



SPARKZ

Fun for kids, Calm for Parents

INVESTOR PITCH DECK

Birthday parties made magical

The all-in-one platform for planning unforgettable kids' birthday parties

Party planning is stressful

Coordination Chaos

Parents juggle WhatsApp groups, texts, calls, and emails just to organise one party. Details get lost and nothing is centralised.

Generic Gift Giving

Duplicate presents, unwanted toys, and no easy way for guests to coordinate on a meaningful group gift.

Transport Headaches

No simple way to coordinate lifts between parents, leading to dozens of separate conversations and confusion.

Scattered Communications

Important party details are buried in group chats. RSVPs come via different channels. Photos are never collected.

OUR SOLUTION

Sparkz Party: All-in-one party platform

Sparkz Party replaces scattered group chats with a single, beautiful app that handles every aspect of kids' birthday party planning.

🎥 Video Invitations — Record fun themed video invites with effects and frames

🎥 Video RSVPs — Guests respond with their own exciting video messages

🎁 Group Gift Pot — Collect contributions towards one perfect present

🚗 Lift Sharing — Coordinate pickups and drop-offs between parents

💬 Party Chat — Dedicated group chat for each party

📸 Shared Photo Gallery — All party photos collected in one place

🤖 AI Custom Themes — Generate unique party themes with AI

"Fun for kids, Calm for parents"

Key features parents love

Video Invites & RSVPs

Record 30s themed video invitations with confetti, stars, and frames. Guests RSVP with their own video.

AI Custom Themes

AI generates unique party themes with custom colours, icons, and wording to match any imagination.

Group Gift Pot

Set a gift goal, share a link, track contributions. No more duplicate presents.

Lift Sharing

Offer or request lifts with pickup times, locations, and available seats.

Shared Photo Gallery

All guests upload party photos to a single shared album.

Party Chat

Dedicated real-time chat for each party to coordinate and build excitement.

A massive, underserved market

£5B+

UK kids' party market (annual)

The UK children's party industry continues to grow year-on-year

8.5M

Children aged 3-12 in the UK

Our core target demographic — each hosting 1+ party per year

73%

Parents find party planning stressful

No dominant digital platform exists to solve this pain point

Target Demographic

- %i Parents of children aged 3-12 in the UK (primary market)
- %i Tech-savvy millennial and Gen-Z parents who value convenience
- %i School communities and parent groups
- %i Party venues and entertainers (B2B partnerships)

Three-tier pricing per party

Free

£0

- ' 3 parties/month
- ' Themed Invite Page
- ' RSVP Tracking
- ' Guest List
- ' Party Chat
- ' Built-in Themes

Sparkz

£4.99/party

- ' Everything in Free +
- ' Video Invites
- ' Video RSVPs
- ' Lift Sharing
- ' AI Custom Themes

Sparkz+

£9.99/party

- ' Everything in Sparkz +
- ' Group Gift Pot
- ' Shared Photo Gallery
- ' Priority Support

Additional revenue: Gift pot transaction fees (small %), venue partnerships, premium themes

Early momentum

* Illustrative figures for demonstration purposes

1,200+

Parties Created

8,500+

Registered Users

92%

RSVP Response Rate

£45K+

Gift Pot Volume

4.8&

Average Rating

35%

Month-on-Month Growth

Key Highlights

% Strong organic growth driven by word-of-mouth at school gates

% High engagement: average 6.2 guests per party with 92% RSVP rate

% Gift pot feature drives 40% conversion to Sparkz+ tier

Why Sparkz wins

Feature	Sparkz Party	WhatsApp	Paperless Post	Evite
Video Invitations	✓	✓	✓	✓
Video RSVPs	✓	✓	✓	✓
Group Gift Pot	✓	✓	✓	✓
Lift Sharing	✓	✓	✓	✓
AI Custom Themes	✓	✓	✓	✓
Party Chat	✓	✓	✓	✓
Photo Gallery	✓	✓	✓	✓
Kids-focused UX	✓	✓	✓	✓
Free Tier	✓	✓	Partial	Partial

Sparkz Party is the only platform purpose-built for kids' birthday parties, combining video invitations, group gifting, lift coordination, and social features in one beautiful app.

Viral by design

School-Gate Word of Mouth

Every party invitation introduces 10-20 new parents to Sparkz. Our party code sharing mechanic drives natural viral loops through school communities.

Social Media (Instagram & TikTok)

User-generated content from video invitations and party highlights. Targeted ads to parents of young children in key UK cities.

Venue & Entertainer Partnerships

Partner with party venues, entertainers, and kids' activity centres to recommend Sparkz to their customers. Revenue share on premium tiers.

Influencer & Parent Blogger Campaigns

Partner with family-focused influencers and parenting bloggers. Authentic content showcasing the app in real party planning scenarios.

Viral coefficient: Each party organiser introduces an average of 15 new parents to the platform

Passionate about making parenting easier



Founder & CEO

Product visionary with deep understanding of the parenting space. Experienced in building consumer mobile apps from concept to scale.



CTO

Full-stack engineering lead with expertise in React Native, real-time systems, and scalable cloud infrastructure.



Head of Design

UX/UI designer specialising in family-friendly digital products. Previously designed apps with millions of users.



Head of Growth

Growth marketing specialist with experience scaling consumer apps through viral loops and community-led growth.

Advisory Board

Supported by advisors with experience at leading UK tech companies and consumer brands. Details available on request.

Path to profitability

* Projections are illustrative and based on estimated growth assumptions

Metric	Year 1	Year 2	Year 3
Registered Users	25,000	120,000	500,000
Monthly Active Users	8,000	45,000	200,000
Paid Parties (cumulative)	3,000	18,000	85,000
Revenue	£120K	£680K	£2.8M
Gross Margin	78%	82%	85%
EBITDA	-£180K	£50K	£950K

Key Revenue Drivers

%i Per-party pricing (Sparkz £4.99, Sparkz+ £9.99) with high conversion from free tier

%i Gift pot transaction fees on growing contribution volumes

%i B2B venue partnership revenue sharing and premium listings

Join us in making party magic

Seeking

£500,000

Pre-Seed / Seed Round

Use of Funds



Key Milestones (12 months)

- 📌 Launch on iOS App Store and Google Play
- 📌 Reach 25,000 registered users and 3,000 paid parties
- 📌 Establish 50+ venue partnerships across UK cities hello@kidzspark.com | kidzspark.com
- 📌 Achieve product-market fit with <5% monthly churn