

#### 4. Market Need and Opportunity

The childcare market is in need of innovative solutions that can provide personalized and interactive experiences for children. Studies show that personalized learning and interactive play can significantly benefit children's development, particularly for those with trauma. Narnitude aims to fill this gap with its playful approach.

Narnitude distinguishes itself by transforming traditional psychological treatment into a more dynamic and integrated experience. Our platform enhances in-house treatments by extending therapeutic activities into daily routines. It is designed to adapt seamlessly to the unique needs of each individual, ensuring an environment that is both comfortable and secure. By leveraging the power of data while prioritizing privacy, Narnitude creates a more intuitive and efficient treatment process. This not only improves the success rate of current treatment methods but also increases the revenue potential for psychologists, institutes, and hospitals by enabling more effective and personalized care.

#### Target Audience

(In order of approach priority)

- Private psychologists
- Psychology institutes
- Families with small children
- Children with PTSD
- Kids hospitals
- Research institutes specializing in child psychology and trauma

#### Customer Segments

- Research institutes and schools that may need special plans according to their needs. (In these B2B cases, the model can be tailor-made for special purposes to meet the demands of our clients.)
- Parents usually do not have adequate time to spend with their children. (B2C)

#### Potential Competitors

The Table Here:

<https://docs.google.com/spreadsheets/d/1uT2Tt1C0w5m0oUc17Vmv5CjLGyuf5IAmxksUCmZS7TA/edit?usp=sharing>