

BloomKid financial & product brief

Business model

B2C: household subscription after a guided trial. B2B: school and clinic licenses priced per seat or counselor caseload. Professional layer: psychologist dashboard and exportable reports.

Expansion revenue comes from career-pathway content packs, clinician training, and district analytics. Advertising is permanently excluded.

Unit economics (planning ranges)

Parent plan target: mid-teens USD per month or an annual family SKU. School / clinic license: four-figure annual contracts in year one, scaling with seats. Gross margin target after content amortization: software-typical 70%+ on digital delivery.

These figures are planning ranges for conversation, not audited results. Alpha has not yet priced at scale.

Use of capital

Clinical design and CBT mechanic validation with licensed advisors. 3D world production in Unity / Unreal. AI matching quality and privacy review. School pilot operations. COPPA / privacy legal and security hardening.

Risks and mitigations

Clinical credibility: advisory board and documented CBT mapping. Child safety: no ads, no open social, adult gates. School sales cycles: start with psychology leads and pediatric partners, not only district IT. Assessment validity: behavior logs plus expert review, never a single quiz score.