

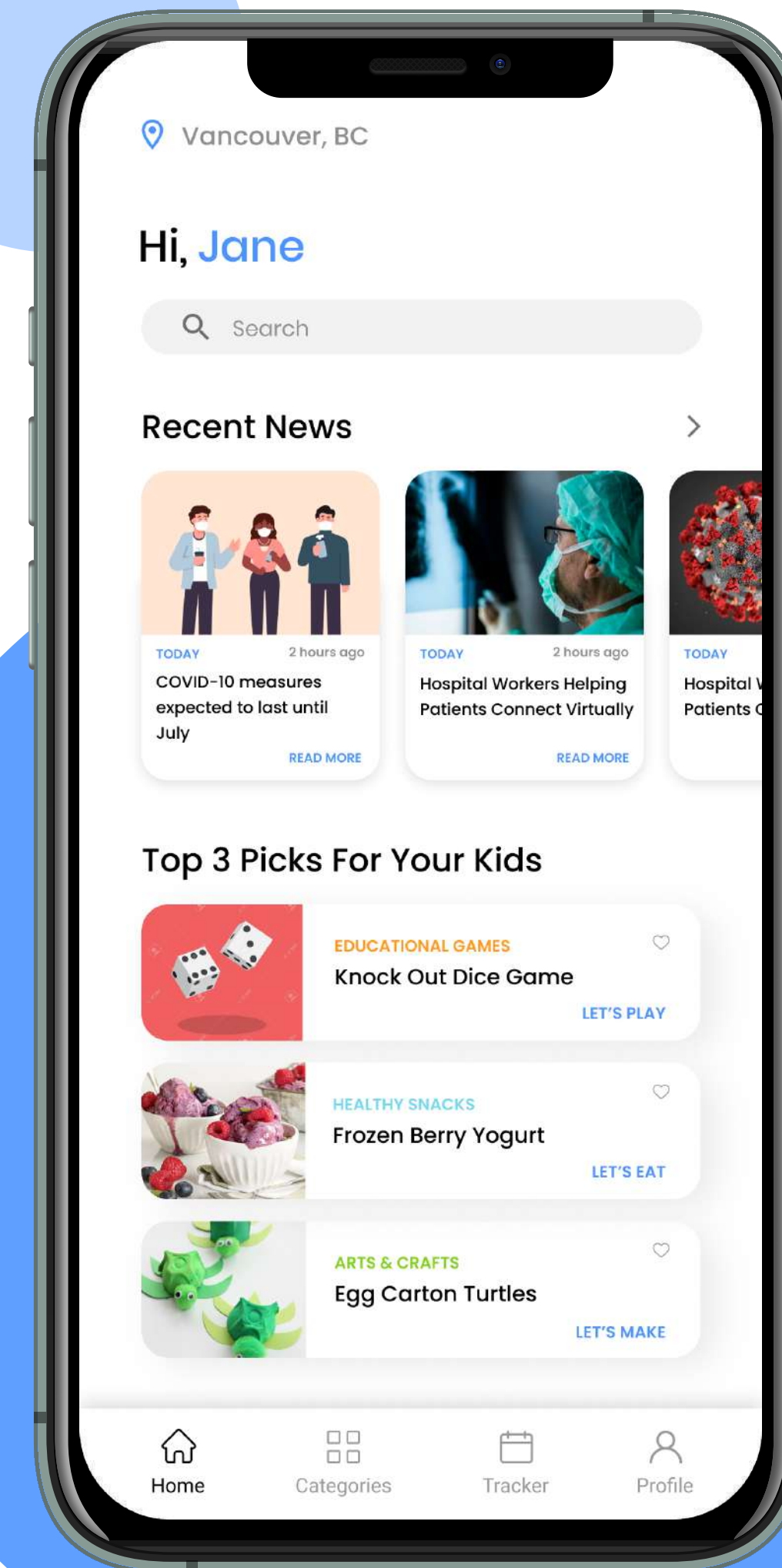
Shome

An all-in-one platform keeping families informed and active

What is Shome?

Shome, short for **stay home**, is a lifestyle application designed to help make parents' lives easier.

The app is filled with fun activities and recipes that you can **share with friends and family**.



Identifying the Problem

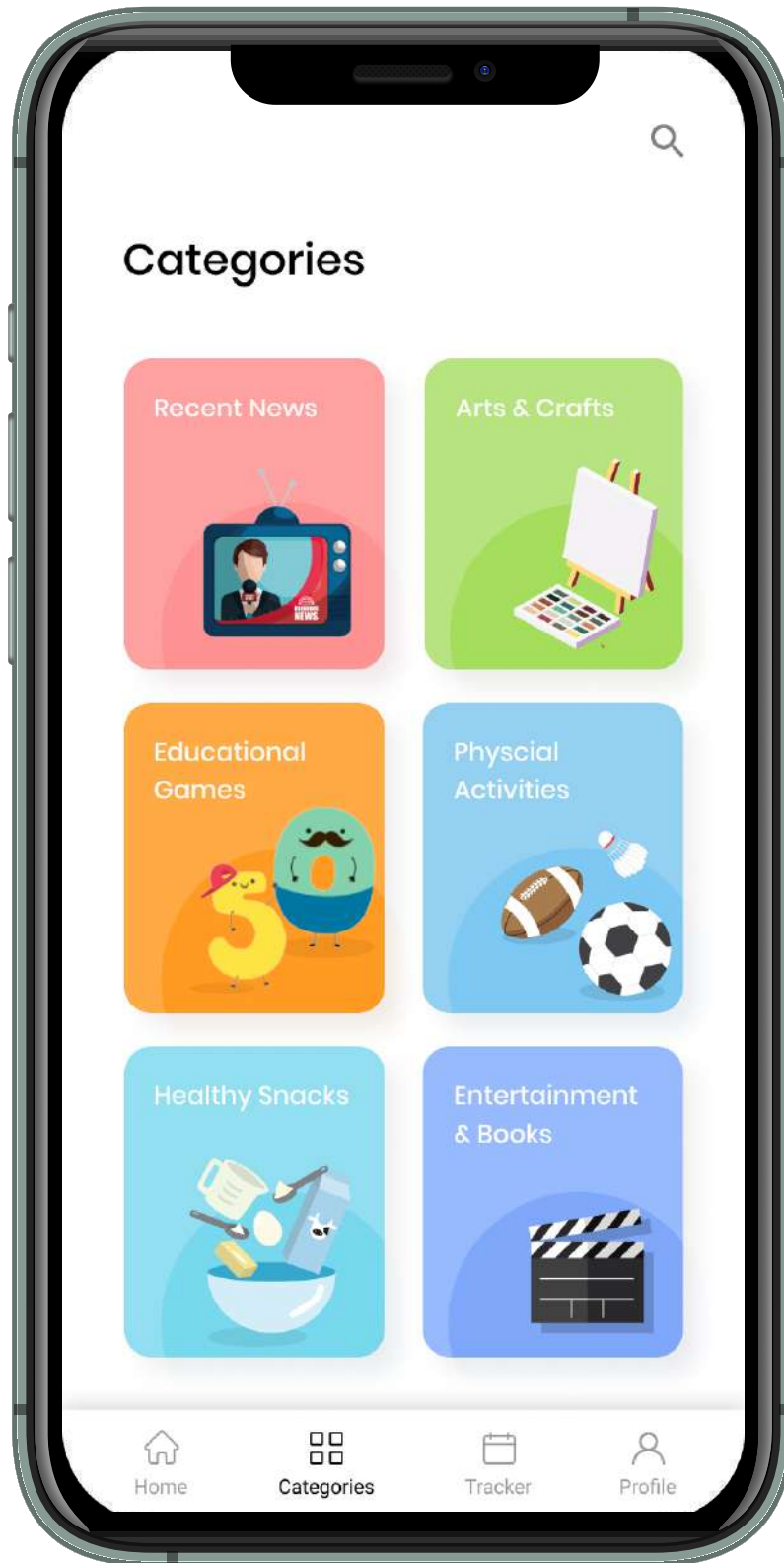
- ♥ The current pandemic has caused many individuals to experience **anxiety, depression, and many other mental health issues**
- ♥ Many schools, companies, and public services have temporarily closed, **forcing families to transition their lifestyles to stay at home**
- ♥ There are **limited resources** for families to stay informed and maintain a healthy lifestyle

Our Solutions

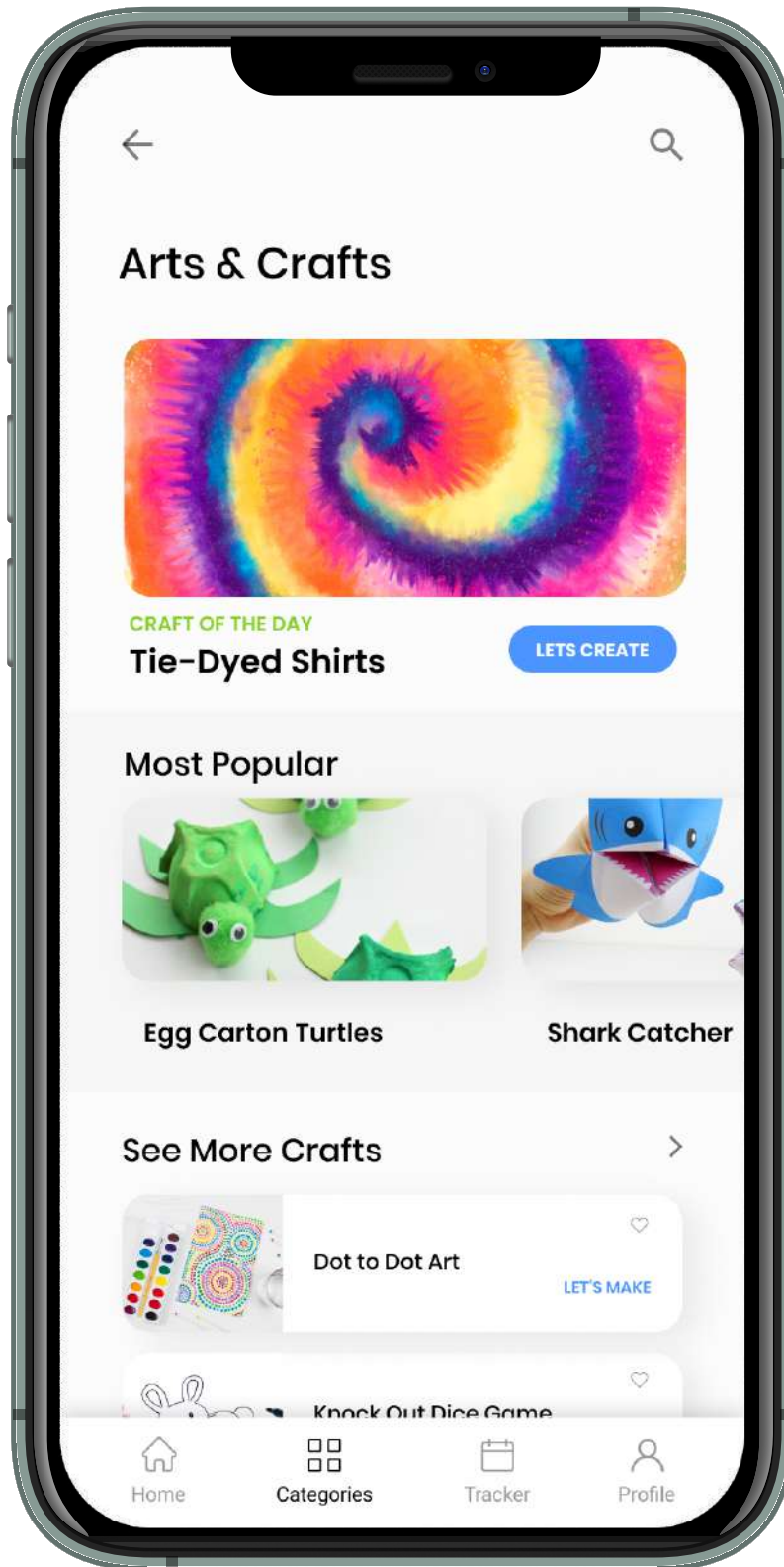
- ♥ Provide families with **recent news updates, trending recipes, and safe activities** to do at home
- ♥ **Stay connected** with friends and family by inviting them to your events
- ♥ **Track your child's symptoms** to maintain their health and carry a digital copy for record.

Explore Categorized Activities

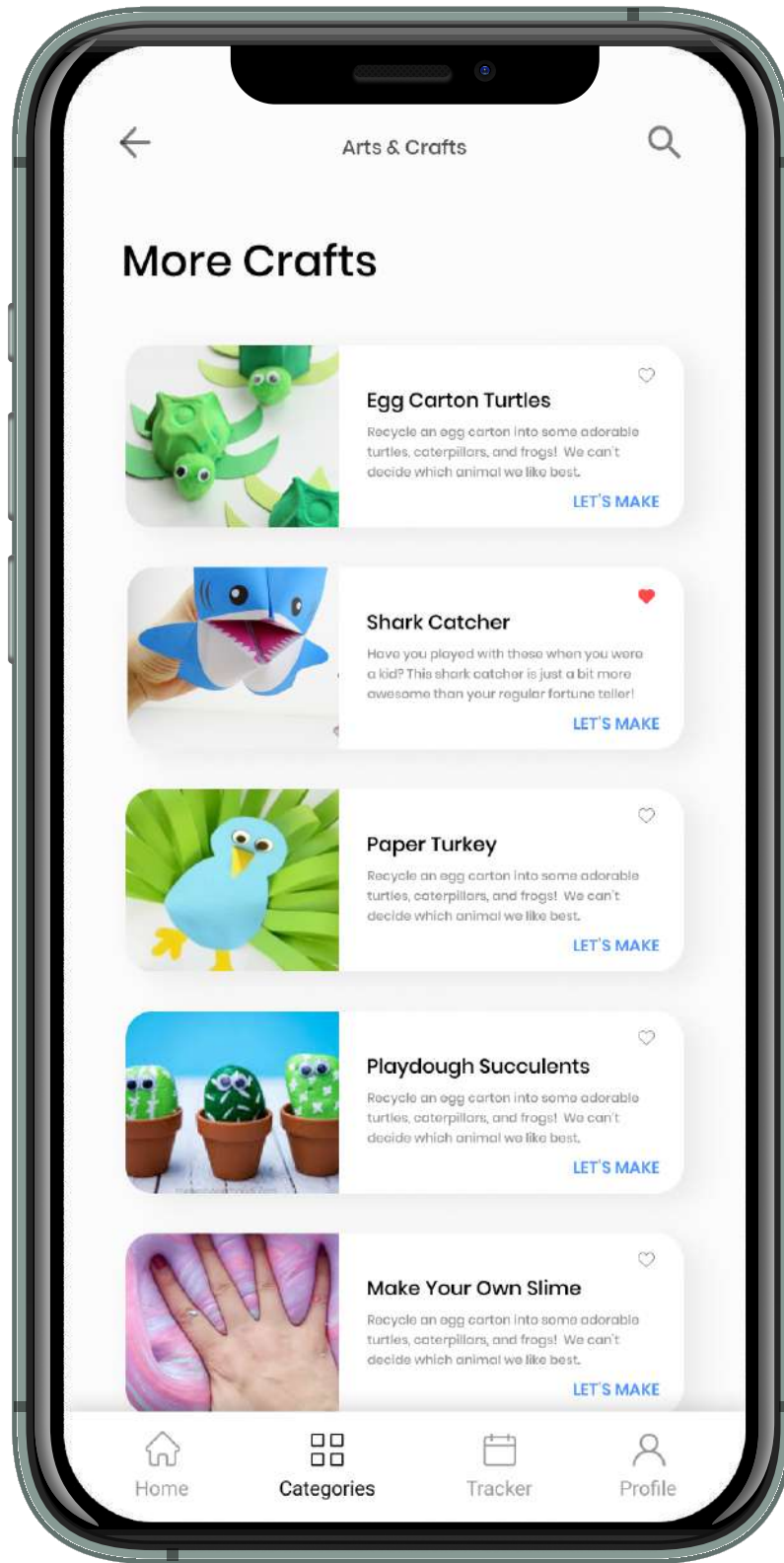
Users can explore thousands of activities and save their favourites.



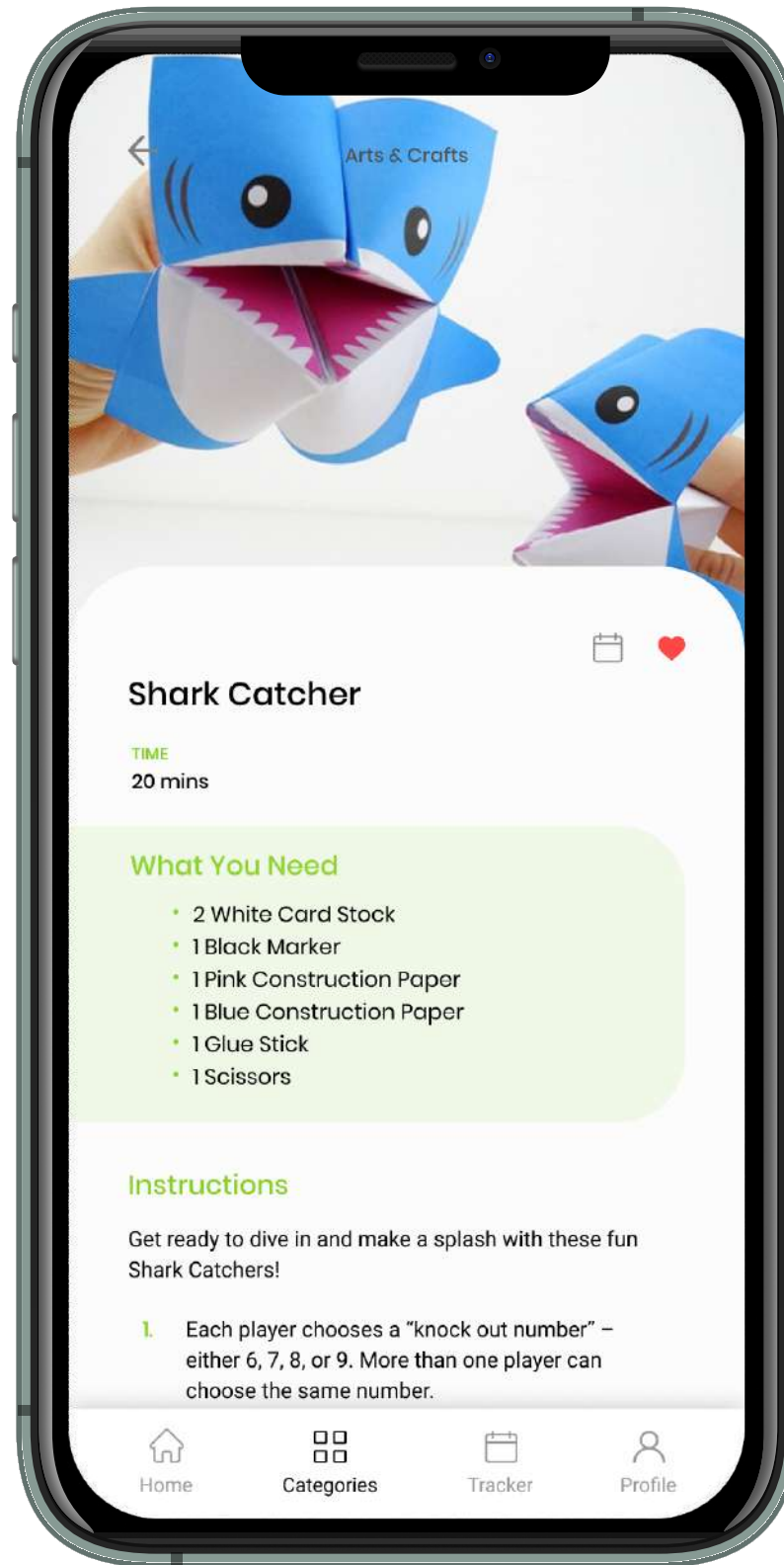
View all categories



Browse through category activities



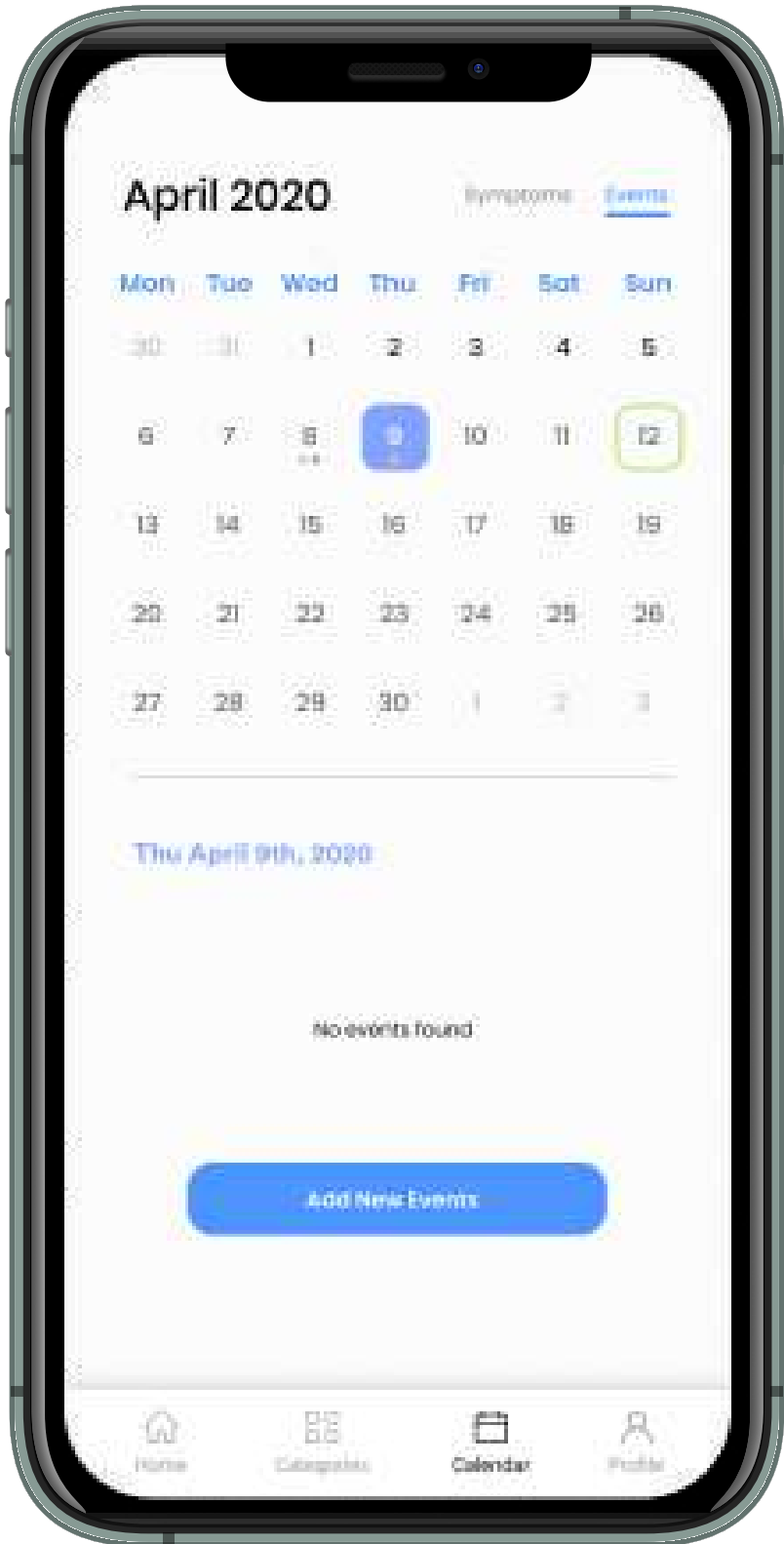
Select activities of choice



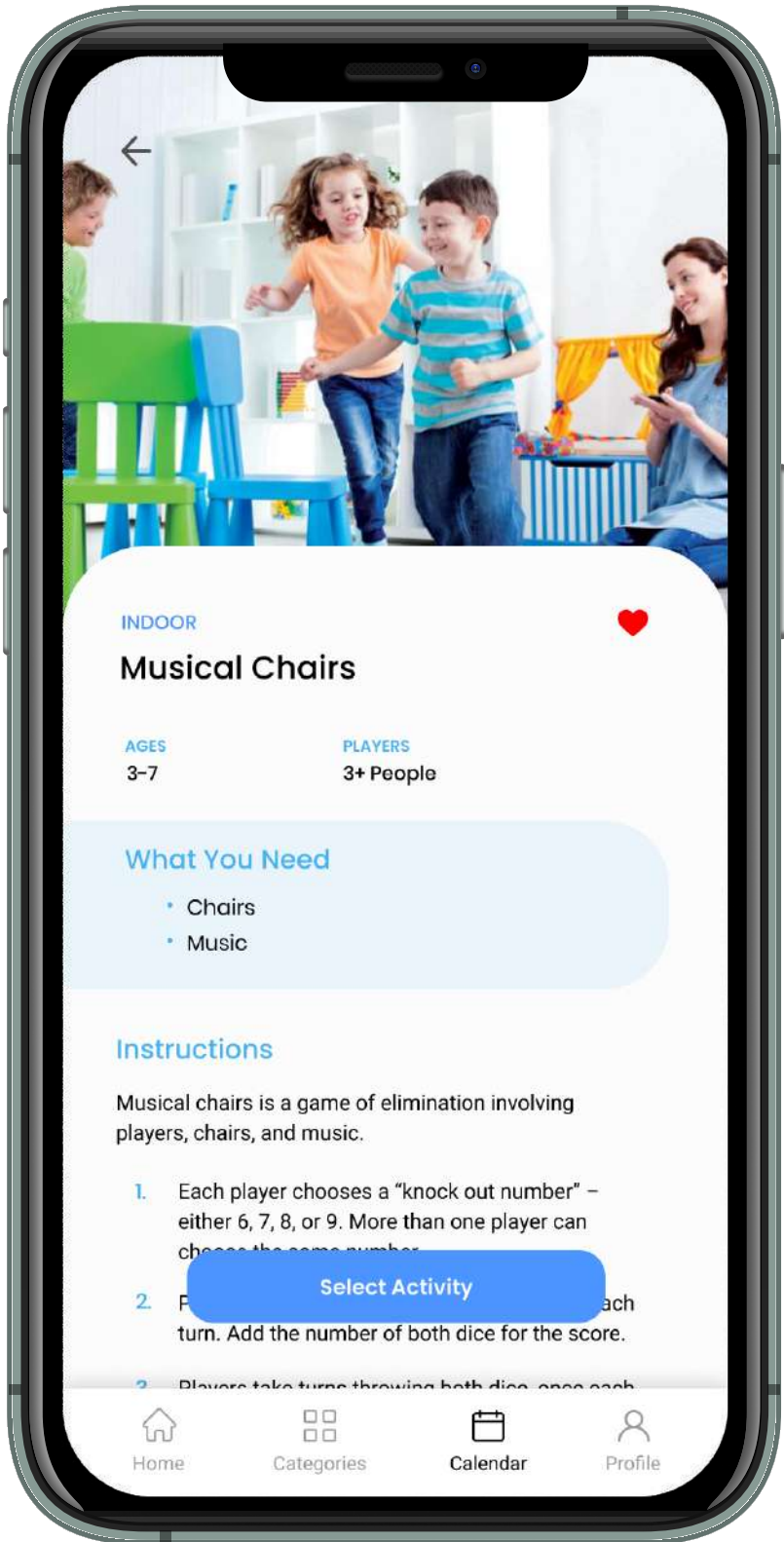
Follow the instructions and make sure to have fun!

Add to Calendar

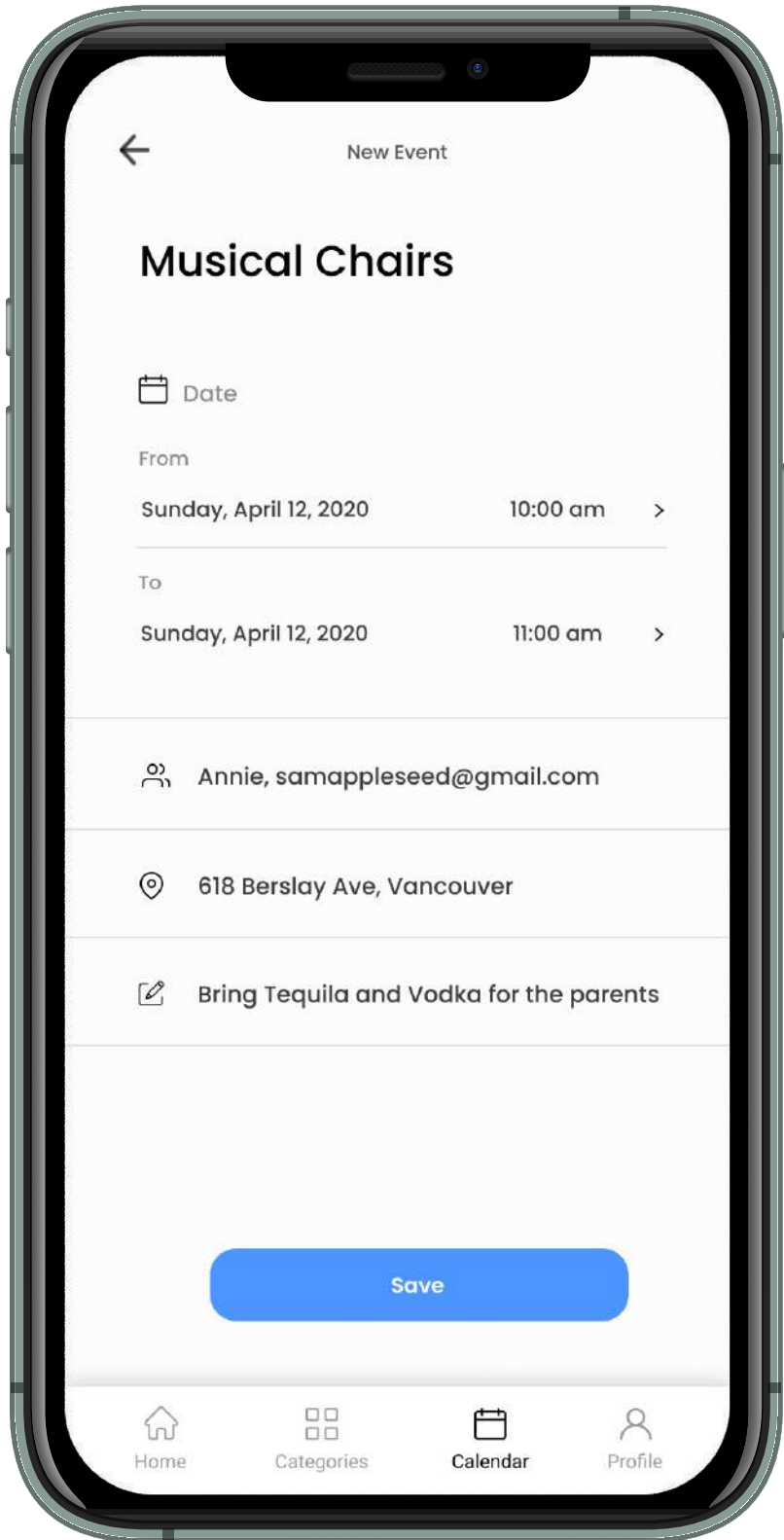
Schedule an event in the calendar and invite friends and family.



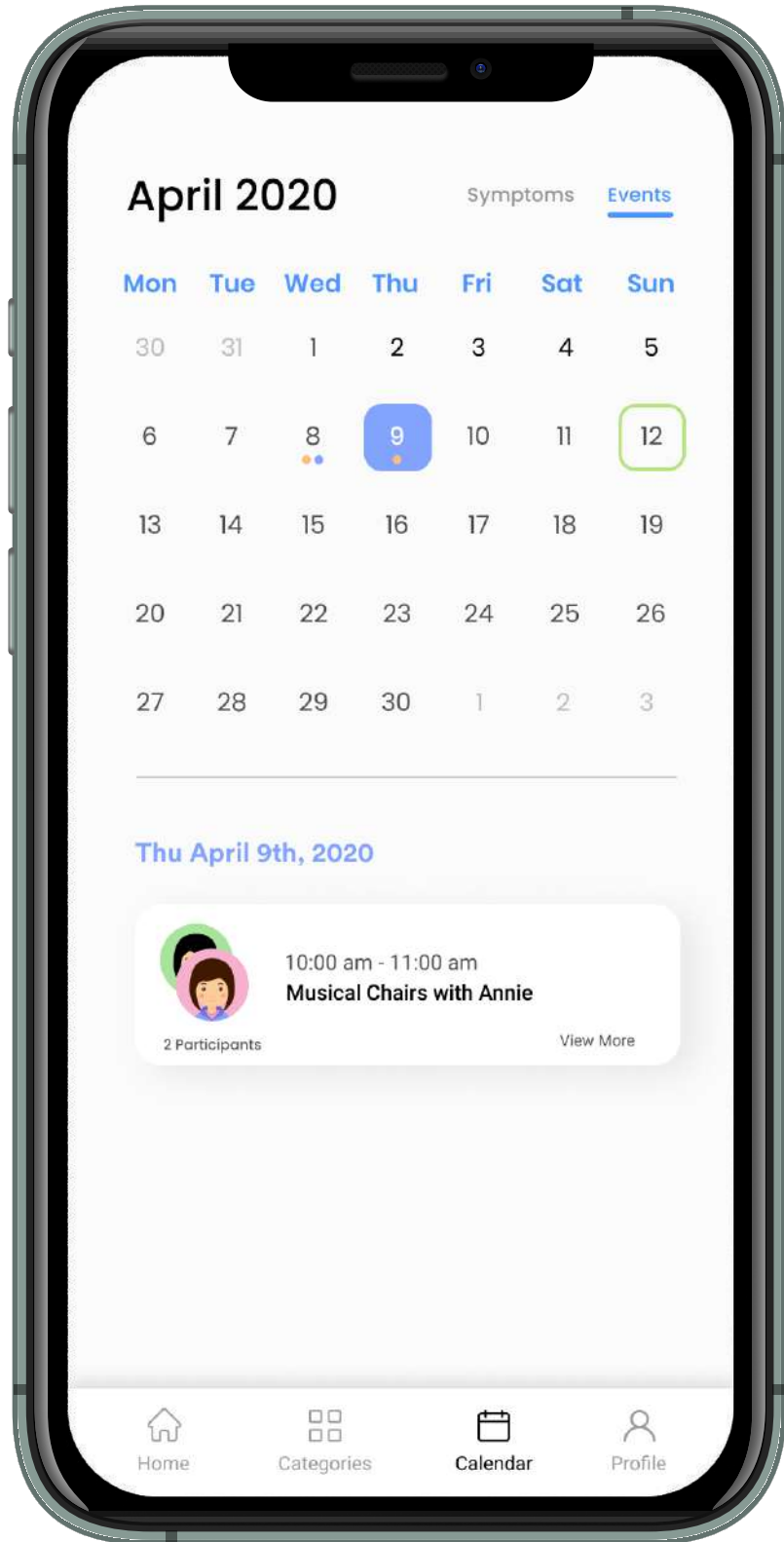
Add an event in the calendar



Select an activity from your favourites



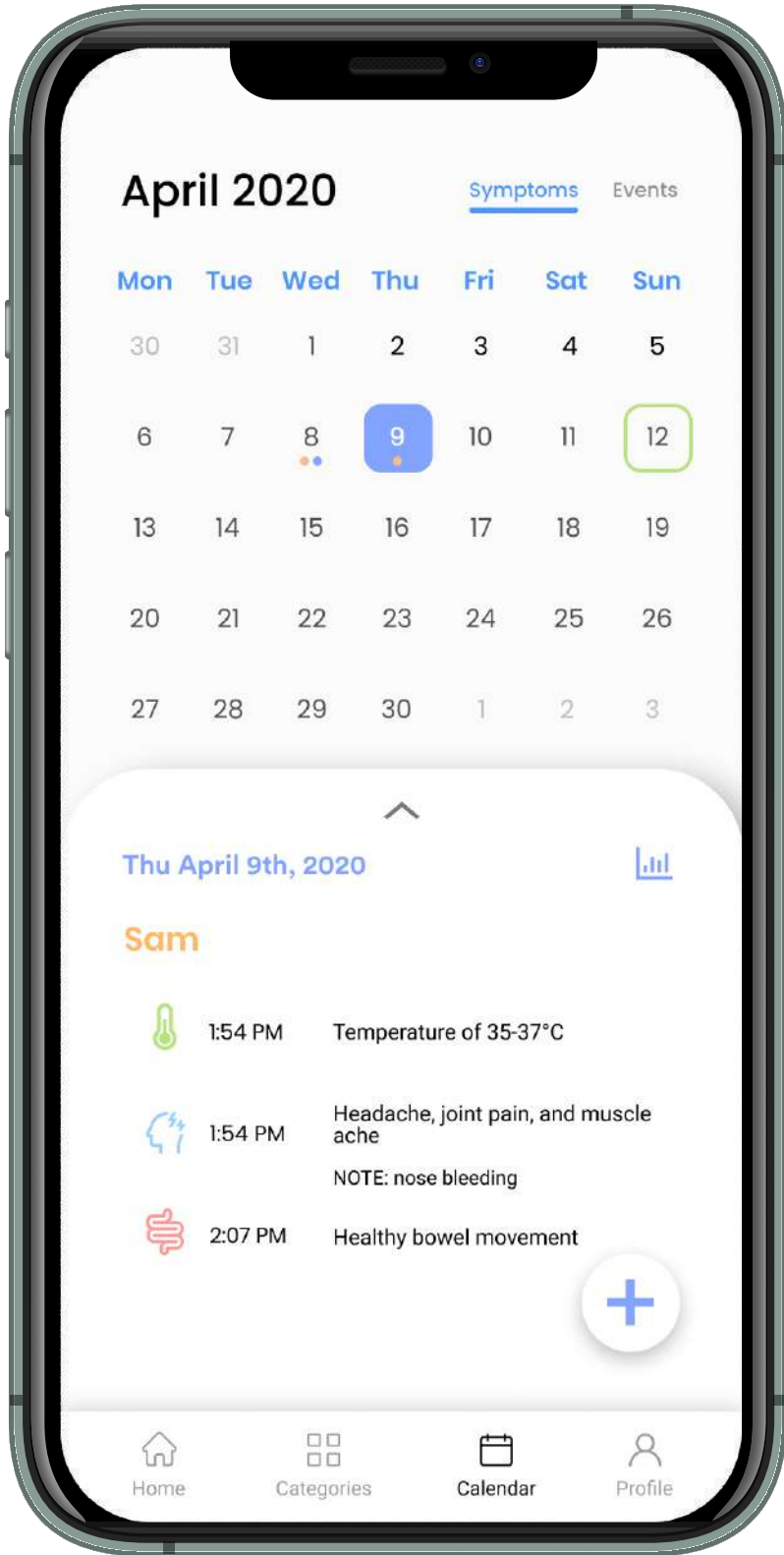
Schedule the event and invite your friends



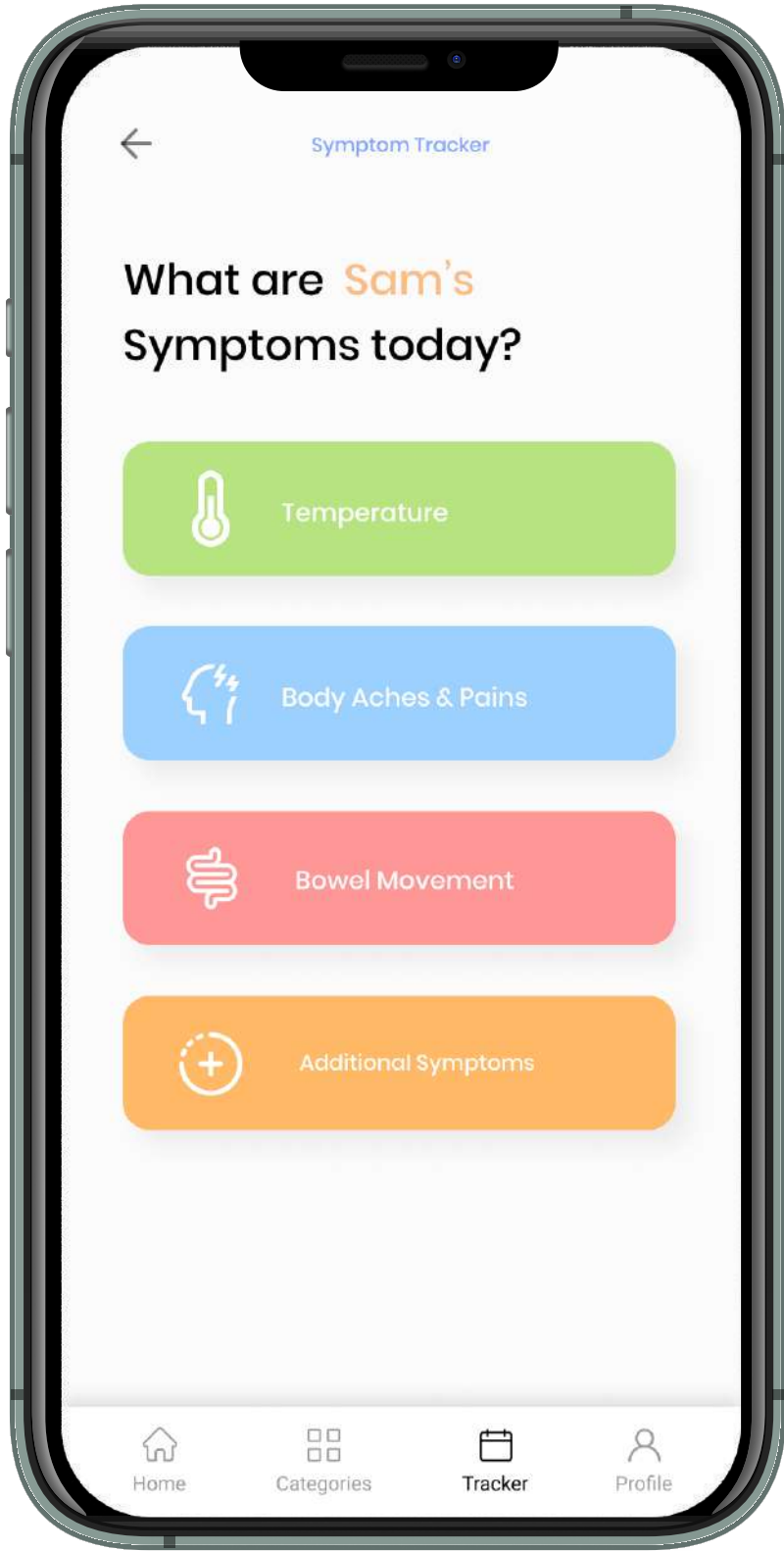
Set notification reminders so you never miss an event!

Track Symptoms

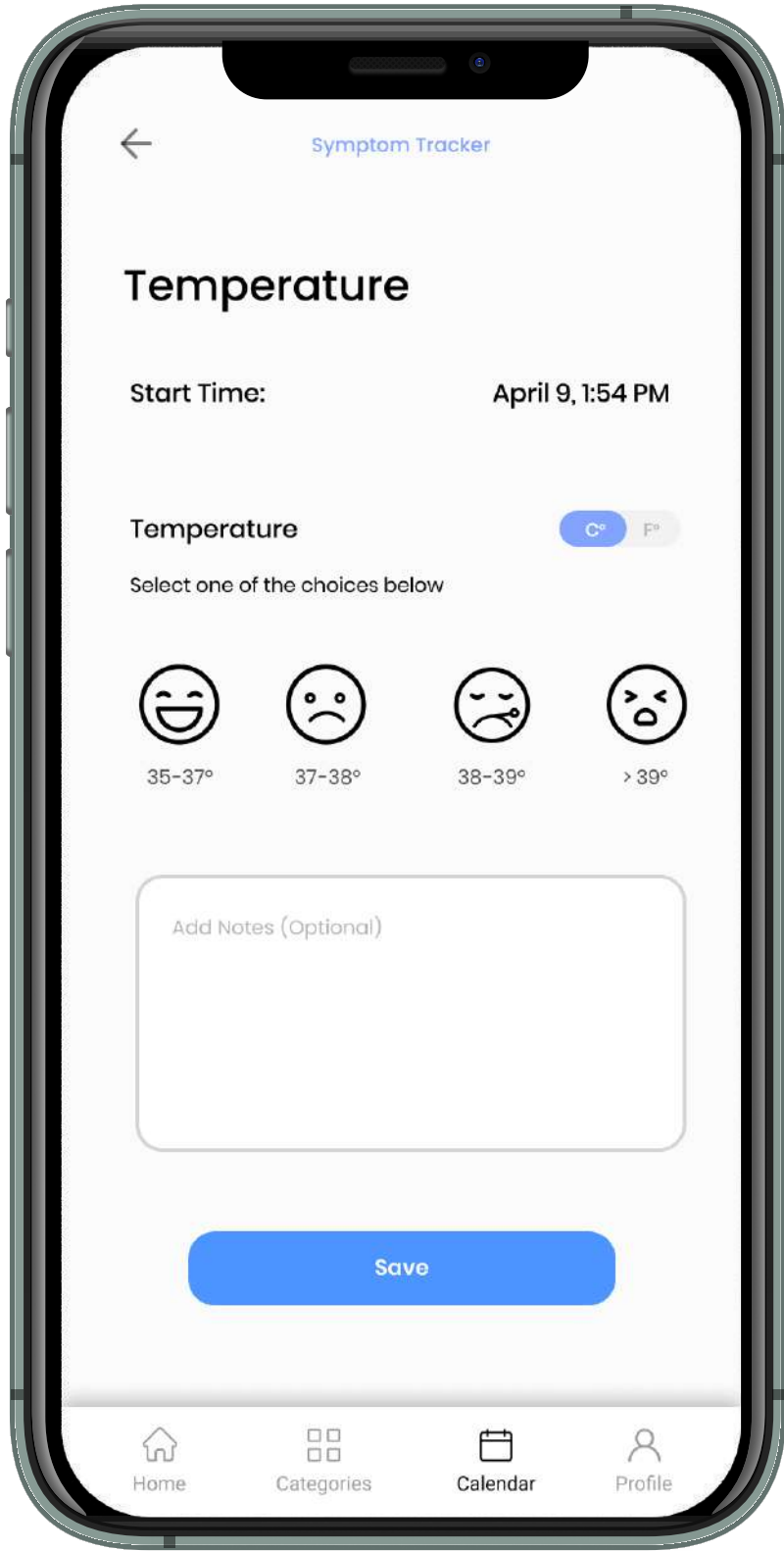
Keep track of your child's symptoms for medical records.



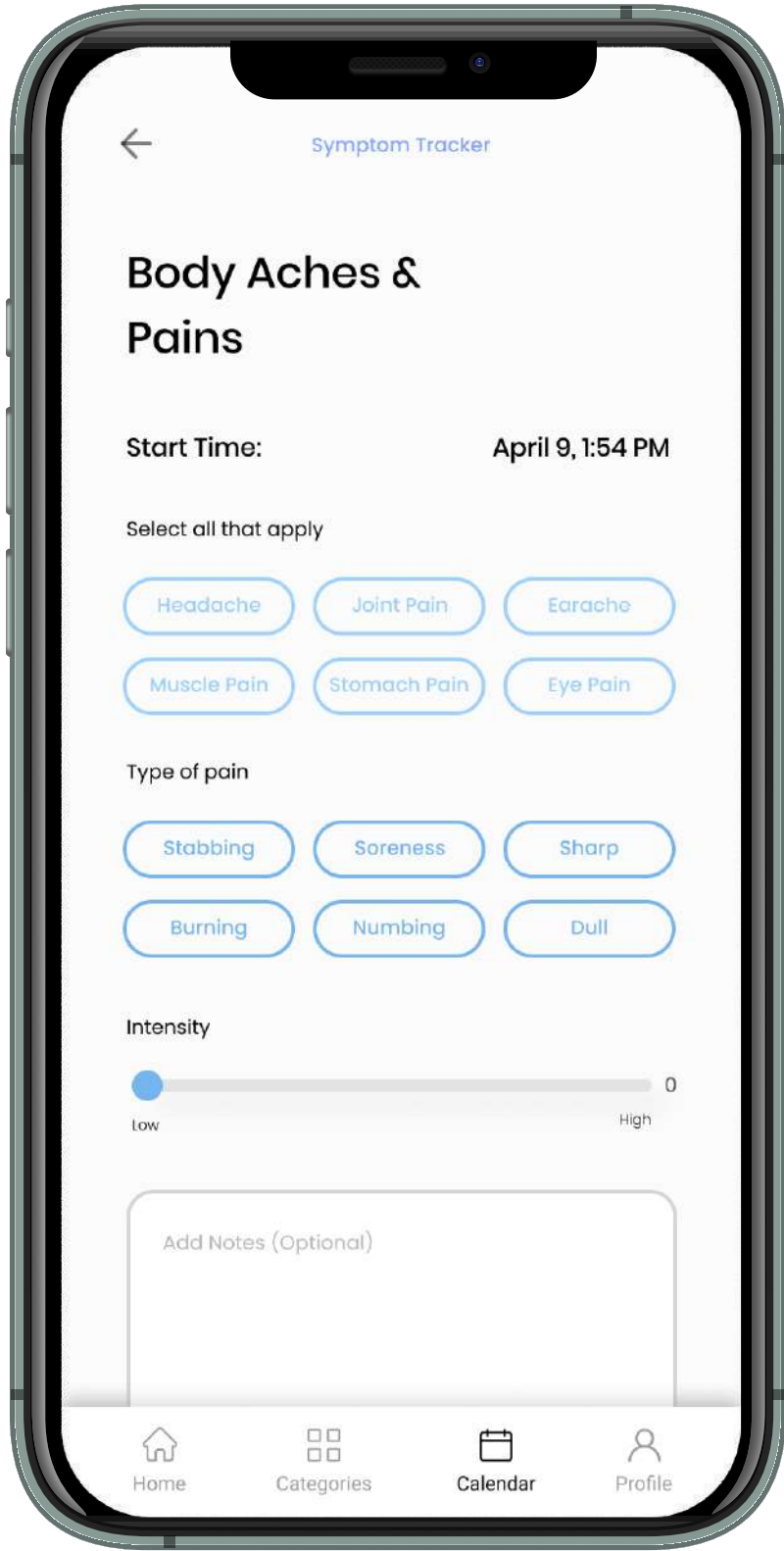
Keep track of symptoms in the calendar



Select the type of symptoms



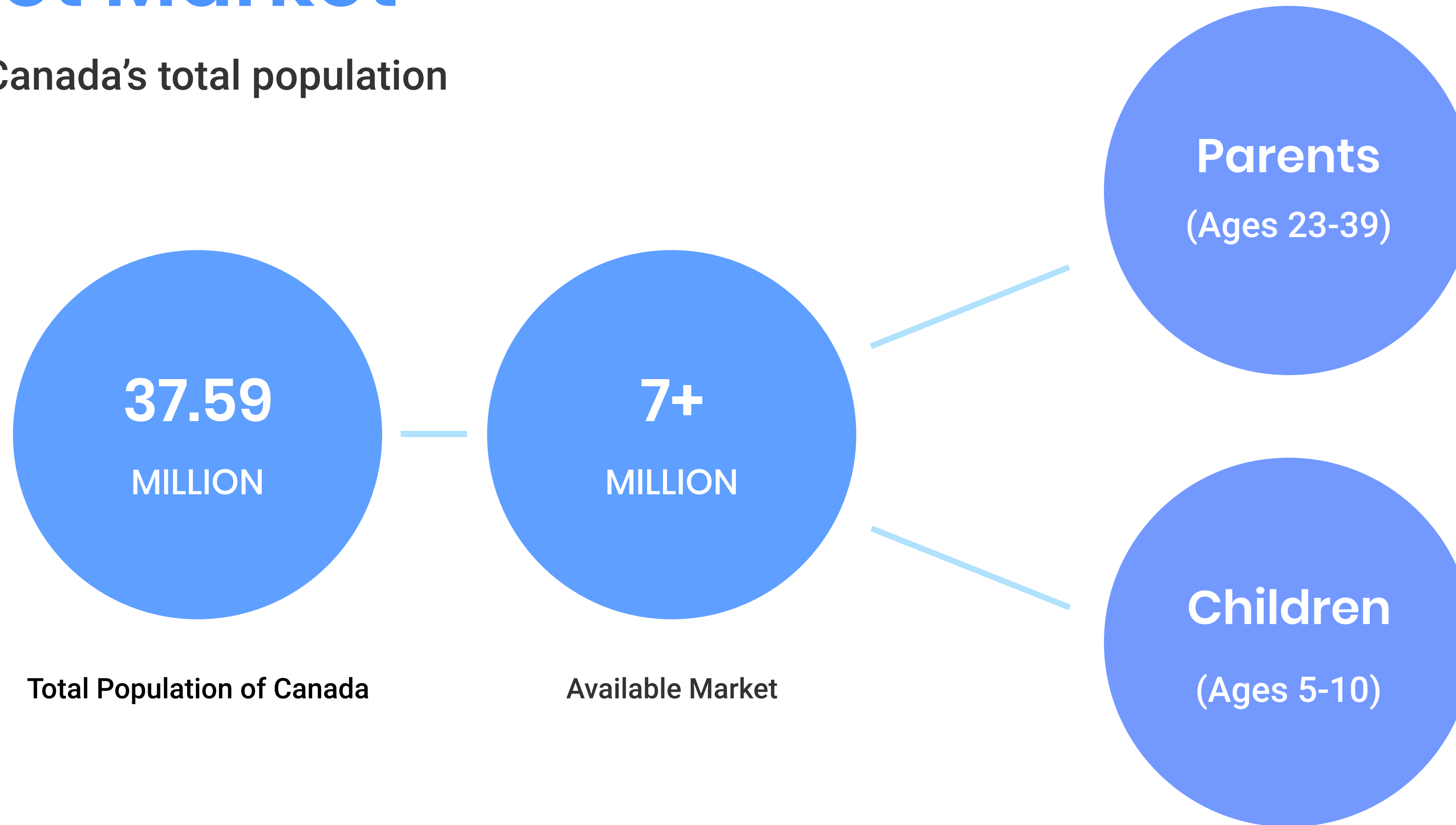
Fill out each entry and time accordingly



Adjust the intensity and add additional notes

Target Market

18.8% of Canada's total population



Marketing Strategy



SEO Optimization

Optimize Shome's landing page with a clear call to action, encouraging the user to download the Shome App



Social Media & Blogs

Grow Shome's brand awareness by being active on social media and running advertisements



App Store Search Optimization

Improve Shome's ranking to increase awareness and engagement from users



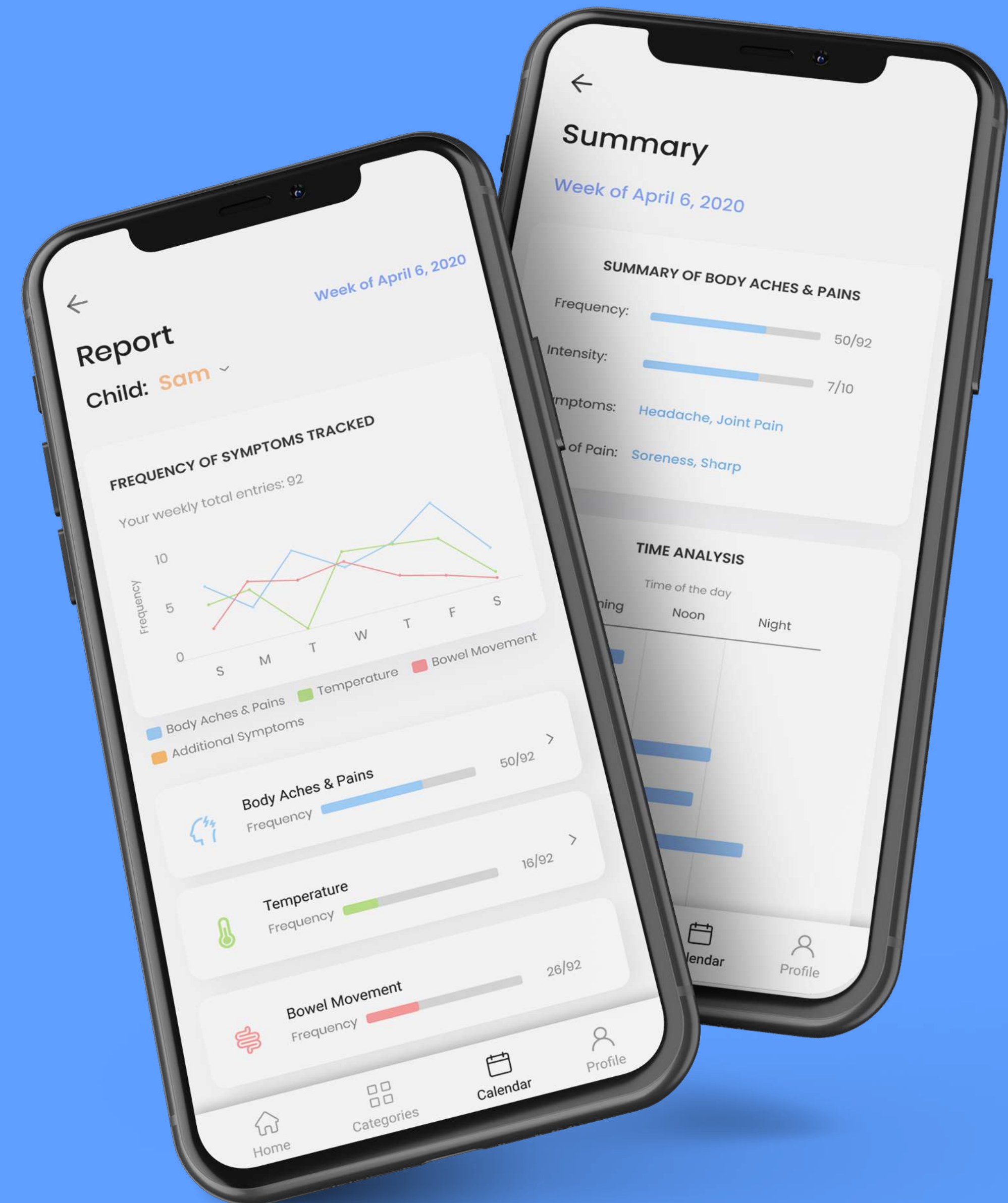
Invite Your Friends

Increase the number of users through friend invitations to events

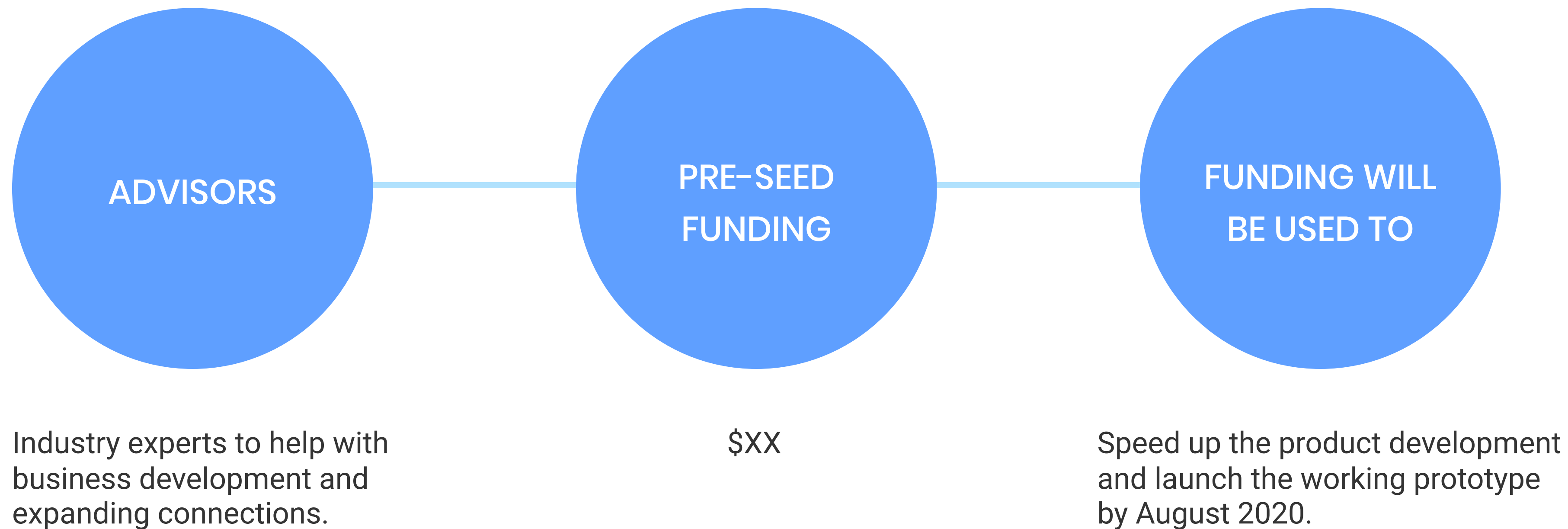
Shome Pro

Unlock Shome Pro — a premium subscription plan that gives users access to new features.

- ✓ Generate weekly symptom reports
- ✓ Track symptoms for 2 or more children
- ✓ Invite unlimited friends



What We're Looking For



Thank you for your time!



Shome