



Carrots & Cake

Screen Time Just Got Healthy

Press Kit // September 2023



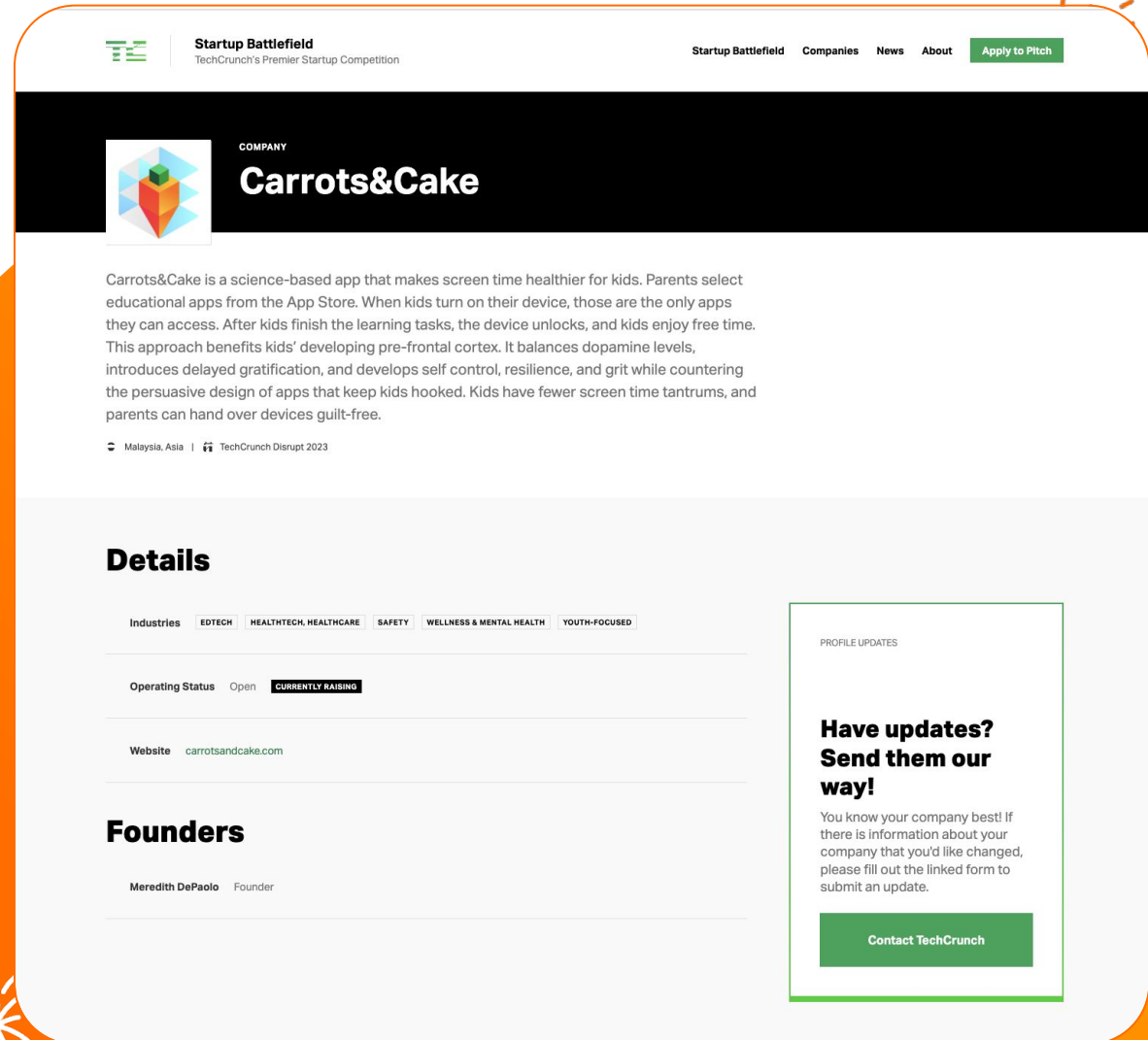
TechCrunch 200

Disrupt Battlefield 200

- September 2023
- One of 200 companies selected globally from thousands of applicants
- One of only three EdTech companies selected

> [Link to announcement](#)

> [Link to company page](#)



The screenshot shows the company profile for Carrots&Cake on the TechCrunch Startup Battlefield website. The page includes the following elements:

- Header:** Startup Battlefield logo and navigation links (Startup Battlefield, Companies, News, About, Apply to Pitch).
- Company Info:** Carrots&Cake logo and name.
- Description:** Carrots&Cake is a science-based app that makes screen time healthier for kids. Parents select educational apps from the App Store. When kids turn on their device, those are the only apps they can access. After kids finish the learning tasks, the device unlocks, and kids enjoy free time. This approach benefits kids' developing pre-frontal cortex. It balances dopamine levels, introduces delayed gratification, and develops self control, resilience, and grit while countering the persuasive design of apps that keep kids hooked. Kids have fewer screen time tantrums, and parents can hand over devices guilt-free.
- Location:** Malaysia, Asia | TechCrunch Disrupt 2023
- Details Section:**
 - Industries:** EDTECH, HEALTHTECH, HEALTHCARE, SAFETY, WELLNESS & MENTAL HEALTH, YOUTH-FOCUSED
 - Operating Status:** Open, CURRENTLY RAISING
 - Website:** carrotsandcake.com
- Founders Section:** Meredith DePaolo, Founder
- Call to Action:** "Have updates? Send them our way!" with a "Contact TechCrunch" button.

A Science-based, Parental Control Learning App

Carrots&Cake is an award-winning, science-based app that makes devices more beneficial and less addictive for kids by prioritizing activities with a high cognitive load.

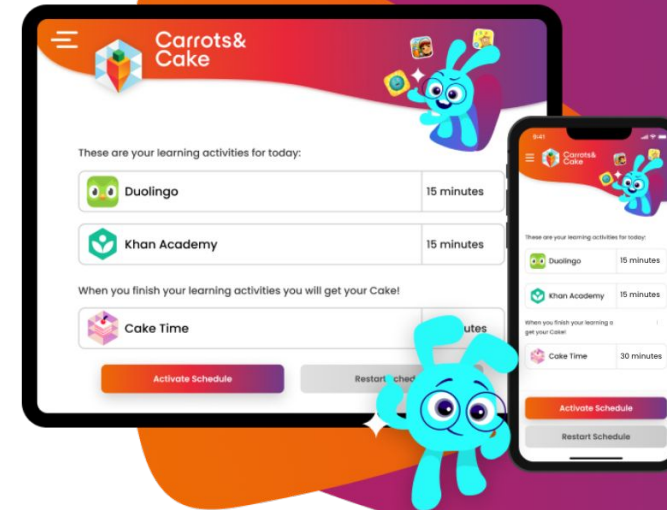
Kids average 5-7 hours of screen time a day. Research studies link excessive digital media use to **depression, anxiety, obesity** and **poor quality sleep**. Carrots&Cake takes aim at these problems in order to elevate kids' screen time.

With Carrots&Cake, parents can select **any educational apps from the Apple App Store**. When kids turn on their device, those are the only apps they can access. After kids finish the learning tasks, all apps unblock and kids can enjoy agency during free time.

This approach benefits the developing prefrontal cortex of kids. It **balances dopamine** levels, **introduces delayed gratification**, and leads to the development of **self control, resilience**, and **grit** while countering the persuasive design of apps that keep kids hooked. Kids have fewer screen time tantrums, and parents can hand over devices guilt-free.

Other screen time controls are one-sided, monitor kids private behavior, and put simple time restrictions on devices. They don't consider that **how devices are used impacts kids' behavior**.

Early users report their kids' time on learning apps tripled, while overall screen time was cut in half.



Carrots&Cake
Launched: 2022
Location: Kuala Lumpur & London



Kids

01

Develop healthy screen time habits

Carrots&Cake minimizes the likelihood of screen time addiction by balancing dopamine spikes associated with games, streaming, and social media.

02

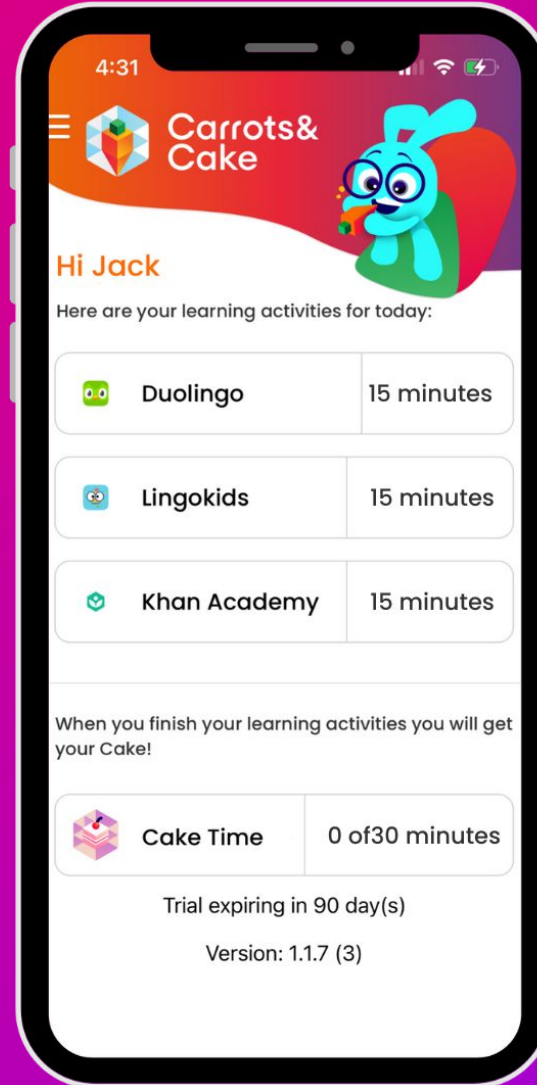
Boost learning in a fun, interactive way

Children micro-learn educational content distraction free allowing their knowledge to compound over time.

03

Develop long-lasting grit & resilience

Kids benefit from delayed gratification while developing grit and self-reliance.



Parents

01

Hand over devices to your kids guilt-free

No dangerous popups, no unintentional downloads, no access to adult sites. Carrots&Cake provides a safe environment.

02

Enjoy less tantrums, more connection

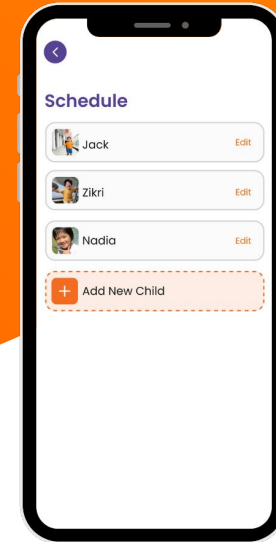
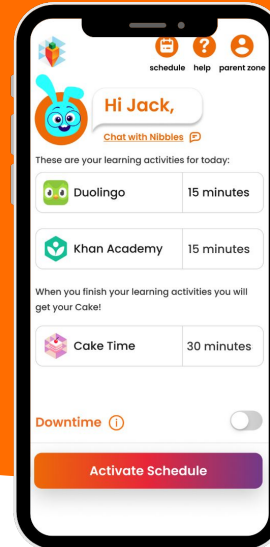
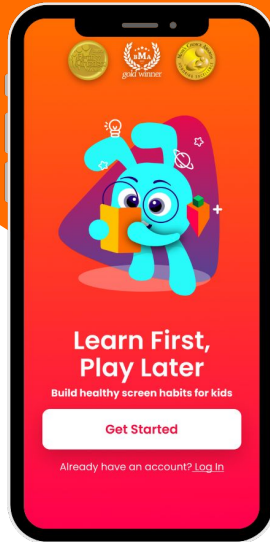
Kids enjoy autonomy with Cake Time. As it ends, nudges ease kids off screens. This reduces tantrums and outbursts.

03

Protect your kids from tech overuse

Kids' screen time is intentional and balanced with strict limits. Parents get peace of mind.

Product Specs



User Interface:

- Intuitive design suitable for both parents and children
- Vibrant graphics and animations
- AI powered helper bunny for an engaging user experience

Pricing

- \$9.99USD/month or \$59.99USD/year

Privacy and Security:

- End-to-end encryption ensuring user data protection
- Parental PIN for added security
- All screen time data is 100% protected by Apple

Trial Period

- 14-day free trial

Integration Capabilities:

- Syncs with any Apple App Store app
- Compatible with family sharing setup
- Works with both iPhone and iPad

System Requirements:

- iOS 16 minimum requirement

| Our Story



Founders: Hamel Shah & Meredith DePaolo

“In recent years **our daughters** were **exposed to devices like never before**. Screens became the go-to medium for education, socialization, and recreation. While we accepted screens as necessary and appreciated their benefits, we weren’t prepared when “**just one more minute...**” became a constant refrain in our home.

Our polite, **happy kids started throwing tantrums** when their screen time ended. Screens controlled them rather than the other way around. Despite studying at **Cambridge and Yale** and succeeding at demanding jobs at **Bain & Company, Bloomberg, and CBS News**, **digital parenting stumped us**. We wanted our kids to be fluent in technology, however we worried over the long-term effects of too much screen time. There’s a lot of information about kids and screens, but it can be conflicting. In theory, the advice was good, but when we tried to put it into practice, let’s just say we were the ones throwing the tantrums.

We needed something better, so we **created Carrots&Cake**. Pulling together a **team of experts**, we built an app focused on improving the quality of kids’ screen time. Now **our kids have balance**, we are **happier**, and our **family** has more **time to connect**.”

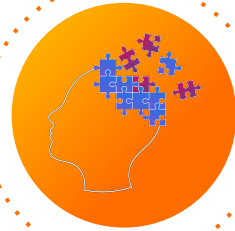
Co-Founder of Carrots&Cake, Meredith DePaolo

The Science Behind Carrots&Cake



Behavioral Neuroscience

Carrots&Cake promotes healthy screen use by reducing the firing of the brain's reward pathway. This helps kids stay in control of screens.



Behavioral Psychology

Introducing Carrots results in delayed gratification which builds resilience & grit. Motivational interviewing helps kids improve their behavior and intrinsic motivation.



Cognitive Science

Kids focus on learning without distractions. Through micro-learning, kids compound knowledge with small but consistent daily effort. This helps them develop healthy habits.

The Carrots&Cake Team



Hamel Shah

Co-Founder

Bain, Serial entrepreneur: Founder of Azimuth Global Partners, 101Candles.com & founding team of Amiri Capital Cambridge, INSEAD
Dad of two



Meredith DePaolo

Co-Founder

Writer, producer, reporter at CBS News, Bloomberg News, & HBO. Screenwriter Yale
Mom of two



Lisa Carse

Head of Customer & Partnerships

Strategy consultant at Blue Ocean Institute
UC Berkeley, Tufts, INSEAD
Mom of two



Asif Mahmood

Lead Developer

Full-stack developer
Developer at 8 different parental control software firms
Punjab University College of IT
Dad of two



Jack Newenham

Marketing Lead

Lead marketer with four app based startups
Nottingham Business School



Nezo Benardi

Product Manager

Product Manager with an emphasis on UX and strategy.
BINUS University



Jageloo Yadav

Senior Developer

10 years iOS experience
Formerly at Accenture
Gautam Technical University
Dad of two



Milly & Margot

Chief App Testers

UX explorers & kid-friendly verifiers
Age 7 & 9

Carrots&Cake is built by parents & developed with teachers, doctors, and scientists

Leading Medical Advisors



Dr. Clifford Sussman, M.D.
Screen Addiction Child Psychiatrist
Featured in Time magazine, The New York Times, ABC News
Developed the first Digital Use Disorder track at Caron Treatment Centers



Dr. Adam Pletter, PsyD
Digital Parenting Expert & Child Psychologist
Creator of iParent 101 – Digital Parenting Course

Notable Academic Advisors



Dr. Kaitlyn Regehr
Associate Professor of Digital Humanities at University College London, specializing in the cultural impacts of technology



Carrie Rogers-Whitehead
Founder of Digital Respons-Ability, educating parents to navigate their family's digital citizenship.
Author of *The 3Ms of Fearless Digital Parenting*



Sharath Jeevan OBE
Founder & former-CEO of STIR Education, a cross border NGO focusing on unlocking students' intrinsic motivation and leadership.



Azad Oommen
Co-founder of Global School Leaders, a non-profit mobilizing stakeholders to strengthen their education system with a focus on K-12



Dr. Gwenyth Jackaway, Ph.D.
Former Associate Professor, Fordham University.
Communications and Media Studies Curriculum Chairperson

| Expert Feedback



Gwenyth Jackaway, Ph.D. (She/Her) · 1st
Mission Driven Educator | Curriculum Design | Impact of Communicatio...
2d · 🌐

Parents aren't just battling screen time with their kids: they're up against Silicon Valley, Madison Avenue and Wall Street. Navigating this on your own is a daunting task. **Carrots&Cake** helps level that playing field.



Adam Pletter · 1st
Clinical Psychologist in Private Practice; Digital Parenting Consultant
1d · 🌐

Carrots&Cake is not just another parental control app. It emphasizes learning over play for young kids. It empowers children by granting them a sense of agency over their screen time, fostering healthy habits and self regulation practice. For parents, it provides the flexibility to customize controls, blocks adult content, and prevents unsupervised app downloads.



Theresa Alexander Inman, MA, BCBA, ITDS · 1st
BCBA / Infant Toddler Developmental Specialist / Parent Coach / Intern...
20h · Edited · 🌐

Setting screen time limits can be tricky during a busy day. I have had parents set timers, which does not always work. Either they forget to set them or miss when they go off.

Carrots&Cake, on the other hand, has taken the guesswork out of setting limits, and you're not the 'villain' telling your child funtime is up. I recommend this to the parents I work with who struggle with managing screen time, and they love it.



Positive Feedback From Early Users

“

My 11 year old boy was constantly playing on his ipad and not listening to us even if we try to be strict with him. **He had interest in science, but he was not experimenting because he was more interested in playing games on ipad.** But after installing carrots & cakes, I have kept few educational apps related to science and kept the limit that he can access games only after going through those educational apps. **This has limited his access and also increased his interest again in science.** I am really glad that I have started using carrots & cakes and now my son is again back on track



Charlie



Before she was getting very agitated if I asked her to come off her iPad. **Now she comes off no problem.**



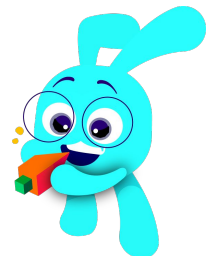
Ginn



It will not be the same whole day Roblox sessions anymore but more on learning apps with her brother. **Even if I'm away, I can make sure they do not spend too much time in front of devices!**



Adele



Kids are not using educational apps



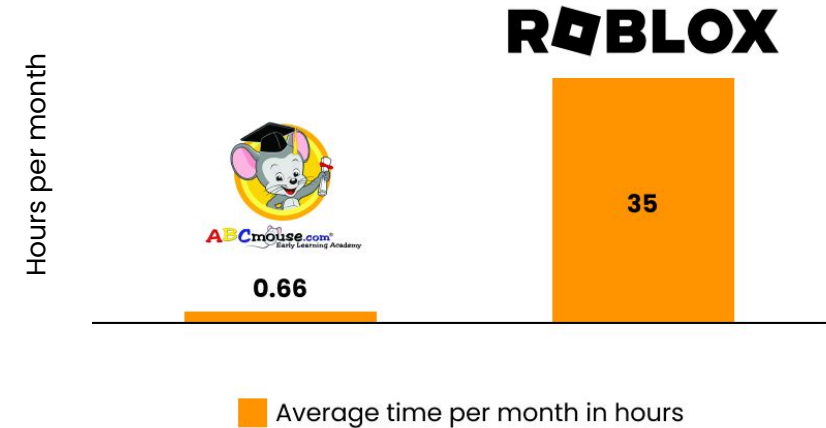
The average time spent on top educational apps like ABCmouse is **less than 40 minutes** a month versus **35 hours** a month on popular game apps like Roblox.

Carrots&Cake makes apps sticky



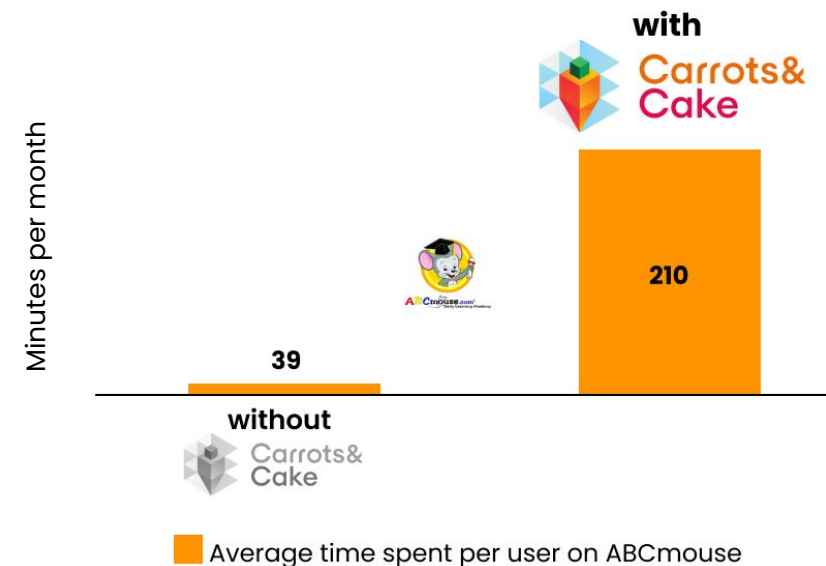
Carrots&Cake users report **tripling** kids' time on educational apps while reducing overall screen time **by half**.

Average monthly usage (hours)
ABCMouse vs Roblox



Source: Sensor Tower, App Annie

Average monthly use of ABCmouse (minutes)
increases with Carrots&Cake



Market Insights

Parental Control Systems / Total Addressable Market

Region	Addressable Market (Families)	Addressable Market (USD)	Current Market (USD)
North America	35M	\$4.2B	\$850M
Europe	55M	\$6.6B	\$700M
Rest of World	100M	\$12.0B	\$500M
Total	190M	\$22.8B	\$2.05B

Sources: Current market size in dollars from multiple sources, including a 2018 study from MarketInsights, a 2019 study by DataBridge and a 2020 study from MarketBiz. Addressable Market size in families is derived from UN data by country of households with children. Addressable market size in dollars is our estimate based on a value of \$10 / month per family, discussed below.

Parental Control Market: Poised for Significant Growth by 2030

- The overall market is expected to grow at 8.26% CAGR from 2020–2030 (PRNewsWire)
- North America dominates the market and is expected to continue its dominance over the next 10 years

Take Action Now

- In May 2023 the [US Surgeon general issued an official advisory](#) warning parents of the dangers of social media and linking it to depression, anxiety, obesity and poor quality sleep. His warning was echoed by six of the nation’s top medical organizations.
- Social media is already in the hands of 38% of children aged 8 to 12*
- Average age at which children first view pornography on a mobile device is 12, and 15% of children 10 or younger have been exposed*
- By 2021, tweens averaged 5 hours 33 minutes of screen use daily, and teens even more, at a staggering 8 hours 39 minutes*

Thank you for your consideration!

Learn First. Play Later.

Media Contact

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