

CHIMALI

AI-powered cybersecurity software that protects Spanish-speaking kids.

We alert parents and tutors in case of potential **risks and threats**, such as cyberbullying, scams, and sexual predators.

LATAM's children are getting attacked online.

- **60% of minors** in LATAM have suffered online harassment or abuse.
- **80% of minor trafficking** cases begin with **unsupervised contact on email or social media.**
- **70% of child grooming** cases starts on WhatsApp.
- US has COPPA and FERPPA laws. LATAM has **no regulation.**

National Institute of Health. Violence against children in Latin America. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6791289/>

Sin Trata personal interview. 2022. <https://sintrata.org/>

National Society for the Prevention of Cruelty to Children. Online grooming crimes. <https://www.nspcc.org.uk/about-us/news-opinion/2022/online-grooming-crimes-rise/>

IDB. Aprendizaje en línea seguro

<https://publications.iadb.org/es/aprendizaje-en-linea-seguro-politicas-y-gobernanza-para-la-proteccion-de-datos-de-los-estudiantes/>



CHIMALI

Always-on

AI-powered shield



CHIMALI

AI Monitoring

Our Machine Learning (**ML**) and Natural Language Processing (**NLP**) analyzes incoming and outgoing data across various platforms including social media, messaging, email, and others.

Threat Alerts

When a potential **threat** is detected, we **alert parents/tutors**, providing them with context and connections to our network of experts and organizations.

Family Dashboard

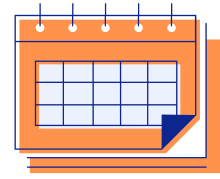
Parents/tutors can get **insights** on their kid's digital wellbeing and learning journeys, allowing them to make data-driven decisions.



Monitoring + alerts

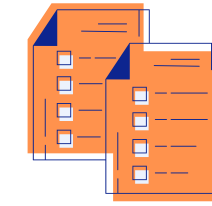
Detect, get alerted and guided on activity regarding:

- Scams
- Bullying
- Violence
- Sexual harassment
- Depression
- Suicide
- Self-harm



Screen time/app schedules

Assign rules for devices and/or apps at different days and times



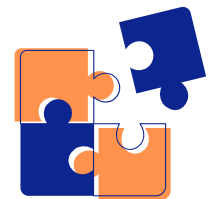
App/website/category blacklist

Block specific apps and websites, or select full categories



Geofencing + alerts

Get notified when your kid enters or leaves specific locations.



Insights on Different Learning

Gain knowledge over your kid's learning journey, including behaviors like ADD, Autism Spectrum, Dyslexia, Language processing disorder, others.



Panic Mode

Activate GPS, microphone, camera, and a loud ring on the speakers. Contact authorities. Block/delete phone information

Market Size

71% internet penetration in Latam in 2022. 165M children use it daily. 24M Hispanic children in the US.

 **TAM**

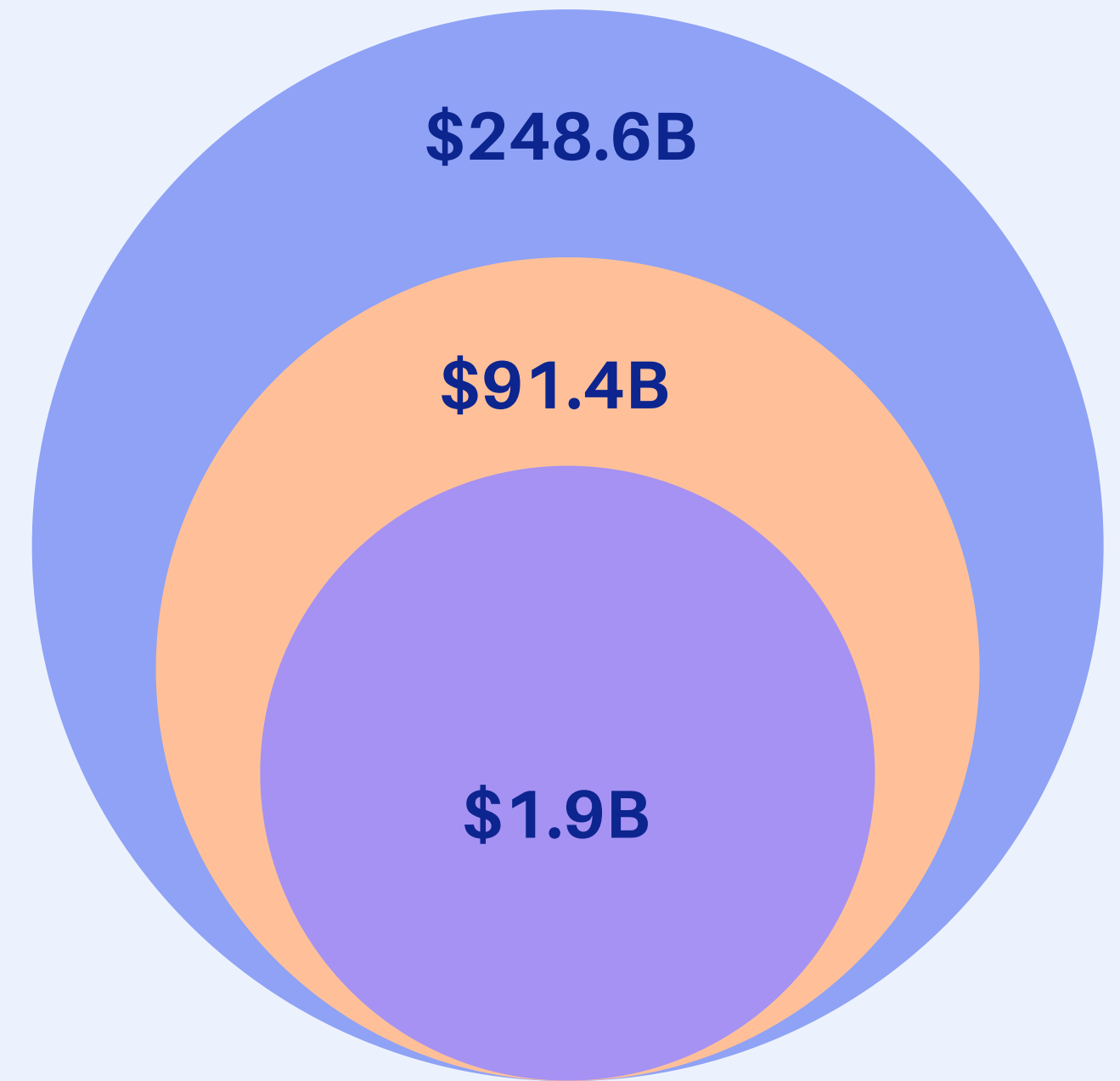
Projected 2023 global cybersecurity market value. 4-year 10.6% CAGR.

 **SAM**


















Potential investment in AI-powered risk management for cybersecurity.

 **SOM**

2026 expected global market for child online security. 14.1% CAGR 2021 - 2026.



Pricing

	Free	\$9.99	\$16.99
Devices	1	2	Unlimited
Monitoring	 Chrome Extension	  	   
Alerts			
Screen time, Blacklists, Panic Mode			
Geofencing and Learning journey			

Go-to-Market

Families

Urban

Middle class

Private education

Main cities in Mexico

Strategy

School Partnerships:
Back-to-school MUST

Bundling with gaming/
education/
cybersecurity products

Parenting influencers

WoM

Channels

Partners

Social media

Team

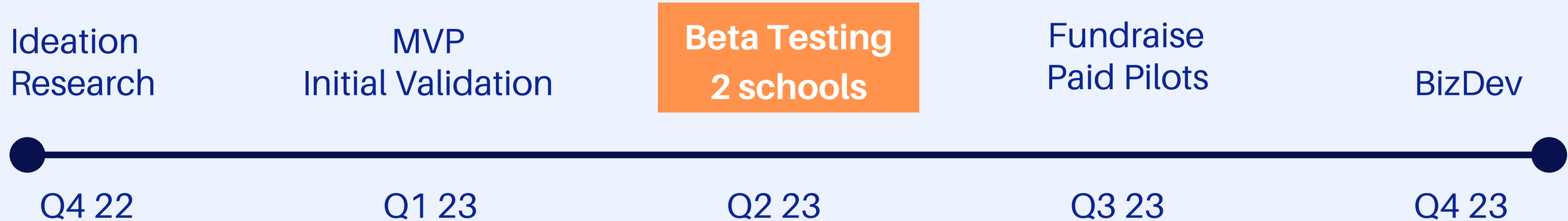
Founders

Social media agency



Traction

	2023	2024	2025	2026
Product	Sync v1 launch with back-to-school season	Increase volume for top-tier	B2B product for school devices and networks	PaaS: NLP engine API
Revenue	Early revenue	\$8k MRR	Profitability @20k MRR	International growth
Funding	\$300k pre-seed		\$1-3M Seed	



Competitive Landscape

Monitors actual activity
Trained in Spanish
Learning journey insights
Omnipresence



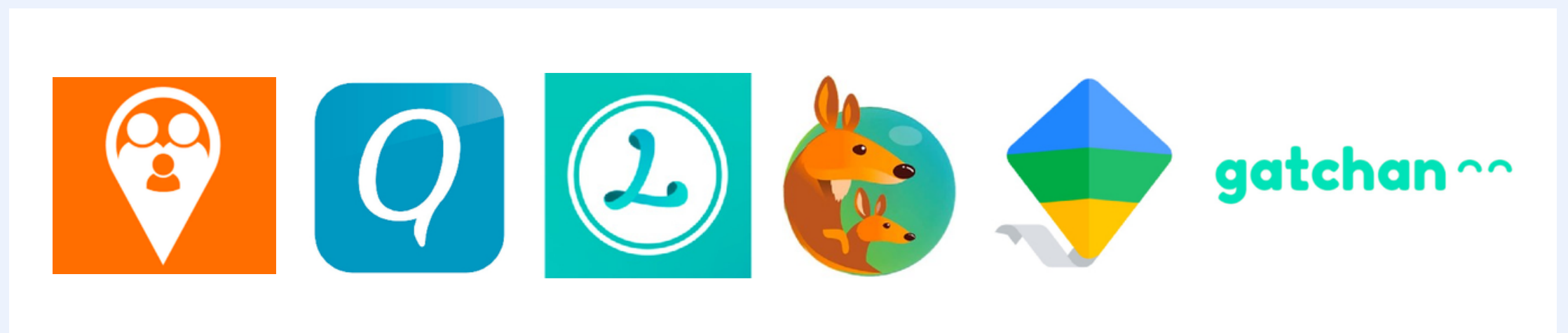
Startups

No Learning Journey
No Spanish support
No LATAM support



Legacy Solutions/ Status Quo

Blacklist-based
Manual-heavy management
Limited presence



Meet the founding team



Victoria Martín del Campo

CEO

MSc Data Science.
Cybersecurity Policy expert, AI ethicist



Andrés Campero

CTO

PhD. Artificial Intelligence
and Cognitive Sciences



Alexei Stanislavski

CPO

4x founder: 1x exit, 1x profitable.
+10 years owning products
Data Protection certified

Advisors

Montserrat Creamer

Ex Minister of Education, Ecuador

Victor Giorgi

General Director, Inter-American
Children's Institute (IIN-OAS)



CHIMALI

Why Us?



Only Spanish-specialized NLP for kids

Large Language Models AI Expert from MIT

Proven track record driving change top-to-bottom

Public policy expert in cybersecurity and protection of children online. Has secured partnerships with IADB*, the British Embassy, INAI** and the Ministry of Foreign Affairs.

Proven track record driving change bottom-up

Won tender to become national supplier of KYC solution for INFONAVIT***

* IADB = Inter-American Development Bank

**INAI = National Institute for Transparency, Access to Information, and Personal Data Protection

***INFONAVIT = National Fund for Worker's Housing



CHIMALI

Join Us

Let's make the internet children-centric



Victoria Martín del Campo

CEO

✉ victoria@chimali.lat

☁ chimali.lat