

# HUBLIE: ALL-IN-ONE FOR MODERN FAMILIES

FROM SHARED SCHEDULES AND BILLS - TO THE MENTAL LOAD AND CAREGIVER  
COORDINATION



# PROBLEM:

FAMILIES TODAY ARE JUGGLING COMPLEX LOGISTICS — CO-PARENTS, GRANDPARENTS, NANNIES, SHARED, BILLS, AND EMOTIONAL LABOR — WITH SCATTERED TOOLS LIKE TEXT MESSAGES, SPREADSHEETS, AND STICKY NOTES. IT'S EXHAUSTING AND INEFFICIENT.

# INTRODUCING HUBLIE - THE ULTIMATE FAMILY APP





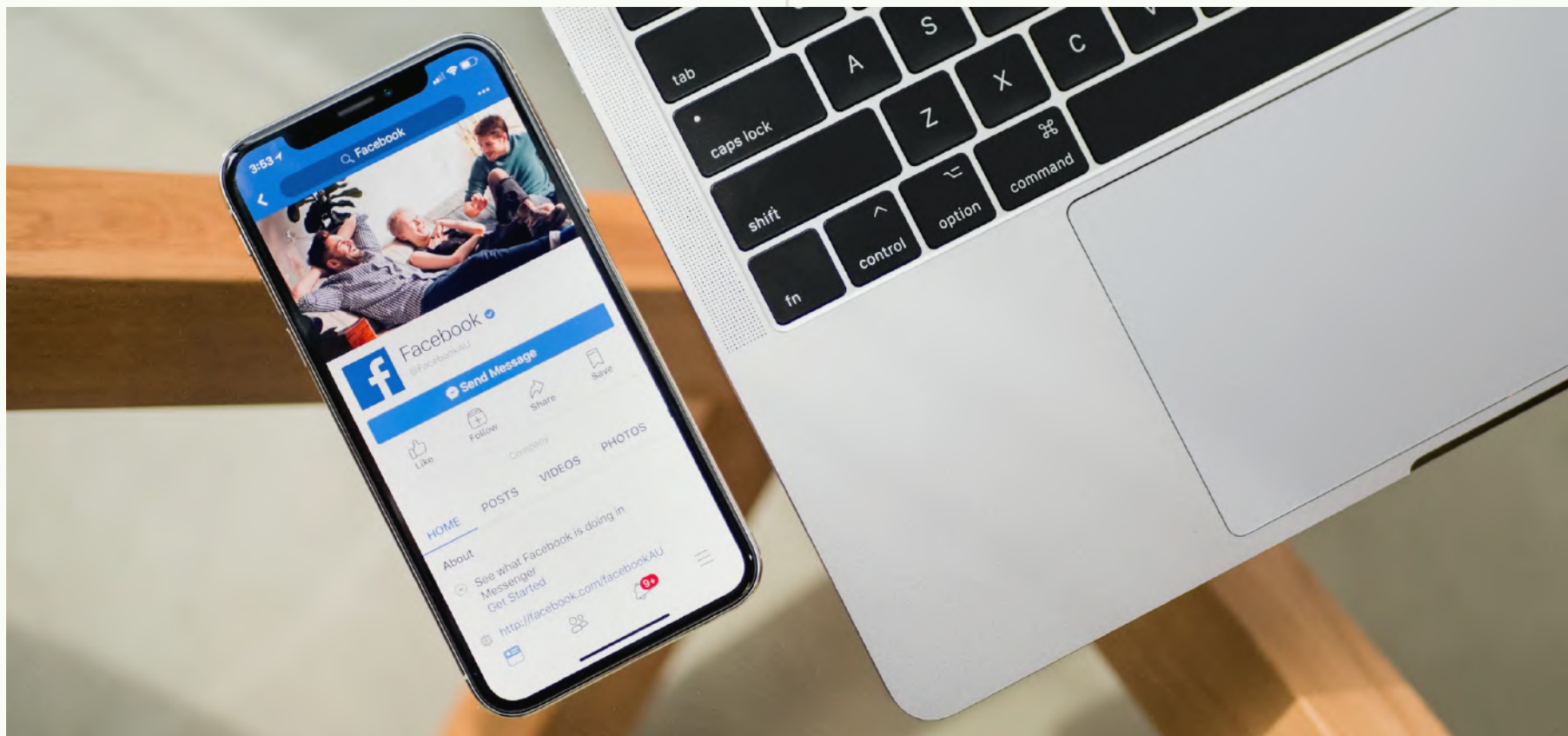
# SOLUTION:

HUBLIE CENTRALIZES FAMILY LOGISTICS: SHARED CALENDARS, BILL TRACKING, EMOTIONAL CHECK-INS, APPRECIATION LOGS, AND A DEDICATED NANNY MODE WITH ROUTINES AND EMERGENCY INFO. IT'S BUILT FOR THE ENTIRE HOUSEHOLD, NOT JUST PARENTS.

## EMPOWERING FAMILIES BY SIMPLIFYING DAILY CHAOS WITH HUBLIE



# ALL-IN-ONE SOLUTION



## Calendar & Bills

Shared Calendar to organize schedules, keep track of events and more — with filtering capabilities to avoid event duplication.

Try Pitch

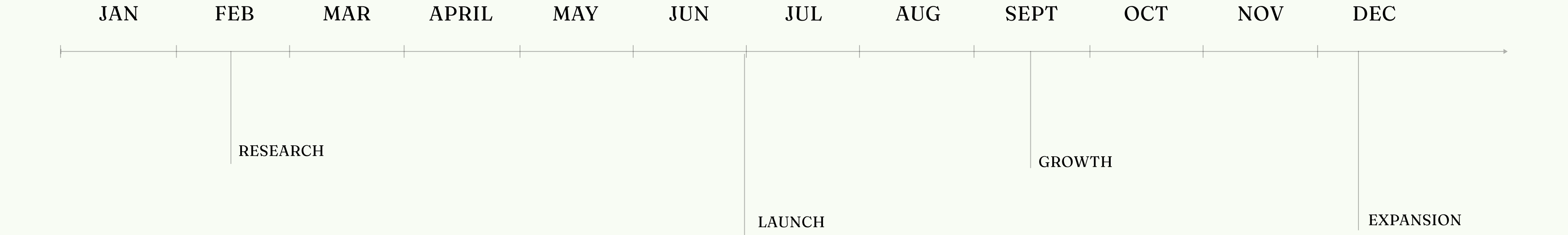


## Nanny Mode

Nanny Mode for family care that provides ease of mind when you're out.

# ADDRESSABLE MARKET

Hublie targets a \$30 billion Total Addressable Market, offering a solution for modern families to manage their busy schedules and responsibilities in one app.



# PRODUCT



## Shared Calendar

Efficiently organize family events



## Bills Management

Track and split household expenses



## Nanny Mode

Easy communication with caregivers



# FREEMIUM MODEL



**Model**

A generous free tier and low-cost monthly upgrade for larger households or additional features.

Try Pitch



**Market**

the family tech space is booming — we estimate a TAM of \$30B+ globally, driven by millennial and Gen Z parents and the rise of remote caregivers.



**Why now?**

Families are seeking better balance and digital solutions. Hublie enters at a moment when household mental load is being widely acknowledged.



**Why me?**

I'm building Hublie to solve real problems in my own home — and others are already asking for it.

# GAINING TRACTION

## Early Users & MVP

In the journey of building Hublie, gaining traction with early users and a minimum viable product (MVP) has been critical. This phase helps validate our idea, gather feedback, and refine our product to better serve modern families.



TAM ESTIMATE

33M

Households with kids under 18

US CENSUS (2023)

1.5M

Hired Caregivers

NANNIES, DOG SITTERS, ETC/

~7M

Grandparents as caregivers

AARP

500M

Global Addressable Market

HOUSEHOLDS DEVELOPED + EMERGING MARKETS

\$5-15/M

Avg. Spend on family tools/apps

COMPARABLE TO COZI, FAMCAL, ETC.



# GROWTH TRENDS

- 70% of U.S. Parent under 40 use digital tools to manage their houshold (Pew Research).
- "Invisible labor" and mental load are top concerns in parenting discourse.

# FUNDING STRATEGY





# REACH OUT



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Website

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