



INVEST IN PAPUMBA

We help you raise kids who are confident and prepared for school

[papumba.com](http://papumba.com) Miami FL  

Technology

Consumer Goods

B2C

Minority Founder

Subscription

## Featured Investors

Investors include

**Matias Woloski**

Mana Ventures

Mancora Ventures

Wayra





## Matias Woloski

Syndicate Lead

Co-Founder and CTO of Auth0

Follow

2 followers

My children started using Papumba at age two. Instead of just watching YouTube, they enjoy drawing, painting, practice writing letters, and even learning about basic physics, among many other things.

After meeting the hardworking and talented Papumba team, I became even more excited to support this amazing educational platform for kids. They know how to execute and they their visionary roadmap, which embraces the power of AI, promises

[Read More](#) ▾

Invested \$50,000 this round



## Highlights

- 1 2022 Revenue: Achieved a solid \$1.5M.
  - 2 Investor Credibility: Auth0 CTO & Co-Founder (\$6.5B exit) leads our round.
  - 3 Strong User Base: 37,000+ loyal, paying subscribers and growing.
  - 4 Global Reach: Significant traction in key markets - USA, Brazil, Mexico, & China.
  - 5 Efficient Use of Capital: Raised \$2M, generated \$3.5M+ in revenue.
  - 6 Expert Team: 20 specialists from successful startups, ready to scale.
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## Our Team



**Gonzalo Rodriguez** CEO

Product First Founder with 10 years of experience in Gaming. Comms Major with a thesis on Early Childhood Education. Father of Alfon.



**Pablo Capurro** CSO

3rd time founder with two previous exits (SUMA+ & DENTSU Aegis Network). Father of Mora, Ana & Bruno.



**Ariana Scasserra** Product Lead

Growth Specialist with +7 years experience in the FMCGs Consulting & Analytics and Education industries. BA in Economics, pursuing an MBT.



**Juan Carlos Granados** Lead Software Engineer

Tech Lead - Game developer with 7 years of experience developing Unity games including Art (3d , 2d ) and programming (Frontend, Backend) , Game Racing fan.



**Macarena Sabalza** User Acquisition Manager

Over 6 years of experience in Performance Marketing & Mobile Growth. Federica's mom.



**Martín Almeida** Business Intelligence Lead

Data and product analytics enthusiast with a startup mindset and over 15 years of experience. Proud father of Magalí.



**Micaela Ahedo** Product Lead

MSc in Econometrics and data enthusiast. + 7 years of experience as a client consultant for FMCGs, Telecommunications and Government industries.



**Andrés Ballone** Content Manager

Content manager in the edtech industry with over 10 years of experience creating and managing educational content. I'm passionate about technology and education.

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**Invest in a Brighter Tomorrow with  
Papumba**



# Welcome!



Join us on an exciting adventure with Papumba—the app making waves as one of Apple’s top 10 kids’ apps worldwide.

We’re more than an educational app; we’re a mission to elevate the way families interact with technology, filling homes with laughter, learning, and high-quality digital experiences.

## Papumba



Featured on



Forbes

EL PAÍS

## What is Papumba?

Papumba is a unique content platform aimed to help kids learn through play. We are a team of passionate people, who believe in the power of technology to make learning fun and accessible for children around the world.

Through a subscription app, we focus on delivering high-quality.

**personalized educational content to kids from 2-7.**

**Our resources are designed around the concept that all children have a natural curiosity to play and discover—the cornerstone of learning and preparing for school and life.**

**With a vast library of diverse content (all created by early childhood learning experts), we give parents peace of mind knowing that technology can be an opportunity to turn screen time into safe, engaging learning experiences both online and offline.**

**We created Papumba with the aim of giving meaningful screen time to our own little ones. Now, families from all over the world trust us for their kiddos' fun and learning.**

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## **Our Vision for the Future**

**We're not just setting our sights on the here and now; we're planning for a future where Papumba is the go-to digital playground for 500 million families worldwide. But it's not just about scale; it's about shaping the tech habits of the next generation. We aim to redefine 'screen time' from a dreaded term into a celebrated one. We're not merely polishing the surface of digital content; we're laying down the foundation for healthier, more mindful tech consumption for our kids and their future families.**

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## **Why 2023 is the Year to Act**

**Let's face it. The current digital landscape for young families is, well, unsettling. Kids average 90 hours a month on mediocre content, leaving parents scrambling to find better alternatives. Sound familiar?**

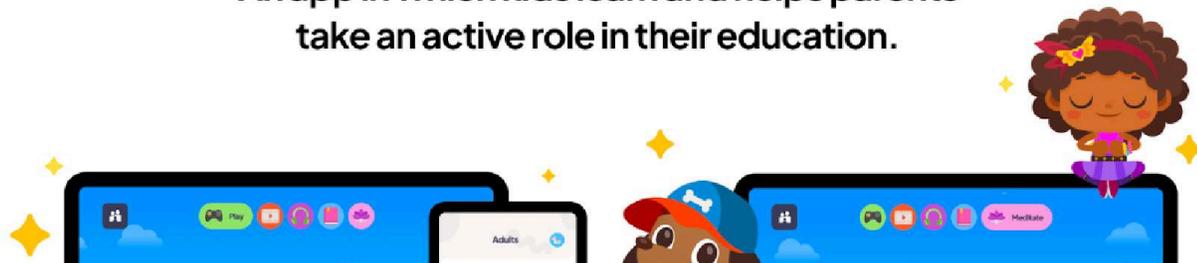
parents scrambling to find better alternatives. Sound familiar?



## Enter Papumba: Changing the Digital Playground

We're not just an award-winning app; we're a safe haven for curious minds and busy parents. Offering a curated library of educational games, stories, videos, and even yoga, we're turning screen time into dream time—a place where creativity and education co-exist.

An app in which kids learn and helps parents take an active role in their education.





## Award-winning app



## What's Cooking at Papumba

Our 37,000 paying subscribers aren't just numbers; **they're families who trust us to enrich their children's lives.** We're a global community with members from the USA to Brazil, China, and Mexico. And hey, we've managed to achieve this by putting our product and amazing team front and center.

**37,000**

Paying Subscribers

**\$1.5m**

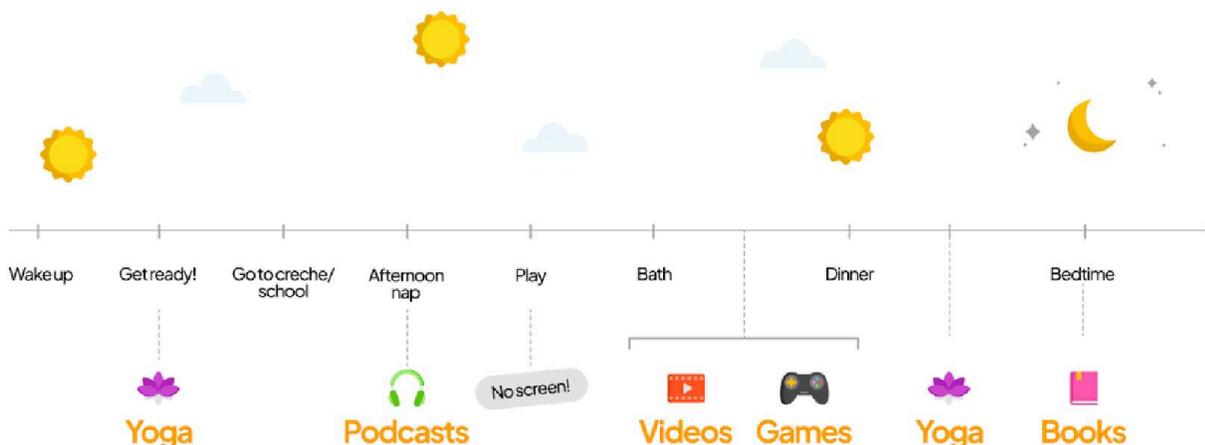
Annual Recurrent Revenue



## Parents, We've Got Your Back

Imagine effortlessly weaving quality time with your kids into your packed schedule. With Papumba's autonomous play features, you can finally sip that coffee in peace, knowing your child is exploring a secure, educational universe.

**Papumba is the perfect partner for your family routine**

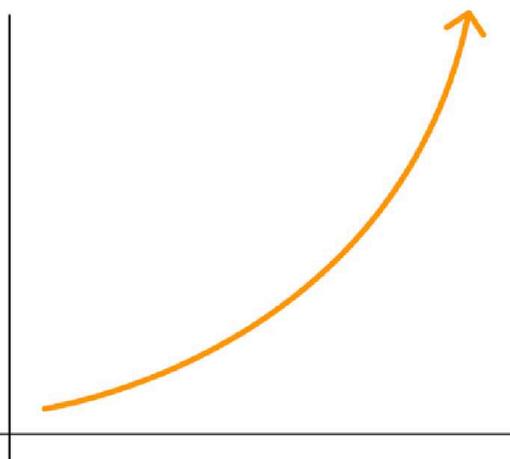


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## Standing Tall, But Still Growing

We've reached a key milestone: operational break-even. What that really means is, we're a self-sustaining passion project, backed by a 20-strong team and \$2M in investment. Our scalable model has propelled us to a \$3.5M revenue, matching our operational costs.

We've generated \$3.5 million in revenue, with \$1.5 million earned in the last year alone.



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## Characters that Capture Hearts

Meet Coco and friends, our in-house creations that aren't just cute—they're educational superstars. Our proprietary content opens doors to diverse platforms, making us much more than a one-trick pony.

# Papumbasquad



## The Talented Team Fueling Papumba

Imagine a workspace filled with inspiration from Latin America's top companies, supported by industry veterans who believe in our vision. That's Papumba for you.

### Our Team

#### Founders



**Gonzalo Rodriguez**  
CEO & FOUNDER  
CEO of different companies  
+10 years (mainly gaming)



**Pablo Capurro**  
CSO & FOUNDER  
As an entrepreneur and  
advisor has 2 exits. With SG2  
digital agency and Colppy.

#### Team



**Macarena Sabalza**  
USER ACQUISITION



**Andrés Ballone**  
CONTENT MANAGER



**Martín Almeida**  
BPMANAGER



**Tomás Grosskopf**  
FIN. & OP. MANAGER



**Micaela Ahedo**  
GROWTH PRODUCT ANALYST



**Melanie Seranusoglu**  
LEAD PRODUCT DESIGNER



**Ariana Caserra**



**Emma Wainer**



**Sofía Zamparo**



**Antonio Rubici**



**Tomas Vera**



**Victoria Azzari**

GROWTH MARKETER  
CONVERSION SPECIALIST

CONTENT ASSISTANT

DATA ANALYTICS  
SPECIALIST

PRODUCT OWNER

SSR. PRODUCT  
DESIGNER

CUSTOMER SUCCESS



Juan Carlos  
Granados  
TECH LEAD



Yeferson  
Gallego  
UNITY DEVELOPER



Jairo  
Pinzón  
GAME PROGRAMMER



Alejandra  
Cardona  
QA TESTER



Azul  
Piñeiro  
ILLUSTRATOR

## Advised by a notable set of experts skilled in growth and IPs



Matias   
Woloski

Co-founder of Auth0, the developer-first identity platform that soared to become Argentina's 5th unicorn in 2021.



Roby   
Souviron

Founder & ex-CEO of Despegar.com. A trailblazer in education, Roby has dedicated himself to founding schools that shape tomorrow's leaders.



Jessi  
Dunne

With over 25 years of expertise spanning Entertainment Studios, Toy Companies, and Digital Gaming, Jessi is the former SVP & GM Global Consumer Products at Mattel.



Sylvain  
Liere 





**Lierre**

EdTech Marketing Executive with over +25 years of marketing leadership with global brands. Former director of Insights & Brand Marketing at Babbel.



**Nicolas Scafuro**

A leader with 20+ years of experience propelling online brands into global markets. Nicolas has held influential roles at Netflix, Kayak, Ask, and Yahoo!, consistently driving growth.



## Kids in action - Papumba's Playtesting Session

When making an app for children, it's important to create **user-friendly experiences** that take into account child development and age-appropriate content. That's why we have **playtesting sessions** whenever possible, to ensure our app is engaging, educational, and safe for young users.

Playtesting allows us to gather valuable feedback from children and their caregivers, helping us refine and improve our app to **better meet their needs and expectations.**





# What Our Community Says

We can toot our horn all day, but our 40,000 parent reviews across 18 languages do a way better job. The trust we've built is reflected in our solid 4.6 rating.

A screenshot of an app's 'Ratings and Reviews' section. The background is orange. The screenshot shows a 4.6 out of 5 rating with 1.4K ratings. Two reviews are visible, both with 5-star ratings and developer responses. A cartoon dog character is in the bottom right corner of the screenshot.

**Ratings and Reviews**

**4.6** out of 5      1.4K Ratings

★★★★★  
kenika61, 12/03/2022

**Great Educational App for Kids!**  
My nephew and I really enjoy using this [more](#)

**Developer Response,**  
Hello, Kenika! Thank you so much for you [more](#)

★★★★★  
JKnadian, 11/22/2022

**Developer responded quickly**  
I had an issue with running out of device [more](#)

**Developer Response,**  
Hello, JKnadian! Thank you very much fo [more](#)



### Niece is in love with this app!

★★★★★

This application is perfect for kids in the beginning stages of learning. I like that we can include educational opportunities along with screen time.



### Favorite Kids App

★★★★★

This is my son's favorite app! He's been using it for a couple of years now. His favorite activity is the color by number feature. I love that the app is both educational and fun!



### Easy to use

★★★★★

Great app that would allow toddlers under 5 to understand basic pre-K materials



## What are investors saying about Papumba?



WEFUNDER

My daughter loves your App and after seeing what the App entails, I look forward to seeing it grow.

**Ofilia Kramer** ★★★★★



Papumba's emphasis on building foundational skills through play resonates with my belief in the power of engaging education. The positive user feedback and ambitious expansion plans make Papumba a promising venture with substantial growth potential.

**Guillermo Gonzalez Aleman** ★★★★★



My kids love this app and will use it most days. I love it too because it keeps them mentally engaged rather than watching mindless tv



My kids are happy when they use Papumba and I believe there's a potential in this app. I hope that the whole world will get to know about it.

**Fabio Cuomo** ★★★★★

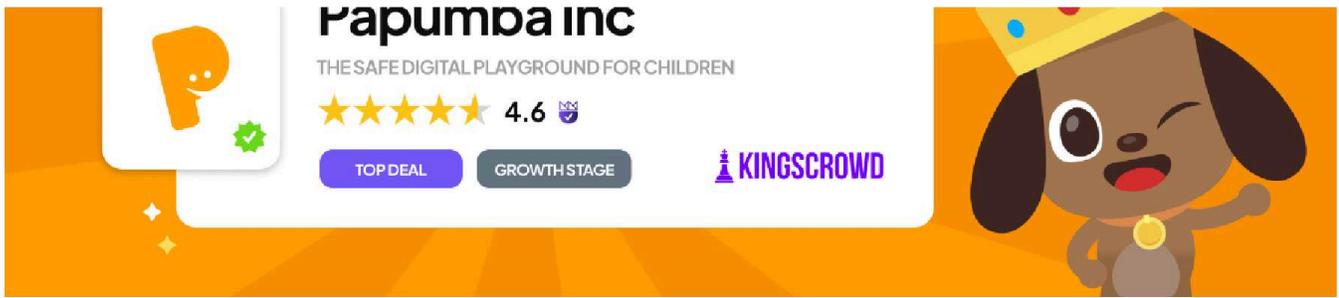


Great educational app for kids, im from turkey and live in sao paulo, have a son of 2,5 years old, teaching Turkish to him with this app is enjoying activity for both of us and i believe many bilingual families share the same with me. And with time many more will. I cant keep my son out of the app 1 day, congratulations about the product and good luck for the future!

**Rudy Sirmabiyik** ★★★★★

Not only does our own community have our back, but Kingscrowd, the premier source for venture capital crowdfunding, has rated Papumba as a Top Deal on their platform!





# Forecasting a Bright Future

We project to have half a million families join us in the next three years, targeting \$30 million in revenue. Big dreams? Sure. But we're well on our way.

**Our revenue model is 100% subscription-based.**

One plan for the whole family.

**Pricing strategy**  
Basic plans with \$0 cost  
Subscriptions offer both a Monthly and an Annual Plan.

Basic Plan	Premium
✓ 2 Games available	✓ 500 Games available
✓ 1 Bedtime Story	✓ All Bedtime Stories
✓ 2 Educational Videos	✓ All Educational videos
✓ 2 Games available	✓ Yoga Classes
✓ 1 kid profile	✓ Up to 4 kid profiles
✓ Hobbyist	✓ Loyal Customers
<b>Free</b>	<b>\$9/month</b>

# Let's Turn the Page Together

**This is your invitation to invest in a world where kids grow smarter and parents breathe easier. Your support means the wind beneath our wings, propelling us to enrich family lives on a global scale.**

**With this round of funding, we plan to:**

**Double our subscriber  
base in 12 months**

**Multiply our catalog of  
books, educational  
videos, yoga classes,  
and more.**

**Launch Web  
Acquisition  
Funnel**

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**At Papumba, we're more than just an educational platform; we're a movement. Our mission is to ensure children receive impactful education while reducing wasted screen time, setting the foundation for a brighter, better-informed future. This is about creating meaningful engagement that not only educates but also shapes young minds.**

**Your investment won't just support a company—it will help pave the way for a generation that is empowered, inspired, and ready to make the world a better place. Are you ready to be part of this transformative vision?**

**Let's build something meaningful together.**

**The Papumba Team**

# Bonus - Interview with Papumba Co-Founder Gonzalo Rodriguez

