



ConnectedDay

ConnectedDay - a community service for the daycare sector

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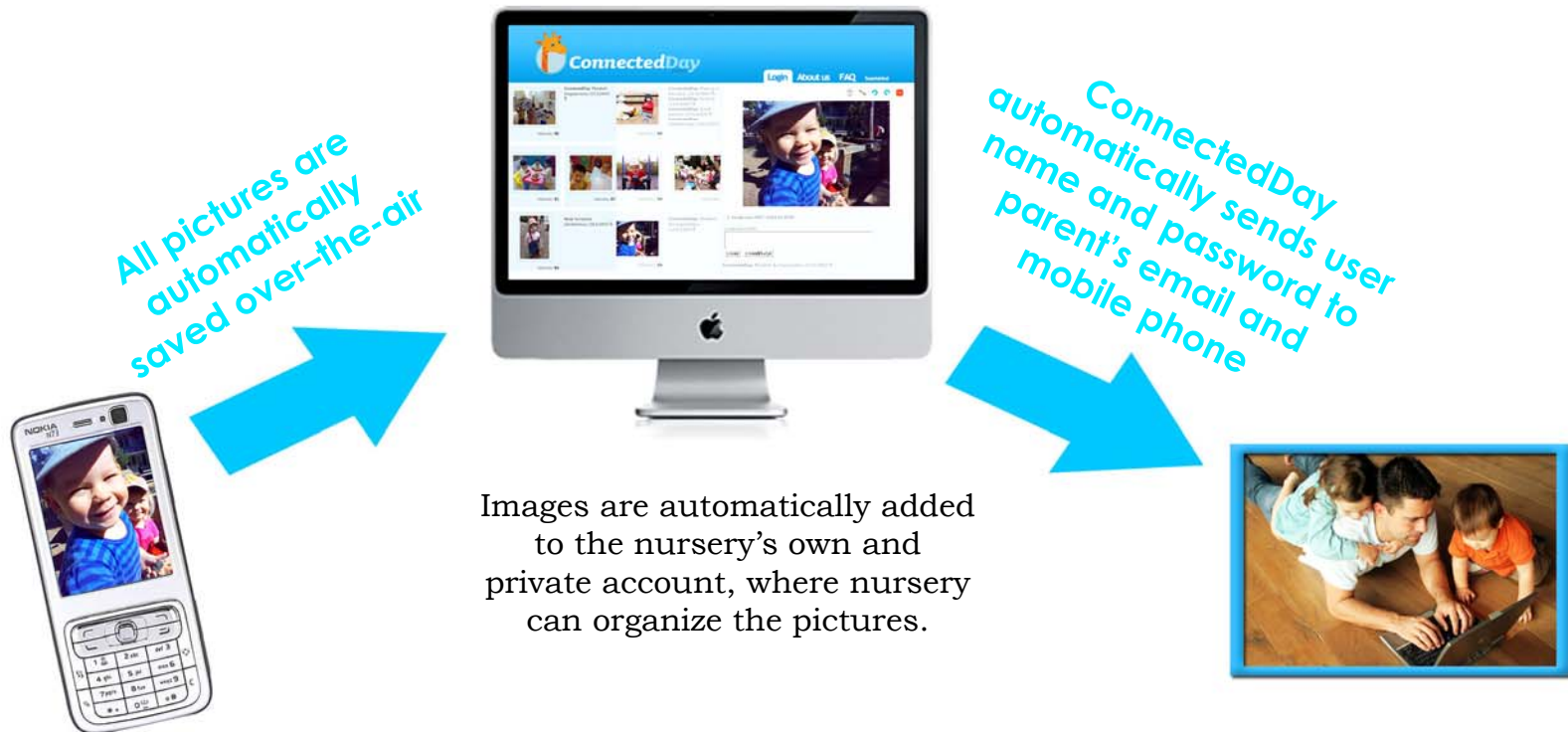
What is ConnectedDay?

- A community service for daycare providers and the parents:
 - Media sharing:
 - Daycare staff take pictures and video with supplied camera phone and share those with parents
 - Pedagogic:
 - Learning Journal,
 - Children with special needs,
 - Staff training etc.
- Very easy to adopt:
 - Browser-based \Rightarrow no hardware or software investment/ installation
 - ConnectedDay provides a service compatible mobile phone and the subscription





How ConnectedDay media sharing works!



All pictures are automatically saved over-the-air

ConnectedDay automatically sends user name and password to parent's email and mobile phone

Images are automatically added to the nursery's own and private account, where nursery can organize the pictures.



ConnectedDay Brings Parents and Daycare Providers Closer Together to Benefit the Child

- **Increased picture taking**
 - A mobile phone is usually the easiest, and is fast becoming the most natural way, to capture images
 - Videos, especially, are ideal for capturing life in daycare and conveying the environment & level of health & safety to parents.
- **Enables communication & sharing:**
 - Increased communication and interaction
 - Transparency and trust
 - Better communication between child & parent
 - For parents, ability to share and receive moments that would otherwise be lost
- **Parents can see for themselves how their child manages and responds at daycare**

“The kids have been enthusiastic and have wanted to view pictures on the computer with us [care staff]. They have also said that they have viewed the pictures at home.”





ConnectedDay Ltd

- The service concept started out as FVH Living Lab project in 2005.
- Live pilot realized with the help of the City of Helsinki, Nokia, Elisa, TeliaSonera and HP.
- In a survey six months into the pilot, service satisfaction was rated 6.47 out of 7.
- Business plan was created in fall 06.
- Team and funding in place, company established in April 07.
- In one year, we have gone
 - from pilot to approximately 250 customers.
 - from operations just in Finland, to include US, UK and Singapore.
 - from staff of 1 to staff of 7.





The Future

- ConnectedDay started full roll-out the beginning of this year
- In three years, we aim to go
 - from 4 to 17 countries
 - from service in 3 languages, to 11 language versions
 - from media sharing service to full fledged social network focused around the well-being of our most important focus group: our children
 - from 250 daycare centers to 100k
 - from 10k people using the service, to 50M





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More information at www.connectedday.com