



## Crowd-Sourced Funding Offer Document

Offer of fully-paid ordinary shares in LifeTech Balance Pty Ltd at \$0.60 per share to raise a maximum of \$1,500,000.

This crowd-sourced funding (CSF) offer document relates to the Offer of fully-paid ordinary shares in LifeTech Balance Pty Ltd.

This Offer is made under the CSF regime in Part 6D.3A of the Corporations Act 2001 (Corporations Act).

### Intermediary:

Swarmer Pty Ltd  
AFSL 507867

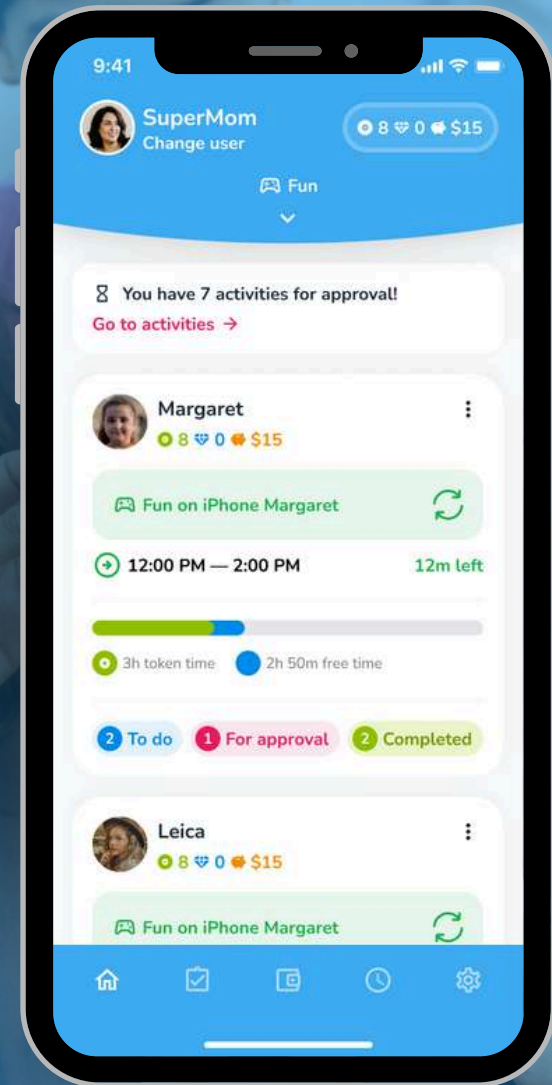
### Issuer:

LifeTech Balance Pty Ltd  
ACN 628 373 893

### Dated:

12 November 2024

Download it  
on the app store!



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# SECTION 1

## RISK DISCLOSURE

Crowd-sourced funding is risky. Issuers using this facility include new or rapidly growing ventures. Investment in these types of ventures is speculative and carries high risks.

You may lose your entire investment, and you should be in a position to bear this risk without undue hardship.

Even if the company is successful, the value of your investment and any return on the investment could be reduced if the company issues more shares.

Your investment is unlikely to be liquid. This means you are unlikely to be able to sell your shares quickly or at all if you need the money or decide that this investment is not right for you.

Even though you have remedies for misleading statements in the offer document or misconduct by the company, you may have difficulty recovering your money.

There are rules for handling your money. However, if your money is handled inappropriately or the person operating the platform on which this offer is published becomes insolvent, you may have difficulty recovering your money.

Ask questions, read all information given carefully, and seek independent financial advice before committing yourself to any investment.



# SECTION 2

## INFORMATION ABOUT THE COMPANY



## LETTER FROM THE FOUNDERS

Hi there!

As the founders of LifeTech Balance, we're thrilled to share our journey with you and invite you to be a part of our mission to revolutionize screen time management for families worldwide. Our story is deeply personal, born from our own struggles as parents in today's digital age.

Like many of you, we found ourselves constantly battling with our kids over screen time, feeling overwhelmed and frustrated. We wanted our kids to enjoy all the amazing benefits of technology, the internet, and devices: *having fun with gaming, exploring new ideas, connecting with friends, and learning valuable skills.*

However, we witnessed first hand the negative impact excessive screen time had on our children's health, well-being, and family dynamics. It was a constant source of tension and guilt, leaving us yearning for a solution that could restore balance and harmony to our lives. We tried many other leading solutions on the market and found them all to have serious technical limitations and nothing that suited our needs, which included the kids being able to earn their screen time.



## LETTER FROM THE FOUNDERS

(Continued).

Drawing on our extensive expertise in business, software development, parenting and psychology, and driven by our passion for a brighter future for children, we embarked on a mission to create ScreenCoach: a comprehensive and empowering screen time management app. We wanted to build a tool that not only addressed the challenges we faced but also fostered a positive and collaborative approach to screen time management for families everywhere.

Over the past two years, ScreenCoach has evolved through continuous improvement and customer feedback, moving well beyond its minimum viable product stage.

ScreenCoach received substantial financial support from the Australian Government through Accelerating Commercialization (AC) Grants, totaling AU\$1,000,000 (dollar matched funding). This non-dilutive funding validates the market potential and societal importance of addressing children's screen time issues and our capabilities and plans to be able to deliver.

This funding and early investment helped ScreenCoach to launch in beta in Australia in 2023 and has since expanded to other key markets, including the US.

## THE SOLUTION WAS TO INVENT

### THREE SYSTEMS IN ONE



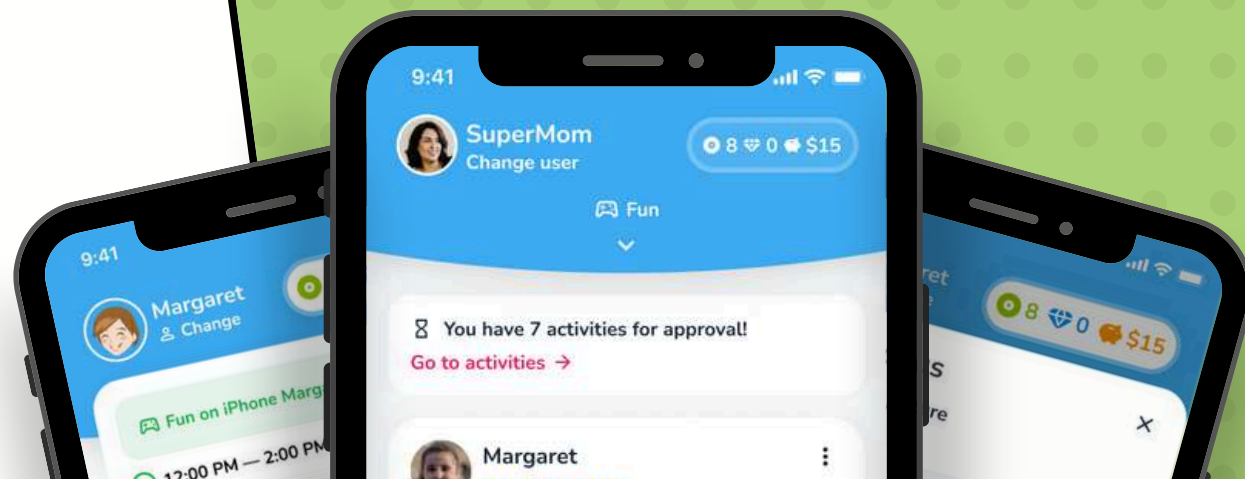
**A behavioural change system.**



**Screen time management system**



**Pocket money management system.**



## LETTER FROM THE FOUNDERS

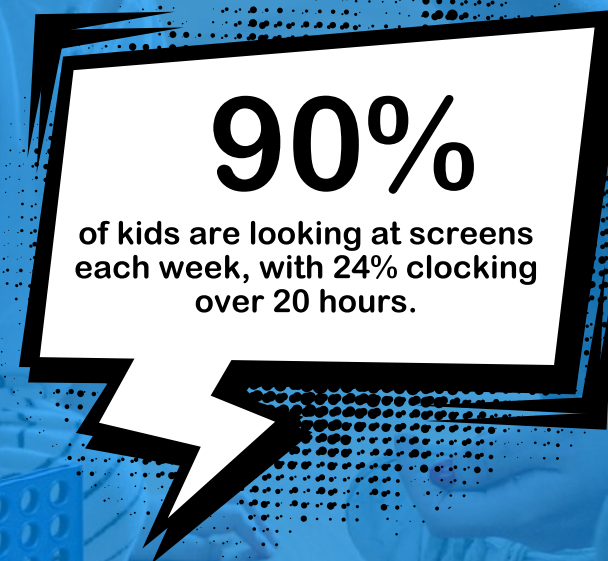
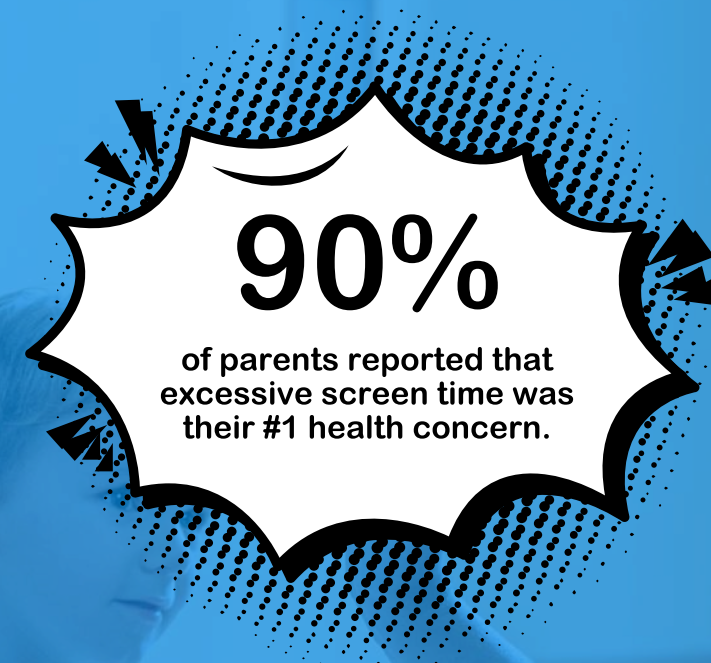
(Continued).

ScreenCoach operates on a subscription-based model, offering both monthly and annual plans, and is highly customizable to fit the needs of every family. The solution is well-engineered, mature, and ready to scale, with the capacity to onboard hundreds of thousands of new customers quickly and efficiently, requiring minimal additional spend... Including in multiple languages!

Through extensive research, including surveys, focus groups, and interviews with over 300 parents and children, we've developed a deep understanding of the ideal customer for ScreenCoach. The concerns around excessive screen time are more pressing than ever, and the demand for comprehensive, positive solutions is growing rapidly.

- In a recent Royal Children's Hospital Survey, over **90% of parents reported that excessive screen time was their #1 health concern.** [1]
- Here in Australia, statistics show that **90% of kids are looking at screens each week, with 24% clocking over 20 hours.** [2]
- That's up to **4.6 million children glued to screens and over 2 million frustrated parents in Australia alone**, with a thousand times more globally. [3]

ScreenCoach is positioned to meet these needs, not just in Australia but worldwide. ScreenCoach has been featured on a Current Affair in Australia & Print media internationally. With over 180 paying customers, we have gathered compelling testimonials from parents who have successfully used ScreenCoach to improve their children's screen time habits and overall family dynamics.



## LETTER FROM THE FOUNDERS

(Continued).

The market potential for ScreenCoach is significant. **The global Parental Control Software market size was evaluated at US\$2.7 Billion in 2022 and is slated to hit US\$3.9 Billion by the end of 2030 with a compound annual growth rate (CAGR) of nearly 12.1%.<sup>[4]</sup>** As the demand for parental control solutions rises, governments are beginning to support early adoption efforts.

Our forecast projects strong growth in the coming years, driven by our marketing and expansion plans. ScreenCoach's go-to-market strategy is centered on digital marketing, referral programs, and partnerships with organizations that serve similar audiences, and we believe these efforts will be instrumental in scaling our business globally.

ScreenCoach is more than just an app; it's a reflection of our values and commitment to empowering children and parents alike. We believe in the importance of positive reinforcement, healthy habits, and open communication. ScreenCoach embodies these principles, offering a gamified and customizable experience that makes screen time management enjoyable and effective.

By investing in LifeTech Balance, you're supporting a business with huge revenue potential. Additionally, you're joining a movement to promote digital well-being and create a healthier future for our children. Your investment will enable us to expand our reach to meet the global demand for our innovative and unique approach, enhance our product, and make a lasting impact on families worldwide.



We're excited about the future of ScreenCoach and the opportunity to partner with you on this journey. Together, we can empower families to achieve a healthy balance between technology and real-life experiences, fostering stronger parent-child relationships and happier, healthier children.

Thank you for considering our invitation. We look forward to welcoming you as a valued investor and partner in our mission.

Sincerely,  
Peter and Stephanie Kakris,  
Co-founders, LifeTech Balance.



## 2.1 COMPANY DETAILS

### 2.1.1 Key Company Information

This offer of shares is made by LifeTech Balance Pty Ltd ACN 628 373 893 (the Company).

Company name:	LifeTech Balance Pty Ltd
ABN / ACN:	ACN 628 373 893
Date of incorporation:	24 August 2018
Registered office:	18 Union St Preston VIC 3072
Principal place of business:	18 Union St Preston VIC 3072
Offer type:	Ordinary Shares.

## 2.2 DESCRIPTION OF THE BUSINESS

### 2.2.1 Who are we?

#### Overview.

LifeTech Balance Pty Ltd is a technology company that has developed ScreenCoach, a world-first comprehensive screen time management and behavioural change app. Whilst the current focus is on optimising ScreenCoach for families, we have future plans to bundle parent coaching programs, workshops and materials. We have several future products planned for different markets under the LifeTech Balance entity.

In response to the growing global concern of children spending too much time on their devices, ScreenCoach's main function is to help families manage and balance screen time, while actively promoting healthy habits and well-being for children.

Off the video game!  
It's time for school!



## 2.2 DESCRIPTION OF THE BUSINESS

### 2.2.1 Who are we?

ScreenCoach is three systems in one:

#### 1 Screen time Management:

Tracks and limits the amount of time children spend across multiple hardware/digital devices and operating systems - iOS, Android, Mac & Windows. At a high level, Apps on devices are blocked when not allowed to be used. If the kids run out of their screen time allowance, they can earn additional screen time tokens that can be used immediately (If allowed at that time of the day) or saved for future use. There are numerous features, that make ScreenCoach customisable for multiple parenting styles that overcome a number of technical shortcomings compared competitors' solutions.

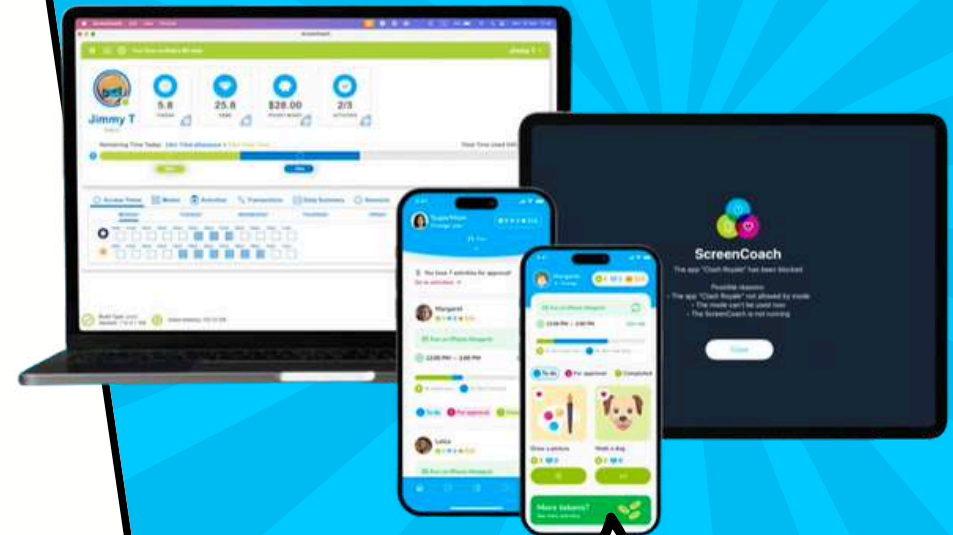
#### 2 Well-being and Positive Behaviour Modification:

Allows children to earn more screen time or pocket money by completing activities such as household chores, exercise, homework, creative pursuits, and other activities that bring balance and improved well-being to their everyday lives. This includes customisable extra bonuses to reward desirable behaviours, such as doing a task without being asked! Activities can be scheduled with reminders and allow children to earn screen time tokens or pocket money gems for the same activity.

#### 3 Pocket Money Manager:

Children and parents can manage their pocket money via a unique virtual digital wallet, including recurring income or expenses and the ability to search both income and expense history, as well as track savings. It even supports auto-entry of recurring expenses and income such as monthly subscriptions children may have.

# 3 IN 1 SOLUTION



**Screen time doesn't need to control our families lives!**

## 2.2 DESCRIPTION OF THE BUSINESS

### 2.2.1 Who are we?

**ScreenCoach offers a gamified approach which has been designed to take the nagging out of parenting, reduce family tension, teach kids how to self-manage their screen time, and is a catalyst for child-driven behavioural change.**

Some people describe ScreenCoach as a digital sticker chart reward system on steroids!

Currently, LifeTech Balance is focused on expanding ScreenCoach's market reach through digital marketing efforts and is pursuing reseller and partnerships arrangements with:

- parent groups,
- home schooling groups
- educational providers and institutions,
- health providers, and
- telecommunication organizations.
- online influencers and other complementary organisations with a large customer base matching our demographic.

**The company is seeking funding to accelerate its growth and international expansion.**

With a strong leadership team, a validated technology solution, and a growing customer base, ScreenCoach is a mature product available in the Apple App Store and Google Play Stores worldwide.

ScreenCoach has already had thousands of downloads from the App Stores, and currently has 180 customers with minimal marketing efforts. ScreenCoach can also be downloaded for Windows and Mac PCs & laptops.



## 2.2 DESCRIPTION OF THE BUSINESS

### 2.2.1 Who are we?

ScreenCoach has been re-developed and engineered for scale and will cost less to continue to develop and maintain across iOS, Android, Windows, Mac and Web than other software companies due to the technologies chosen and the impressive design & common code base across platforms. **This is an exciting competitive advantage in the software and Software-as-a-Service (SaaS) industry.**

The back-end work has been done to make ScreenCoach multilingual with 90% of the text in the apps coming from an easy-to-manage database. When combined with the hosting and technology built to scale, ScreenCoach is ready for global growth and will cost significantly less to maintain compared to other cross-platform solutions.

ScreenCoach is poised to make a significant impact on the digital well-being of families worldwide.

*"In the last couple of decades I have been involved with the startup ecosystem, ScreenCoach is the most complete and comprehensive solution I've seen that's optimized and architected to scale seamlessly. For a seed stage company, their solution is more complete than some Series B companies."*



Angel Orrantia

Angel investor and former Engineer

## 2.2 DESCRIPTION OF THE BUSINESS

### 2.2.2 How ScreenCoach Works

ScreenCoach operates through a gamified, user-friendly app installed on both parent and child devices. Parents set screen time limits and allowances, and after the child has used up their allocated time, they are blocked. Then they can earn extra screen time (via Tokens) or pocket money (Gems) by completing any activities such as chores, exercise, art, music, or homework and offers extra rewards for exhibiting positive behaviour. For example, a child may receive 3 tokens and 1 gem for unpacking the dishwasher, however, if they do it straight away they could get a 20% bonus - or gain a 100% bonus if they do it without being asked!

If children are given the “trusted” status, they can self-approve many tasks without waiting for the parents to approve them which empowers the child and so they are self managing without the parents needing to become daily administrators. Parents will see a daily report card or can view what the children are doing and can revoke the trusted status if needed.

The app tracks and manages screen time across various devices and platforms, providing parents with real-time insights and control. This gamified approach encourages self-regulation and fosters a healthy balance between screen time and other activities.



Download and install ScreenCoach from the app store.



Set a time allowance which includes 'Free Time' and 'Token time'.



Once time is up, children are blocked from using apps on their devices.



They can then go and earn screen-time (Tokens) or pocket money (Gems) by completing tasks and activities set by the family.

[WATCH THE HOW IT WORKS VIDEO](#)

## 2.2 DESCRIPTION OF THE BUSINESS

### 2.2.2 How ScreenCoach Works

#### ScreenCoach's Unique Features:

##### Set daily preferences.

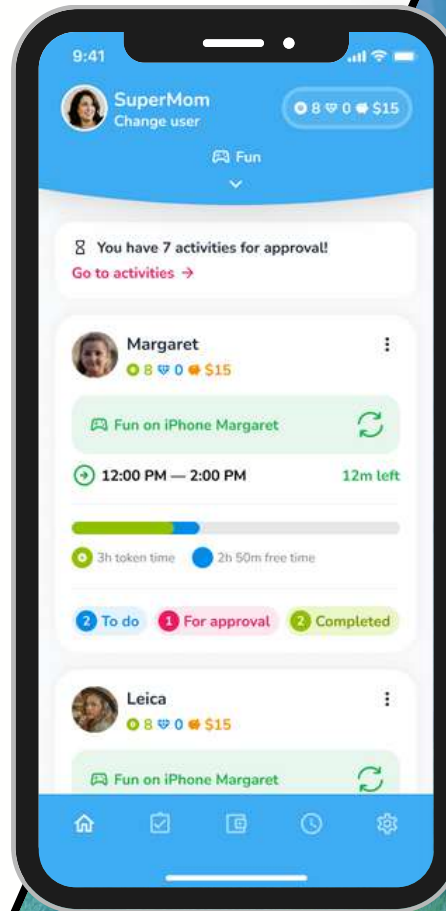
The ability to create multiple "allowed or disallowed" timeslots during the day.

##### Pocket money management.

Reward your child, track and manage their pocket money.

##### Complete control over applications.

"Modes" which block access to specific apps or only allow specific apps to limit distractions such as social media while doing homework, for example.



##### Works across multiple devices

So if a child uses all their time on one device, they can't simply pick up another - the Apps will be blocked.

##### Understand screen time habits.

See an overview of your child's device time, current pocket money and how many tokens they've earned doing their set activities.

##### Even manage the household TV!

Optional Hardware solution that can manage TVs and connected devices such as PlayStation, Xbox, Apple TV and any many more (Beta solution)!

##### Works offline.

Works on any internet connection - even offline! No VPN required.

## 2.2 DESCRIPTION OF THE BUSINESS

### 2.2.3 The Screen-time Problem

#### HEALTH

In today's digital age, parents are struggling to manage their children's screen time and promote healthy habits. Excessive screen time has been linked to various physical and mental health issues in children, including obesity, sleep deprivation, and decreased attention span.

#### CONCERN & WORRY

In a recent Royal Children's Hospital Survey, **90% of parents listed screen time as their #1 health concern.**<sup>[5]</sup>

Additionally, schools, governments, and health professionals are increasingly speaking out about the negative impact of excessive screen time on children's physical, social and psychological development.

#### CONFLICT

Parents often find themselves in constant battles with their children over screen time, leading to family tension and conflict.

ScreenCoach addresses these pressing issues by providing a comprehensive solution that empowers parents to effectively manage screen time, promote healthy habits, and foster a more balanced lifestyle for their children.



90%

Of parents reported excessive screen-time as a health concern.

## 2.2 DESCRIPTION OF THE BUSINESS

### 2.2.4 Our Target Market

ScreenCoach's initial target market is professional parents of primary school-aged children (5-12 years old). These parents are actively seeking effective solutions to manage their children's screen time and promote healthy digital habits.

With the latest update catering for pre-readers, the target market expands to kids 3 - 12 with the use of images and icons on a simplified interface.

ScreenCoach also works with older children; however, it can be more challenging to implement screen limits once established habits are in place. It's often easier to introduce healthy screen habits at a younger age and maintain them as children grow. That said, if a teen & parents are motivated, ScreenCoach can be an excellent tool to help them self-manage their screen time, prioritize their studies, and focus on other important non-screen activities.

Additionally, ScreenCoach has proven beneficial for families with neuro-divergent children, such as those with ADHD and ASD. We have already held several webinars on "Managing Screen Time for ADHD Kids" as we see this as a large niche with the rise of ADHD in society (**An estimated 2.4 million children\*, ages 6 to 11 in the U.S. have been diagnosed with ADHD**).<sup>[6]</sup>



#### Parents w/ Children between 7-12

- Seeking solutions to ease screentime tension.



**JUST  
RELEASED**

#### Parents w/ Children between 3-12

- Pre-readers and pre-schoolers.



## 2.2 DESCRIPTION OF THE BUSINESS

### 2.2.5 Competitive Advantage

ScreenCoach enters a competitive market with established screen management and parental control tools. While their competitors offer basic screen time management, tracking, and monitoring features, ScreenCoach distinguishes itself with its unique combination of features; a focus on positive reinforcement, and cross-platform compatibility on Apple iOS, Android, MacOS and Windows. Most of the simpler screen time management solutions on the market only support mobile devices; block the internet, where children can play offline games or use mobile data; or use VPNs which can cause other issues.

We also have an optional Hardware invention that manages the TV and connected gaming consoles and devices, which works smoothly with the ScreenCoach apps. A lot of time and money were spent on this, however it has been paused and treated as a beta product until we have a large injection of cashflow into the business to resume. We only have a small number of units in stock. The ScreenCoach box offers additional market differentiation and is extra protection against companies that may try to copy some of our software ideas. It could be sold on a 24-month plan, which will help with customer retention.

See the 10 features ScreenCoach has over most of its competitors here!



## 2.2 DESCRIPTION OF THE BUSINESS

### 2.2.5 Competitive Advantage

## WHY SCREENCOACH THRIVES AMID SOCIAL MEDIA BANS:

Tackling the Real Issue of Total Screen Time

### RELEVANT TARGET MARKET:

ScreenCoach's user base is primarily families with kids aged 5-12, a group that typically engages more with gaming apps like Roblox, Minecraft, and Fortnite, as well as YouTube, rather than social media. This aligns perfectly with our focus on managing screen time beyond just social platforms.

### ADDRESSING TOTAL SCREEN TIME:

A social media ban alone doesn't reduce overall screen exposure, which **according to a Harvard Study is the key issue for poor brain development in children**. Kids who are banned from social media will likely just shift their time to games and other apps. ScreenCoach tackles the root issue by helping families manage total screen time across all digital activities.<sup>[7]</sup>

### GLOBAL EXPANSION POTENTIAL:

ScreenCoach is designed for global reach. With minimal marketing spend, about a third of our users are already in the U.S., showing strong international demand and readiness to scale worldwide.

### SCREENCOACH WORKS ON ALL APPS!

A social media ban alone doesn't reduce overall screen exposure. Kids will likely shift their time to other apps.



### SOCIAL MEDIA BANS



## 2.2 DESCRIPTION OF THE BUSINESS

### 2.2.5 Competitive Advantage

#### Our key differentiators:

This comprehensive approach, combined with a user-friendly interface and strong customer support, positions ScreenCoach as a superior and very different solution in the market.

#### EMPOWERS KIDS

Unlike other solutions that rely on restrictive controls and punishment, ScreenCoach empowers children to self-manage their screen time while rewarding positive behaviour. This fosters a more collaborative and less confrontational approach to screen time management. Most other solutions do not have rewards systems and children have no say in the decisions around screen time. Furthermore, ScreenCoach allows children to save their tokens and gems for future use, teaching delayed gratification.

#### CROSS-PLATFORM CAPABILITY

Additionally, ScreenCoach's cross-platform functionality allows parents to seamlessly manage screen time across various devices and the 4 main operating systems, a feature often lacking in most other solutions.

#### SMARTER & FLEXIBLE

ScreenCoach works online and offline and on any internet connection. It also allows multiple children to share devices with the use of optional PIN to identify the user. Other solutions require one device per user. Parents manage the settings and can view the child's screen time usage and history from their own device. Whilst routines can be set up, temporary changes (allow or block) can be made on the fly with just 3 clicks by the parent.




#### FEATURE-RICH AND CONFIGURABLE

ScreenCoach's feature-rich design includes robust parental controls, a gamified reward system, and a pocket money manager, offering a comprehensive solution for families. Its flexible settings allow for customization to fit each family's unique needs and dynamics, ensuring a personalized experience. Additionally, "Modes" allow time slots to be set up where specific Apps to be blocked whilst allowing others, perfect to help focus on school work or to manage social media time.

## 2.2 DESCRIPTION OF THE BUSINESS

### 2.2.5 Competitive Advantage

#### Comparison Matrix:

	ScreenTime Management	Mac, Windows, iOS & Android	Roll-over Rewards	TV & Console Management	Shared Devices	Works w/o a VPN or MDM
 ScreenCoach	✓	✓	✓	✓	✓	✓
OurPact	✓	✗	✗	✗	✗	✗
Qustodio	✓	✓	✗	✗	✗	✗



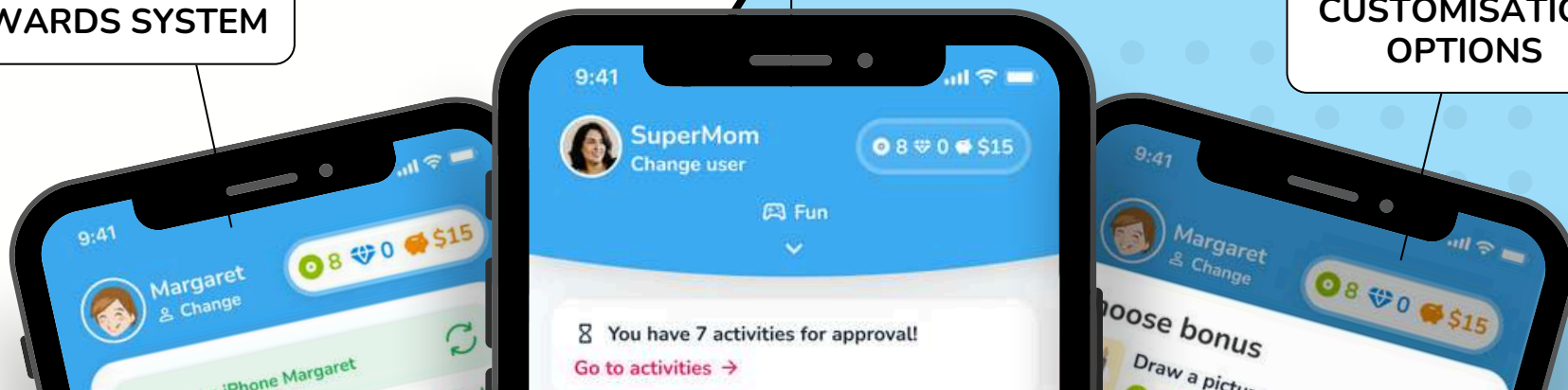
**DYNAMIC REWARDS SYSTEM**



**INTEGRATED POCKET MONEY MANAGEMENT**



**CUSTOMISATION OPTIONS**



## 2.2 DESCRIPTION OF THE BUSINESS

### 2.2.5 Competitive Advantage

#### Customer testimonials: <sup>[8]</sup>

Winning as a parent, for the first time ever! The kids are running around voluntarily cleaning rooms and doing chores when they realised they'd use all their tokens yesterday! 😊



Sydney, NSW Australia.

IAN H.

I've been using ScreenCoach for a few months now and I love it. My kids are Autistic and ADHD and it's always been really difficult to get them off their devices and to do other activities. Since using screen coach it's been amazing, they get a 15minute warning that their device will run out of time and then when it stops without me having to nag them continuously to put the device down. We've customised the things to do to suit our family which is great, gets the kids playing together and doing other activities and helping around the house. Thanks for the great app, it's done wonders for our household



Pakenham, VIC Australia.

MANDI

Already seen a MASSIVE improvement in attitudes... the kids love the game aspect and my son did the dishes without being asked! Who are these kids? This App is gonna change lives!



Gold Coast, QLD Australia.

ALLANAH S

ScreenCoach is exactly what we as parents were looking for to manage our kids access to screen time. The ability to put control into their hands to choose their own use of screen time (within defined parameters: time of day, day of week, etc) has enabled them to understand the value of earning and using time at their discretion. Tying screen time to activities is helping to teach our kids the value of doing important and helpful tasks for themselves and the family.

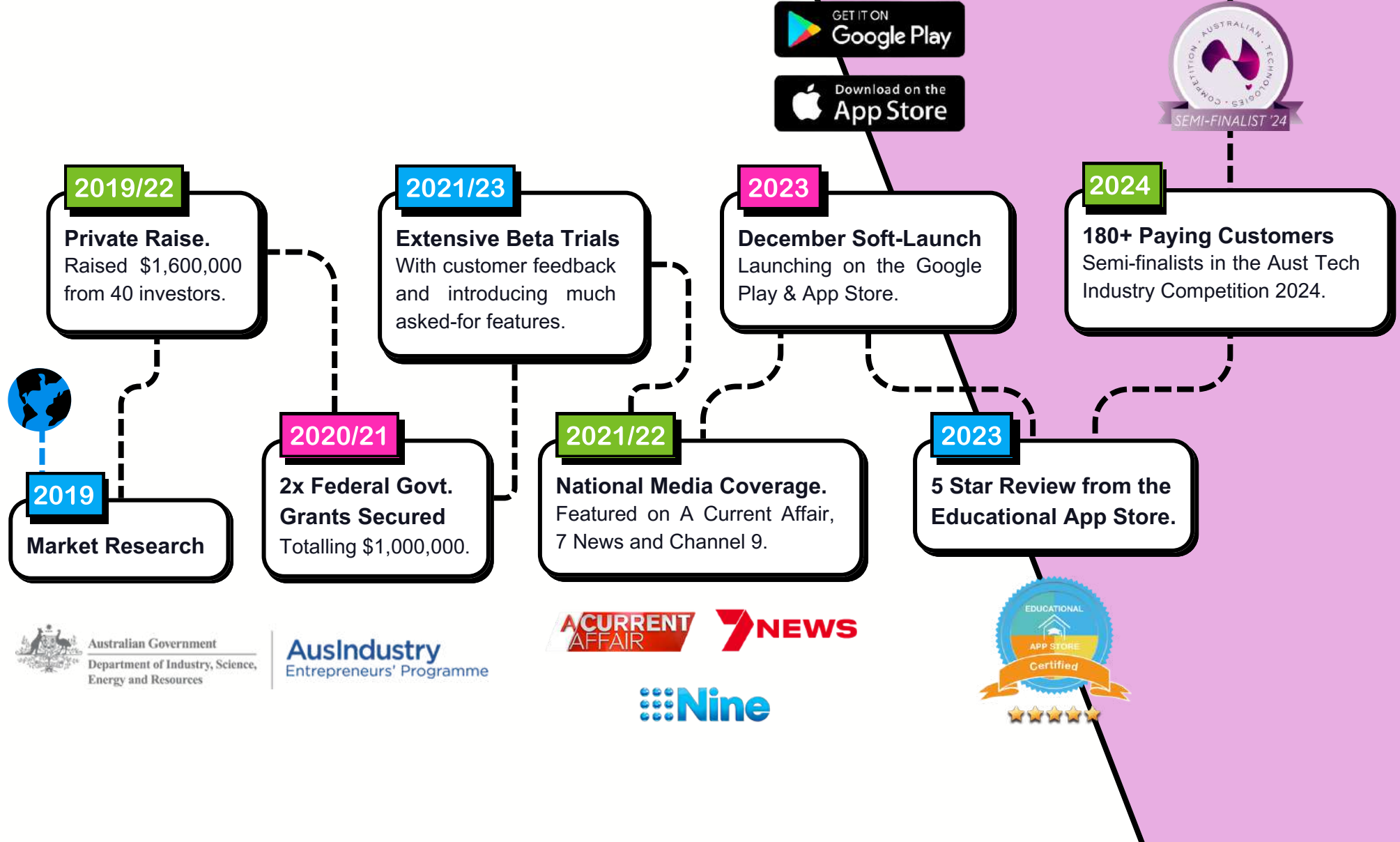


Mildura, VIC Australia.

JAMES & JULZ

## 2.2 DESCRIPTION OF THE BUSINESS

### 2.2.6 Success to Date:



## 2.3 BUSINESS STRATEGY

### 2.3.1 What is our business strategy?

LifeTech Balance aims to become a global leader in screen time management and digital wellbeing for families. Then later for schools as the customers, and other markets for future solutions.

#### Our current primary business objectives include:



#### **NDIS Funding & Neurodivergence:**

ScreenCoach plans to apply for NDIS Approval in Australia and approach professional industry groups to recommend ScreenCoach as a tool to support children with special needs, particularly children on the Autism Spectrum or with ADHD



#### **Affiliate program for resellers:**

Referral and affiliate management capabilities have been integrated with the chosen e-commerce platform, Kartra.com (which was chosen after substantial research for its capacity to manage affiliates and referrals as well as managing online sales and CRM), and we are also building in our own functionality to manage affiliates and referrals via the app stores.



**Market Penetration:** Establish a strong foothold in the parental control app market, initially targeting professional parents in Australia, the US, UK, and Canada. Expected timeframe: 12-18 months.



**Revenue Growth:** Drive sustainable revenue growth through a subscription-based model, with a focus on customer acquisition and retention. Expected timeframe: Ongoing.



**Product Innovation:** Continuously enhance ScreenCoach's features and functionality to meet evolving customer needs and maintain a competitive edge. Expected timeframe: Ongoing. With enough funding, additional features can be added to make it a viable solution for schools to purchase for use in the classroom and at home. We would also like to have an edition of ScreenCoach for adults with some extra features to be included.



**Strategic Sales Partnerships:** Establish partnerships with parent groups and influencers; educational resellers, home schooling, health, and telecom organizations to expand market reach and offer integrated solutions. Expected timeframe: 12-24 months.



**Strategic Business Partnerships:** The fastest and most cost-effective approach to scale globally is to target/attract large business partners in the USA and Europe that are already established in our target markets instead of us trying to create our own overseas offices. Ideally, they would have equity in LifeTech Balance. The other type of Strategic Business Partnership is with providers of complementary technology such as cyber safety and some of the technology we can integrate with ScreenCoach to add functionality and gain schools as direct customers more quickly.

## 2.3 BUSINESS STRATEGY

### 2.3.1 What is our business strategy?

#### Other strategic initiatives:



**Referral program for customers:** ScreenCoach also plans to accelerate its market reach by offering referral incentives to the referrer, Additionally the new user will get a 5% discount for the lifetime of their subscription to encourage them to use the referral code from their friend/associate.

If an existing customer refers someone who initiates a purchase, the referee will receive a discount of 5% per month off their own subscription for the life of that referral and referrer will receive incentives

We will achieve these objectives through a multi-faceted strategy encompassing digital marketing, strategic partnerships, product innovation, and a customer-centric approach.



#### **Global Expansion:**

The strategy to build a strong Australian customer base will form a foundation for the roll-out to the US and Canada over the next 6-12 months, with other English-speaking markets to follow before we penetrate Europe and South-East Asia. We have already developed ScreenCoach to be multilingual to sell to non-english speaking countries.

## REFERRAL PROGRAM





## 2.3 BUSINESS STRATEGY

### 2.3.1 What is our business strategy?

#### Other strategic initiatives:



#### Hardware Box Invention - Future Plans:

As described in the Competitive Analysis section above, LifeTech Balance has invented a ScreenCoach Box to manage TVs & gaming consoles connected to TVs or computer monitors. LifeTech Balance has invested considerable resources into building the ScreenCoach box; it is 95% ready for commercialisation and is being treated as a beta product. We plan to introduce the Box to our offerings in the future based on income and funding. The ScreenCoach box offers additional market differentiation. It could be sold on a 12 or 24-month payment plan, which will help with new customer retention and open up avenues to additional reseller partners that sell gaming consoles and TVs.



#### Adapting ScreenCoach for New Markets:

We plan to leverage the ScreenCoach software and hardware framework to develop specialized offshoot products that cater to distinct market needs. By adapting our core technology and unique hardware box, we can create tailored solutions for specific groups, such as educational institutions and therapeutic settings. These variations will allow us to expand our market reach and enhance our product's value across a diverse range of audiences. LifeTech Balance does not want to disclose extra future product plans as it is part of their IP and do not want it in the public domain at this time. The core focus at this time is on ScreenCoach for families, then schools.



## 2.3 BUSINESS STRATEGY

### 2.3.2 What is our business model?

#### MARKET PATHWAYS

The Company serves B2C customers through direct subscriptions on app stores with a planned roadmap to offer B2B services to NDIS, Education and Schooling facilities with wholesale discounts, bulk licenses, and integration opportunities.

To date, ScreenCoach has utilised funds raised from private investment and Government Grants to develop and refine the application with both rounds of alpha and significant beta testing completed. All existing users and downloads (10,000+) have been organic with minimal paid media or marketing activity.

ScreenCoach stands out in the parental control software market by targeting professional families with children aged 7-12 who are heavy screen users. The business model guides customers through essential stages, from raising awareness about managing screen time to facilitating purchase decisions and enhancing user experience, ultimately fostering retention through ongoing value.

#### PRICING STRUCTURE

ScreenCoach is a software-only subscription-based business (SaaS), offering monthly plans at US\$6.99 and annual plans at US\$49. This pricing model is comparable with other leading, but limited, router-based products on the market such as Circle, and the subscription rates are also comparable with others such as Qustodio and Our Pact which don't offer many of the features of ScreenCoach.

**To maximise reach, a hybrid distribution strategy is being developed that combines direct sales via the website and app stores with indirect methods such as partnerships with educational and health organisations, referral programs for discounts, affiliate commissions managed through their CRM, and fundraising collaborations with Parent Associations.**

## 2.3 BUSINESS STRATEGY

### 2.3.2 What is our business model?

#### SCALABILITY AND PROFITABILITY IN SAAS

The business' cost structure includes an allocation for software development enabling continuous enhancements, marketing and sales, customer support, and administrative expenses.

With the ScreenCoach SaaS solution, the % gross profit per subscription is quite high due to the relatively low costs of maintaining the software and delivering the service as it has been developed and well engineered using a unified code base across all operating systems, giving us a significant competitive advantage over other cross-platform solutions.

Furthermore, the potential for profit per customer also increases as the customer base expands. Unlike companies selling physical products, where costs scale more directly with sales, SaaS companies can accommodate significantly more customers with only a small increase in costs.

For example (indicative numbers only), with 10,000 customers paying \$10 per month, the gross profit margin might be \$7.50 per user. But with 100,000 customers, that margin could increase to \$8.50 per user, thanks to the relatively fixed costs of maintaining and enhancing the platform, allowing revenue to grow much faster than expenses.

10,000

Downloads



180+

Paying Users



## 2.3 BUSINESS STRATEGY

### 2.3.2 What is our business model?

Please note all figures noted below are in \$USD.

## REVENUE MODEL

### MONTHLY PLAN

**\$6.99**  
per Month.

### B2B

- Discounts for bulk licences.
- Integrations via API with other solutions.
- Bundling with partner products i.e. Telcos, Private Health Insurers.
- Reseller licences.

### ANNUAL PLAN

**\$49**  
for 12 Months.

### B2C

- Available globally in the apple app store and google play store.
- Affiliate / referral program.
- Digital marketing & influencers.
- Develop free / lite version.

### 2 YEAR PLAN

**\$79**  
for 24 Months.

### B2G

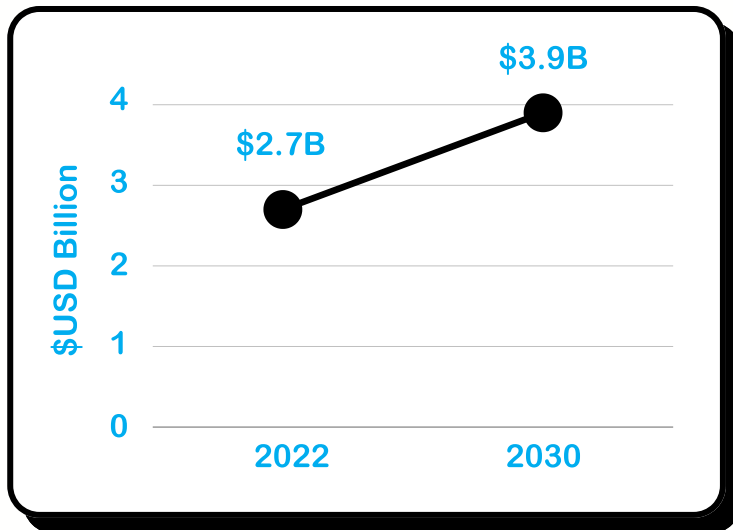
- Future development for use in schools.
- Fundraising platform for school parent groups.

## 2.3 BUSINESS STRATEGY

### 2.3.2 What is our business model?

#### MARKET SIZE

The global TAM (Total Addressable Market) for parental control systems is estimated at **US\$2.7 Billion**, targeting families with school-aged children with access to digital devices with a CAGR of 12.1% - expected to reach **US\$3.9 Billion** by 2030. <sup>[9]</sup>



USD **\$2.7 BILLION**

**GLOBAL PARENTAL CONTROL  
SOFTWARE MARKET**

## 2.4 DIRECTORS AND SENIOR MANAGERS

### 2.4.1 Directors and Senior Management.

LifeTech Balance has 6 core functions needing leadership roles:

- Product
- Tech
- Customer support/ Success
- Operations (HR, Daily internal operations and Finance)
- Marketing
- Sales

At our early stage, the founders Peter and Stephanie are wearing many hats. However, delineated roles have been planned as shown in the following org chart. As we raise more funds or generate revenue the ScreenCoach team will strategically expand to fill in the listed roles. We have people doing more than one role; for example our primary support officer is also our web site developer!

As shown in Org Chart

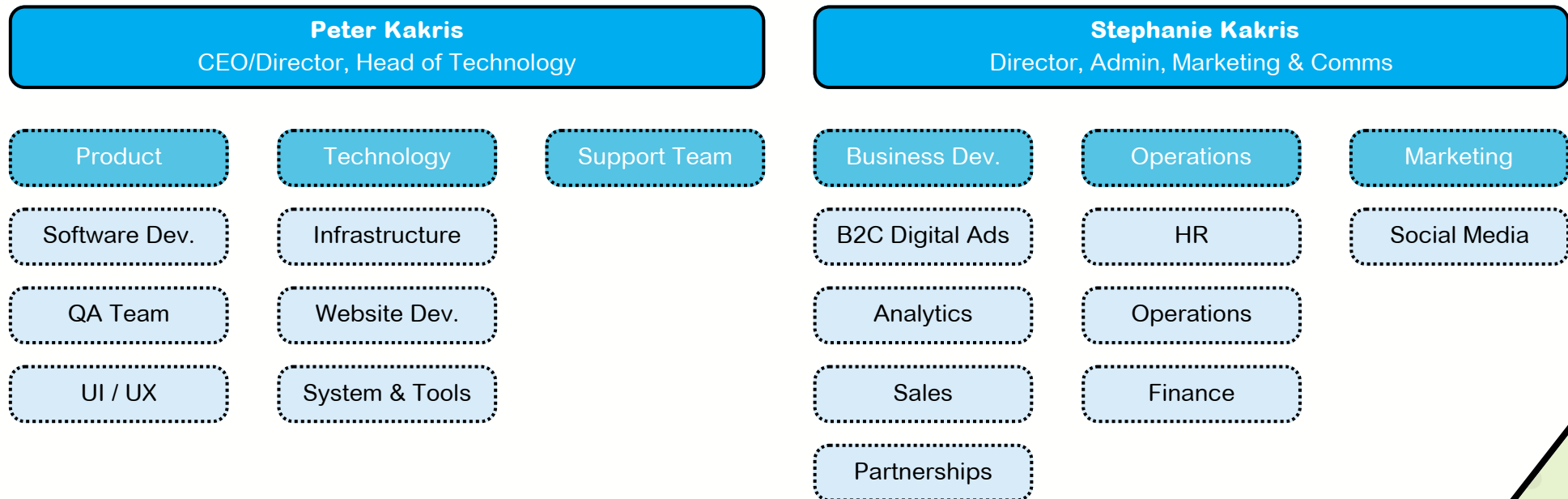
- Peter Kakris is the CEO/Director & Head of Technology.
- Stephanie is a Director, Admin, Finance, Marketing & Comms

You can read more information about Peter & Stephanie's Qualifications, capabilities and business successes in the Directors and Senior Managers section.



## 2.4 DIRECTORS AND SENIOR MANAGERS

### 2.4.2 Organisation Chart.



### 2.4.3 Legal or disciplinary actions against the Company and directors and senior managers

There are no current or past legal or disciplinary actions against the company.  
Nor are there any against any Directors and Senior Managers of the company.

## 2.4 DIRECTORS AND SENIOR MANAGERS

Peter and Stephanie Kakris are a husband and wife team: Co-founders and Directors of ScreenCoach. They are passionate about helping families find balance in today's digital world. ScreenCoach was born from their personal experiences with their own children's screen time struggles. After dealing with frustration and tension at home, they drew upon their vast business, psychology and technical expertise and set out to create a solution that empowers families to manage screen time effectively and fosters healthier relationships with technology. Now, they're on a mission to ensure that other families don't face the same challenges.





## 2.4 DIRECTORS AND SENIOR MANAGERS

### PETER KAKRIS

**Director, Co-founder, CTO, CEO, and Head of Technology. BSc (CompSci)**

Peter Kakris is a seasoned entrepreneur and technical expert with a strong foundation in both business and software development. He founded his first IT company, Dynamic Solutions, at the age of 22, while completing his Computer Science Degree at Melbourne University.

Peter's foresight allowed him to establish two successful IT companies, which he sold in his mid-thirties, giving him the opportunity to semi-retire and focus on family, and self-improvement by doing lots of personal development courses and becoming a qualified life coach and business coach for a few years before getting hands-on "nerdy" again!

In addition to his technical skills, Peter has extensive experience in leadership, personal development, business coaching, and customer relations. His resilience and entrepreneurial spirit were evident from a young age, selling strawberries at age 11 and overcoming the loss of all family possessions in the Ash Wednesday bushfires at age 12. Up until Peter started his first company he was a passionate athlete, at his peak running up the Rialto building (54 levels!) and playing volleyball six days a week at an elite level, this discipline and commitment needed for sport carries through into his business life.

Peter is the CEO of LifeTech Balance/ScreenCoach and is committed to scaling the company globally, with plans to eventually hand over the reins to a CEO experienced in growing multinational SaaS businesses. His passion for sports, combined with his technical expertise and business leadership, make him a well-rounded and driven professional.



## 2.4 DIRECTORS AND SENIOR MANAGERS

### PETER KAKRIS

(Continued)

#### Key accomplishments include:

- **Founder of Dynamic Solutions:** Built and sold two IT companies before the age of 35.
- **Visionary and inventor:** Invested in early internet tech with an early internet service provider and web hosting services in his mid-20s before the internet was known! Peter has always has lots of ideas and inventions weekly.
- **Software Development Expertise:** Developed numerous custom software solutions, including clinical information systems, manufacturing systems, and business management tools.
- **Transformation of Datalink Internet Systems:** As a part owner and director, Restructured the company's focus away from custom solutions development into product focus. Datalink builds scalable enterprise SaaS software used by over 100 local governments, government departments and large enterprises, handling critical operations such as emergency management and disaster recovery. (see crisisworks.com)
- **Chief Architect of ScreenCoach:** Designed and managed every aspect of the product, bringing together his technical knowledge and modern psychology and business acumen to create a solution that suits modern families' screen time needs.



## 2.4 DIRECTORS AND SENIOR MANAGERS

### STEPHANIE KAKRIS

**Director, Co-founder, and Communications Lead**  
**BSc GradDipOrgPsych MAppPsych**

Stephanie has a Master's degree in Sport Psychology. She is an author and international speaker on positive parenting. Since 2001, she has used her expertise to build her practice, High Performance Club Pty Ltd, [www.highperformanceclub.com](http://www.highperformanceclub.com) delivering high performance coaching, corporate training, executive and business coaching for over 20 years.

Whilst focusing on her own career and being a fantastic mother, she also performed trusted roles in Peter's companies which include HR, payroll, and bookkeeping.

Stephanie's understanding of human behaviour, coupled with parenting two tech-obsessed children of her own (15 & 20), provides valuable insight into product features. Stephanie liaises with parenting experts and research institutions to gather market data and information that informs product development and written materials designed specifically for our target market. She also brings expertise in sales and marketing fundamentals to her role.

Stephanie loves learning about anything to do with business, human potential and spirituality. She enjoys watching people shine at what they love doing most—whether that be as a parent, on stage, on the sporting field, in the workplace, or pursuing their personal passions with confidence and enthusiasm.



## 2.5 CAPITAL STRUCTURE

### 2.5.1 Issued Capital

As at the date of this CSF offer document, the Company has 12 Class A shares (held by the founders) and 13,338,452 Ordinary shares.

The company has implemented an employee share option plan (ESOP) with 714,386 share options that have not been exercised yet, and has one SAFE Note (Simple Agreement for Future Equity) of 80,000 shares.

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\*If the SAFE note and ESOP were exercised following the offer, the fully diluted issued capital of the Company would be 14,222,838 shares (minimum subscription) and 16,632,838 shares (maximum subscription).

**Table 1: Issued capital of the Company before the Offer.**

Shareholder	Share Type	Shares
Peter Kakris Family Trust	Ordinary	5,860,678 (43.94%)
All other shareholders	Ordinary	7,477,774 (56.06%)
Total	Ordinary	13,338,452

**Table 2: Issued capital of the Company following the Offer on a fully diluted basis.**

Shares	Minimum Subscription	Maximum Subscription
Director shares Peter Kakris Family Trust	5,860,678 (43.64%)	5,860,678 (37.00%)
Other existing shareholders	7,477,774 (55.69%)	7,477,774 (47.21%)
New Offer shares Issued	90,000 (0.67%)	2,500,000 (15.78%)
Total Issued shares	13,428,452 (100%)	15,838,452 (100%)

## 2.5 CAPITAL STRUCTURE

### 2.5.2 Rights associated with shares

An investor subscribing for shares is bound by the Constitution of LifeTech Balance Pty Ltd (available on the Intermediary's platform).

Set out below is a brief summary of the rights and liabilities associated with the Company's securities. For further information, including relating to restrictions on transfer and drag along and tag along rights, please refer to the Constitution, available on the Intermediary's platform.

#### CSF Shares

The shares issued pursuant to this Offer Document will be fully paid Ordinary Shares.

The rights and liabilities associated with the CSF Shares are set out in the Company's constitution and shareholders agreement, including: All voting rights and the rights to receive dividends. Restrictions on the sale or transfer of shares, including drag and tag along rights and exit provisions.

#### Options

The Company has an Employee Share Options Plan ("ESOP"). Under this plan we're able to reward our employees as they become part-owners of the company.

A more detailed description of the rights and liabilities associated with the shares is set out in Section 3.3 below.



## 2.5 CAPITAL STRUCTURE

### 2.5.3 Debt funding and other sources of funding

#### Loans

LifeTech Balance has three loans totaling \$786,250.00. These loans have 4 and 5 year repayment terms and are interest only until the Company has sufficient revenue to start paying them off.

- One of the loans is from Peter & Stephanie for \$225,000.00
- The remaining two loans are from a key investor totalling \$561,250.00
- The loans are at 9% interest per annum.

**NOTE:** Funds raised from this crowd funding campaign will not be used to repay the loans.

#### Government Grants

ScreenCoach has received financial support from the Australian Government through two Accelerating Commercialization (AC) Grants in 2020 & 2021, totaling AU\$1,000,000 (dollar matched funding). This non-dilutive funding validates the market potential and societal importance of addressing children's screen time issues.

ScreenCoach also received \$20,000 Export Marketing Grant in 2023-24FY, dollar matched for marketing efforts to help us promote ScreenCoach outside Australia.

Neither of these grants need to be repaid.



## 2.6 RISKS FACING THE BUSINESS

An investment in the Company should be seen as high-risk and speculative. A description of the main risks that may impact our business is below. Investors should read this section carefully before deciding to apply for shares under the Offer. There are also other, more general risks associated with the Company (e.g. risks relating to general economic conditions or the inability to sell our shares).

### **Risks:**

At LifeTech Balance, we recognize the operational risks that could affect our goals. We have taken measures to mitigate these risks (see overleaf) and a successful funding raise will help minimise these risks further.

## 2.6 RISKS FACING THE BUSINESS

### Type of Risk

### Mitigations / Actions / Plans

Key person risk: The unexpected potential loss of Peter Kakris, our founder and head of technology

- Shared technical oversight: Distributed responsibilities with senior developers and lead QA team.
- Documentation is in place of future roadmaps for the business.
- Co-Founder Stephanie is across most of the aspects of the Company; key business decisions, board member.
- Recruit a technical project manager with funding.

Excessive Costs to maintain and enhance the software across 5 platforms; iOS, Android, Windows, Mac and Web

ScreenCoach has been re-developed and engineered for scale and now costs less to develop, enhance and maintain across iOS, Android, Windows, Mac and Web than other software companies due to the technologies chosen and the impressive design & common code base across platforms. This is a competitive advantage.





## 2.6 RISKS FACING THE BUSINESS

### Type of Risk

### Mitigations / Actions / Plans

IP theft: The risk of product ideas or technology being stolen

NDAs/ contractor agreements and IP protection are in place: Ensuring all staff and contractors sign non-disclosure and IP assignment agreements.

Competitive pressures

- ScreenCoach has been designed in a way that will be very difficult and expensive to replicate; it is a very large and technically complex project to support 5 platforms and be able to block apps on 4 different operations.
- Current competitors would have to significantly re-engineer existing solutions to match our advantageous features.
- The hardware box invention would require significant time and money to copy, when released will be a major differentiator.
- If another competitor did enter the market, there is sufficient market size to sustain multiple players.
- Additionally, ScreenCoach can diversify its products to different markets.



## 2.6 RISKS FACING THE BUSINESS

### Type of Risk

### Mitigations / Actions / Plans

Cybersecurity threats:  
System breaches and data compromises.

- Version control and backups: Strong version control and off-site backups of source code.
- Security protocols: A security audit was conducted in Nov 2021; with funding, we can conduct another one and take any recommended actions.

Legal and regulatory compliance: Staying aligned with privacy and consumer protection laws.

- Compliance monitoring: Staying updated on regulatory changes.
- Working with our lawyers and advisors.

The Company will need additional funding to implement its business strategy.

- Raise further investment from VCs Angels and sophisticated investors.
- Raise investment from further crowdfunding.



## 2.6 RISKS FACING THE BUSINESS

### Type of Risk

### Mitigations / Actions / Plans

**Insufficient Sales Revenue:**  
The risk that projected sales may not generate the expected income to sustain operations and drive growth.

- Hire sales staff for B2B2C partnerships and affiliate sales, and spend money on digital marketing for B2C customer acquisition and external consultants to finetune marketing strategies.
- Diversify sales channels to have multiple growth options.
- Assess and improve customer retention strategies.
- Bundle ScreenCoach with complementary services such as parent coaching and workshops.
- Can also run a crowdfunding campaign, to presell/fund future product enhancements, Which is also an excellent marketing platform.

**Unforeseen Events** such as economic downturn, geopolitical instability, natural disasters or sudden change in consumer behaviour.

Maintain flexibility to run lean, allowing for cuts to staff and sales & marketing spend to ride it out.  
Grow the business in a sustainable manner.  
Create a business continuity plan.  
We have been running very lean as we have had to make it through the pandemic & global downturn already, only possible because of the impressive engineering and development of the project.



## 2.7 FINANCIAL INFORMATION

### 2.6.1 Balance Sheet

#### Balance Sheet

LifeTech Balance Pty Ltd  
As at 30 June 2024

	30 June 2024 (\$)	30 June 2023 (\$)
<b>Assets</b>		
<b>Current Assets</b>		
AUD PayPal	400	95
Capitalised Software & Product Costs	1,301,596	1,301,596
Government Grant Received	(829,410)	(809,410)
GST	4,299	8,034
LifeTech Balance Pty Ltd	27,037	9,775
Trademark	930	930
<b>Total Current Assets</b>	<b>504,852</b>	<b>511,020</b>
<b>Non-Current Assets</b>		
Property, Plant and Equipment	3,944	0
Total Non-Current Assets	3,944	0
<b>Total Assets</b>	<b>508,796</b>	<b>511,020</b>

30 June 2024 (\$) 30 June 2023 (\$)

#### Liabilities

##### Current Liabilities

Accounts Payable	32,983	33,748
Loan - Director	25,331	25,331
Rounding	(3)	0
Suspense	(1)	0
<b>Total Current Liabilities</b>	<b>58,310</b>	<b>59,079</b>

##### Non-Current Liabilities

Loan - P Kakris Family Trust	238,000	335,000
Loan - Others	250,000	0
Total Non-Current Liabilities	488,000	335,000
<b>Total Liabilities</b>	<b>546,310</b>	<b>394,079</b>

<b>Net Assets</b>	<b>(37,515)</b>	<b>116,941</b>
-------------------	-----------------	----------------

#### Equity

Retained Earnings	(1,587,731)	(1,433,275)
Share Capital	1,550,216	1,550,216
<b>Total Equity</b>	<b>(37,515)</b>	<b>116,941</b>

## 2.7 FINANCIAL INFORMATION

### 2.6.2 Profit and Loss

#### Profit and Loss

LifeTech Balance Pty Ltd  
As at 30 June 2024

	30 June 2024 (\$)	30 June 2023 (\$)
<b>Income</b>		
<b>Trading Profit</b>		
Revenue	16,070	6,284
Total Trading Profit	16,070	6,284
<b>Total Income</b>	<b>16,070</b>	<b>6,284</b>
<b>Other Income</b>		
Other Revenue	460	0
<b>Total Other Revenue</b>	<b>460</b>	<b>0</b>
<b>Total Income</b>	<b>16,530</b>	<b>6,284</b>

30 June 2024 (\$) 30 June 2023 (\$)

#### Expenses

Travel and Accommodation	4,750	1,053
Accounting	4,263	41,578
Admin Expenses	0	118
Advertising	35,262	9,552
Bank Fees	3,176	2,274
Consultant Fee - Peter	2,734	0
Consulting Fees	0	56,023
Contractor	0	128,553
Contractor - Customer Support Services	40,546	0
Contractor - Overseas Sales & Marketing	23,428	0
Contractor - QA Testing	45,211	0
Contractor - UI/UX Design	3,357	0
Freight & Courier	293	282
General Expenses	218	0
Graphic Design	0	538
Insurance	6,424	5,568
Interest - Director Loan	0	1,146
Interest - P Kakris Family Trust	0	3,750
Investment Commission	0	4,500

## 2.7 FINANCIAL INFORMATION

### 2.6.2 Profit and Loss

#### Profit and Loss

LifeTech Balance Pty Ltd  
As at 30 June 2024

	30 June 2024 (\$)	30 June 2023 (\$)
<b>Expenses (Continued).</b>		
IT Hosting	3,630	17,911
Legal expenses	2,921	11,648
Marketing	4,232	0
Marketing - International	921	0
Office Expenses	298	401
PayPal fees	214	165
Printing & Stationery	0	176
Sales Generation Expense	18	58
Seminar & Conference costs	21	167
Software Development	218,884	447,769
Stripe Fees	0	148

	30 June 2024 (\$)	30 June 2023 (\$)
<b>Expenses (Continued).</b>		
Subscriptions	1,767	14,697
Subscriptions - Engineering	9,002	0
Subscriptions - Marketing	339	0
Subscriptions - Operations	12,702	3,042
<b>Total Expenses</b>	<b>424,608</b>	<b>751,116</b>
<b>Profit/(Loss) before Taxation</b>	<b>(408,078)</b>	<b>(744,832)</b>
<b>Net Profit After Tax</b>	<b>(408,078)</b>	<b>(744,832)</b>
<b>Net Profit After Distributions/ Dividends Paid</b>	<b>(408,078)</b>	<b>(744,832)</b>

## 2.7 FINANCIAL INFORMATION

### 2.6.3 Cashflow Statement

#### Statement of Cash Flows - Direct Method

LifeTech Balance Pty Ltd  
As at 30 June 2024

	30 June 2024 (\$)	30 June 2023 (\$)
<b>Operating Activities</b>		
Finance costs	(3,178)	(2,181)
Cash receipts from other operating activities	17,990	10,250
Cash payments from other operating activities	(436,884)	(839,506)
<b>Net Cash Flows from Operating Activities</b>	<b>(422,072)</b>	<b>(831,437)</b>
<b>Investing Activities</b>		
Payment for property, plant and equipment	(3,944)	0
Other cash items from investing activities	19,398	300,075
<b>Net Cash Flows from Investing Activities</b>	<b>15,454</b>	<b>300,075</b>

	30 June 2024 (\$)	30 June 2023 (\$)
<b>Financing Activities</b>		
Proceeds from borrowings	250,000	0
Other cash items from financing activities	156,618	531,362
<b>Net Cash Flows from Financing Activities</b>	<b>406,618</b>	<b>531,362</b>
<b>Net Cash Flows</b>	<b>0</b>	<b>0</b>

#### Cash and Cash Equivalents

Cash and cash equivalents at beginning of period	0	0
Cash and cash equivalents at end of period	0	0

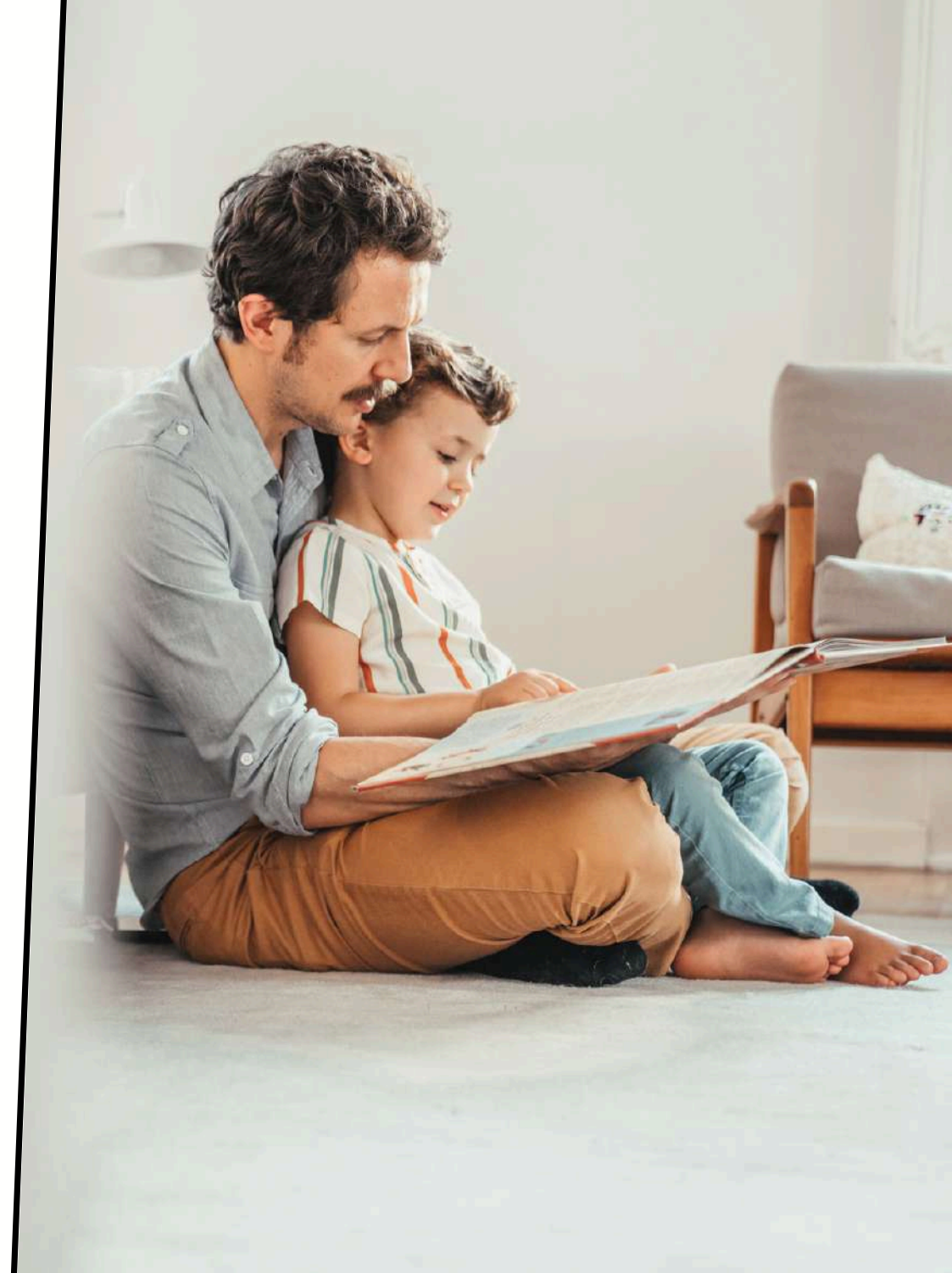
## 2.7 FINANCIAL INFORMATION

### 2.6.4 Statement of Changes in Equity

#### Statement of Changes in Equity

LifeTech Balance Pty Ltd  
As at 30 June 2024

	30 June 2024 (\$)	30 June 2023 (\$)
<b>Equity</b>		
Opening Balance	116,941	595,412
Increases		
Profit for the Period	(408,078)	(744,832)
Retained Earnings	0	199,428
Share Capital	0	237,838
Other Increases	253,622	(170,904)
<b>Total Increases</b>	<b>(154,456)</b>	<b>(478,471)</b>
<b>Total Equity</b>	<b>(37,515)</b>	<b>116,941</b>







Invest in ScreenCoach!

\*Always consider the general risk warning and offer document before investing

Crowdfunding Open Now!

[Learn More](#)

# SECTION 3

## INFORMATION ABOUT THE OFFER

### Nag-free screen time management that rewards good habits

-  Screen Time Management
-  Task and Rewards System
-  Pocket Money Management

*A world-first solution to take the hard work out of managing your kids' screen time!*



Available for:    

[SIGN UP TODAY FOR JUST \\$1](#)

[▶ How ScreenCoach works](#)

Works Across Multiple Devices



Laptops



Gaming



Tablets



Phones



PC/Mac



Television

### 3.1 TERMS OF THE OFFER

**Table 4: Terms of the Offer**

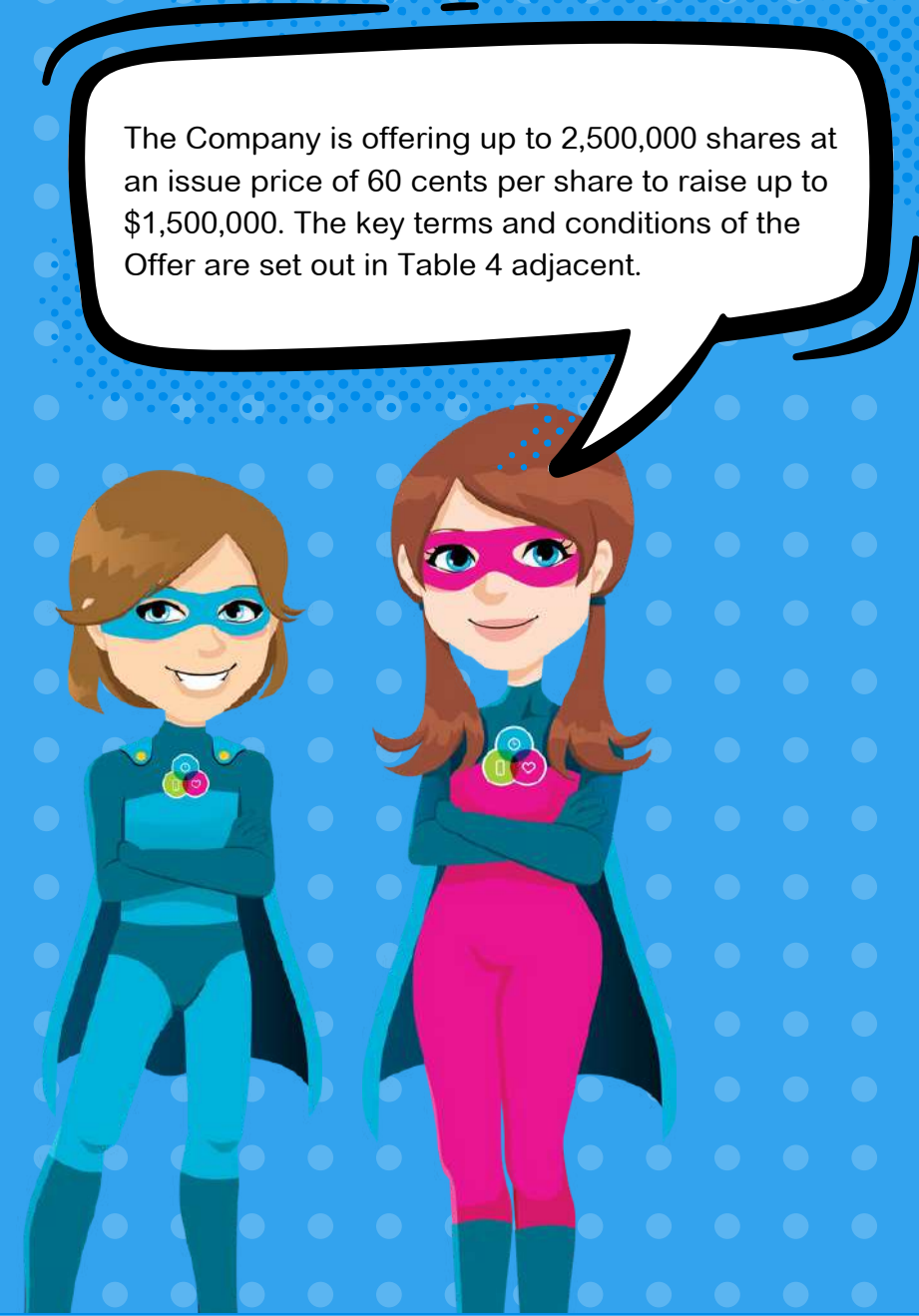
<b>Term</b>	<b>Details</b>
<b>Shares</b>	Fully-paid ordinary shares
<b>Price</b>	60 cents per share
<b>Minimum Subscription</b>	\$54,000
<b>Maximum Subscription</b>	\$1,500,000
<b>Opening date</b>	November 12th 2024
<b>Closing date</b>	December 3rd 2024

A description of the rights associated with the shares is set out in Section 3.3 below. To participate in the Offer, you must submit a completed application form together with the application money via the Intermediary's platform. The Intermediary's website provides instructions on how to apply for shares under the Offer.

The Intermediary must close the Offer early in certain circumstances. For example, if the Maximum Subscription is reached, the Offer must be closed. If the Minimum Subscription is not reached or the Offer is closed but not completed, you will be refunded your application money.

Investors may withdraw their application during the Cooling-off Period. Further information on investor cooling-off rights can be found in Section 4 of this CSF offer document.

The Offer is not underwritten.



The Company is offering up to 2,500,000 shares at an issue price of 60 cents per share to raise up to \$1,500,000. The key terms and conditions of the Offer are set out in Table 4 adjacent.

## 3.2 USE OF FUNDS

### Introduction

With the money raised during this CSF Campaign, we plan to extend our business operations and significantly increase our sales and marketing efforts.

A \$54K investment will give us almost 2 months of runway with minimal sales and marketing spend.

\$750K investment will cover 12 months of projected costs.

\$1.5M investment will cover 18 months of projected costs, providing us with the resources needed to operate and grow.

While the calculations are based on these periods, we anticipate that increased revenue with higher investment could extend our runway and support long-term sustainability.

Table 5 overleaf sets out the intended use of funds raised under this Offer based on the minimum, medium and maximum subscription amounts.



## 3.2 USE OF FUNDS

**Table 5: Use of Funds**

<b>Intended use</b>	<b>Minimum Subscription</b>	<b>Medium Subscription</b>	<b>Maximum Subscription</b>
<p><b>Product Maintenance &amp; Development</b>            Funds allocated will enhance user onboarding and streamline the experience for families. Additional functionality will support schools and educational facilities, offering tailored features for these environments. Continuous code maintenance will ensure stability, performance, and seamless multi-platform operation.</p>	\$30,000	\$285,000	\$460,000
<p><b>Sales and marketing</b>            Funds will support targeted digital advertising, content marketing, and referral programs to drive B2C subscriptions and increase brand awareness. With a higher raise we can hire a full time sales person for partnerships with educational and health organizations, and Parent Associations will expand ScreenCoach's reach into B2B sectors, including schools and NDIS, with strategic discounts and affiliate opportunities.</p>	\$7,000	\$200,000	\$400,000
<p><b>Business Running Costs</b>            Business running costs will cover essential hosting, customer support, and administrative expenses. With higher funds raised, the plan includes partial senior management salaries for Founders and hiring an additional senior developer to support growth and innovation.</p>	\$13,350	\$214,375	\$538,750
<p><b>Offer costs</b>            Swarmer's fees under the hosting agreement (6% of total raise) plus 0.75% to marketing agency.</p>	\$3,645	\$50,625	\$101,250
<b>Total funds</b>	\$54,000	\$750,000	\$1,500,000
<b>Months of funding</b>	1.5	12	18

Here's how the funds will be used depending on the amount raised:

**\$54,000**

\$54K investment will cover 1.5 months of operations, including \$7K for sales and marketing, while our Directors continue working in Senior Management roles without drawing a salary. This investment allows us to maintain our current minimal team and operations, with a very modest but strategic ad spend to keep driving growth and engagement.

**\$750,000**

\$750K investment costings are based on 12 months of operations, with \$200K allocated to sales and marketing, and allow us to hire an additional developer to support work on expanding our solution for schools. With \$200K for sales and marketing, we can lay a strong foundation for growth by focusing on targeted campaigns and building key relationships. This amount allows us to carefully expand our reach, test new strategies, and generate momentum, all while ensuring a solid approach to scaling the business responsibly. The two Directors will start drawing a salary of \$4K each per month.

**\$1,500,000**

\$1.5M investment costings are based on 18 months of operations. With \$400K for sales and marketing, we can significantly boost our efforts to grow the company, expand our reach, and engage more families. This amount allows us to create well-rounded campaigns, explore new markets, and build stronger partnerships, giving us the best possible opportunity to scale while maintaining a steady, sustainable pace. This will also fund the hiring of another developer. As we grow, we will need an additional support team member and hosting costs will increase. The two Directors will be paid \$6K per month for their senior management positions.

**MINIMUM SUBSCRIPTION**

**\$54,000**

**\$750,000**

**MAXIMUM SUBSCRIPTION**

**\$1,500,000**

## Offer Costs

The costs of the Offer include the Intermediary's fees under the hosting agreement between the Company and the Intermediary in addition to commission fees charged by supporting consultants related to the CSF raise. These fees are 6.75% of the total amount raised.

The company has entered into an agreement with a third-party to refer their large investor client list. An additional 3% commission will be paid for any of their clients that invest in the CSF.

Other than as specified above, no other payments from the funds raised will be paid (directly or indirectly) to related parties, controlling shareholders, or any other persons involved in promoting or marketing the Offer.

We expect that the Maximum Subscription amount will be sufficient to meet the Company's short-term objectives over the next 18 months.

If only the Minimum Subscription amount is raised, the Company will require further funding to be able to carry out our intended activities over the next 12 months. In such circumstances, the Company may consider undertaking a further CSF offer under the CSF regime. Until additional funding is obtained, we will scale back sales and marketing and production activities, and continue to focus our cash resources on research and development and working capital costs to advance our new technology.



### 3.3 RIGHTS ASSOCIATED WITH THE SHARES

Immediately after issue, the shares will be fully-paid shares. There will be no liability on the part of shareholders. The CSF shareholders will have voting rights and be eligible for dividends in the future when the company is in a position to issue shares.

CSF shareholders that invest enough to own more than 0.50% of the ordinary shares of the company will have additional voting rights as per schedule 3 of the constitution.

The rights associated with the shares are set out in the Company's constitution. A summary of these rights is set out below for your convenience. If there are any errors or omissions, the Constitution takes precedence.

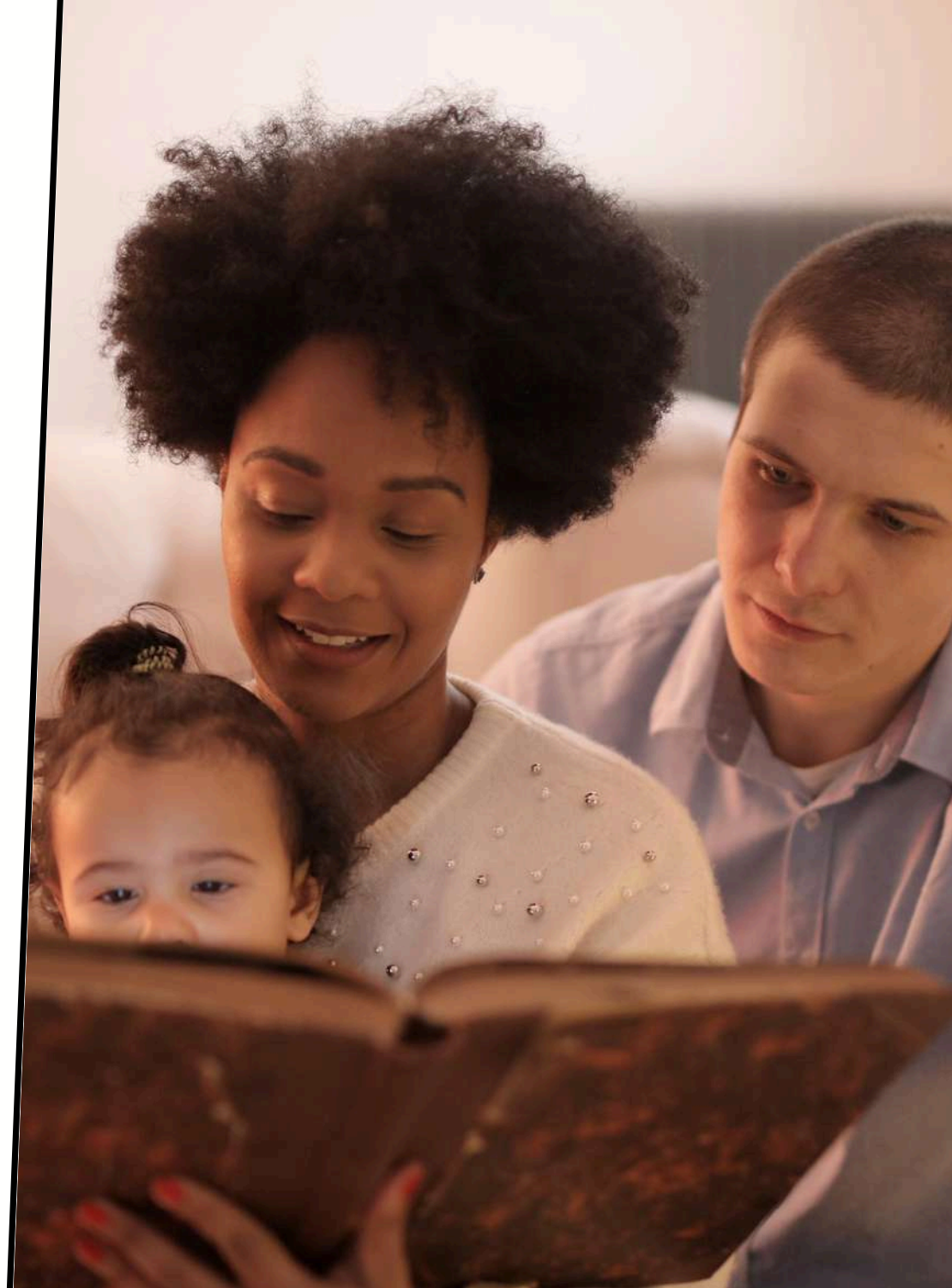
A copy of the constitution is available on the Intermediary's platform, or by reasonable request from [management@lifetechbalance.com.au](mailto:management@lifetechbalance.com.au).

#### 3.3.1 Voting Rights

Each shareholder has one vote on a show of hands and, on a poll, one vote for each share held.

#### 3.3.2 Election & Removal of Directors

Shareholders may vote to elect directors at a general meeting by way of Ordinary Resolution (50%) Constitution 4.3(a) ii, and remove directors at a general meeting by way of Special Resolution of Shareholders; (75%). Constitution 4.9(c)



## 3.3 RIGHTS ASSOCIATED WITH THE SHARES

### 3.3.3 General meetings and notices

Directors have the power to call meetings of all shareholders or meetings of only those shareholders who hold a particular class of shares. Shareholders may call and arrange to hold a general meeting only in accordance with the Act and Constitution 11.3. Each Shareholder is entitled to attend a general meeting. Constitution 11.4

### 3.3.4 Dividends

All shareholders have a right to receive any dividends declared and paid by the Company. The directors have a discretion and may resolve to pay dividends, subject to their obligations under the Corporations Act (e.g. they cannot pay dividends unless the Company's assets are sufficiently in excess of its liabilities immediately before the dividend is declared and where it may materially prejudice the Company's ability to pay its creditors).

The Board may, at its sole discretion, determine that a dividend is or will be payable from time to time. Constitution 26.1,26.2

### 3.3.5 Winding-up

If the Company is wound up and there are any assets left over after all the Company's debts have been paid, the surplus is distributed to shareholders of after secured and unsecured creditors of the Company.

**A total game changer!**

★★★★★

The total change in behaviour of my 9 year old who has ASD and PDA has been nothing short of astounding since I introduced ScreenCoach....





## 3.3 RIGHTS ASSOCIATED WITH THE SHARES

### 3.3.6 Restrictions on share sale or transfer

CSF shareholders that wish to sell or transfer their shares can do so freely if they do not own more than 0.50% of the company, they may do so as a 'permitted transfer', subject to board approval in line with all shareholders of the company.

CSF shareholders that own more than 50% of the ordinary shares must give the first right of refusal to the same offer to all other general shareholders.

Subject to this clause Constitution 20.1, any Shareholder who wants to Dispose of any or all of their shareholding in the Company must first offer their Shares to other General Shareholders ("Offerees") in direct proportion to their shareholding in the Company.

In the event the Offerees do not purchase all of the Seller's Shares within 7 days after the Sale Share Notice Date, the Seller may transfer the remaining Sale Shares to a bona fide third party on terms no more favourable than those offered by the Seller to the remaining Shareholders, subject to Constitution 20.1(e)



### 3.4 WHAT CAN I DO WITH MY SHARES

Shares in the Company are considered illiquid as they cannot easily be transferred or sold. However, there are numerous possible circumstances that may create an opportunity for shareholders to exit their investment in the Company. These include, but are not limited to:

- A trade sale of the Company.
- A listing on a registered stock exchange (e.g. the ASX).
- A private equity acquisition of the Company.
- A share buy-back by the Company.

There is no guarantee that any of the exit options will eventuate. Therefore potential shareholders should consider this investment as illiquid and be prepared to hold it until there is an exit event as set out above.

Refer to section on dividends 3.3.3 above.

The parental technology industry is highly active with Mergers and Acquisitions, recently in 2022 Qustodio, a parental control software competitor, was acquired for US\$53 million.<sup>[10]</sup>

ScreenCoach is planning to follow this trend and has long term plans for a strategic exit opportunity or an IPO. In the meantime, they plan to generate strong profits with dividends payable in several years.

The Qustodio logo is displayed in a white rectangular box with a black border. The logo itself consists of the word "Qustodio" in a green, sans-serif font, where the letter 'Q' is stylized with a circular cutout.A large, stylized graphic on the right side of the slide. It features a white, jagged-edged shape resembling a speech bubble or a starburst, set against a blue background with a white polka-dot pattern. The shape has a black outline and a halftone dot pattern. Inside the shape, the text "ACQUIRED FOR US \$53 MILLION" is written in a bold, black, sans-serif font. A green arrow with a black outline points towards the top right corner of the shape.

### 3.5 INVESTOR REWARDS

Investment Amount	Reward
<b>\$240 - \$479</b>	<ul style="list-style-type: none"> <li>• 50% off ScreenCoach monthly plan for 12 months</li> <li>• Available via website subscription only</li> </ul>
<b>\$480 - \$989</b>	<ul style="list-style-type: none"> <li>• 85% off our monthly ScreenCoach plan for life!</li> <li>• 2 x 4x4 plastic puzzle game (see image)</li> <li>• Available via website subscription only</li> <li>• 2 x ScreenCoach Caps</li> <li>• 30 minute ScreenCoach set-up call</li> </ul>
<b>\$990 - \$1,979</b>	<ul style="list-style-type: none"> <li>• 2 x 85% off our monthly ScreenCoach plan for life!</li> <li>• 3 x ScreenCoach Caps</li> <li>• 4 x 4x4 plastic puzzle game (see image)</li> <li>• 30 minute ScreenCoach set-up call</li> <li>• 1 x coaching session with Steph - parent coaching, executive coaching or life coaching</li> </ul>
<b>\$1,980 - \$4,979</b>	<ul style="list-style-type: none"> <li>• 2 x 85% off our monthly ScreenCoach plan for life!</li> <li>• 4 x ScreenCoach Caps</li> <li>• 8 x 4x4 plastic puzzle game (see image)</li> <li>• 30 minute ScreenCoach set-up call</li> <li>• 1 x coaching session with Steph - parent coaching, executive coaching or life coaching or 1 business coaching session with Pete</li> </ul>

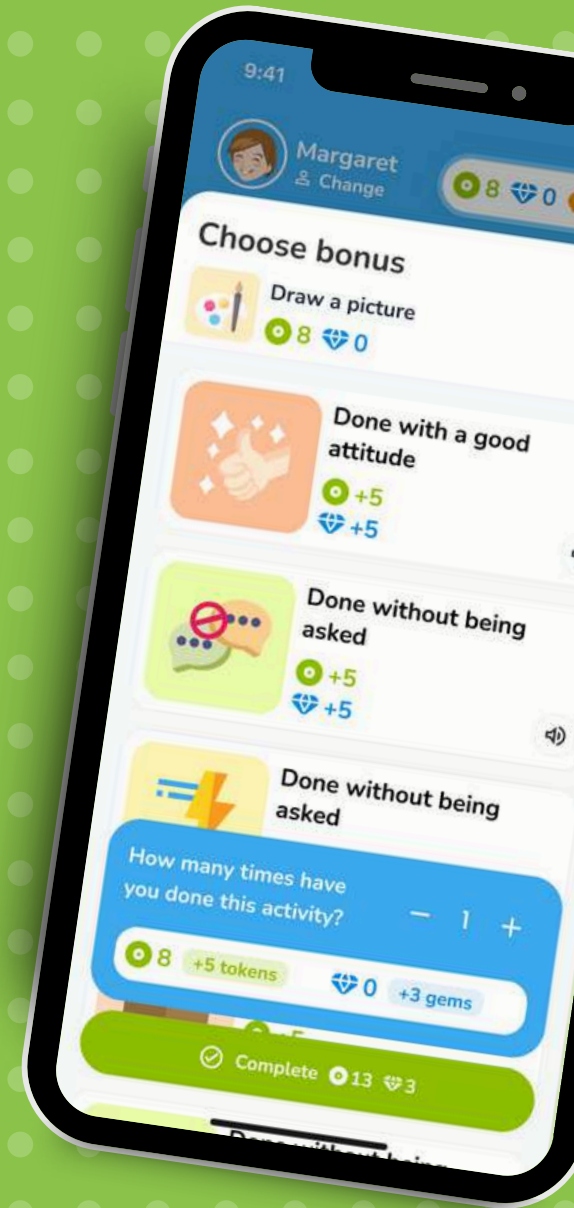
Investment Amount	Reward
<b>\$4,980 - \$9,990</b>	<ul style="list-style-type: none"> <li>• 5 x 85% off our monthly ScreenCoach plan for life!</li> <li>• 25 x 85% off ScreenCoach monthly plan for 12 months to gift to your local school or community group</li> <li>• 5 x ScreenCoach Caps</li> <li>• 16 x 4x4 plastic puzzle game (see image)</li> <li>• 30 minute ScreenCoach set-up call</li> <li>• 2 x coaching sessions with Steph - parent coaching, executive coaching or life coaching OR 2 x business coaching sessions with Pete</li> <li>• A presentation to a group of yours if local or online</li> <li>• Listed on Investor "honour board" published on our website</li> </ul>
<b>\$9,990+</b>	<ul style="list-style-type: none"> <li>• 5 x 85% off our monthly ScreenCoach plan for life!</li> <li>• 50 x 85% off ScreenCoach monthly plan for 12 months to gift to your local school or community group</li> <li>• 10 x ScreenCoach Caps</li> <li>• 30 x 4x4 plastic puzzle game (see image)</li> <li>• 30 minute ScreenCoach set-up call</li> <li>• 4 x coaching sessions with Steph - parent coaching, executive coaching or life coaching or 4 x business coaching sessions with Pete</li> <li>• A presentation to a group of yours if local or online</li> <li>• Listed on Investor "honour board" published on our website and "shoutout" to our email list.</li> </ul>



Secure a ScreenCoach puzzle when you invest over \$480!

# SECTION 4

## INFORMATION ABOUT THE INVESTOR RIGHTS



## 4.1 COOLING-OFF RIGHTS

You have the right to withdraw your application under this Offer and to be repaid your application money. If you wish to withdraw your application for any reason (including if you change your mind about investing in the Company), you must do so within five business days of making your application (the Cooling-off Period).

You must withdraw your application via the Intermediary's platform as follows:

1. Proceed to your profile on the top right-hand side of the screen on Swarmer's website by clicking your profile image.
2. Click on the right-hand side bar and select "My Investments"
3. Scroll until you find your ScreenCoach Investment
4. Click the "Withdraw" button below the ScreenCoach logo
5. Confirm the selection by clicking the "Confirm" button on the pop up
6. Your Withdraw request will be processed. This may take a few days to complete.

After your withdrawal has been processed, the Intermediary will refund the application money to your nominated account as soon as practicable.

## 4.2 COMMUNICATION FACILITY FOR THE OFFER

You can ask questions about the Offer on the communication facility available on the Intermediary's platform. You can also use the communication facility to communicate with other investors, with the Company and with the Intermediary about this Offer.

You will be able to post comments and questions about the Offer and see the posts of other investors on the communication facility. The Company and/or the Intermediary will also be able to respond to questions and comments posted by investors.

Officers, employees or agents of the Company, and related parties or associates of the Company or the Intermediary, may participate in the facility and must clearly disclose their relationship to the Company and/or Intermediary when making posts on the facility.

Any comments made in good faith on the communication facility are not subject to the advertising restrictions in the Corporations Act.



## 4.3 PROPRIETARY COMPANY CORPORATE GOVERNANCE OBLIGATIONS

### 4.3.1 Annual report

While the Company is currently a small proprietary company that is not required to prepare annual financial reports and directors' reports, if we successfully complete this Offer, then we will be required to prepare and lodge these annual reports with ASIC (within four months of the financial year end). The Company has a 30 June year end and its financial reports must be lodged by 31 October each year.

Our financial reports are currently not required to be audited as we are a small proprietary company. This means that the Company's financial reports will not be subject to auditor oversight, and, therefore, there will be no independent assurance of the Company's financial statements. However, the directors are still required to ensure that the financial statements give a true and fair view of the Company's financial position and performance, and that the financial statements comply with the accounting standards.

We may be required to have our financial reports audited in the future if we raise more than \$3 million from CSF offers (including this current offer and any future offers), or, otherwise, become a large proprietary company.

### 4.3.2 Distribution of annual report

The Company is not required to notify shareholders in writing of the options to receive or access the annual report. Shareholders will not be able to elect to receive a copy of the annual report by way of email or post. However, shareholders can access the annual report upon request (free of charge) or via our online share registry platform or can purchase the report from ASIC.



### 4.3.3 Related party transactions

If we successfully complete this Offer, the rules on related party transactions in Chapter 2E of the Corporations Act will apply to the Company (for so long as we continue to have CSF shareholders). This means that the Company is required to obtain shareholder approval before giving financial benefits to related parties of the company (e.g. directors and their spouses, children or parents), subject to certain exceptions (such as reasonable remuneration provided to directors).

### 4.3.4 Takeovers

If we successfully complete this Offer and have more than 50 shareholders, the takeover rules in the Corporations Act will only apply to the Company in a very limited way. If someone wants to buy more than 20% of the voting shares in the Company, they will be able to do so without complying with the takeover rules. This means that a person may be able to get control of the Company without making a formal takeover bid to all shareholders or without seeking shareholder approval.

Shareholders will not have the benefit of the full protections under the takeover rules, which means you may not have the right to vote on or participate in a change of control of the company. However, the general principles of ensuring shareholders have sufficient information and time to consider a change of control, and all have a reasonable and equal opportunity to participate in any benefits, will apply to the Company. In addition, the Takeovers Panel has jurisdiction to hear disputes relating to control of the Company.



## GLOSSARY

**Company** means LifeTech Balance Pty Ltd ACN 628 373 893.

**Cooling-off Period** means the period ending five business days after an application is made under this Offer, during which an investor has a right to withdraw their application and be repaid their application money.

**CSF** means crowd-sourced funding under Part 6D.3A of the Corporations Act.

**Intermediary** means Swarmer Pty Ltd ABN 18 609 908 009 AFSL 507 867.

**Maximum Subscription** means the amount specified in this CSF offer document as the maximum amount sought to be raised by the Offer.

**Minimum Subscription** means the amount specified in this CSF offer document as the minimum amount sought to be raised by the Offer.

**Offer** means an offer of fully-paid ordinary shares by the Company under this CSF offer document.





# NAG-FREE, SCREEN TIME MANAGEMENT THAT REWARDS GOOD HABITS



 ScreenCoach

