KidStella

Screen time a parent can be proud of.

KidStella turns what a parent wants to pass on into a short daily program a child aged 5–8 follows alone.

Pre-seed · Warsaw · October 2026 · **Wiktor Grzyb**, founder

My dad loved bridge. He never found a way to pass it on to me.

He died when I was 21. KidStella is the bridge we didn't have: a way for any parent to pass on what they love.

13,000+

commits since Dec 2025. I built KidStella alone, with AI agents.

$600k+

raised by the team at 3VO, where I was co-founder & COO.

40 years

in kindergarten: Elżbieta Grzyb, my advisor.

Every parent has something to pass on. Most evenings, a cartoon wins.

944 zł

a month: what 80% of Polish parents already pay for extra classes

3 in 4

parents of young children worry about screen time

CBOS 2025 (Poland, school-age children); Common Sense Media 2025 (US, ages 0–8).

With KidStella, one sentence is enough.

“I want Zosia to start playing chess.”

“First English words: colours, animals, numbers.”

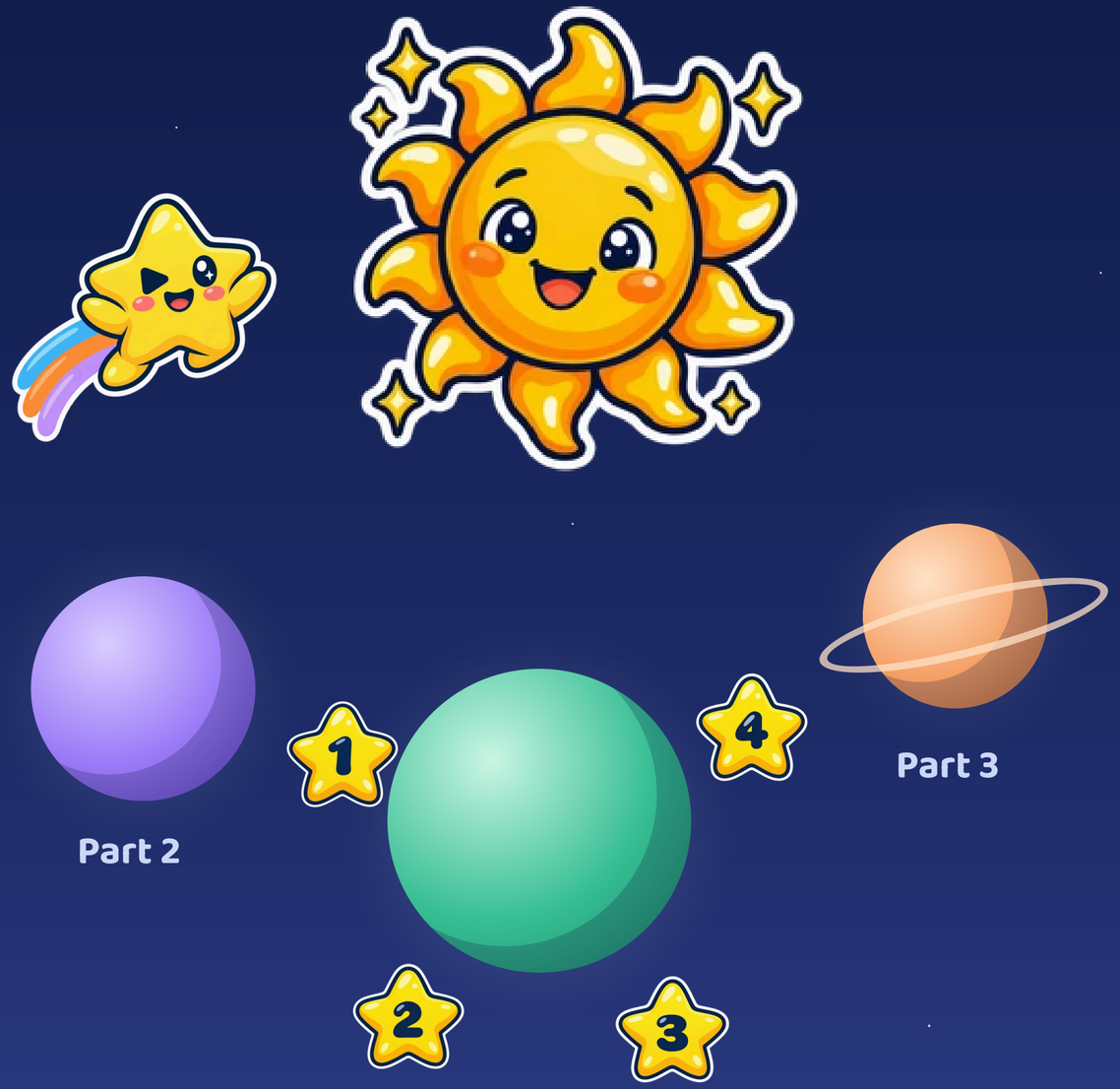
“To try vegetables more willingly.”

“To name anger and calm down.”

Examples of goals from the app. A parent types or says one sentence; the age, interests and family values are already in the child's profile.

One goal becomes a program.

The goal is the sun. Each part is a planet. Each day's lesson is a star.



2–4 weeks

one program, at the family's pace

A few min

a day, then it stops

The child goes alone, with Stella as the guide.

Watch

Listen

Do

Challenge

Remember

Each day: a short video, an audio mission, a task away from the screen, and a question Stella asks out loud.

Every lesson ends. At breakfast, the child tells you what they learned.

No feed, no autoplay.

A daily limit the parent sets.

Only the parent's PIN opens the way out of kid mode.

Parents paid before it was ready.

5 months

from my first line of code to paying parents

13 of 20*

first paying families still pay since May, though I asked them to pause during the rebuild

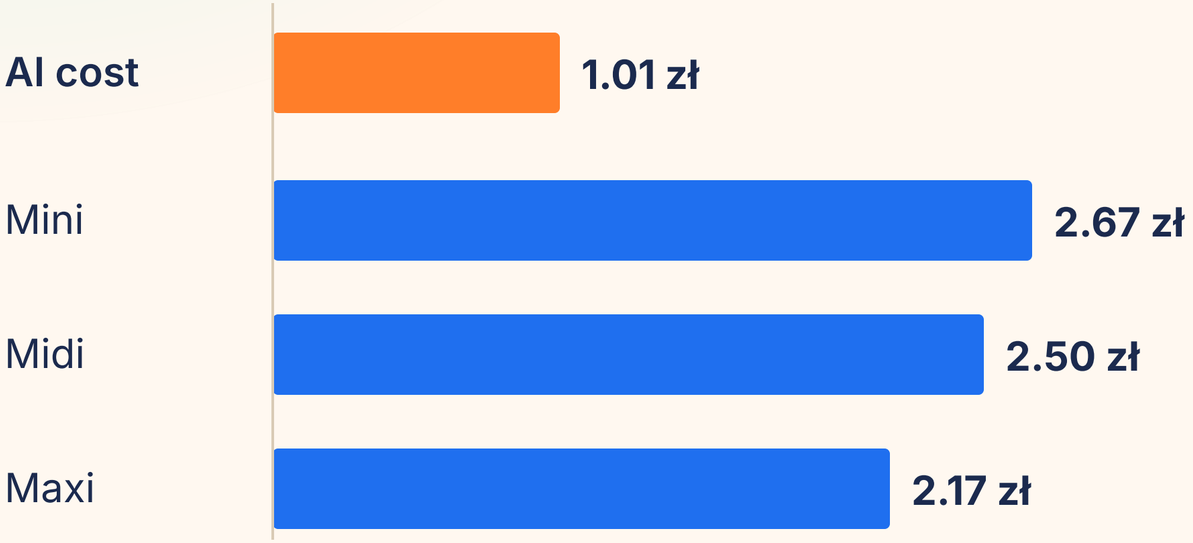
0 zł

spent on marketing so far

What I don't know yet: how many free families start paying. I'm measuring it now, on 100 families.

* 27 families paid in May 2026 (9.99 zł/month price test); 7 were friends, so I count the other 20. Stripe, 22 Oct 2026.

A lesson costs us 1 zł. Parents pay more than 2.



~60%

gross margin on a typical family in Poland

65–74%

with the same costs in euro and dollars

Price per lesson = plan price with VAT ÷ lessons included. Costs measured in the test environment, Oct 2026 (1 $ = 3.90 zł). One paid Mini month covers about three free accounts. Not audited.

1,000 paying families. One number decides how fast.

2,300 signups a month → **60%** finish a first lesson → **10%** of them start paying → **~10 mo** average stay = **1,000** paying families in 12 months

That number is conversion. At 20%, I need half the signups. The test measures it first; ads come after.

Drivers model (KidStella-drivers.xlsx). 60%, 10% and 10% monthly churn are guesses until the November–December test.

Others make one-off stories. KidStella runs a program.

	Goal set by the parent	Program over weeks	In Polish
KidStella	✓	✓	✓
Gemini Storybook Google	~	✗	✓
Heeyo $3.5M, OpenAI fund	~	✗	✗
Giant $8M, 2026	✗	✗	✗
Magic Story $4M	✗	✗	✗

Big AI labs keep away from under-13s. OpenAI 13+, Anthropic 18+, Gemini for kids not in the EU.

Stella remembers the child. The longer a family stays, the harder it is to leave.

Every program grows the library for the next family.

✓ yes · ~ partly · ✗ no. Public sources, Oct 2026. The market is real: Lingokids raised $120M (2025); Readmio, a Czech app, has 50k paying families.

Poland is the hardest market. Win here, and the rest pays more.

1.56M

children aged 5–8 in Poland. 1% of them ≈ **9M zł a year**.

16.0M

children aged 5–8 in the US. 1% of them ≈ **$34M a year**.

PL · EN · ES

already live. Spanish-speaking families come next.

The company is American (Delaware) and already sells in złoty, euro and dollars.

Eurostat (1 Jan 2025), US Census (1 Jul 2024). Revenue at current plan prices and a 60/30/10 plan mix, net of VAT or sales tax.

Next: specialists and kindergartens send programs home.

Psychologist
“Practise naming feelings, five minutes a day.”

Speech therapist
“The R sound, every evening for two weeks.”

Kindergarten
“This week we're learning about autumn.”

Today that advice ends on paper. With KidStella, the child practises it at home, every day.

First, 100 families. Then €250k.

Nov–Dec 2026

Test on 100 families, self-funded: who starts, who pays, who comes back.

Jan 2027

Pre-seed €250k for 18 months.

By mid-2028

~1,000 paying families, iOS and Android, first pilots with specialists.

My question for you: which number from this test would make KidStella a Kogito deal?

Try it tonight.

kidstella.com · three lessons free, no card

The video, the numbers and the model:

invest.kidstella.com/kogito

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