

# CommandHub

*Family OS — school calendar + activities + meal planning + chores + medical + bills in one shared system. Cozi + Pichniic are dated; CommandHub is modern + AI-augmented for the chaos of 2026 family life. \$12/month.*

<b>Category</b>	Set 8 · Mixed Round
<b>Customer</b>	Dual-income families with 1-3 children (ages 4-16) managing complex week-to-week coordination across school + activities + medical + bills + chores
<b>Monetisation</b>	\$12/mo Standard · \$24/mo Pro (with AI-coordinator + advanced) · ■499/mo India tier · \$99/yr annual prepay
<b>Build effort</b>	Med
<b>Plan version</b>	v1.0 — 2026-05

## Executive Summary

CommandHub is a family operating-system for modern working parents. The structural reality: dual-income families with 1-3 children manage extraordinary week-to-week coordination — school calendars + after-school activities + meal planning + chores + medical appointments + bills + home maintenance + extended family obligations. The default coordination tool is mom's mental load. Cozi + Pichniic exist as family-coordination apps but are dated + don't leverage AI; most families revert to Google Calendar + shared note + WhatsApp + mental memory.

Product: integrated family workspace covering school + activities + meal planning + chores + medical + bills + home maintenance + family-event-coordination. AI-coordinator (Pro tier) provides proactive suggestions + nudges + conflict identification.

Year-1 target: 8,500 paying families generating ■3 crore annual revenue against ■55 lakh costs. Cash-positive month 4.

## The Problem

Modern dual-income family with 1-3 school-age children faces extraordinary coordination load. Typical week: 8-15 school-related items (homework + project deadlines + parent meetings + events); 4-12 activity-related items (sports + music + tuition + classes + practice + game schedules + carpool coordination); 5-10 household-management items (groceries + meal planning + chores + bills + utility issues + maintenance); 2-5 medical/health items (appointments + vaccinations + medication refills); 3-8 extended-family + social items.

Coordination defaults to one parent (typically mother) carrying the cognitive load + everyone else needing constant reminders. Cozi + Picnic exist (since ~2010) but UX is dated + minimal AI; most families use combination of Google Calendar + WhatsApp + shared note + mental memory + recurring failure modes (forgot to sign permission slip + missed medical appointment + activity schedule confusion + bill payment slipped).

Market gap: modern AI-augmented family OS at consumer pricing.

## The Solution

CommandHub structured around family-life modules. School module: per-child school calendar + permission slips + assignments + parent meetings + bus + uniform + lunch coordination. Activities module: per-child activity schedules + practice times + game schedules + equipment + carpool coordination. Meal planning module: weekly meal plan + grocery list + dietary considerations.

Chores module: age-appropriate chore assignments + completion tracking + simple reward system. Medical module: appointment scheduling + medication reminders + vaccination tracking + health records. Bills module: bill due-date tracking + payment confirmation + budget visibility. Home maintenance module: recurring tasks (filter changes + appliance servicing + safety checks) + one-off projects.

Family workspace: all parents + age-appropriate children have access with role-based permissions; AI-coordinator (Pro) proactively identifies conflicts ('two children's activities both at 4pm Saturday in different locations'), suggests resolutions, reminds about upcoming items, surfaces things being forgotten.

Three structural differences from Cozi + Picnic. First, modern AI-augmented UX. Second, structured per-module depth (vs. generic shared-calendar). Third, accessible India pricing tier for the rapidly-growing Indian dual-income family segment.

## Market Opportunity

Global dual-income family with school-age children market: ~100M+ households. Willing-to-pay segment for family-OS app: ~12-20M.

At blended \$140/yr ARPU, SAM is \$1.7-2.8B globally. Realistic 4-year capture: 0.05-0.2% = \$850k-5.6M ARR.

Adjacent expansion. Year 2: extended-family-coordination tier (multi-household with grandparents + relatives). Year 3: school-partnership tier (schools deploy CommandHub for parent-school coordination).

## Target Customer

Primary persona: a 38-year-old working couple in Bengaluru with 2 children (ages 8 + 11). Will pay ■499/mo India tier.

Secondary persona: a 41-year-old US-based dual-income family with 3 kids (ages 6 + 10 + 14) managing extraordinary coordination. Will pay \$24/mo Pro tier for AI-coordinator.

Tertiary persona: a 36-year-old couple in Mumbai expecting second child + want structured coordination as family grows. Will pay \$12/mo Standard.

## Product

Per-child profiles + school + activities + medical + chores.

Family-workspace with role-based permissions (parents + age-appropriate children).

School module: calendar + permissions + assignments + meetings + lunches.

Activities module: schedules + practice + carpool.

Meal planning module: weekly plan + grocery list.

Chores module: assignments + tracking + rewards.

Medical module: appointments + medications + vaccinations + records.

Bills + home maintenance modules.

Pro tier additions: AI-coordinator proactive suggestions + conflict identification + nudges.

## Technical Architecture

Frontend: React Native mobile + Next.js web.

Backend: Python on Hetzner cloud, Postgres.

Multi-user real-time sync.

Calendar integrations: Google + Apple Calendar + iCal.

AI: GPT-4o for AI-coordinator + smart suggestions (~\$2/family/mo at Pro tier).

Notifications: push + WhatsApp + email.

Payments: Stripe + Razorpay.

## Business Model & Unit Economics

Three tiers. Standard \$12/mo or \$119/yr (full modules, no AI-coordinator). Pro \$24/mo or \$239/yr (AI-coordinator + advanced). India ■499/mo or ■4,999/yr.

Conversion: 14-day trial converts at 14%. Distribution: 45% Standard, 30% Pro, 25% India. Annual prepay reduces churn meaningfully.

Gross margin: 82%. Costs: AI inference + WhatsApp + infrastructure.

LTV: \$144 × 24 mo = \$345 (Standard); \$288 × 32 mo = \$922 (Pro); ■5,988 × 28 mo = ■13,972 (India). Strong because family-coordination habits become deeply embedded.

### Unit Economics (Year-1 base case)

Year-1 paying families	8,500
Blended ARPU	■3,500/yr
Year-1 revenue	■3 crore
Gross margin	82%
CAC	■280
Year-1 all-in costs	~■55 lakh
Year-1 net contribution	~■2 crore

## Go-to-Market

Channel 1 — Working-parent content + community (40%): working-parent FB groups + parenting podcasts + working-mom newsletters + parenting-blog partnerships.

Channel 2 — School-partnership pilots (25%): partnerships with private schools for parent-discount.

Channel 3 — Content + SEO (20%): substantive content on family-coordination craft + working-parent life-management.

Channel 4 — Paid acquisition (15%): targeted Meta to dual-income-parent lookalike.

### Roadmap (first 12 months)

- Month 1-3: MVP with school + activities + meal-planning modules + Standard + India tier. 400 families.
- Month 4-5: Chores + medical + bills + home-maintenance modules, 1,800 families.
- Month 6-8: Pro tier with AI-coordinator, 4,500 families, ■15 lakh MRR.
- Month 9-10: Advanced AI + conflict identification + carpool-coordination depth, 6,800 families.
- Month 11-12: 8,500 families, ■3 crore annualised.

### Key Risks

- Cozi + Picnic responding with modernised offerings — possible. Mitigated by speed + AI-coordinator depth + multi-tier pricing.
- Generic productivity tools (Notion + ClickUp) used as family-OS: free alternatives. Mitigated by family-specific UX + AI-coordinator + age-appropriate child-view.
- Slow consumer-SaaS conversion in family segment: conservative purchase decisions. Mitigated by clear value demonstration + annual-prepay + India-pricing.

- **Module-depth investment:** 8 modules require ongoing maintenance. Mitigated by phased module-rollout + community-feedback prioritisation.
- **Family-data sensitivity:** child + medical + financial data is sensitive. Mitigated by strong encryption + DPDP/GDPR compliance + clear privacy policy.