

— AN EIGHT-WEEK FAMILY PILOT · FOR YOUR SCHOOL

The school day ends. The growing doesn't.

THE PARENT-TEACHER CONFERENCE DISCONNECT

“Why does he clean up his desk for you without complaining, but getting him to put his shoes on at home takes 45 minutes?”

It's the question parents ask every conference season. What keeps kids on track in your school rarely follows them home — and teachers rarely have a concrete tool to hand them.

This is eight weeks — a start date and an end date set together before anything begins — to find out whether that changes for your families.



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 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.

The one who only hears what they did wrong

By March, some kids have collected a long record of everything they got wrong. At home, finishing a routine finally gets noticed and rewarded — the same effort, a different verdict.

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

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

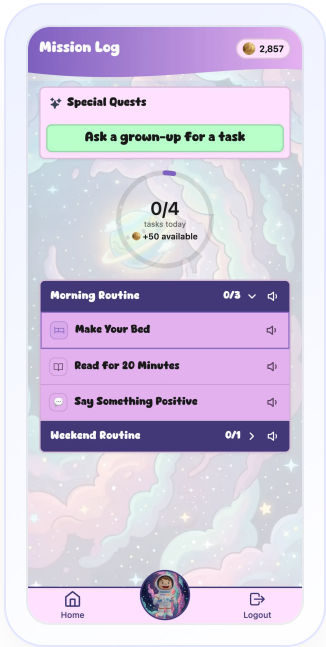
Routines, chores, and finishing what they start

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 kids earn through their routines — never a wall in front of the learning.

— HOW IT WORKS

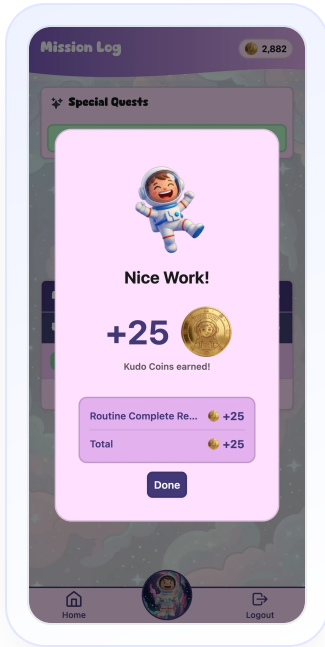
Effort in, **rewards out** — and
parents decide what they're worth.

1 Set the routine



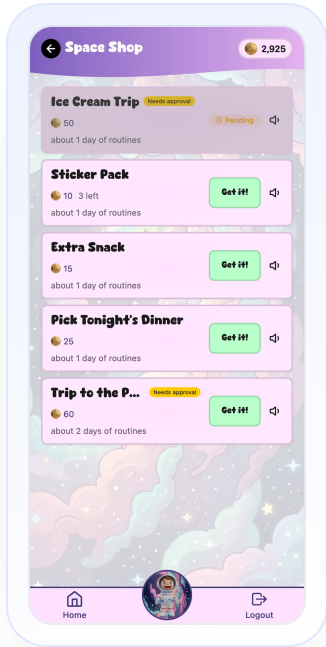
Parents pick the tasks that matter this week — morning, homework, chores.

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 PILOT CHANGES AT HOME

From **correcting** to **catching them being good**.

THE SHIFT

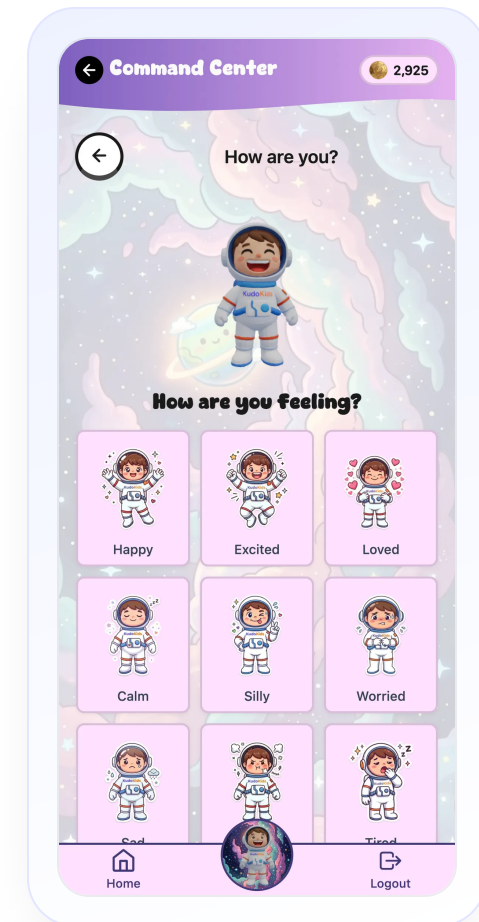
Less nagging, more noticing

Instead of chasing a child through the morning, a parent gets to catch them doing the right thing and reward it. Same routines, a different tone at home. Warmth with a direction.

A DAILY CHECK-IN

A warm "how are you doing?" — never scored

Kids get a quick, private check-in and a moment to breathe. It's practice at naming what they feel, the same language schools use.



The daily check-in — a real screen from the app

— THE PILOT

Eight weeks, with a start date and an end date.

1

Before the start · Getting set up

You send a note to interested families — we write it. Families sign up in about five minutes, and finishing the short questionnaire at the end opens their access — same day.



2

Weeks 1–8 · Running

Kids earn coins for finishing routines; parents set what the coins are worth. Five families a week get a one-to-one call, and drop-in office hours three times a week are open to everyone.



3

At the end · Closing

A short closing survey and a feedback session. Your counselor answers one open question in writing — did they notice anything with the participating kids? We send it; there's nothing to log into.



4

After · The write-up

You get a plain-numbers summary of what changed at home for the families who took part.

\$4,900 flat, invoiced to the school. One fee for all eight weeks, covering every participating family — no family is billed anything, and nothing renews on its own. There's no platform to run, no training, and no staff accounts to manage — the one ask of your staff is the counselor's single written answer at the end. **If your school continues for the year — decided by the end of the eight weeks — the \$4,900 comes off the package price, up to the full fee and never more than the package itself costs.**

 WHAT YOU'LL GET BACK

A plain, honest read on **what changed**.

Did parents nag less?

Reminders to do routines, before the pilot versus after.

Did they reward more?

Whether parents shifted from correcting toward encouraging.

Did the habit hold?

Whether routines were still getting done in week eight, not just week one.

Would they recommend it?

Whether these families would tell another parent at your school.

AND THEN IT ENDS

We report what parents actually did and told us — not claims about your students, and no guarantee of a result. At the end you have two honest options and a real number to choose between them: fund the year for every family in your school, or stop. You decide by the end of the eight weeks, so a yes carries straight on with no gap for your families. Nothing continues on its own.

 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. If your district has privacy paperwork for us, send it over.

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.

The counselor's observation

One open question, answered in writing from what they already saw — no platform access, no account. It can be a single group-level comment, so no named student information leaves your building.

The paperwork

Send us what your privacy officer has and we'll read it and answer you plainly, before you decide anything. Our privacy policy and COPPA parents' notice are published at kudokids.org/privacy and kudokids.org/coppa-notice.

This describes how the pilot 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 **head of school** asks.

Q What does it cost, and who has to approve it?

\$4,900 flat for the eight weeks, invoiced to the school, with start and end dates agreed before we begin — and if your school continues for the year, decided by the end of those eight weeks, the \$4,900 comes off the package price — up to the full fee, and never more than the package itself costs. Whether a purchase this size is yours to approve or your board's is the one thing worth settling early — it usually sets the whole calendar, including that one.

Q What happens to student data?

Nothing reaches us. Families sign up with their own accounts — you send no roster and upload nothing, so no student record ever changes hands.

Q Is this going to upsell our families?

There is a paid plan, so here is exactly where it sits. Everything a family needs is free and stays free — every routine, every game, the daily check-ins, the full parent dashboard — with no paywall ever in front of the learning. Premium adds only the other themed worlds, companions, backgrounds, and companion looks and extras. No family is billed anything during the pilot, no purchase is ever required to keep using the app, and kids see no ads.

— NEXT STEP

Bring the pilot to **your school**.

The child in your office by nine, the one who only hears what they got wrong — eight weeks is a bounded way to put something different in those families' hands, and to find out with your own families rather than ours. Tell us the start week that suits your calendar and we'll set the dates together.

Start the conversation →

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



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