

# Gro Family

Gro Play have been developing educational games for young children based on health, environmental awareness and sustainable living, for over three years and during this time we have detected a gap in the market when it comes to collaborative play between young children 2-8 years old and their parents.

Also a lot of data show that parents in Europe and America spend less time with their children since more families than before have both parents working and parents spend more time at work and commuting / travelling.

We have also detected that parents have become more concerned about their children's digital life and parents would like to monitor and participate in the digital play.

With Gro Family we will provide a solution to this problem for both children and parents where they can play together virtually without borders like space and time, and make the play experience equally fun for both parents and children by mixing different levels of difficulty and content but still combine the overall experience in a common world.

## **Team**



Henrik Sallander



Kristian Lundquist



Patricia Richter

### **Hub**

Hub Stockholm

### **Domain**

[www.groplay.com](http://www.groplay.com)

### **Contact**

+46 723 24 40 35

[info@groplay.com](mailto:info@groplay.com)

### **Address**

Regeringsgatan 29

111 53 Stockholm

### **Company**

Gro Play

