's the whole relationship.

What never crosses

No roster, no student list, no names or IDs, no education records, no upload.

Who consents

The parent, for their own child, in their own account.

What the activation record is

How many families started, and when — from parents who signed up themselves and told us their school. Numbers only, no names, and not a student record.

The paperwork

If your privacy officer has forms for us, send them over. Our privacy policy and COPPA parents' notice are published at kudokids.org/privacy and kudokids.org/coppa-notice.

This describes how the package is built. It isn't a legal conclusion about your obligations — that one is your counsel's to make.

 SAFE BY DESIGN

Built to earn a **parent's trust** — and keep it.

No ads to kids

Children never see advertising inside KudoKids.

No strangers

No chat or contact with people your child doesn't know.

No child data sold

We never sell children's data. Ever.

No AI on kids' screens

The kid experience uses no AI — and neither does the parent dashboard.
Just carefully designed play.

No ads, ever • **No child data sold** • **Ages 3–12**

Recommended by child-development experts.

HONEST ANSWERS

The questions a **school leader** asks.

Q Isn't this just an ad for your app?

The school pays and families don't. Your package covers everything for the year — there's nothing to upsell a parent to inside it, and children never see advertising in KudoKids. If a year ends and you stop, families keep the free core app; the paid plan adds only the other themed worlds, companions, backgrounds, and companion looks and extras. We'll walk you through exactly what a parent sees on day one, before you decide.

Q Won't parents think we're endorsing screen time?

The frame is the opposite. Nobody is handed screen time here — a child earns it by doing something real, and a parent approves it. If your community is skeptical about screens, that's the version of this to lead with.

Q Not all our families have a device or reliable internet.

That's real, and it's the honest limit of what we do. It runs on the phones families already have — but if a family has no device, this isn't the thing that reaches them. Your activation record will show you what share of your families it did reach.

— NEXT STEP

Send it home with every child.

Tell us your enrollment, and whether a purchase this size is yours to approve or your board's. Those two answers size everything else. We'll come back with a package, the launch materials, and whatever your privacy officer wants filled out. If you'd rather start bounded, the eight-week pilot does that — and the \$4,900 comes off the package price if you continue for the year, decided by the end of the eight weeks: up to the full fee, and never more than the package itself costs. Under about 160 students the year usually costs less than the pilot, so we'd point you straight at the year.

[Get a package sized for your school →](#)

Joseph Yelle · joseph@kudokids.org · [\(910\) 593-7070](tel:(910)593-7070) · kudokids.org/schools

No ads, ever · No child data sold · Ages 3–12



Live in early access now on web, iOS, and Android. Recommended by child-development experts.