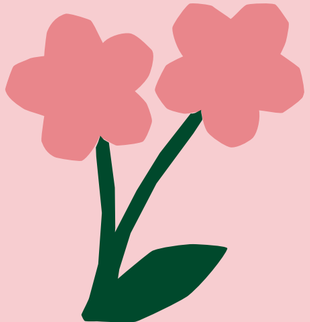
Muksü

Happy parents, happy children, happy families.

AI-powered, personalized, all-in-one parenting app grounded in scientific evidence.



Muksü

Problems

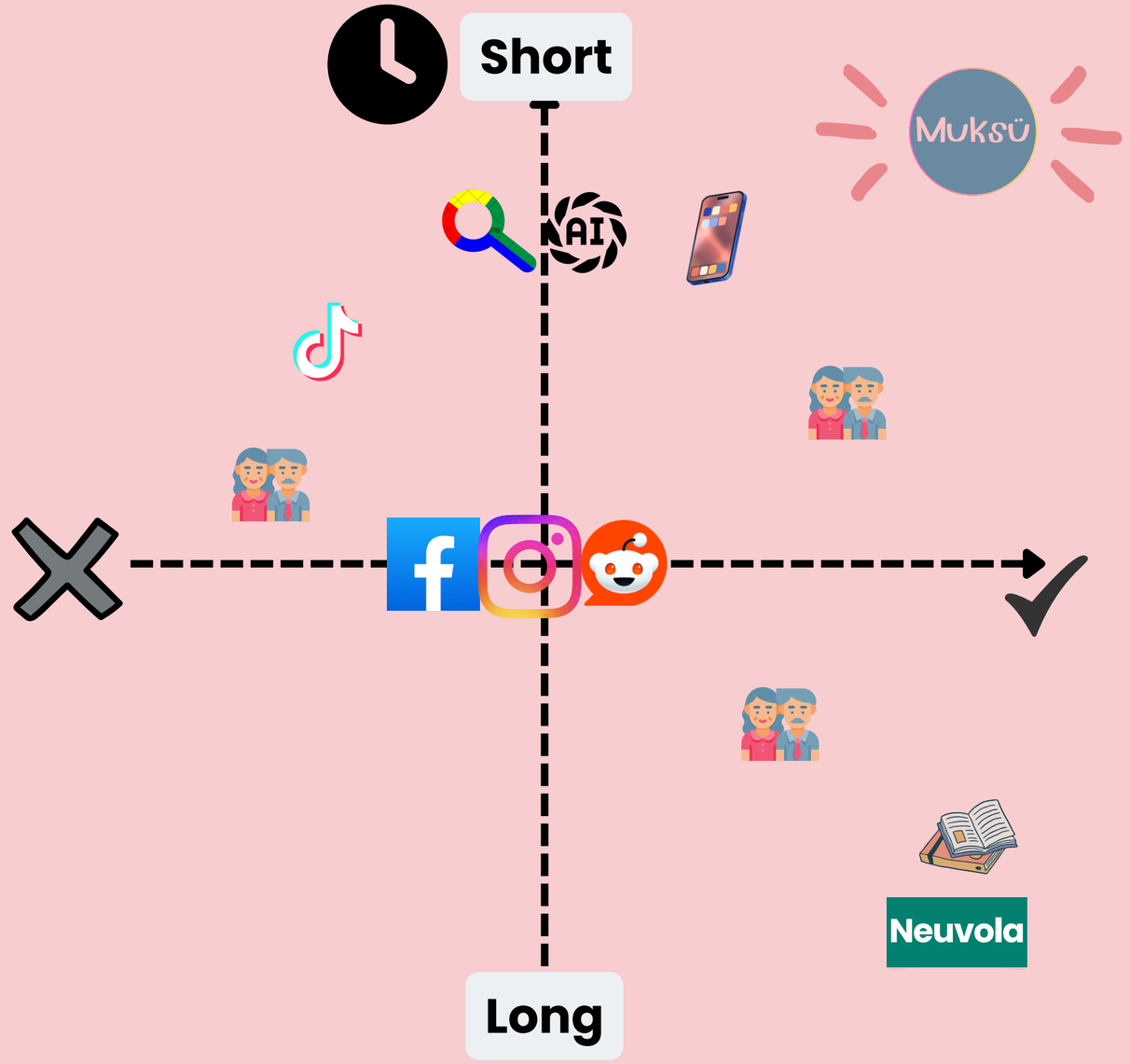
Time Wasted to Unregulated Content

Insuffcient Practical Guidance

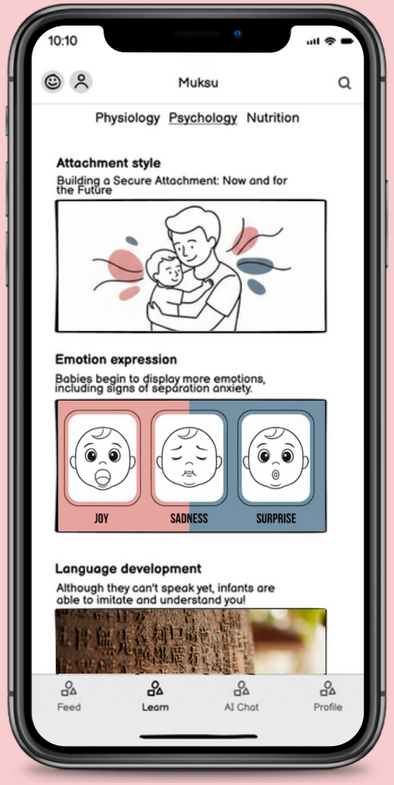
Undersupported Parental Well-being

Competition

How quickly parents can find answers versus how accurate those answers are.

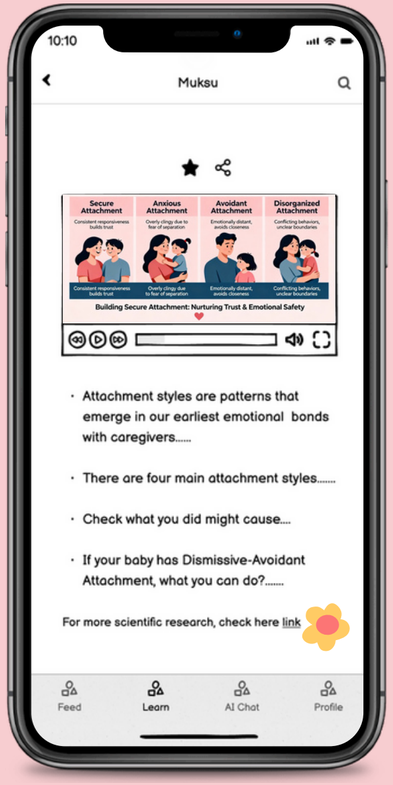


Solution

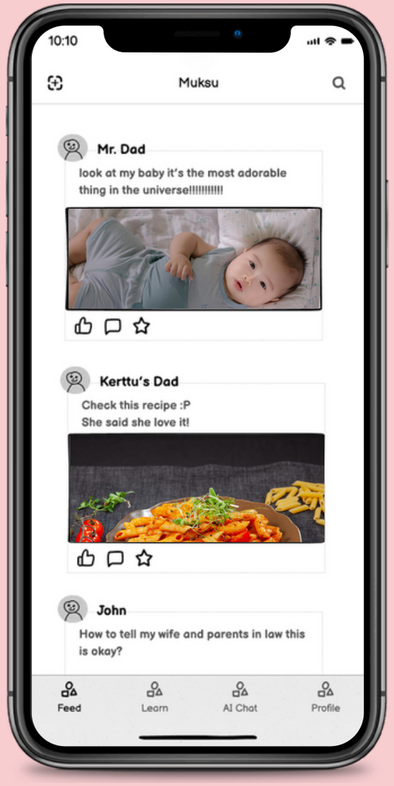


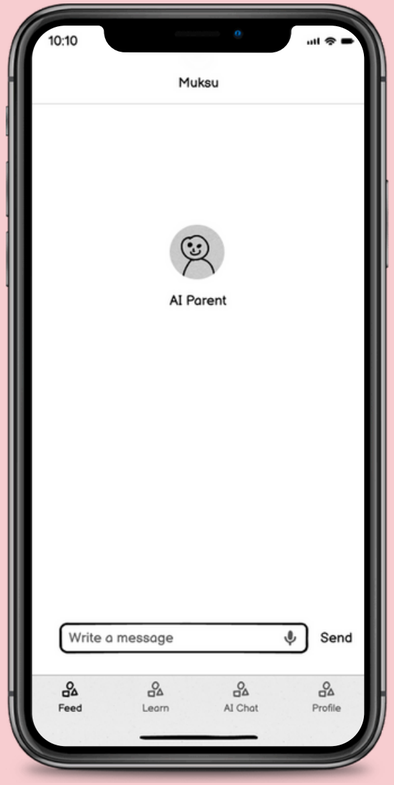
Supporting children and parents from pregnancy to age 18 with practical skills in psychology, physiology, and nutrition.

Learn through text, audio, or video—every resource is grounded in scientific research.



Family hubs and community spaces to share experiences and give support.





AI-powered chat offering text and audio support for daily assistance.

Business model

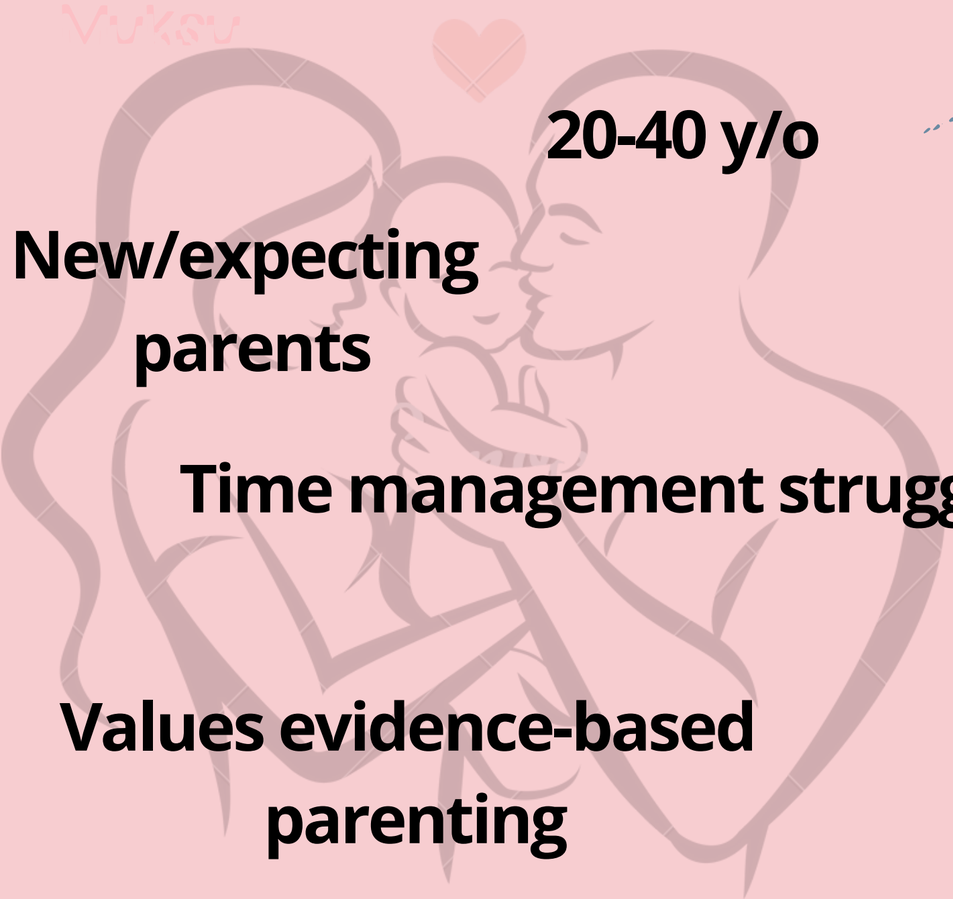
Subscription based: /family/month

0-3 y/o 25€

4-6 y/o 20€

7-18 y/o 15€

Market + Customers

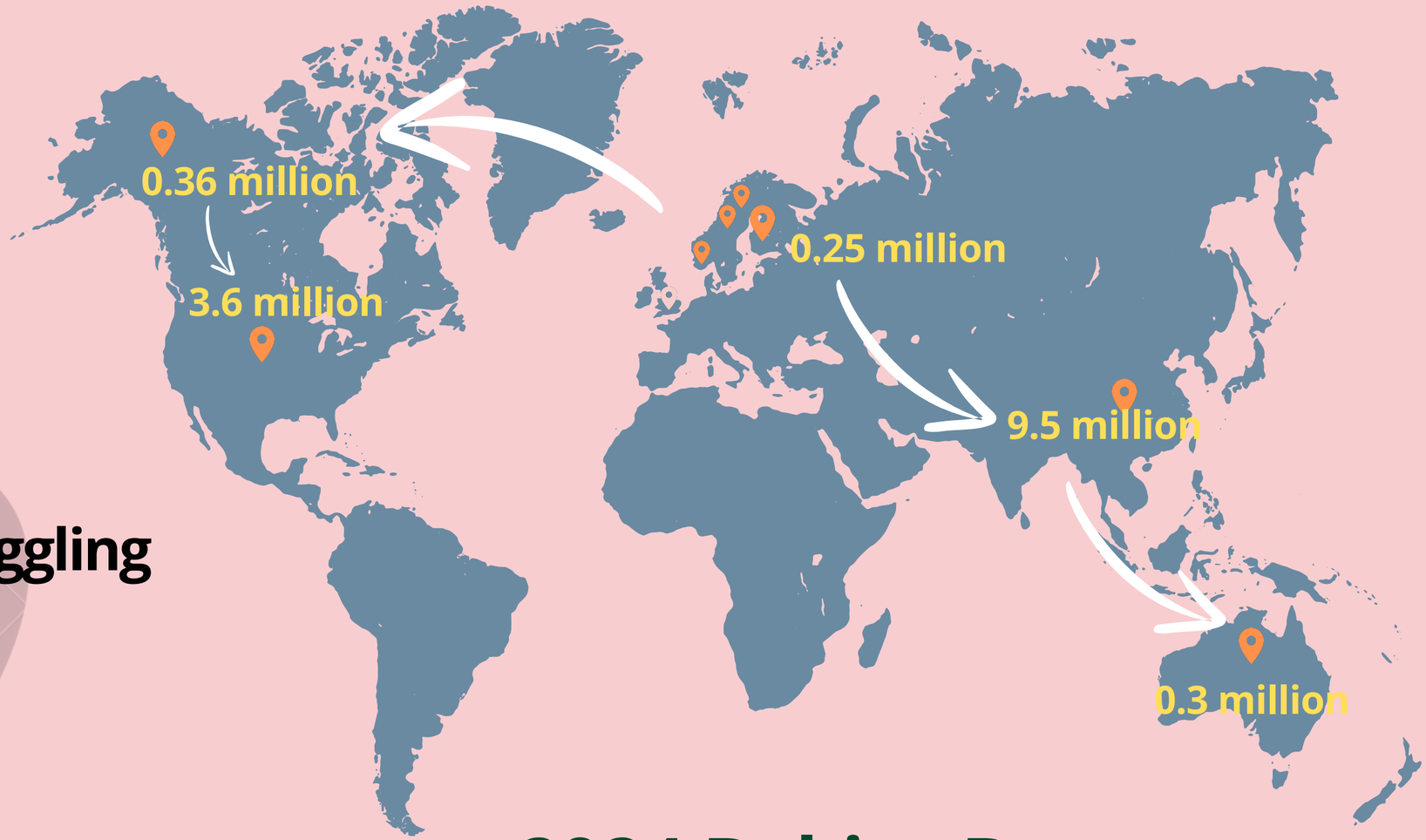


20-40 y/o

New/expecting parents

Time management struggling

Values evidence-based parenting



2024 Babies Born

Traction & Plan

11/2023

Validating:
22 Parents, 4 MDs,
10 Psychologists, 7 related

7/2024

Boost

10/2024

Muksu Parenting
at Turku

2025

UX & Families
Content & Researchers

now

AI
Funding

2026

1st Version Product

Team

Jinglu Chen

Founder
PhD researcher in psychiatry
BCS. & MS. in Psychology

Vilhelm Sundstedt

Marketing
MSC., GenAI
Viral SoMe brand creator

Collaborators & mentors:
Imre - Full stack programmer
Lily -Interaction design
Anni (UTU) - Senior Researcher
Max (UTU) - Associate Professor
Margita (UH) - University Instructor
Patrik (UTU) - Professor of Practice