

The background features a gradient from dark blue on the left to light teal on the right. Two large, semi-transparent circles are overlaid: a blue one on the left and a teal one on the right, both partially overlapping the central text.

# Bundl

one app. safe. secure.

# Are mainstream apps doing enough?

## Being accountable and ethical

families, friends & social groups

## Streamlining digital life

in multi-feature solutions

## Connecting people safely

families, friends & social groups

## Protecting users information

minimising data mining and selling

## Managing younger users

under 13 years and teenagers

## Over-reaching & monitoring

minimising intrusive and additive features

## Delivering Age-appropriate content

G, PG, 15+, 18+

# OUR GOAL

To foster  
a new generation  
of smart, safe and  
happy digital users



# OUR BRIEF



Deliver a multi-functional platform for friends, families, social groups and local community to connect, communicate, share, plan and organise in a safe and secure environment.

# OUR AUDIENCE

Families

Friendship Groups

Community Groups

Sporting Teams

Small Businesses



## OUR SOLUTION

**Bundl**  
one app. safe. secure

A lifestyle, planning  
and communication  
app for all ages



# OUR FEATURES

## Sharing

Posting with age classifications

## Communication

1-1, Multi-User & Group Messaging

## Planning

Private and shared Calendar

## Organising

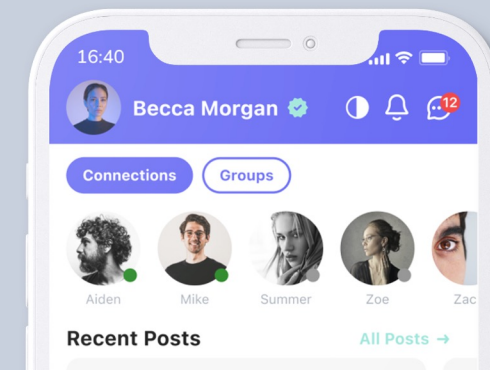
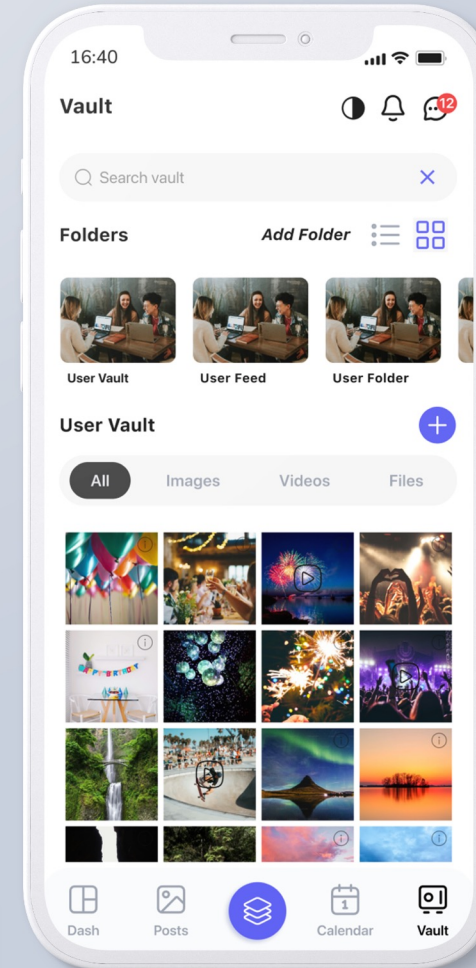
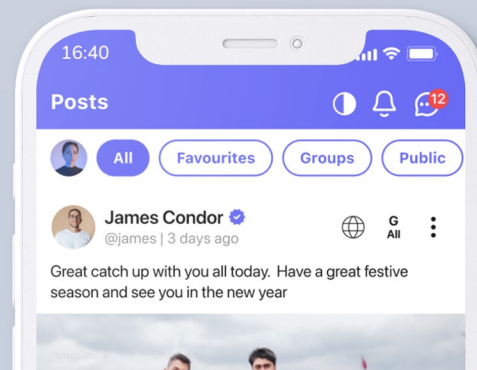
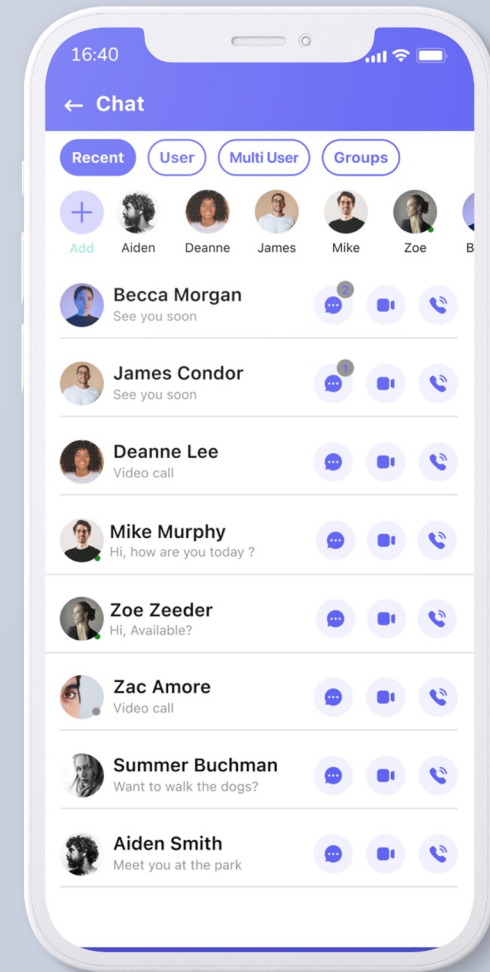
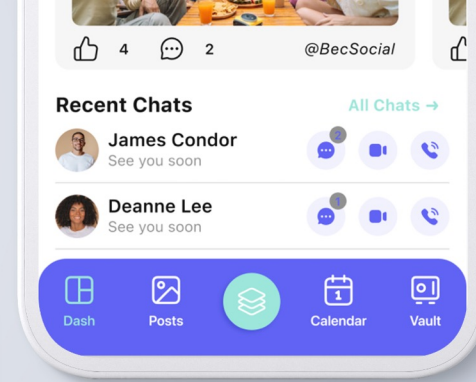
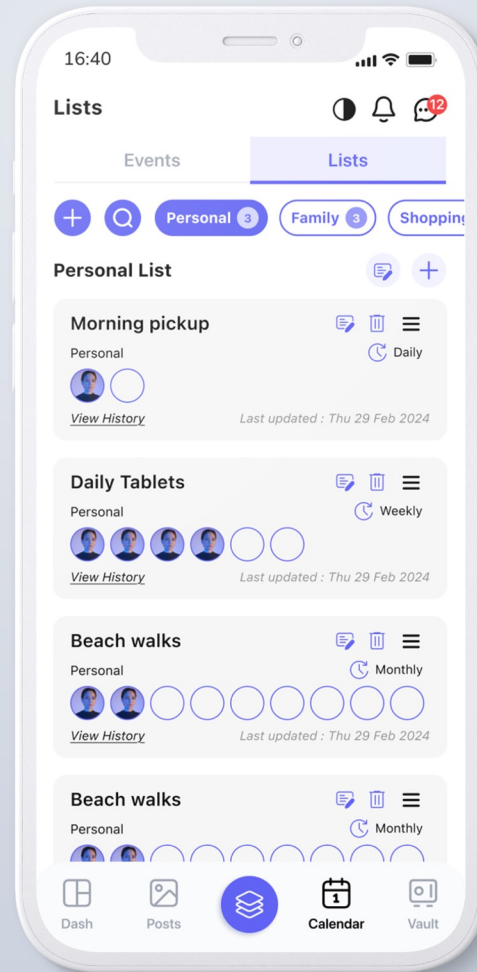
Task and Lists – recurring & resetting

## Storage

Multimedia, documents & files

## User Management

Under 13, 14-15, 16-17, 18+



# Thinking about the user first

## User Profile

- User Preferences
- Privacy Settings



## Sharing & Planning



Feed Calendar Lists Contacts

## Family Accounts

Accounts for:

- Junior
- Supervised
- Managed Members



# Bundl



## Storage



Images Videos Files

## Private Messaging

- Private One-to-One
- Private Group



## Private Groups



Feed Videos Images Files Chat

# How do our features fit in the marketplace?



# Users get Bundl for Free, but we have BundlPro for...

## Monthly Subscriptions

- Bundl is free for users
- BundlPro allows users to create a Network
- BundlPro Networks \$2-5 per user per month

BundlPro Networks are connected groups that can be created and managed by any user.

Typically, these networks are used by organisations, business, sporting clubs and community groups.

# How do we compare in the marketplace?

	Bundl	WhatsApp	Discord	Cozi	Podz
Activity Feed Storage	✓	✗	✗	✗	✗
Multi-Functional Groups	✓	✗	✗	✗	✗
Messaging	✓	✓	✓	✗	✓
Group Chat	✓	✓	✓	✗	✓
Voice/Video Calls	✓	✓	✓	✗	✗
Screensharing	✓	✓	✓	✗	✗
Event Creation	✓	✗	✗	✓	✓
Calendar Sync to Device	✓	✗	✗	✓	✓
Task Management	✓	✗	✗	✓	✗
Media Storage	✓	✓	✗	✗	✗
Family Friendly	✓	?	✗	✓	✓
Privacy Focused	✓	✓	✗	✓	✓

# What makes us different?

## **Holistic solution**

Many features used every day,  
all in one place

## **OPT-IN vs. OPT-OUT**

Our users always get the choice,  
settings are 'private' by default

## **Private Spaces**

Users have their own private space to  
manage calendar, lists & multimedia

## **No unwanted extras**

No intrusive algorithms or  
unwanted advertising

## **For All Ages**

Content and Groups are age rated: G, PG, 15+ & 18+

Family Accounts allow parents to administer their child's account

# Founding Family



**Matt Robertson**  
Creator and Founder

*Engineer & project manager  
Leading vision - concept to completion*



**Lucy Robertson**  
Co-Founder / Creative Director

*Created App Store images and UX/UI  
graphic designer over recent years*



**Amelia Robertson**  
Co-Founder / Project Manager

*Leading Beta Testing phase and User  
Engagement program*



**Stella Robertson**  
Co-Founder / Office Manager

*Aspiring business owner starting at  
the bottom updating Business Plan*

# Management Team



**Rob Aitken**  
COO / General Manager

*Lead successful businesses and  
projects for 25+ years*



**Tim Noonan**  
CFO / Finance Manager

*Director of successful accounting firm  
Advisory Board & mentor of startups*



**Nick Say**  
CMO / Marketing Manager

*Created successful campaigns for  
venues and festivals*



**Paulo Gonclaves**  
CTO / Lead Full Stack Dev

*Has brought his extensive experience  
from Calapult to Bundl to get launch ready*

# Our journey so far...

## Milestones

- ✓ Apps available on App Store & Play Store
- ✓ Beta Testing: 100+ family and friends

## User Engagement Goals

- ❑ July 2026: 100+ users
- ❑ September 2026: 1,000+ users
- ❑ December 2026: 5,000+ users

## Current Traction

- ✓ 50 active daily users

# 6-month plan



The image features a background with a color gradient from blue on the left to green on the right. Two large, semi-transparent circles are overlaid: a blue one on the left and a green one on the right. The word "Bundl" is written in a large, bold, white sans-serif font across the center. Below it, the tagline "one app. safe. secure." is written in a smaller, white sans-serif font.

# Bundl

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