



**project
parenting**



I am Marina Arpia Founder of Project Parenting
And today I want to share a story with you





They all started with a dream

Which is the key
for a better world?





Parents



The problem



58%

Of parents feel like there is...

Lack of sources providing valid information

79%

Of parents have...

Limited free time for research

86%

Of parents feel...

Guilt and criticize themselves about their parenting

The Solution

Project Parenting: The 1st holistic e-learning platform for parents in Greece

It's an **all-in-1 membership platform for parents**, where subscribers gain access to educational content.

Valid information by specialized experts with degrees and hands-on experience.

Variety of topics, organized under tags, that saves time from research all over the internet.

Guilt-free content, based on the most advanced methods, such as positive parenting, attachment parenting, effective parenting etc.

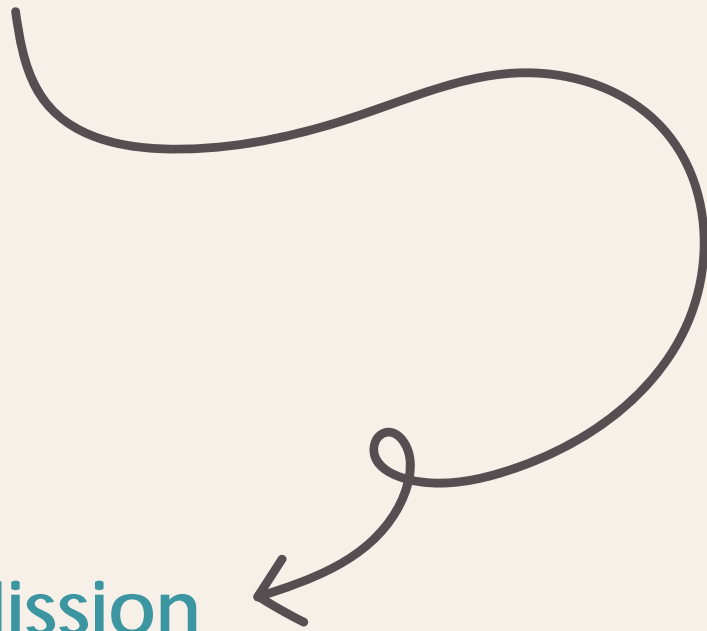


Our Vision

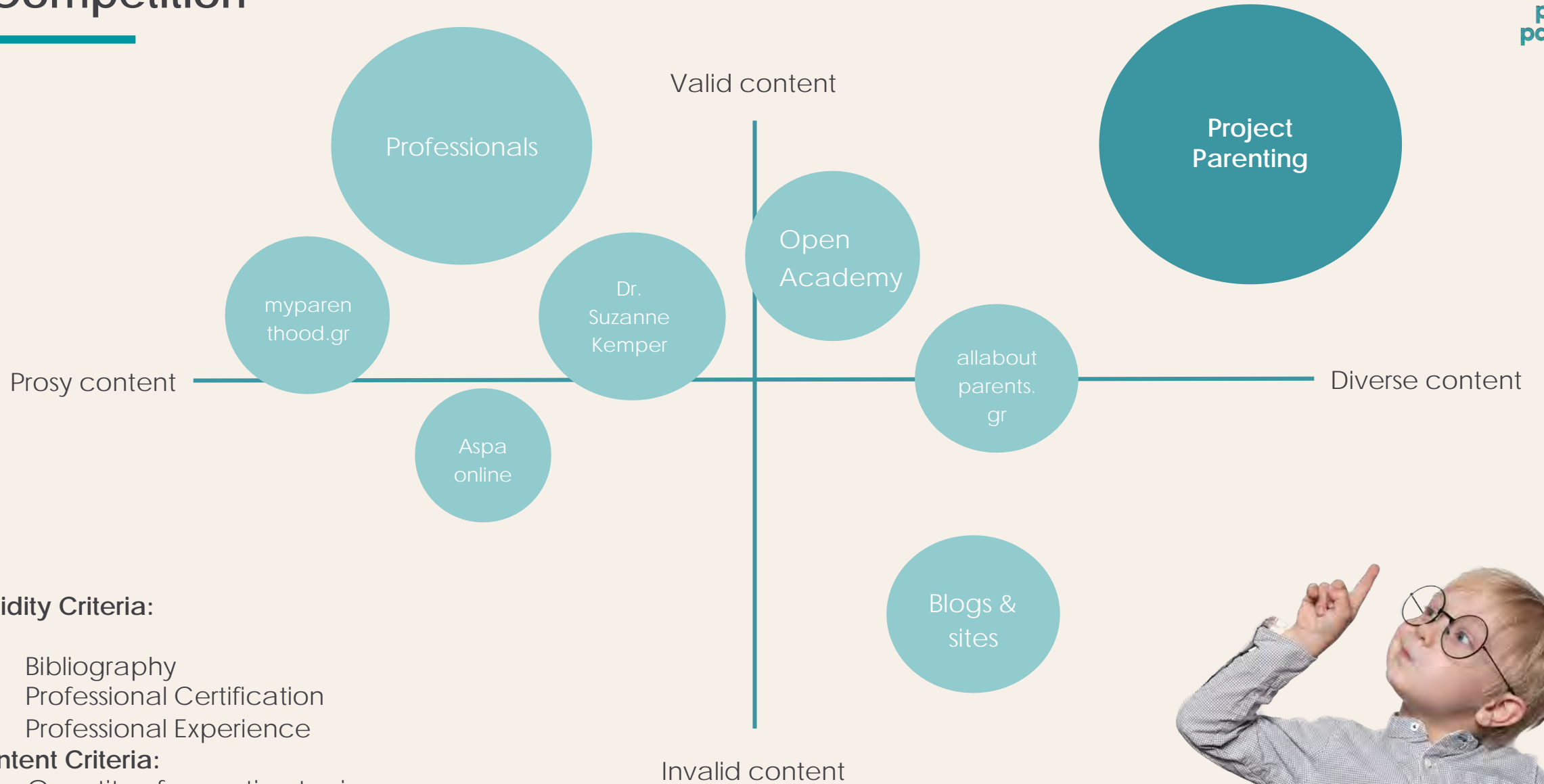
Creating a world where children will grow **loving, accepting** and **respecting** themselves, each other and the environment.

Our Mission

Support parents, who influence the **present** through their activity and actions and at the same time they **shape** the next generation.



Competition



Validity Criteria:

- Bibliography
- Professional Certification
- Professional Experience

Content Criteria:

- Quantity of parenting topics
- Learning methods
- Cooperative Content



B2C Subscription Model

3 Options for Parents:



B2B Experts & Corporates

Annual fee with:





June 2020

Product launched

300K

Unique users
2020-2022

1800+

Subscribers
2022

130+

Experts 2022

800+

Educational
Content results

6

Startup awards
& recognitions

€150K

total revenues
2020-2022

YtD Annual Metrics

36€

Average
Revenue
per User

12€

Customer
Acquisition
Cost

9 months
average
subscribers'
session

20%

AVG Monthly Growth
in new subscribers

84%

AVG Monthly Retention Rate
in new subscribers

Our Team



Marina Arplia
Founder & CEO



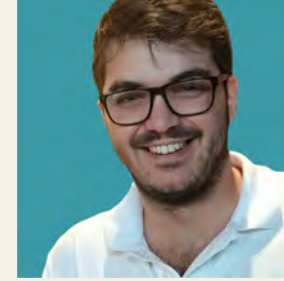
Marialena Angeli
Educational Content Manager &
Copywriter



Gianna Vahtsavanidou
Marketing & PR Manager



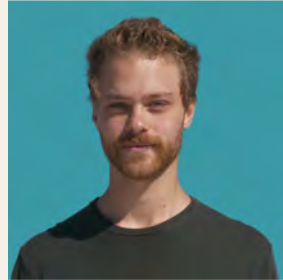
Konstantina Mastoraki
Partnerships Manager



Spyros Darzentas
Social Media Strategy
(external)



Danae Kotsou
Brand Manager &
Creative Director



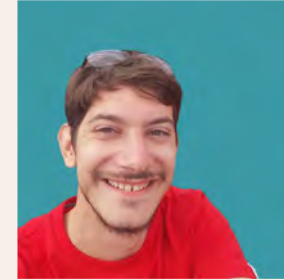
Dimitris Konstantinou
Video Producer



Marialena Mantzavela
Business Support & Community
Manager



Andrianos Kiassos
Finance Manager



Dimitris Mavroudis
Developer
(external)

Our Advisors



Marios Stavropoulos
Business Advisor
Founder of Softomotive



Dimitris Stratakis
Business Advisor
Founder & CEO of UNIMACK



Chrysanthi Kostara
HR Advisor
Founder Find your bliss



Oly Patsoura
Experts & Content Advisor
Parent Coach, Doula,
Holistic Therapist




Fotini Meletaki
Experts & Content Advisor
Parent Coach, Doula

We dream to support parents
all over the world





Entrepreneurship is not about gender

A photograph of a seagull in flight, captured in a soft, golden light. The bird is shown from a side profile, with its wings fully extended. The background is a blurred beach scene with sand and some dark rocks or seaweed. The overall mood is peaceful and inspirational.

*"We're free to go where we wish
and to be what we are"*

Richard Bach, Jonathan Livingston Seagull



THANK YOU

Marina Arpia
Founder
marina@projectparenting.gr

