

Company:

Sonik Pocket

Team:

Usman Yaseen, CEO co-founder. Ross Thompson, Chief Commercial Officer co-founder and Paul Blackler, COO co-founder

Web:

sonikpocket.com

Value Proposition:

Pocket money platform with a strong educational element, teaching our future generations the real value of money. In a fun and engaging way, Sonik Pocket will act like a game where children learn the valuable money skills needed later in life. The site contains an internal toy/gift store and unique rewards system.

Customer Segments:

Children aged 6-12 and the parents or guardians of those children

Market Traction:

Sonik pocket is a multi-award winning start-up that has so far completed and validated its MVP with over 100 users, secured 3 UK toy store partnerships and raised interest from multiple high street banks while collaborating with Money-Sense and Education Scotland.

Funding Stage:

Seed

Funding & Investment to Date:

£45k RSE Fellowship £36k Scottish Edge

Investment Sought:

£250k

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