

ETMDAY 2026 · SANTIAGO

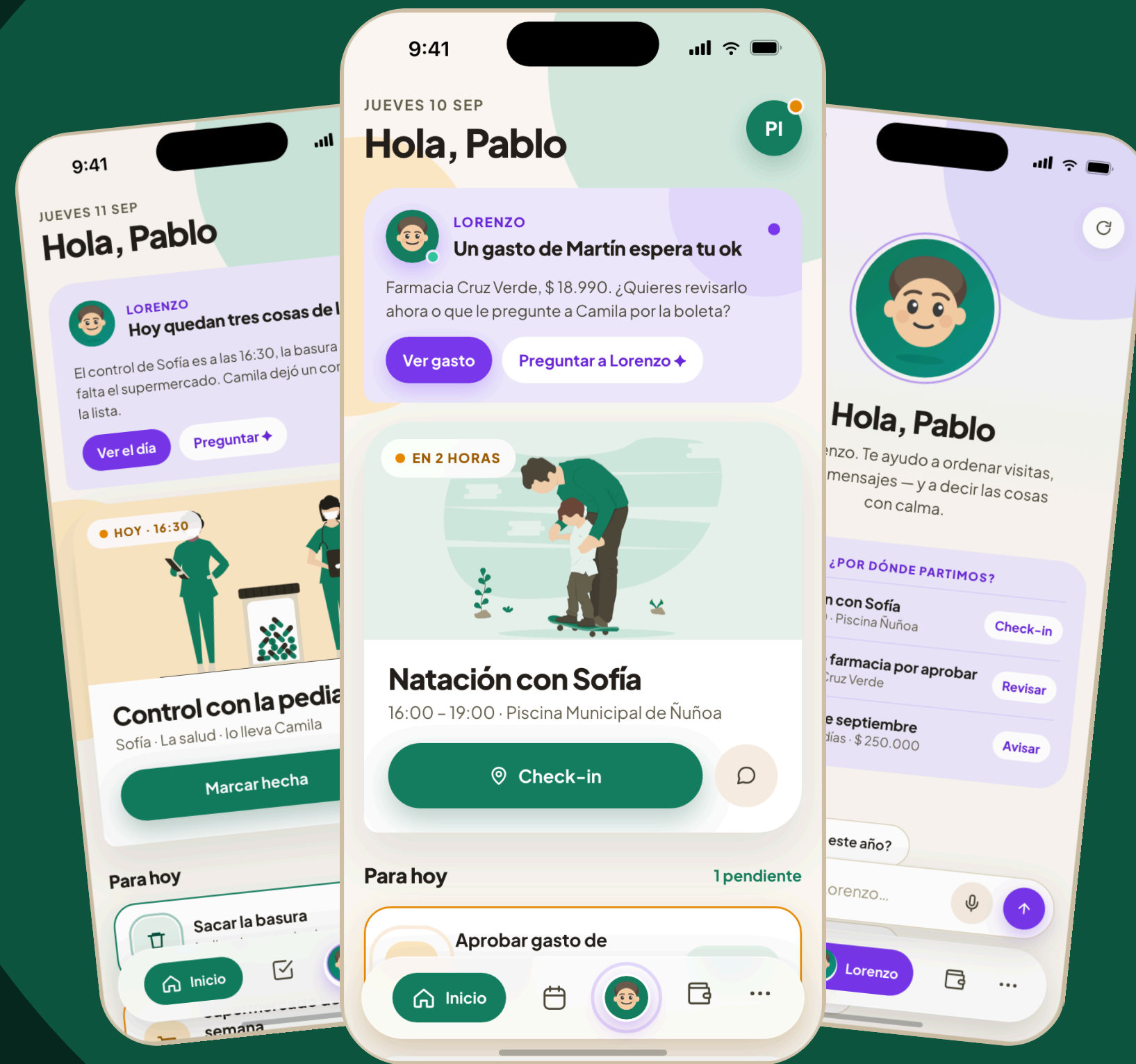
Kinnai

Shared parenting, finally connected.

One app to raise kids in one home or two, with a Support Network for each child and Lorenzo, the AI assistant specialized in families.

Seed round: USD 500,000

kinnai.cl · clientes@kinnai.cl



PROBLEM

Parenting is coordination, and today it lives in WhatsApp and in someone's memory.

TWO HOMES

There's no shared version

Visits, child support and expenses are scattered across chats, emails and receipts.

ONE HOME

The load falls on whoever remembers

Checkups, chores and groceries depend on one person. Nobody sees how much it is.

SCATTERED SUPPORT

Information gets lost along the way

School, therapists and doctors already support the child, but what they say ends up in voice notes and notebooks.

**Today's tools serve one moment in a family's life.
When the family changes shape, you start over.**

PRODUCT

Two worlds and a cross-cutting module

TWO HOMES

Live since May

Visits with check-in

Child support and expenses

Messages with tone help

Certified report

ONE HOME

Launched October 25

Chores with an owner

The home in nine areas

Threads by topic

Shared or split money

SUPPORT NETWORK

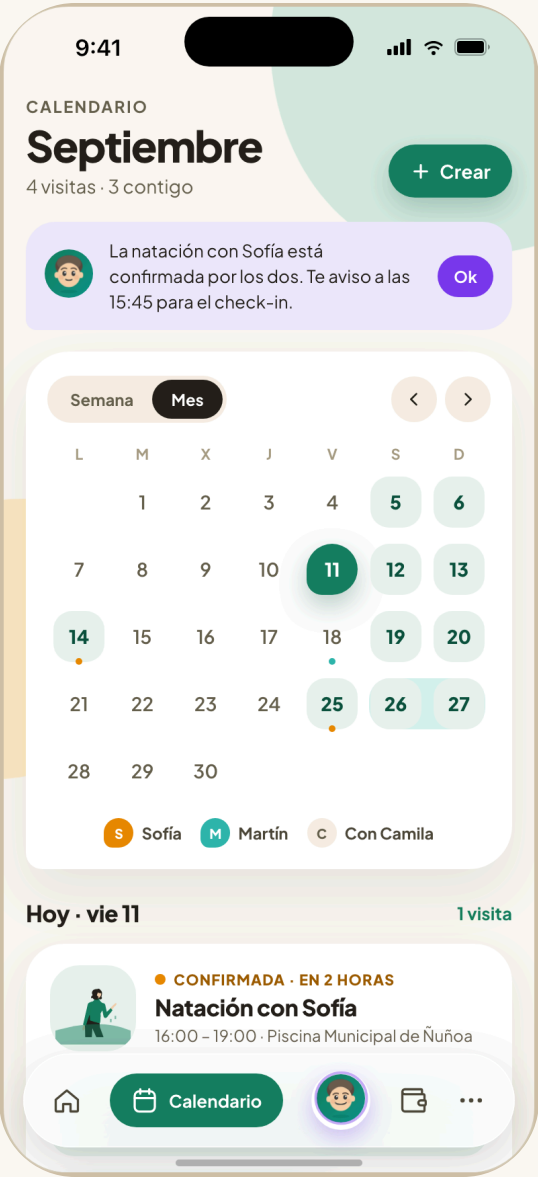
Launched October 25

The day and the Notebook

School, health and therapy

Passport

Trusted helpers



Two homes



One home



Support Network

LORENZO · AI SPECIALIZED IN FAMILIES

A photo or a PDF, and Lorenzo gets it ready

PHOTO OF A RECEIPT

Builds the expense with the receipt attached, ready to confirm.

PDF OF A COURT RULING

Explains it in plain words and moves the schedule and agreements into Kinnai.

CHILD SUPPORT PAYMENT

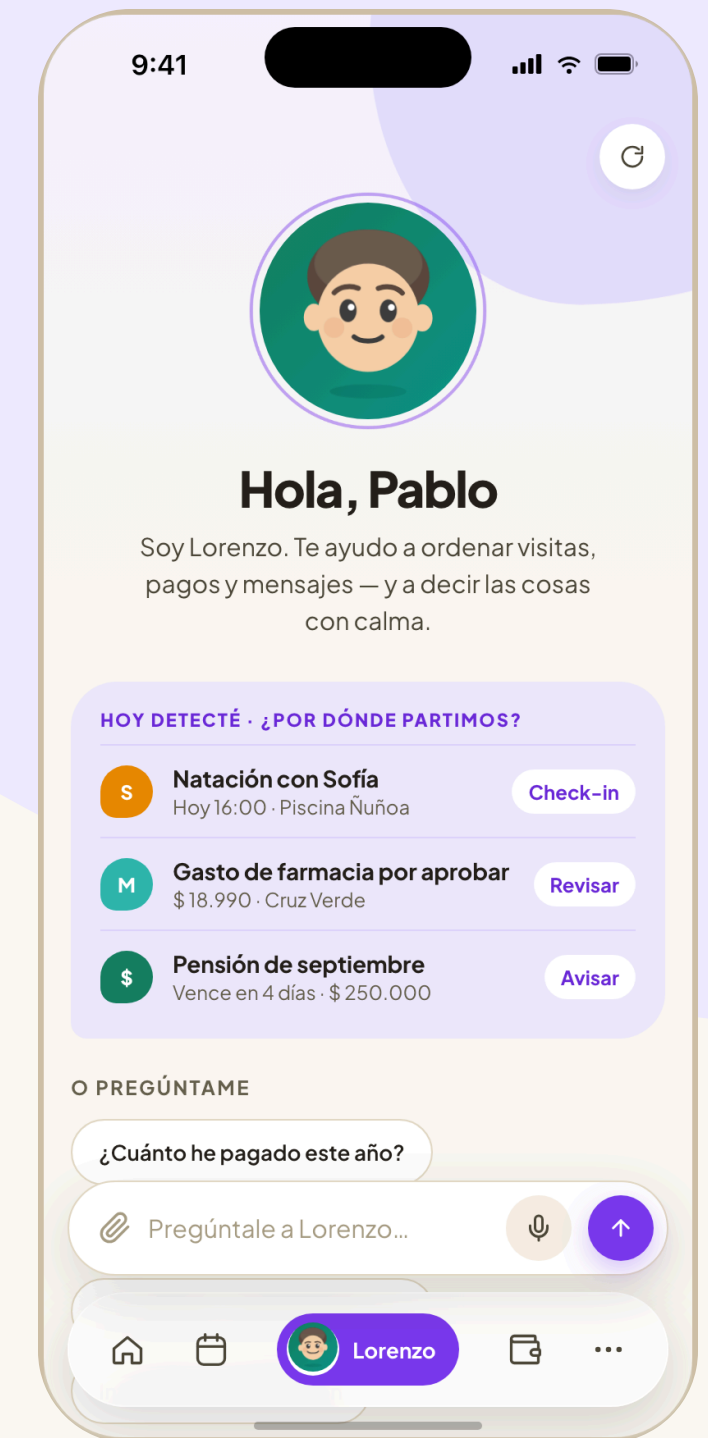
Logs it with its proof so the other parent can confirm it.

A HARD MESSAGE

Suggests a clearer, more respectful way to say it before sending.

LORENZO 2.0 · SINCE OCTOBER 25

Voice conversations, household chores and last-minute changes, a daily and weekly summary, reminders, the Support Network and a crisis protocol with helplines.



Lorenzo

Lorenzo suggests and the family decides: every action waits for confirmation.

TRACTION

More than 1,000 active families

ACTIVE FAMILIES

More than

1,000

since launch on May 25, 2026.

Organic growth

+5%

paid conversion

+30

family lawyers gave feedback to build it

Figures as of October 2026. Kinnai 2.0, with one home and the Support Network, since October 25.

BUSINESS MODEL

One subscription per family, three plans

TWO HOMES **ONE HOME** Same plans and prices in both worlds.

Standard

To organize everyday life

CLP 6,990

per month (≈ USD 7), or CLP 66,990 per year

- Child support, expenses and messages
- Documents and family report
- Up to 5 children · 5 GB

Premium

For mediation or court

CLP 9,990

per month (≈ USD 10), or CLP 96,990 per year

- Everything in Standard
- Certified report, verifiable by third parties
- AI legal drafts · 20 GB · unlimited children

Support Network

For a child who needs extra support

CLP 12,990

per month (≈ USD 13)

- The day, Notebook and Passport
- School, health and therapy
- Trusted helpers with revocable access

7-day trial Covers both parents Also every 6 months: CLP 39,990 and 54,990 Pay on the web, App Store and Google Play

42M households with children in five countries

TAM · TOTAL MARKET



42.3M

All households with children and teens in Chile, Mexico, Colombia, Peru and Argentina.

USD 2,877 million a year

SAM · WHERE WE START



30.8M

Chile, where we already operate, plus Colombia and Mexico, the first two countries we open.

USD 2,095 million a year

SOM · THIS ROUND'S GOAL

18 months

10,000

Families on a paid plan in Chile, Colombia and Mexico: 0.03% of the SAM.

USD 80,000 in monthly revenue

TWO HOMES AND ONE HOME

In Chile, 0.89 million households with children are single-parent (two homes) and 1.90 million are the rest (one home).

SUPPORT NETWORK, CROSS-CUTTING

587,709 children and teens with disabilities in Chile and 19.1 million across the region.

COMPETITION

Breadth of offering and applied AI



UP · APPLIED AI

No AI, AI that suggests a message’s tone, an assistant that answers and, at the top, an assistant that acts.

RIGHT · BREADTH

How much of family life it covers: two homes, one home, a support network and certified records.



In Chile, Kinnai is the only broad offering with AI that acts. Abroad, the closest is Kindar, in Brazil.

Our analysis of what each company publishes on its website, as of October 6, 2026.

TEAM

Five founders



**Gonzalo
Ibarra**

Business engineer



**Pablo
Ibarra**

Industrial engineer



**Paula
Villalobos**

Family lawyer and
former family court
judge



**Rodolfo
Marín**

Family lawyer



**Sergio
Gil**

Computer
engineer

SEED ROUND

What we're raising and why

SEED ROUND

USD

500,000

for 18 months of runway.

Done

Kinnai 2.0 is live

One home, the Support Network and Lorenzo 2.0, since October 25.

01

Open Colombia and Mexico

Local payments, legal framework and Lorenzo adapted to each country.

02

Reach 10,000 families on a paid plan

About USD 80,000 in monthly revenue, within 18 months.

USE OF FUNDS

40%

Growth and acquisition

30%

Product, AI and technology

20%

Opening Colombia and Mexico

10%

Legal and reserve