

# MiniPaths



Big Feelings. Personalized Play.

<https://www.minipaths.com>

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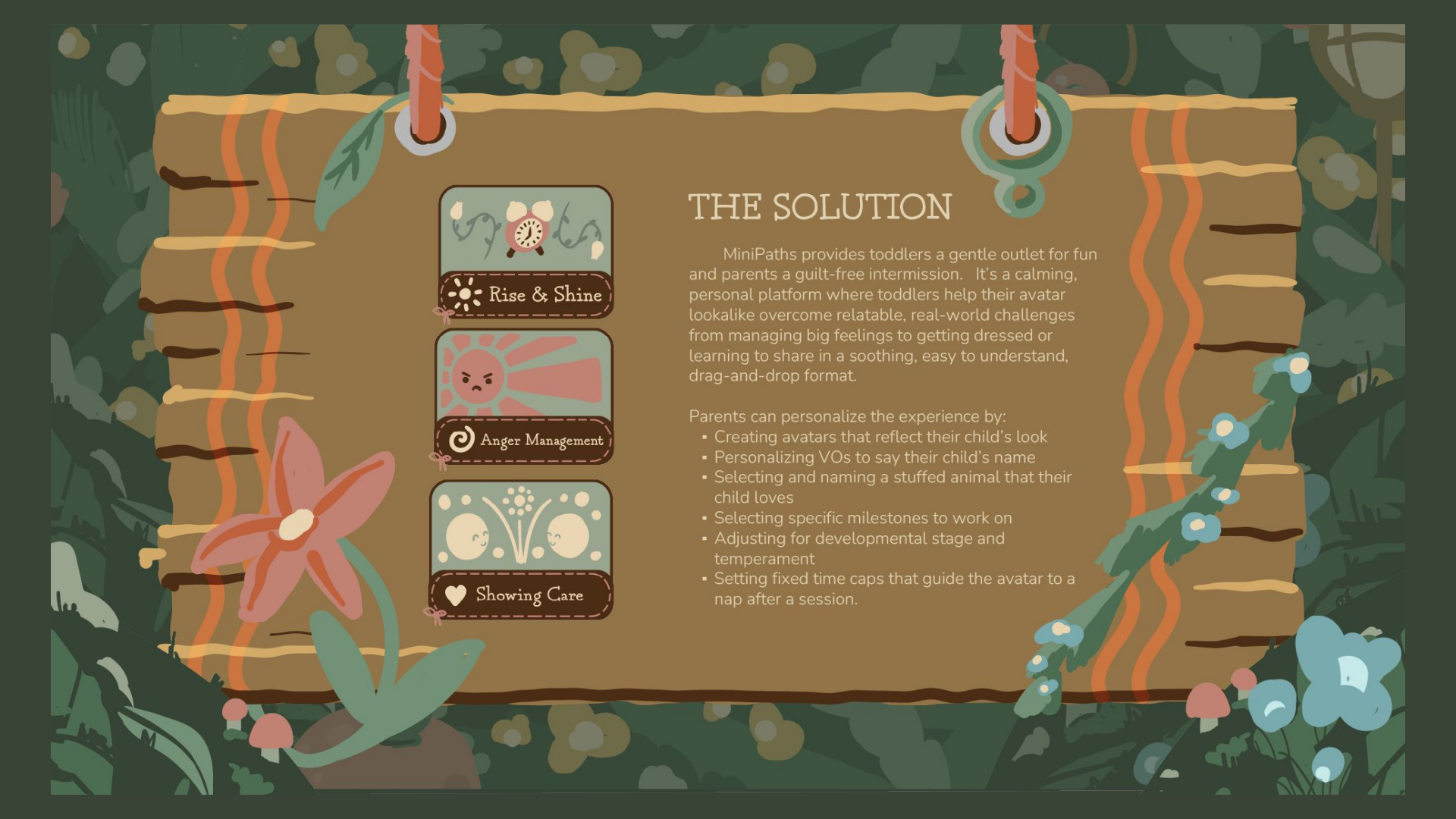


## THE PROBLEM

Raising a toddler means balancing joy and exhaustion. Modern parents juggle the endless demands of daily life while chasing ever-shifting ideals—leaving little space for rest, and a lot of guilt when they reach for it. These parents crave and require any small respite—time to catch up, breathe and regroup—but hate feeling guilty about doing so.

An easy solution, though guilt inducing, is sticking the kid in front of a screen. Unfortunately, most ed-tech fails to align with gentler values. They're overstimulating and/or brainrot and/or focus mainly on rote academic basics—"A is for Apple," "1, 2, 3," and "Red, Yellow, Blue"—rather than supporting emotional development and deeper life skills.





## THE SOLUTION

MiniPaths provides toddlers a gentle outlet for fun and parents a guilt-free intermission. It's a calming, personal platform where toddlers help their avatar lookalike overcome relatable, real-world challenges from managing big feelings to getting dressed or learning to share in a soothing, easy to understand, drag-and-drop format.

Parents can personalize the experience by:

- Creating avatars that reflect their child's look
- Personalizing VOs to say their child's name
- Selecting and naming a stuffed animal that their child loves
- Selecting specific milestones to work on
- Adjusting for developmental stage and temperament
- Setting fixed time caps that guide the avatar to a nap after a session.



## OUR STORY

MiniPaths is rooted in my experience—both as a child and a parent.

From age 3 to 13, I spent hours alone, forced to complete educational workbooks. Pressured to outperform others and rarely supported emotionally, my only real relief came from short breaks to play educational games on my computer, which offered a new way to learn through play.

Years later, my toddler, Remy, struggled with intense colic and emotional dysregulation. Like many parents, my wife and I worried about milestones—and how to consistently support/entertain him without resorting to overstimulating apps or endless anxiety. So I began building games just for him. They taught him to take deep breaths when frustrated, to ease the morning routine by recognizing what clothes to wear based on the weather, and even how to potty. And they worked. He still uses the strategies he learned today.

MiniPaths grew from that success. It's more than an ed-tech app—it's a gentle, emotionally intelligent tool for families navigating the chaos of early childhood, built by a child and parent who's been there.



Joe Presser, Age 3



Joe Presser, Age 33



## PERSONALIZATION



MiniPaths adapts to each child's unique world, helping toddlers connect more deeply to the experience—and giving parents the tools to support their specific needs.

Personalization features include:

- Custom Avatars that mirror your child's look, skin tone, and favorite clothing
- Beloved Stuffedies can be named, modeled and featured in gameplay as calming companions
- Dynamic, personalized Voiceovers that call your child by name, offering comfort and connection
- Milestone Targeting lets parents choose the skills their child is working on—potty training, emotional regulation, dressing, sharing, and more
- Adaptive Mode adjusts for age, developmental stage, and temperament—for example, giving more emotional prompts to sensitive toddlers, or faster feedback to high-energy ones
- Built-in Time Limits that transition the avatar to a nap, signaling a peaceful end to screen time
- Custom Scenes like personalized room backgrounds that mirror their real environment.

Everything is designed to feel gentle, predictable, and familiar. The more the app reflects the child's world, the more effective and emotionally resonant it becomes.

## WHY NOW?

Parents are actively searching for screen time that feels good—not fast or flashy. The toddler ed-tech market is massive, but very few products offer emotionally intelligent learning and none pair that with deep customization. MiniPaths meets this need with care and a philosophy grounded in empathy

Clockwise from top:

- (1) Index/Title page
- (2) Customization Screen
- (3) Home Page
- (4) Story Game
- (5) Morning Routine Game

All screenshots from:  
<https://www.minipaths.com>





## USE OF FUNDS

Every aspect of MiniPaths is thoughtfully designed to support toddlers and parents alike. Funding will accelerate development, refine the experience, and ensure our first users feel seen, supported, and delighted.

Planned allocation includes:

- **Finalizing the prototype**  
Refining core mechanics and milestone gameplay across drag-and-drop activities
- **Enhancing animation & polish**  
Smoothing transitions, subtle character expressions, and gentle sequences that reflect the app's tone.
- **Expanding customization**  
More looks, hairstyles, outfits, room settings, and stuffies to match any child.
- **Dynamic voiceover system**  
Personalized audio using AI voice tech to speak a child's name, guide sessions, and offer comforting phrases in real time
- **Expert testing**  
Partnering with educators, therapists, and parents to test, iterate, and validate the developmental impact.
- **Launch, outreach & trust-building**  
Creating a warm, parent-facing brand that speaks to MiniPaths' emotional values.



## JOIN US ON THIS PATH

Even the Miniest amount helps. We're seeking early investment to bring MiniPaths to market—refining the product, expanding customization tools, and building trust with parents from day one.

We are raising an initial round of \$100k to complete development and launch. MiniPaths is a qualified candidate for Maine's Seed Capital Tax Credit Program, which means if you back MiniPaths, you will receive up to 40% of your investment back in the form of a Maine state tax credit.

What this means:

- \$5,000 minimum investment
- Up to 40% return via state tax credit
- Reduced-risk entry into a mission-driven, scalable app built by a Maine-based founder
- Support a calming, emotionally intelligent alternative to overstimulating children's tech

Whether you're a parent, an investor who believes in the next generation, or someone who wants to be part of a smarter, more human ed-tech movement—this is your chance to get in early on the emotionally intelligent fun.