



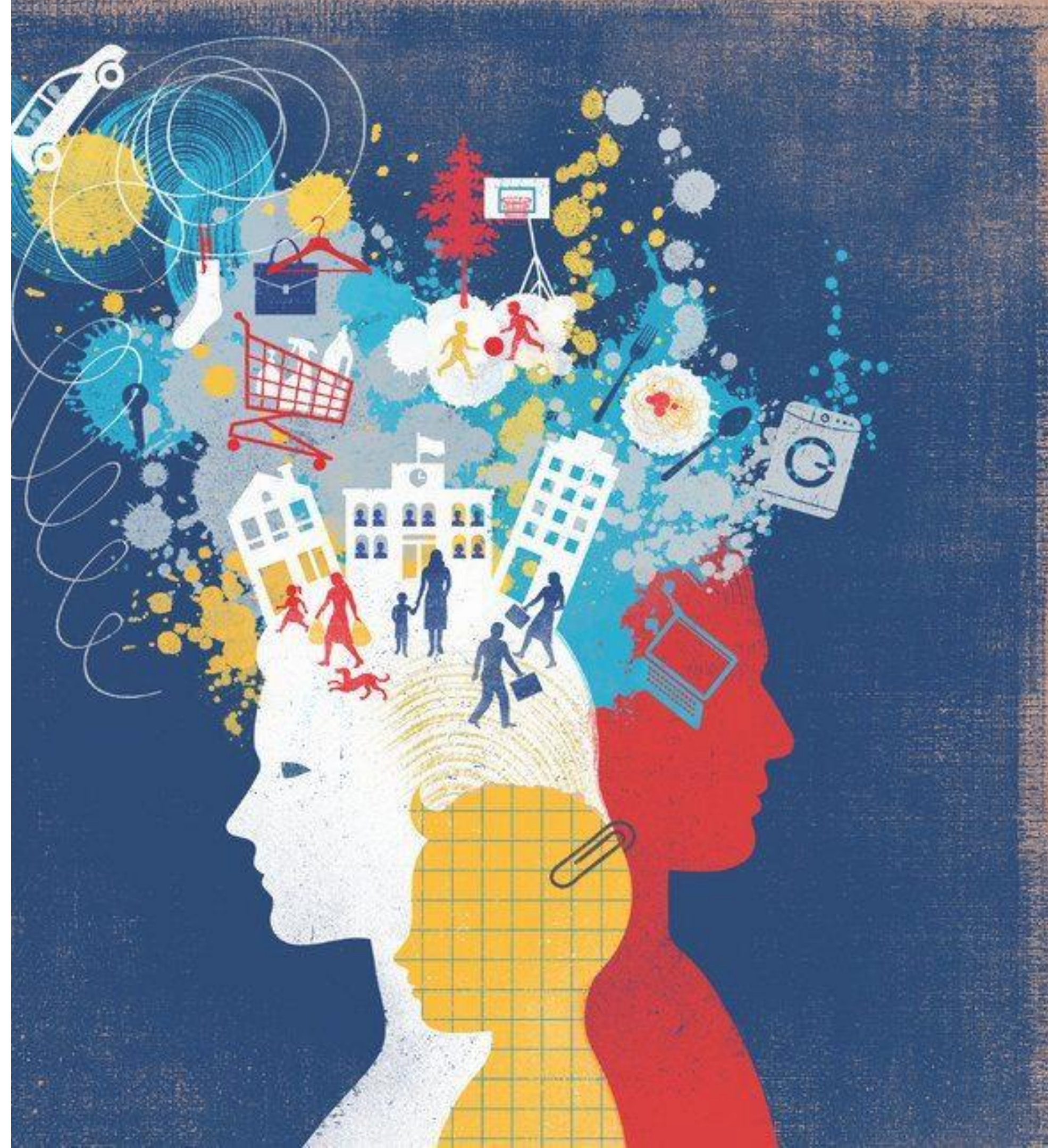
Nurture Nest

Nurturing Tomorrow,
One Milestone at a Time

Abeer Rizwan
Mehwish Jabeen
Verda Ahmed
Fatima Khawar

Problem Statement

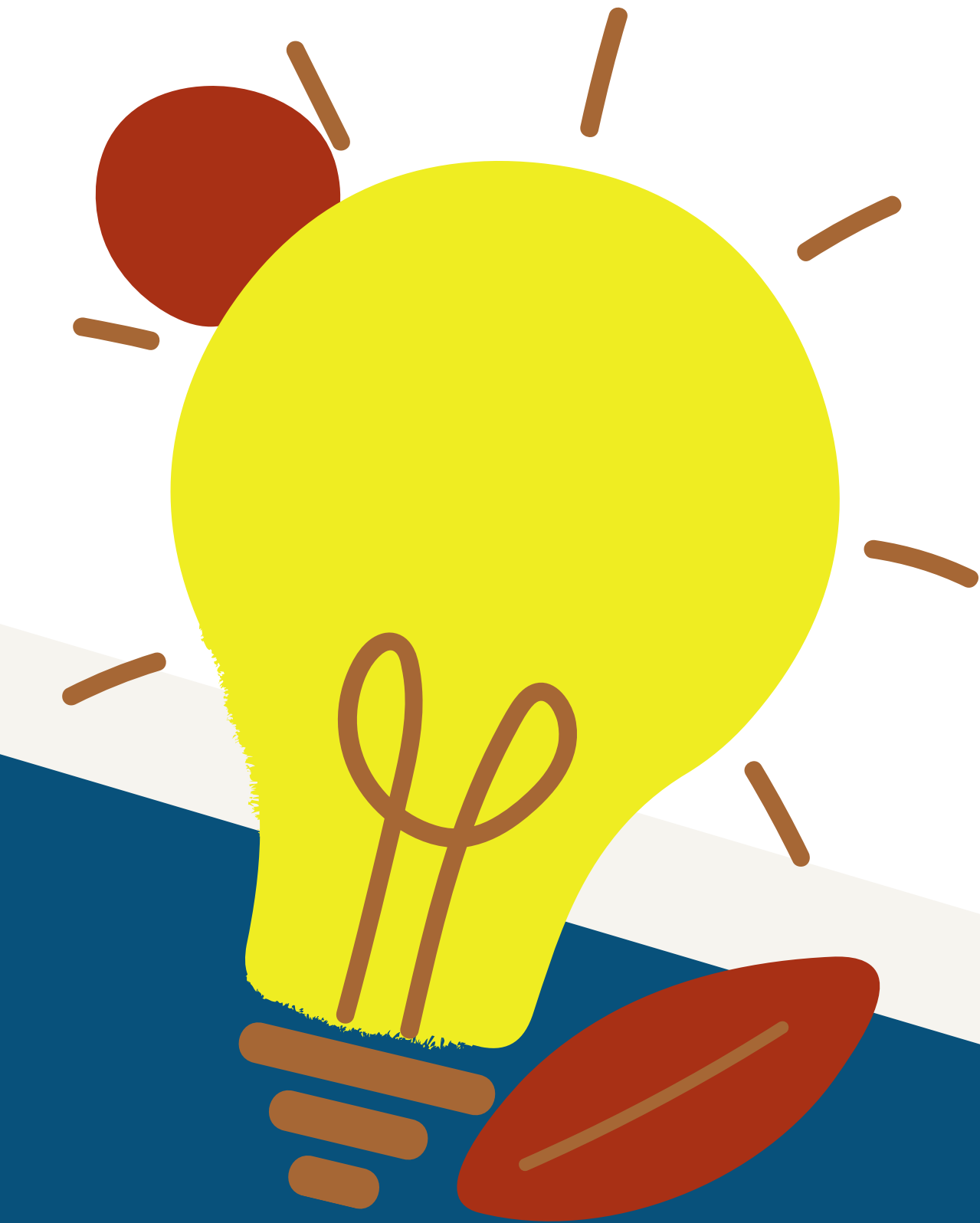
- Pakistani parents' lack of access to the existing advanced child care programs (**UN news**).
- Parental negligence leads to problems in critical early childhood care (**UNICEF Pakistan**).
- The pressing need to address the issues of children's health in Pakistan
- Global disparities in early childhood care are evident, with limited parental awareness and access to advanced childcare programs in many developing nations.



Solution

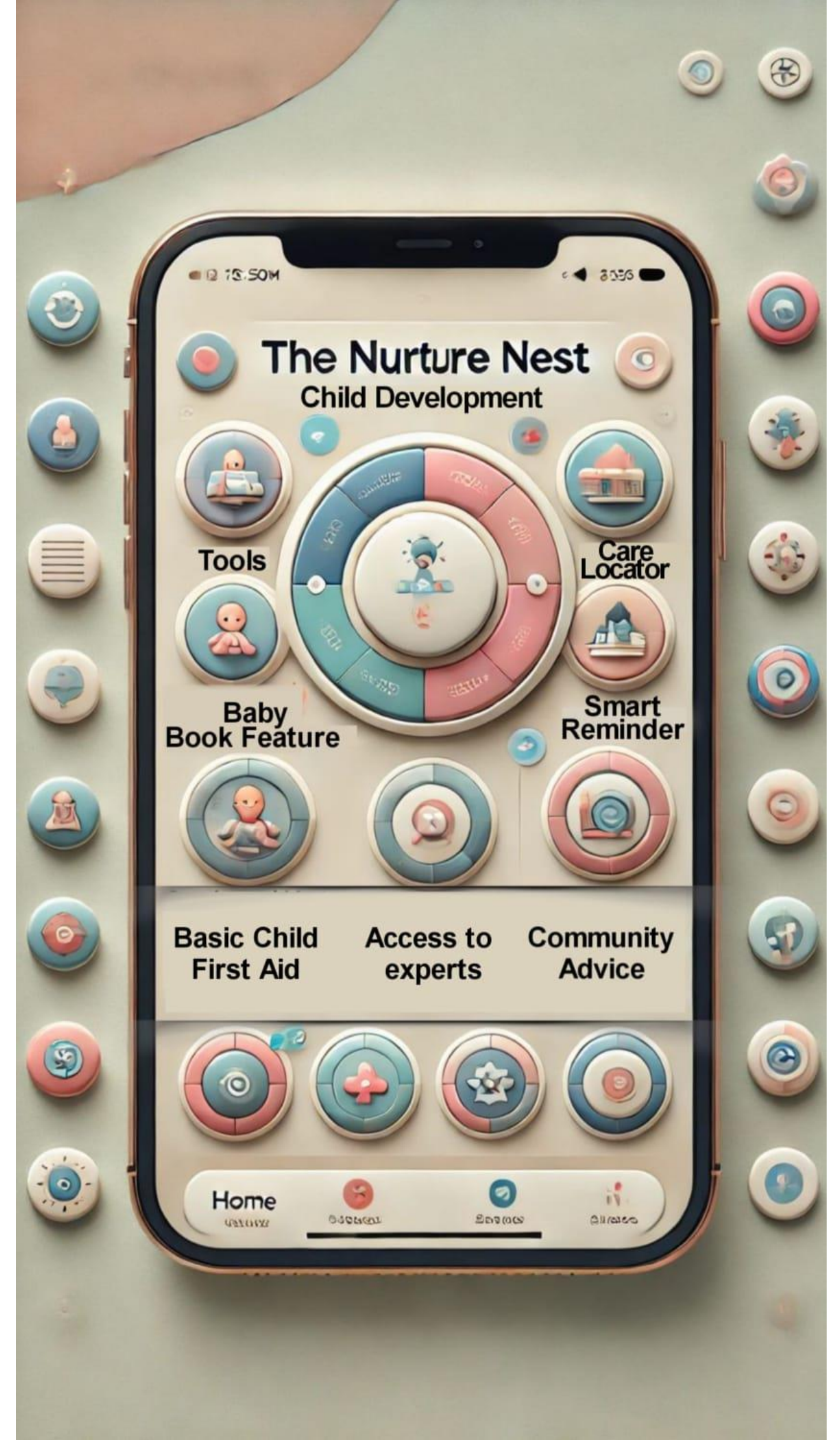
Mobile app: A comprehensive mobile app tailored according to the needs of Pakistani parents:

- Tracking developmental milestones with reminders and alerts
- Access to Expert Advice
- Early diagnosis resources
- Community Features



Features

1. Health Track
2. Care Locator
3. Basic Child First Aid
4. Smart Reminders
5. Access to Experts
6. Baby Book Feature



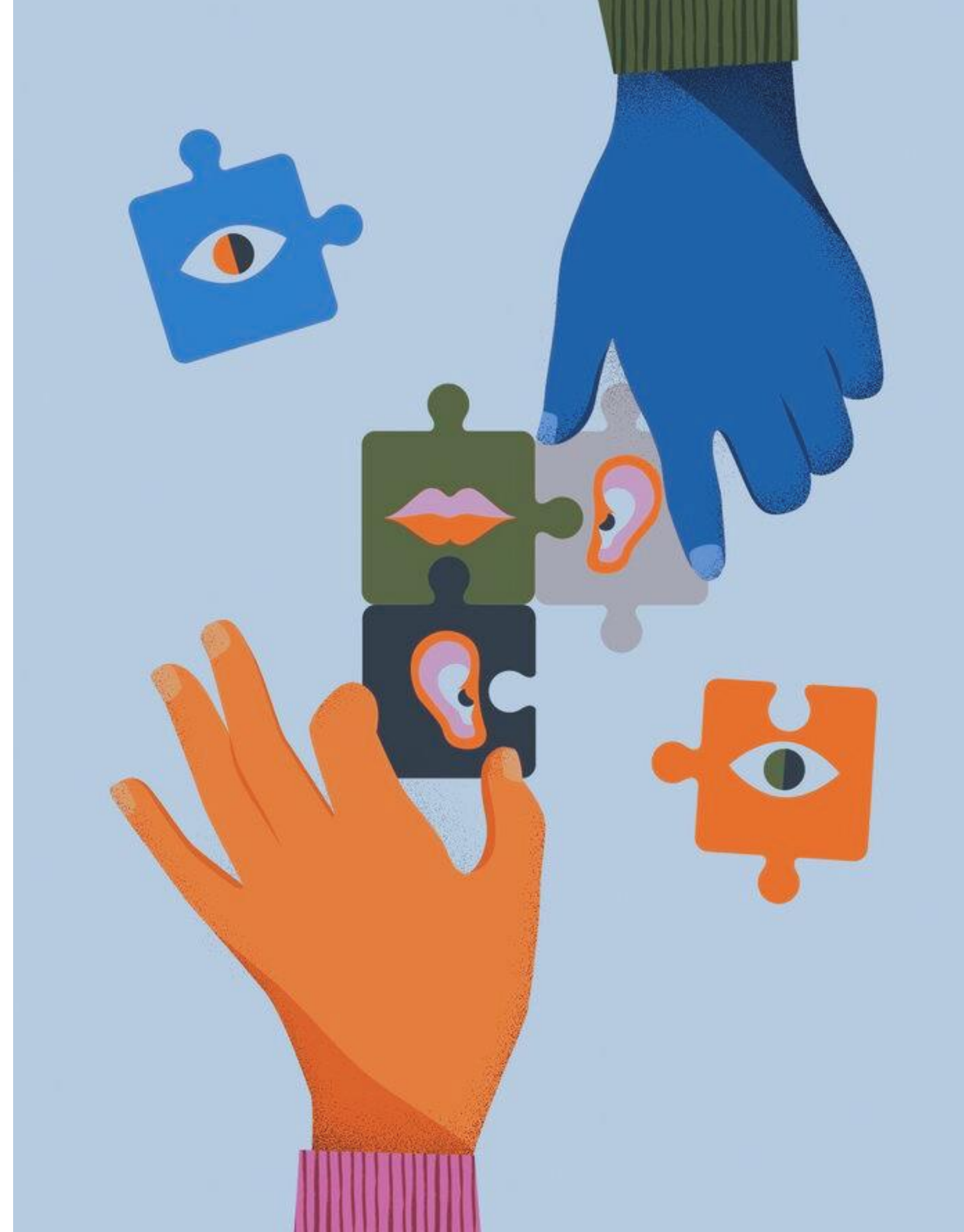
Credentials and Collaborations

Team Credentials

- Experienced team of child development experts, pediatricians(**Dr.Kanwal Kaiser**)&(Sara Nomaan)
- Tech developers from leading Universities

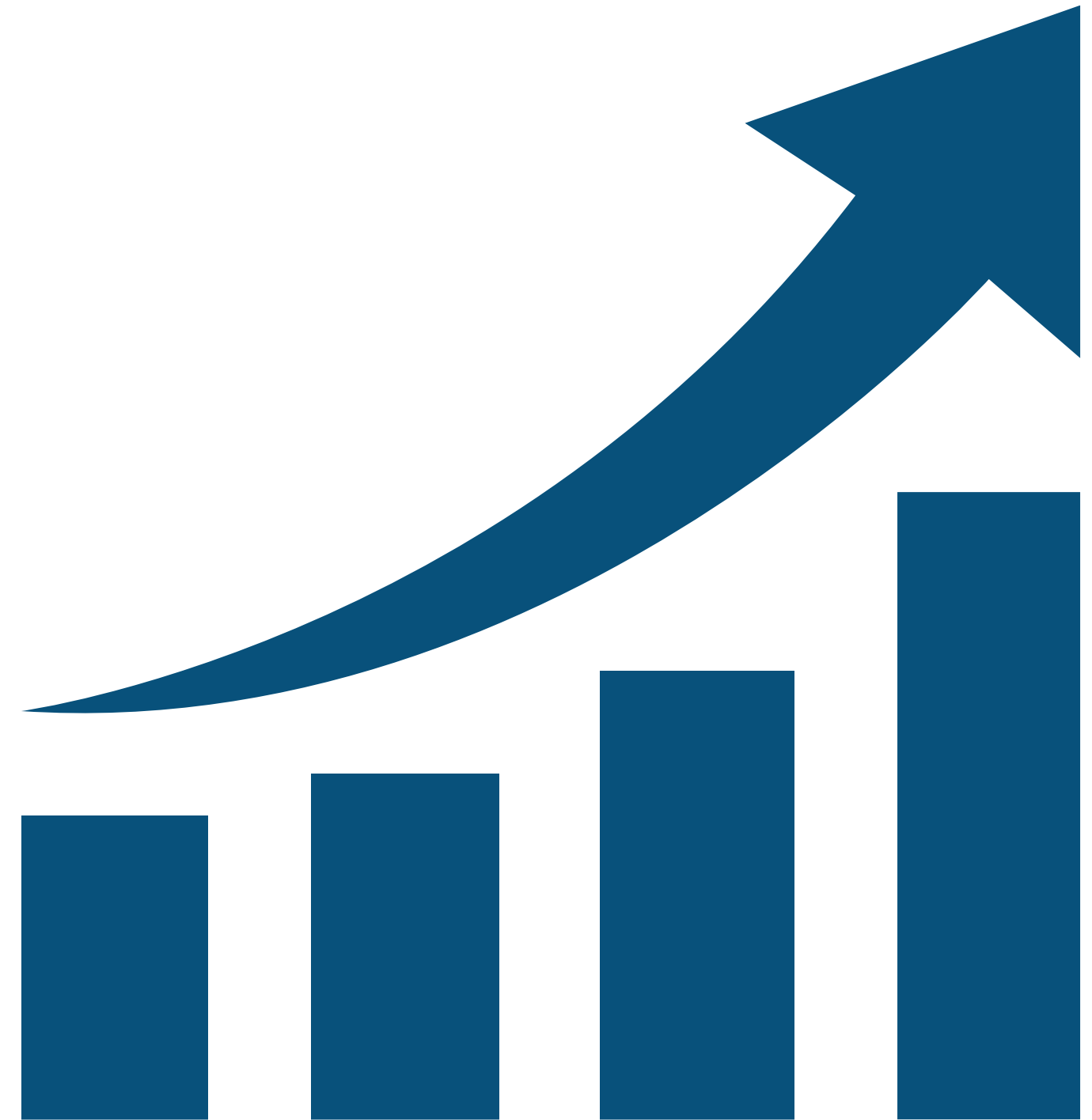
Potential Collaborations

- Health Organizations
- Educational Institutions
- NGOs and Government
- Crowd sourcing

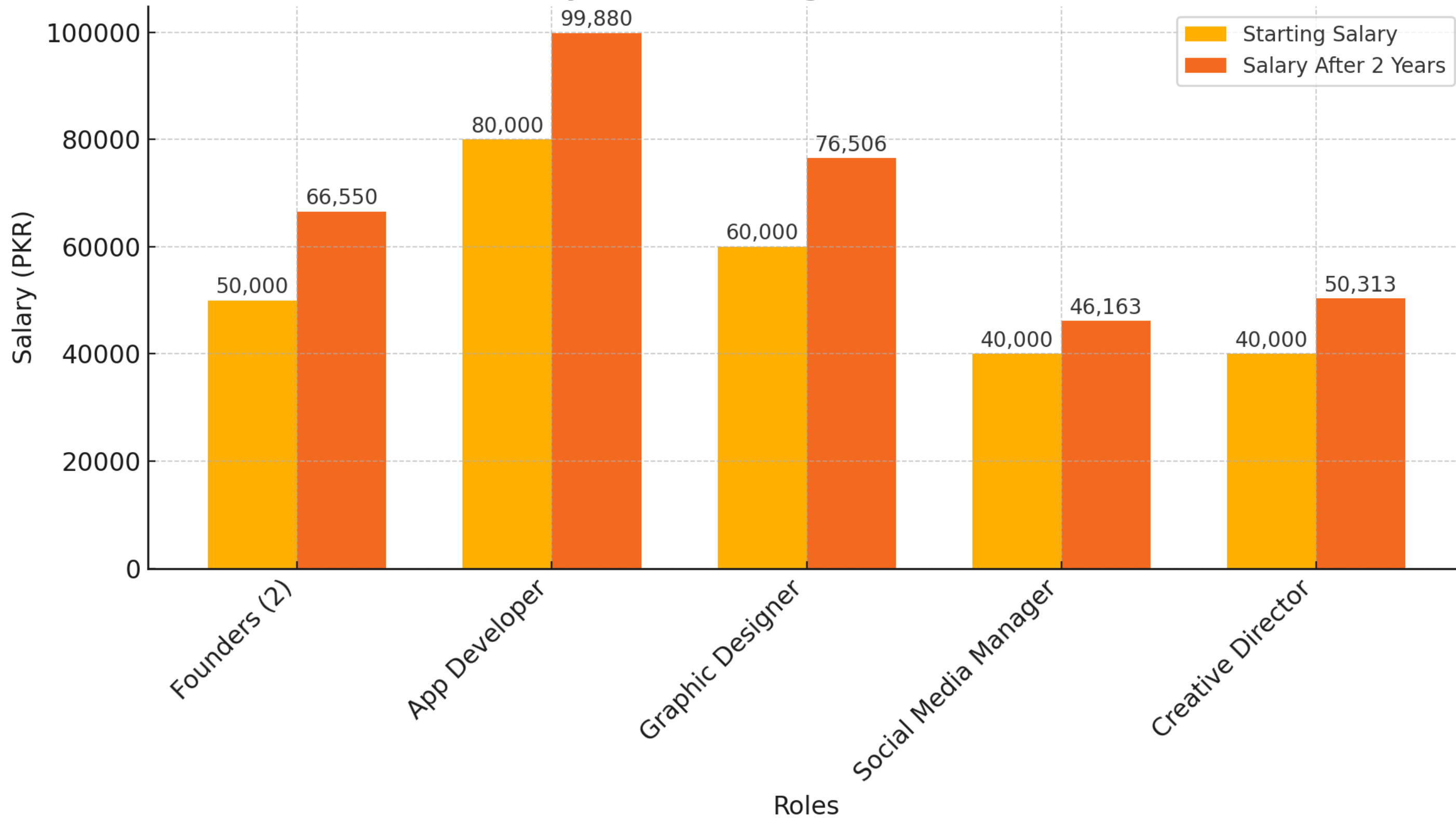


Go-to-Market Strategy

- Phase 1: Pre launch preparation (Months 1-3)
- Phase 2: Initial launch (Months 3-4)
- Phase 3: National expansion (Months 5-8)
- Phase 4: Full scaling and optimization (Months 9-10). **Initial Investment(6 months): 1,000,000**



Salary Plan: Starting vs After Two Years



- **Initial Investment(6 months):** 1,000,000

Revenue Sources

1. In-app advertisement
2. Research partnerships
3. Government and NGO grants
4. Brand merchandising
5. Corporate sponsorships
6. Donations

Team Nurture Nest



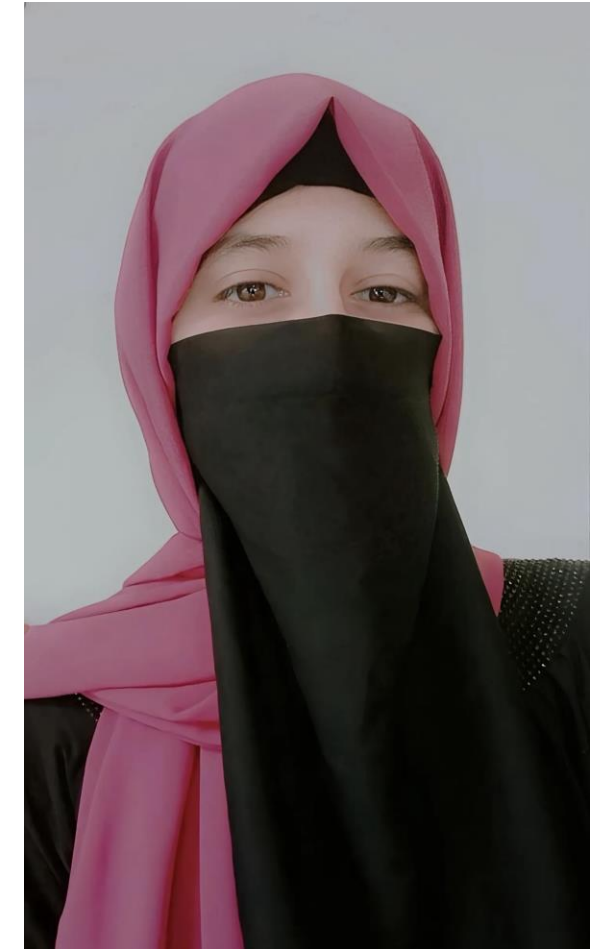
- **Abeer Rizwan:** Founder
- Communication skills
- Idea developer
- Networking
- Experienced in child care programs



- **Verda Ahmed:** Creative Director
- Operation skills
- Management skills
- experienced in child care programs



- **Fatima Khawar:** Marketing Manager
- strategic thinking
- Problem solving
- experienced in child care programs



- **Mehwish Jabeen:** Founder
- Idea development
- Technical skills
- Graphic designing
- experienced in child care programs



Thank you

