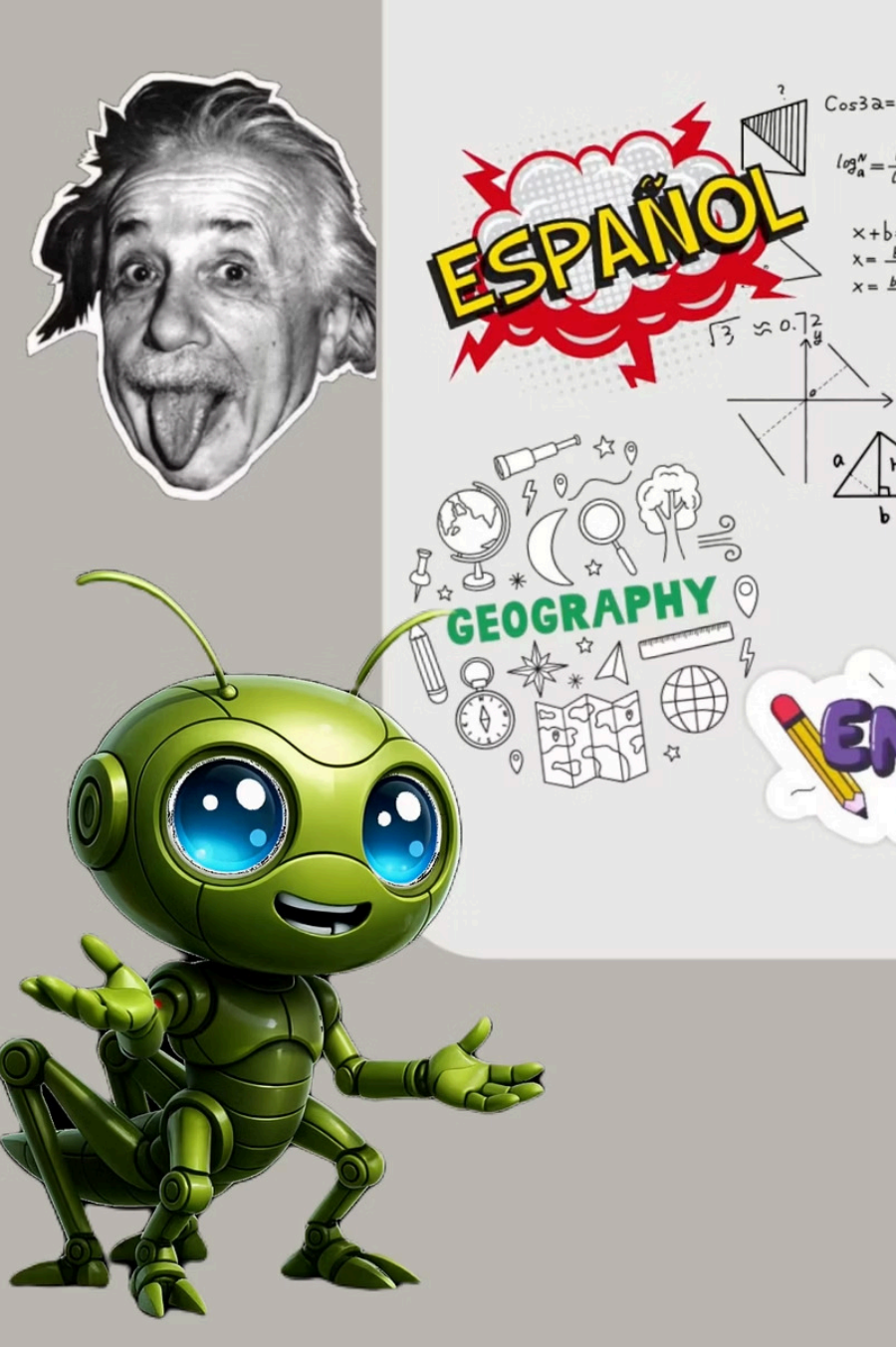


Treats

Transforming Screen Time into Learning Time

A reward-based platform that turns educational activities into earned screen time — built for the digital-age family.





Screen Time Is the New Battleground

What Children Want

Access to their favorite apps, games, and entertainment — on their terms, whenever they want.

What Parents Want

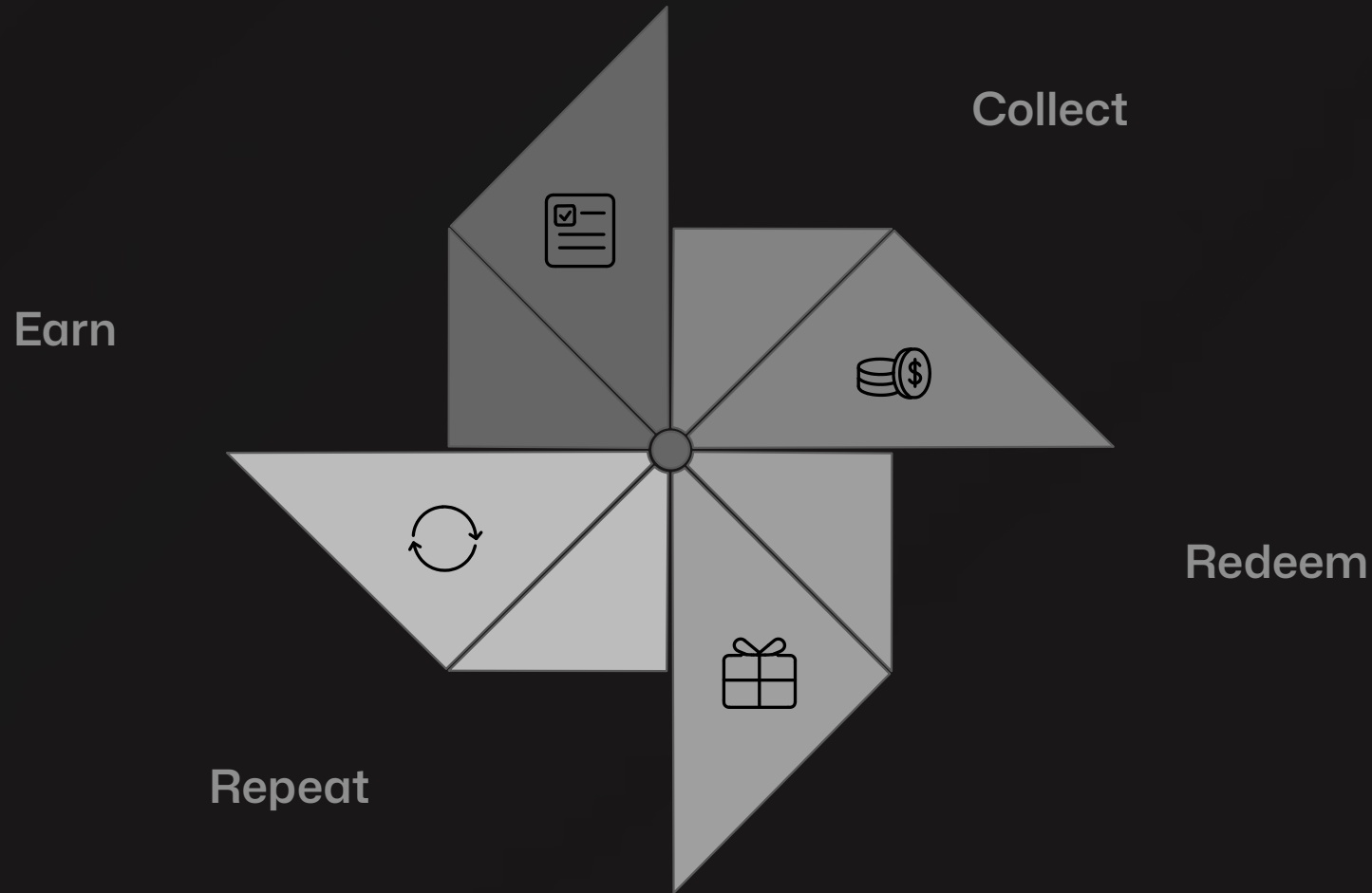
Learning, responsibility, and healthy habits — not another source of daily conflict.

What Exists Today

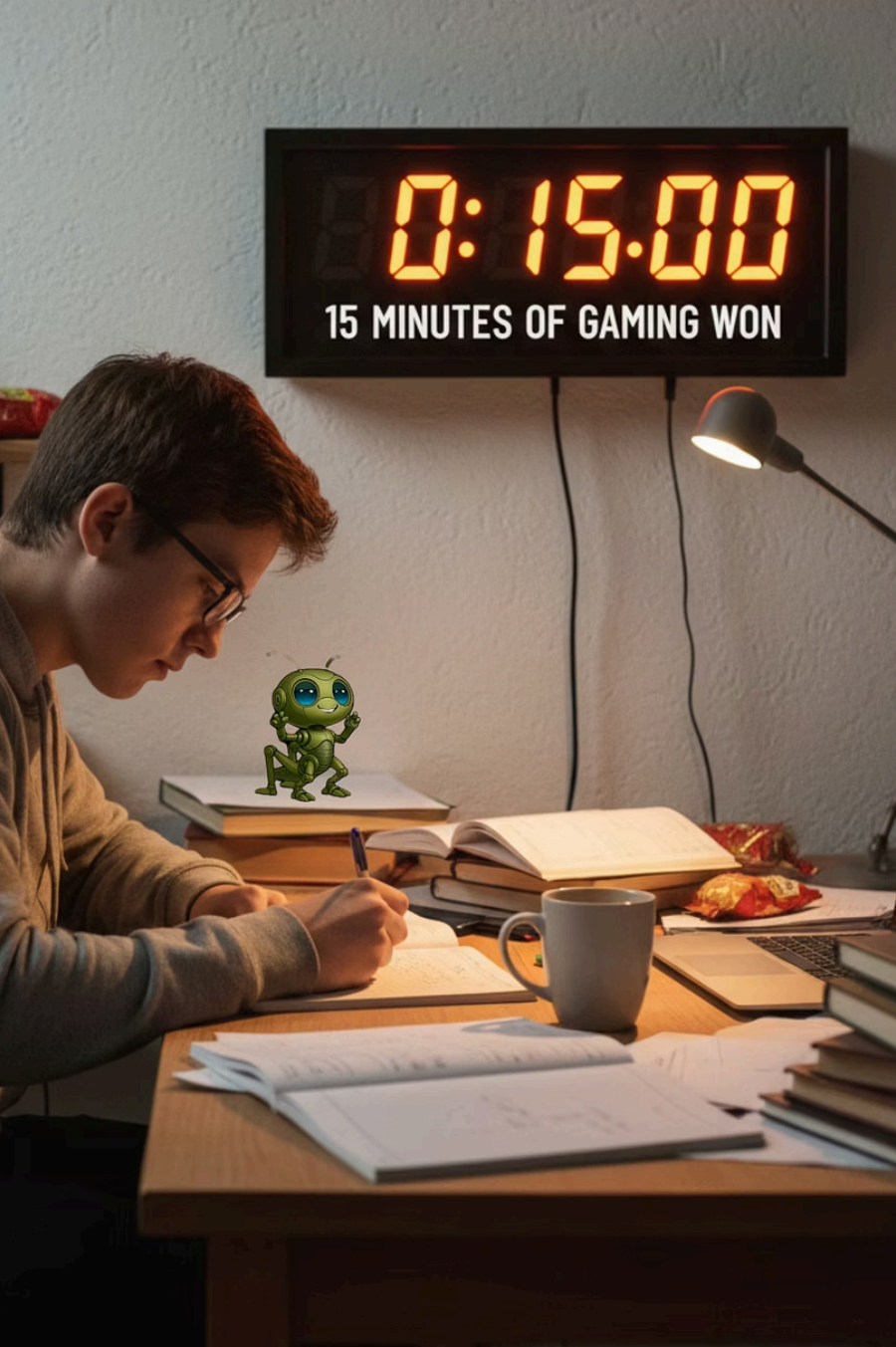
Parental controls built on restriction and monitoring. They block — they don't motivate.

How Treats Works

Children **earn** screen time by completing exercises. Parents get peace of mind without the power struggle.



The result: a self-reinforcing loop where screen time becomes the reward, not the default.



Why Now

First Smartphone Generation Parents

The cohort that grew up with smartphones is now raising children — they understand the problem intimately and are open to smarter solutions.

Platform Infrastructure Is Ready

Modern parental control frameworks on iOS and Android finally enable the kind of deep device integration Treats requires.

Cultural Shift

Parents are moving from restriction-first thinking to positive reinforcement — a mindset Treats was designed for.

A Massive, Proven Market



Who's Already Paying

Parents worldwide already spend on parental controls, educational apps, tutoring, and learning platforms. The category is proven — Treats consolidates and improves it.

100M+

Children using smartphones and tablets globally

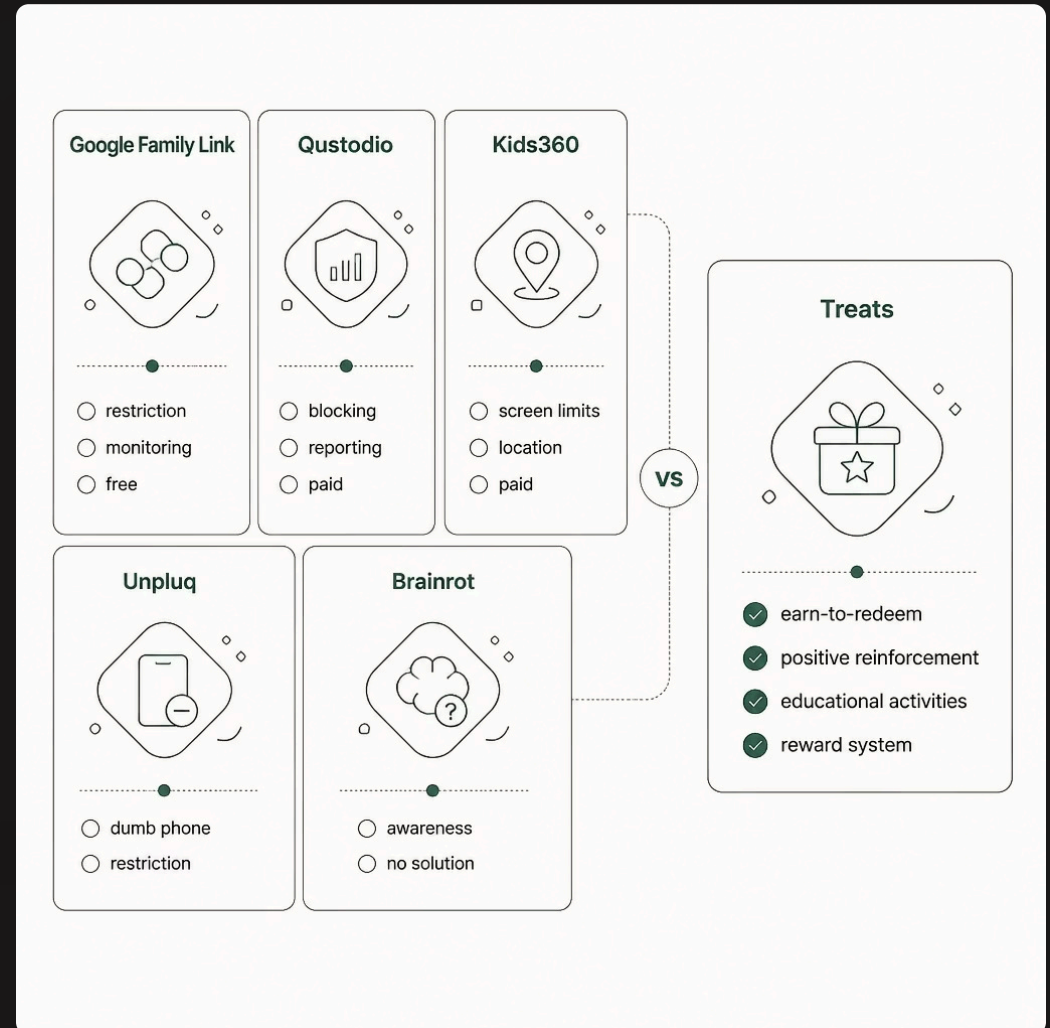
\$B+

Annual spend on parental controls and edtech

The Competitive Landscape

Every major competitor is built on the same premise: **restrict access**. Treats flips the model — screen time becomes the reward, not the problem.

Treats' Differentiator: Not a parental control app. A motivation and reward system that parents and children both love.





Business Model

Free Tier

Basic controls and limited app integrations. Designed to get families in the door and experience the core loop.

Premium Subscription

Full device controls, advanced parental features, and curated educational content library. **\$5–\$15/month per family.**

Freemium Flywheel

Free users convert as they see results. Family plans drive low churn and high lifetime value.

FOUNDER

The Founder Enrico Reina

Architect, entrepreneur, and father of three — Enrico has a track record of building complex ventures from the ground up.

→ Real Estate Development

Built and financed a 13-unit loft development in Milan, raising and repaying ~€1M in private financing.

→ Hospitality Operator

Founder and operator of El Reinas Hotel in Costa Rica — a full-scale hospitality venture.

→ Personal Motivation

Father of three. Built Treats because he needed it for his own family.

Why Me

My first son was born in December 2007 — one year after first iPhone launched. I've spent nearly twenty years watching how smartphones transformed childhood and family life.

Treats isn't a market opportunity I discovered. It's a product I needed for my own family and could never find. That personal urgency is the foundation everything is built on.





Vision

A Family Economy for the Digital Age

Treats is the foundation for a new kind of family operating system — where learning, responsibility, and screen time work together, not against each other.

For Children

A motivating, fair system that rewards effort and curiosity.

For Parents

Confidence that screen time is earned, not given.

For Families

Less conflict. More connection. Real progress.