



wangle  
FAMILY INSITES  
Keeping Your Family Safe Online

REDEFINING CHILD PROTECTION SOFTWARE

Overview 2017

## The Internet, Opportunities and Threats

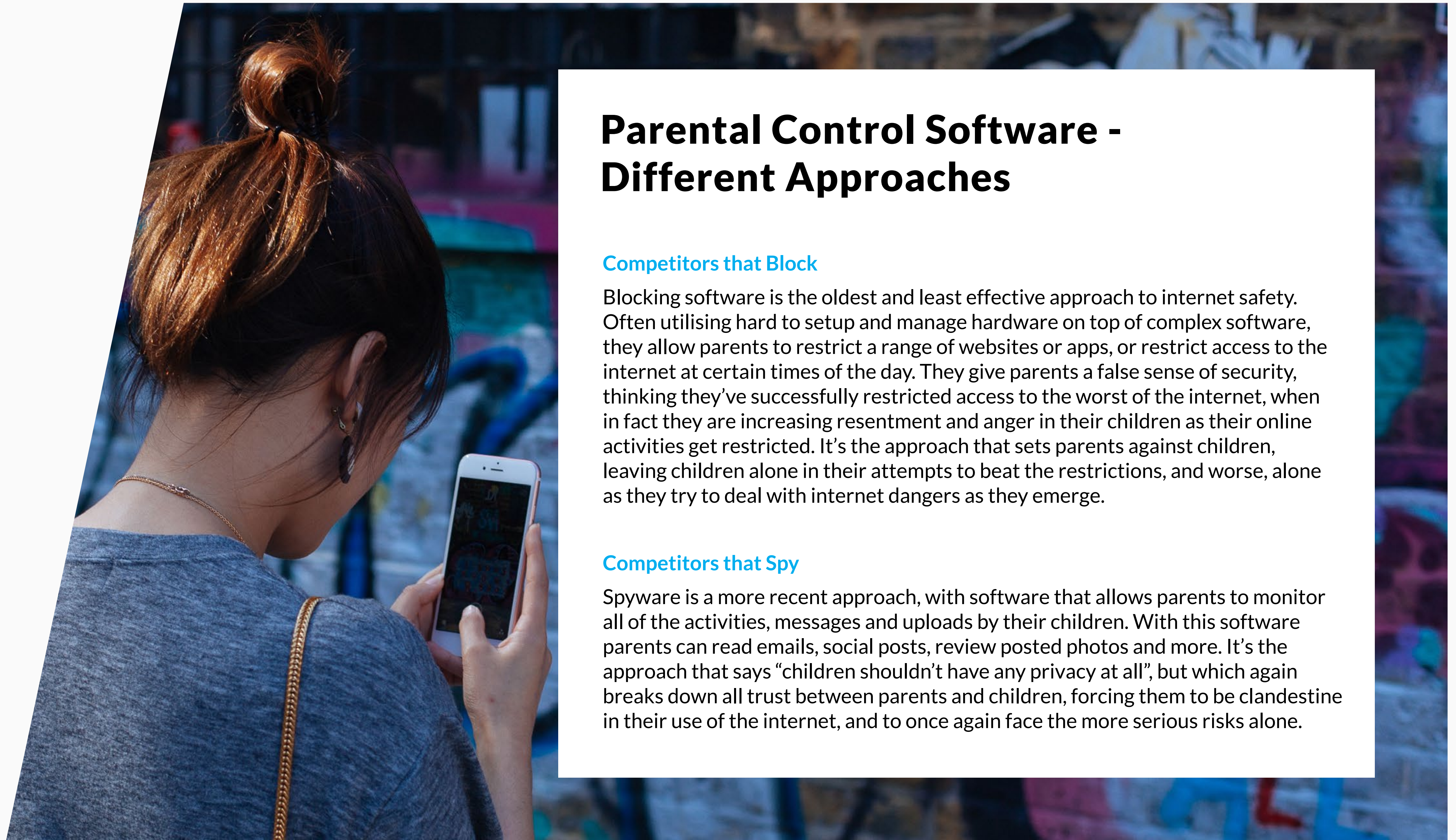
The internet has been revolutionary. It has forged ahead as the leading source of education, entertainment and social connection, further enhanced by the rapid development of smart phones, tablets and increasingly faster networks that give people access to everything, anywhere, at any time.

For children and young people, they've never experienced a world without the internet. They consume their daily screen time hungrily as they explore the wonders available to them.

However, not everything online is healthy for our youth. Gaming addiction, cyber bullying, sexting, pornography, and the growing threat of predators increasingly concern parents as their children navigate a technical world that is often far more complex than their parents are aware of.







## Parental Control Software - Different Approaches

### Competitors that Block

Blocking software is the oldest and least effective approach to internet safety. Often utilising hard to setup and manage hardware on top of complex software, they allow parents to restrict a range of websites or apps, or restrict access to the internet at certain times of the day. They give parents a false sense of security, thinking they've successfully restricted access to the worst of the internet, when in fact they are increasing resentment and anger in their children as their online activities get restricted. It's the approach that sets parents against children, leaving children alone in their attempts to beat the restrictions, and worse, alone as they try to deal with internet dangers as they emerge.

### Competitors that Spy

Spyware is a more recent approach, with software that allows parents to monitor all of the activities, messages and uploads by their children. With this software parents can read emails, social posts, review posted photos and more. It's the approach that says "children shouldn't have any privacy at all", but which again breaks down all trust between parents and children, forcing them to be clandestine in their use of the internet, and to once again face the more serious risks alone.





## Wangle Family Insites - How are we different?

### Why be Different?

Researchers into childhood development felt uncomfortable with blocking and spyware approaches, with both methods eroding the parent-child trust required to help families safely navigate the internet. Children need to be taught how to use the internet safely whilst maintaining trust with their parents so they can work through issues together.

### The Technology

First we married Telethon Kids Institute's research into online childhood behaviour with internet and GPS data passing through our own accelerated VPN network. Then we analyse children's online metadata in real time to look for emerging threats, inform and educate parents of the risks, and help families work together on using the internet safely. Its an approach that looks at behaviours rather than reads content, giving children a fairer balance between privacy and safety.

### Family Education

The team at Wangle worked closely with Telethon Kids Institute and other experts in the field to collate and curate detailed information from researchers, government advisory bodies and educators. We then explored the ecosystem for relevant resources, tools and services, so that parents had much more detail on what threats might mean, what their approaches might involve, and who to turn to for help when they needed it. Together, we give families the tools and knowledge to work together on online safety.





## Wangle Family Insites - Key Features



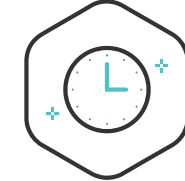
Cloud-based application means no difficult to setup home hardware



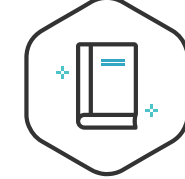
Live analysis of children's internet behaviour



Real time threat alerts delivered to parents phones



Time spent on social, games and communications apps captured



Research, education and resources supplied for all threats identified



GPS Location data shows live mobile device data



Monitor up to 20 mobile devices



Fast, secure VPN technology keeps children's devices safe from hackers



# Commercial Model

## MONTHLY SUBSCRIPTION



Pay as you go on a monthly basis. All your family's mobile devices are covered - up to 20 per subscription. Your service starts on day one and you can check locations, receive threat alerts and begin to learn and grow as a family, safe online.

**\$7.99**  
per month

COMING SOON

## 30 DAY FREE TRIAL



Whether you choose the monthly or the annual subscription we believe in our product. We know Wangle Family Insites works and are pleased to offer a 30 day free trial. We know after just 30 days you will believe, trust and want our product.

**FREE**  
30 days

COMING SOON

## ANNUAL SUBSCRIPTION



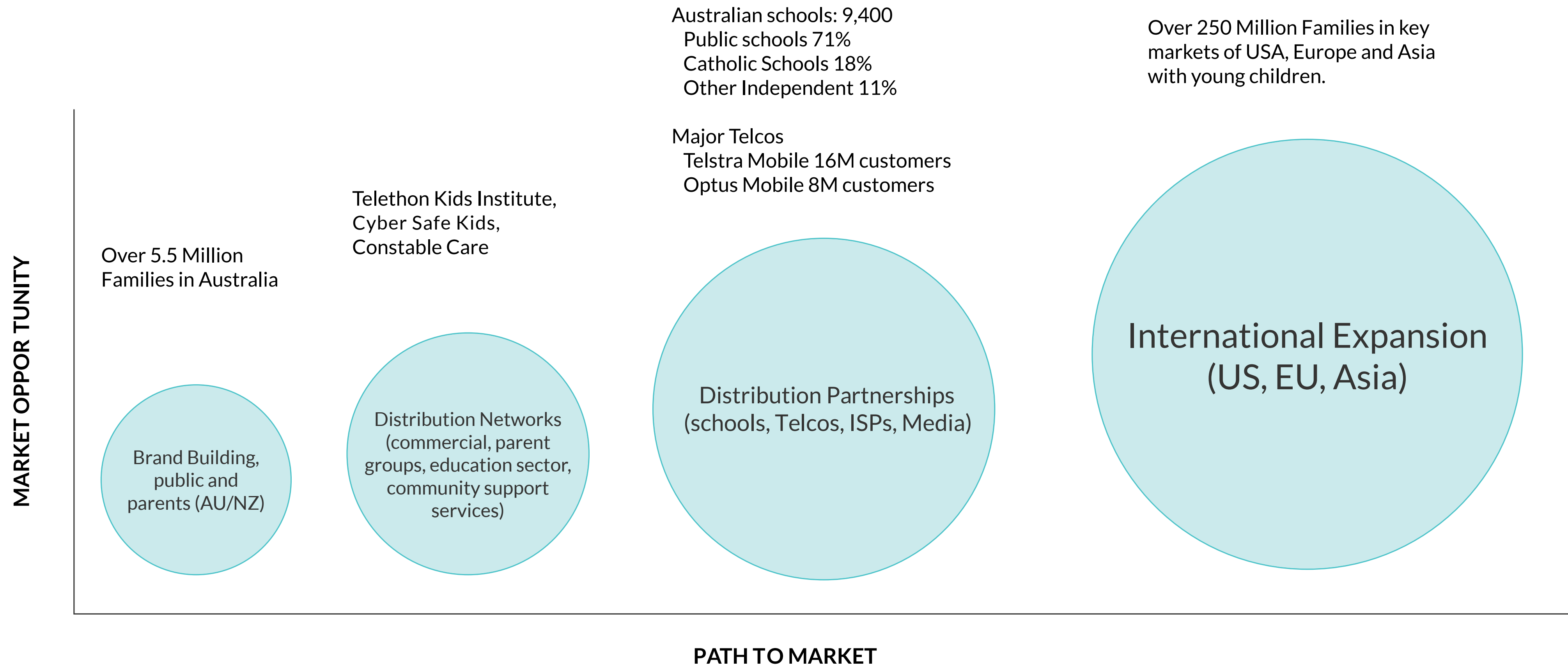
Ensure your whole family is covered for a year in just one simple payment. Providing 365 days of security and safety for your family online. Delivering alerts, advice and education to ensure you are covered and can resolve threats as they occur.

**\$79.99**  
per year

COMING SOON



# Path to Market



# Marketing Plan





# Key Personnel



**Robyn Treyvaud**

Head of Education

In 2008 I established Cyber Safe Kids, a consultancy that partnered with Federal and State governments, media, schools (nationally and internationally) and non-profit organisations to deliver programs and resources to educate, empower and engage people about cyber safety. I became the first global partner of Common Sense Media [US] and was on the Global Advisory Board for Norton's Online Family in 2007. As an international keynote speaker I have established a global network of cyber safety experts and have had significant input into the agendas and resources of not for profit organisations and educational communities. As a facilitator of professional learning for the International Baccalaureate Organisation in Asia-Pacific I have influenced the explicit teaching of digital citizenship in schools primary and secondary.



**Donna Cross**

Director

Donna Cross is a Professor with the Faculty of Medicine, Dentistry and Health Sciences at the University of Western Australia and the Telethon Kids Institute. Donna has an international reputation for developing community-based interventions to reduce bullying and aggression among young people. She is currently a lead investigator on six 2-5 year longitudinal research projects developed to prevent bullying, cyberbullying and associated mental health harms among Australian children and adolescents. Her strong focus on translational strategies has culminated in the dissemination of an evidence-based program called Friendly Schools Plus to over 3,000 Australian schools and schools in the USA and the UK and Scandinavia.



# Competitive Analysis

	WFI	ESET	NET NANNY	FAMILY ZONE	QUSTODIO	PHONE SHERIFF
LIVE MOBILE NETWORK MONITORING & BEHAVIOURAL ANALYSIS OF NETWORK TRAFFIC	✓	✗	✗	✗	✗	✗
QUICK-SCALE CAPABILITY VIA GLOBAL CLOUD PARTNER AMAZON WEB SERVICES FOR FUTURE GLOBAL EXPANSION	✓	✗	✗	✗	* basic	✗
PARTNERSHIP WITH WORLD LEADING RESEARCH BODY, TELETHON KIDS INSTITUTE, TO IDENTIFY THREATS & ONLINE BEHAVIOURS	✓	✗	✗	✗	✗	✗
INCLUSION OF ADVICE, TUTORIALS & RESOURCES FOR PARENTS	✓	✗	✗	✗	✗	✗
ALWAYS-ON MOBILE MONITORING & ENTERPRISE LEVEL SECURITY FOR CHILDRENS NET USAGE VIA WANGLE'S LEADING MOBILE VPN NETWORK	✓	✗	✗	✗	✗	✗
NETWORK ANALYSIS PROVIDED TO TELETHON KIDS INSTITUTE TO IMPROVE RESEARCH INTO ONLINE THREATS & CHILDHOOD BEHAVIOURS	✓	✗	✗	✗	✗	✗
SIMPLE SOFTWARE SOLUTION THAT IS EASY TO SET-UP & NO HARDWARE DEVICES TO PURCHASE & CONFIGURE	✓	✗	✗	✗	✗	✗
PRICE PER MONTH	\$7.99	\$14.95	\$9	\$12.37 p/m yr 1	\$10.49 15 devices	\$7.42





"When it comes to expressing yourself freely, and worshipping as you choose, and having open access to information – we believe those are universal rights that are the birthright of every person on this planet."

**MICHELLE OBAMA**