

Market Opportunity: TinyStride captures the white space between cold, clinical ABA platforms (\$150+/seat) and overstimulating generic habit apps. By integrating *Atomic Habits micro-steps*, *Simplify Mode*, *Bunny Park positive reinforcement*, and *consented practitioner supervision*, TinyStride drives sustainable daily habit retention across families, ADHD adults, and clinical practices.

Total Addressable Market (TAM / SAM / SOM)

TAM: Global Behavioral Apps

\$5.8B

18.4% CAGR through 2030. Digital wellness, routine management, and habit tracking. Sources: Grand View Research, Allied Market Research.

SAM: US Neurodivergent & Family

\$1.4B

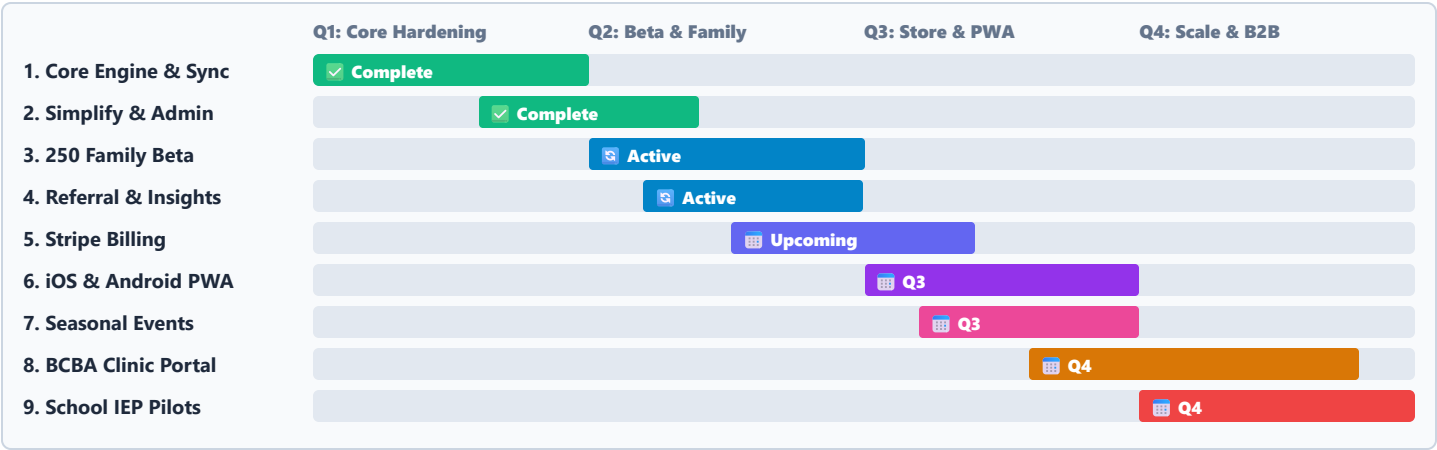
6.1M pediatric ADHD cases (CDC, 2023) + 10.5M adults with executive dysfunction (NIMH). Growing awareness driving adoption.

SOM: 3-Year Capture Target

\$18.5M

150K paying households + 2,500 clinic licenses. Conservative 1.3% SAM penetration via organic & referral channels.

12-Month Execution Gantt Chart



🔑 **Key Takeaway — Page 1:** Phase 1 (core engine) is 100% complete with 8 live features. Phase 2 (250-family beta) is the current active sprint. The 12-month plan targets \$120k ARR run-rate by capturing 1.3% of the \$1.4B SAM.

Phase Execution & Go-To-Market Strategy

Rollout Milestones, ASO, Influencer Tiers & Partnership Pipeline

GTM STRATEGY • V2.0

Phase Roadmap Details

Phase 1: Core Engine

COMPLETED

Weeks 1–12

- Local-first sync + Supabase cloud
- Habit Stacking Engine
- Brown Noise & Wake Lock
- 7 breeds, 14 items, Quests
- 365-Day Heatmap
- Admin Cockpit & Tester Matrix

Phase 2: 250 Pilot Beta

ACTIVE

Weeks 13–24

- 100 adults + 150 families onboarded
- 7-day routine cohort sprints
- Stripe live billing API
- Referral Reward Engine
- Data Insights Premium
- 10 BCBA practitioner interviews

Phase 3: Public PWA

Q3

Weeks 25–36

- iOS & Android PWA wrapper
- "7-Day Routine Challenge" launch
- Printable charts & gift subs
- Seasonal Event Passes
- Template Marketplace (20 starters)
- Conservation charity packs

Phase 4: Clinic Scale

Q4

Weeks 37–52

- Clinic Enterprise SaaS tier
- 5 school district IEP pilots
- SOC-2 & FERPA certifications
- 4 Park Expansion Packs
- Community curator challenges
- Target: \$120k ARR / 150k users

App Store Optimization (ASO) Strategy

Target Keywords

- "ADHD habit tracker" (low competition, high intent)
- "kids routine app" (high volume, family segment)
- "family habit builder" (underserved niche)
- "micro habits" (category trend)
- "neurodivergent planner" (emerging keyword)

Localization Roadmap

- English (launch) → Spanish (Q3) → French (Q4) → German (Q4)

Screenshot Strategy (5-Frame Carousel)

- 🌱 Simplify Mode — "Zero distraction. Total focus."
- 🐰 Bunny Park — "Build habits, build a world."
- 🔗 Habit Stacking — "Tiny steps. Giant leaps."
- 👤 Caregiver Portal — "See progress. Send love."
- 📅 365-Day Heatmap — "A year of growth."

Ratings Strategy

- Prompt after 3rd completed quest (high-satisfaction moment)
- Target: 4.7+ stars within first 500 ratings

Influencer & Community Strategy

Tier	Profile	Count	Budget	Deliverable
Micro	ADHD/neurodivergent TikTok & Instagram (5K–50K)	20	\$200–\$500 each	1 sponsored reel + affiliate code
Mid	Parenting/lifestyle YouTube (50K–500K)	5	\$1,500–\$3,000 each	1 sponsored video integration
Expert	Licensed BCBAs / pediatric OTs	3	Revenue share	Clinical credibility endorsement

Community channels: Reddit (r/ADHD 1.8M, r/getdisciplined 900K), Facebook (ADHD Parents 180K+), TinyStride Discord server.

🔑 **Key Takeaway — Page 2:** The GTM strategy combines organic ASO (5 high-intent keywords), a 3-tier influencer program (28 creators, \$15K total budget), and community-led growth across Reddit/Facebook/Discord to achieve \$4.20 blended CAC — well below the \$8–\$15 industry average.

Partnerships, Decision Gates & Risk Register

Distribution Channels, Quality Metrics & Mitigation Strategies

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Partnership Pipeline

Partner Type	Channel	Model	Timeline
School Districts	IEP coordinators & special-ed directors	Free 1-classroom pilot → district license	Q4
Pediatric Clinics	Waiting room QR code cards	30-day free trial → clinic SaaS tier	Q3
Corporate Wellness	B2B2C HR benefits platforms	Volume licensing for employees	Q4+
CHADD / ADDA	Non-profit co-marketing	Affiliate + education grants	Q3
Therapy Practice Groups	BCBA multi-provider groups	Multi-seat enterprise pricing	Q4

Pre-Launch Virality Mechanics

Waitlist Landing Page

"Invite 3 friends to skip the line" referral mechanic with visual progress bar. Drives organic pre-launch buzz.

Founder Badge

Exclusive cosmetic for first 1,000 sign-ups. Permanently unavailable after launch. Scarcity drives early adoption.

Beta Ambassador Program

Top 25 beta testers earn lifetime Pro access + in-app credit wall. Champions become organic advocates.

Quantitative Decision Gates

Gate	Target	Scale Action	Pivot Action
Day-1 Activation	> 65%	Low friction validated; ramp acquisition spend	< 40%: Simplify onboarding flow immediately
Week-2 Retention	> 38%	Core loop is sticky; deploy subscription upsells	< 20%: Refine quest rewards & notification timing
Paid Conversion	> 4.2%	High value perception; expand annual plan discounts	< 1.5%: Rebalance free tier limits
Caregiver NPS	> 55	Promote clinic tier at ABA/pediatric conferences	< 25: Conduct UX friction interviews
App Store Rating	> 4.5 stars	Feature in "Apps We Love" pitch to Apple	< 4.0: Immediate bug triage & UX sprint

Funding Opportunities

Non-Dilutive & Grants

- NIH SBIR Grants: Pediatric mental health tech.
- Dept of Education: IES grants for classroom tools.

Venture & Accelerators

- EdTech/HealthTech VC: Owl Ventures, Reach Capital.
- Accelerators: Y Combinator, Techstars Health.

Risk Register & Mitigation

Risk	Likelihood	Impact	Mitigation Strategy
App Store rejection (child content)	Medium	High	Pre-submit Apple/Google child safety audit; COPPA documentation package
Low beta retention (<20% W2)	Medium	High	Weekly sprint reviews; rapid iteration; qualitative exit interviews
Stripe compliance delay	Low	Medium	Parallel PayPal integration; manual invoicing for clinic tier
BCBA partnership reluctance	Medium	Medium	Free 90-day pilot; anonymized outcome data sharing
Competitor launches similar	Low	Low	Speed advantage; community moat via ambassador program
Data breach / privacy incident	Low	Critical	SOC-2 Type II cert; encrypted storage; incident response plan

★ **Key Takeaway — Page 3:** 5 partnership channels create diversified acquisition beyond paid ads. Pre-launch virality (waitlist + Founder Badge + ambassadors) seeds organic growth. Decision gates at Day-1 activation, W2 retention, and NPS provide clear scale-or-pivot signals. Risk register identifies 6 key risks with actionable mitigations.