



# LaunchFamily

# AI Parenting Platform

Media Kit

# About LaunchFamily



## AI-Powered Parenting

LaunchFamily uses AI through Emmie, an emotionally intelligent assistant that helps parents manage routines, meal plans, and playdates effortlessly.



## Expert Network

Access a curated network of therapists, coaches, educators, and pediatricians offering trusted advice and 1:1 support for families.



## Smart Tools

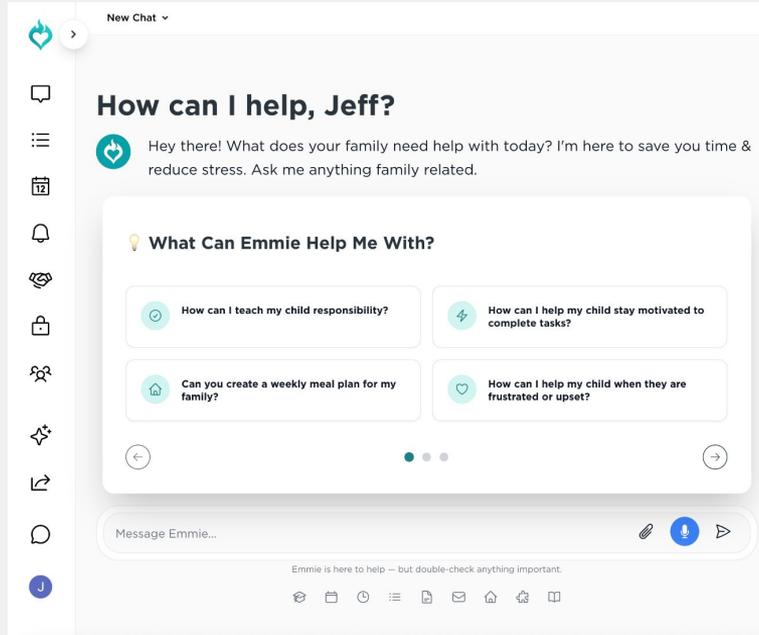
Personalized routines, allergy-safe meal plans with grocery lists, document scanning, behavioral coaching, and a private family dashboard.



## Emotional Guidance

Combining AI insights with human empathy, LaunchFamily supports parents emotionally to reduce overwhelm and build confidence.

# Fast Facts



- Founded in 2025
- Target Audience: Millennial + Gen Z parents
- Emmie leverages GPT-based intelligence and expert-backed training
- Revenue model: Parent subscriptions (~\$12/month), Expert SaaS (\$30-\$100+/month), Commissions
- LaunchFamily Podcast: Recorded over 40 episodes with parenting experts

Audience

# Who We Serve

## Parents

- New parents seeking guidance to reduce overwhelm
- Families managing neurodiversity with tailored support
- Busy parents juggling multiple children, work, and stress
- Looking for reliable, accessible parenting tools and advice

## Experts

- Parenting coaches expanding their reach through digital tools
- Therapists providing specialized emotional and behavioral support
- Pediatricians offering expert medical advice and guidance
- Professionals seeking scalable, AI-enhanced practice solutions

Mission

# Mission & Vision

## Our Mission

- Empower families with smart, trusted parenting tools
- Help parents feel more connected and capable
- Reduce feelings of isolation in modern parenting
- Combine AI technology with expert human guidance

## Our Vision

- Become the global go-to platform for parenting support
- Earn trust through both AI and human expert collaboration
- Transform the future of family care worldwide
- Support diverse families with personalized, accessible solutions

# Our Flywheel Model



## Experts Share Trusted Advice

Parenting professionals contribute reliable advice that forms the foundation of LaunchFamily's knowledge and support system.

Curated expert content  
Live Q&A sessions  
Verified professional insights

## Parents Engage with AI + Tools

Parents utilize Emmie, the AI assistant, alongside scheduling and meal planning tools to manage family life efficiently.

AI-driven advice  
Personalized routines  
Meal plans and playdate scheduling

## Content Builds Trust + Reach

High-quality expert content and community stories foster trust and expand LaunchFamily's reach among parents.

Podcast episodes  
Daily parenting tips  
Community engagement

## More Experts Join + Monetize

Growing trust attracts more experts who offer services and monetize through coaching and consultations on the platform.

Expert onboarding  
SaaS subscriptions  
1:1 coaching sessions

## Data Makes Emmie Smarter

User interactions provide data that continuously trains Emmie's AI, improving accuracy and personalization.

AI training data  
Enhanced response quality  
Personalized support

## Parent Outcomes Improve

Smarter AI and expert guidance help parents feel more capable and supported, leading to healthier families and less stress.

Increased parent confidence  
Positive family feedback  
Better child behavior outcomes

Features

# Key Features

## Parenting Advice

Receive personalized guidance on daily routines, child behavior, and emotional support backed by expert knowledge and AI insights.

## Playdate Organizer

Easily find, schedule, and coordinate playdates to foster social development and family connections.

## Scheduling

Automatically create and manage family calendars and task lists to keep everyone organized and on time effortlessly.

## Email Parsing

Automatically scan and extract key information from school and activity emails to track important tasks and events.

## Meal Planning

Access allergy-safe, kid-friendly meal plans with integrated grocery lists to simplify nutritious family meals.

## Expert Access

Browse and connect with verified therapists, coaches, and pediatricians for personalized 1:1 support and advice.

# Brand Assets



## Product Screenshots & Mockups

High-quality images showcasing key features and user interfaces of the LaunchFamily platform. **Available upon request.**

## Logos

Includes horizontal, stacked, and icon versions of the LaunchFamily logo for versatile use across formats. [Download here.](#)

## Press Photos

Professional photos of the founders **available upon request** for media use.

## Brand Colors & Typography

Official brand color palette and typography guidelines to maintain visual consistency in all communications. [Download here.](#)

## Social Media Graphics

Custom-designed graphics optimized for various social media platforms to enhance online presence. **Available upon request.**

## Press Quotes



“LaunchFamily is like having a therapist, teacher, and best friend in your pocket.”



Early user, mom of three

Contact

# Media Contact

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