



## MYMZ Childcare Investor Pitch

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- Foundation Year - Enterprise and Entrepreneurship
- Module LCLM4006 - Individual Presentation Pitch

Safe

Affordable

Flexible Childcare

# Business Idea

- Home-based childcare for ages 0–5
- Safe, nurturing, educational environment
- Flexible care for working parents
- Sole trader business

# Unique Selling Points

- Affordable pricing (£5–£7/hour)
- Flexible schedules
- Small group sizes
- Learning through play

# Management & Structure

- Owned and managed by Aminat Jimoh
- Responsible for operations, finance, and care
- Future plan: hire staff as business grows

# PESTEL Factors

- Social: More working parents
- Economic: Demand for affordable childcare
- Legal: Ofsted, safeguarding, health & safety

# Marketing Strategy

- Social media (Facebook, Instagram)
- Parent groups & local ads
- Word-of-mouth referrals
- Trust-based growth

# Services Offered

- Full-time childcare
- Part-time care
- After-school care
- Babysitting services

# Funding Requirements

- Total: £3,000
- £1,200 equipment
- £800 registration & safety
- £500 marketing
- £500 reserve

# Financial Overview

- Startup cost: £2,000–£3,000
- Monthly revenue: £1,500–£2,000
- Costs: £800–£1,000
- Break-even: 3–6 months

# Why Invest?

- Growing demand
- Low startup cost
- Scalable model
- Strong community focus

# Thank You

- Questions?