



STELLKEY

An app by parents, for parents

Press Kit 2023

WELCOME TO

STELLKEY



WHAT IS STELLKEY ?

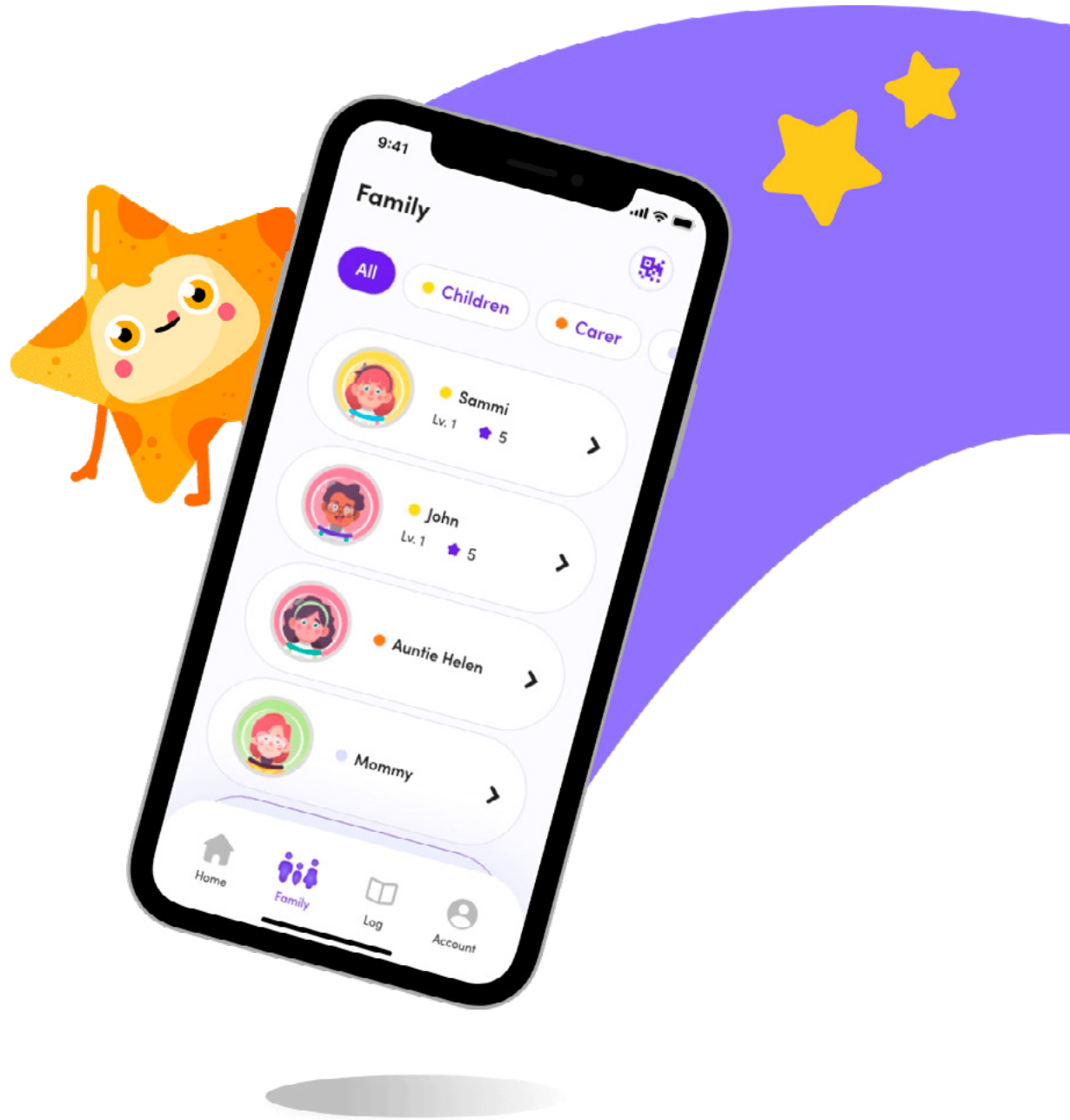
StellKey is an app designed to help families work together. StellKey helps children develop a sense of responsibility, contribute to the household and build good habits. StellKey's mascot, Stell, provides kids with encouragement along the way!

ABOUT THOMAS

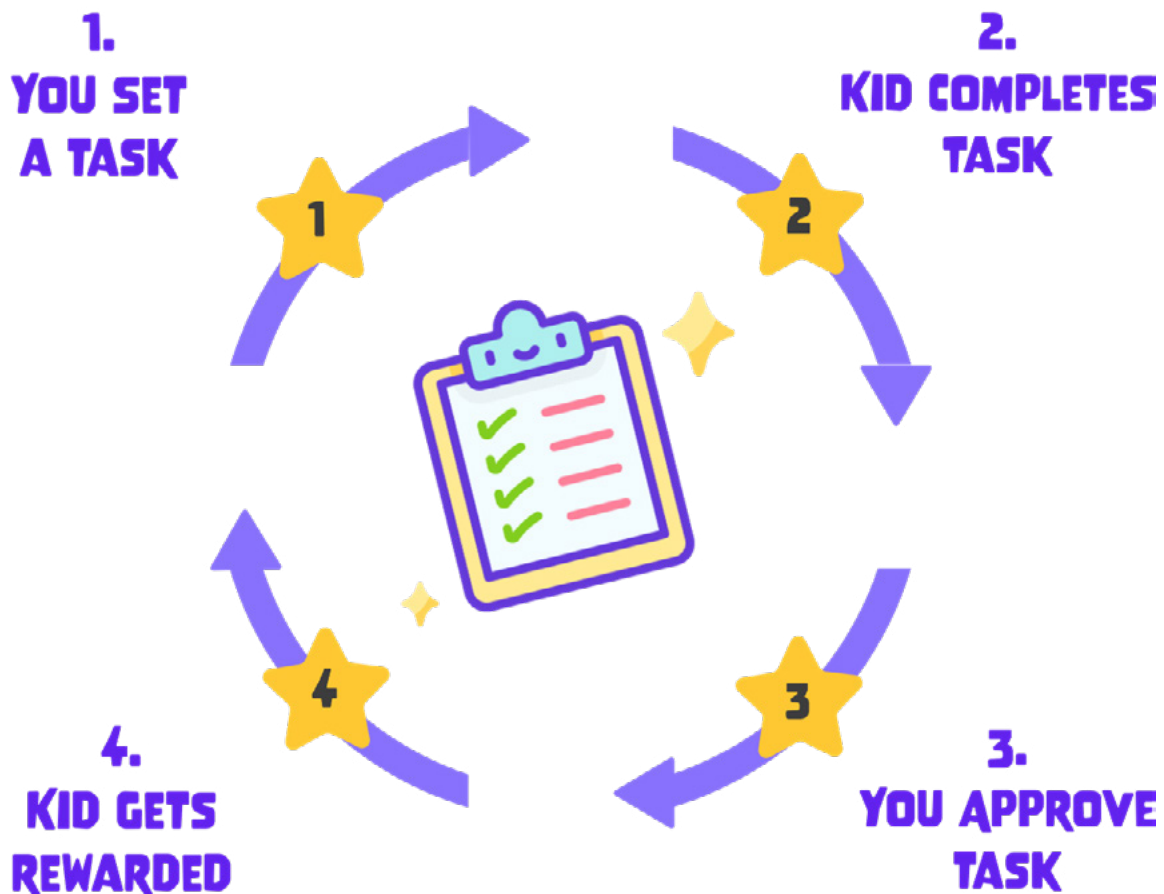


Thomas Vaquin founded Stellkey in **2021**, and the app was quickly launched on the App Store. Inspired by the educators of the **Montessori Academy** and researchers worldwide, StellKey relies on the method of **repetition and routine** as the foundation for learning and building skills. The app creates routines for children to develop good habits.

HOW DOES IT WORK?



70% of parents feel like it is very painful to have to repeatedly ask their children to complete daily task.



The StellKey app uses positive reinforcement to motivate children to complete pre-agreed daily tasks, such as brushing their teeth or packing their school bags. The methodology built into the app is evidence-based^{1 2} and has been developed together with child psychologists, parenting coaches and children themselves to fit everyone's needs.

The tasks can be adapted to the child's ability to create a positive feedback loop once the child accomplishes the task. Parents can award digital stars and help build the child's confidence while also promoting positive lifelong habits.

Developing daily routines with a child creates a more peaceful household which offers stability and allow the family to focus on the future.

¹ [Shaping Healthy Habits in Children with Neurodevelopment and Mental Health Disorders: Parent Perceptions of Barriers, Facilitations and Promising Strategies.](#) - Davison et al. 2019

² Taking Charge of ADHD: the Complete, Authoritative Guide for Parents. 4th edition R. Barkley. 2020

WHY DOES STELLKEY WORK WITH CHILDREN WITH ADHD?

Attention-deficit/hyperactivity disorder (ADHD) is marked by an ongoing pattern of inattention and/or hyperactivity-impulsivity that interferes with functioning or development (NIH). Common symptoms in childhood include problems with focusing on a task for even a short period of time as well as significant problems with age-appropriate planning and time management. However, to form a new habit, all these skills are needed. Children first need to pay attention to learn the new task then consistently practice the task, usually on a daily basis, until it becomes a habit.

Children with ADHD find it particularly challenging to remember to do the task repeatedly and so ultimately have problems developing positive habits such as brushing their teeth or packing their schoolbags. In addition, many parents of ADHD children are frustrated with the constant reminders they need to give their children. This inevitably creates high levels of friction within the family.

The StellKey app provides a fun, upbeat interface for the child to practice a given habit, creating both appropriate prompts and immediate rewards for task completion. This is especially helpful for children with ADHD as they work well with immediate positive reinforcement. Habit learning is gamified and the child looks forward to completing future tasks. Importantly, the StellKey app also takes the unnecessary friction out of the parent-child relationship, helping to create a more positive family environment.



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STELLKEY: APP THAT HELPS ADHD CHILDREN DEVELOP GOOD HABITS

Kids Good Habits

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Month, Day, Year

StellKey is an app that helps children develop their skills, autonomy, and self- confidence. It is aimed at children 5- 11 years, encouraging them to be independent with the help from the app's character, Stell.

The StellKey app uses positive reinforcement to motivate children to complete pre- agreed daily tasks, such brushing their teeth or packing their school bags. The methodology built into the app is evidence- based has been developed together with child psychologists. The tasks can be adapted to the child's ability to create a positive feedback loop once the child accomplishes the task. Parents can award digital stars and help build the child's confidence while also promoting positive lifelong habits.

Thomas Vaquin founded StellKey in 2021, and the app was quickly launched on the App Store. Inspired by the educators of the Montessori Academy and researchers worldwide, StellKey relies on repetition and routine as the foundation for learning and building skills. Assisted by developmental psychologists and parenting experts, the app creates rituals for children to develop good habits.

Thomas Vaquin stated that *'Teaching good habits to kids can have a positive impact on their overall development and success at school and in life. It helps improve self-discipline by setting up goals, establishing routines and sticking to them, have better health & hygiene (like brushing teeth, washing hands regularly, eating vegetables) contributing to better physical health and improve social skills by learning to be polite, respectful, and considerate of others.'*

Through the development of StellKey, feedback revealed that the app was particularly helpful for children who have ADHD. ADHD often prevents a child from focusing on or remembering to do a given task. In addition, the condition can reduce motivation. All this makes positive habit forming difficult for children with ADHD. StellKey addresses these problems by providing clear prompts and instant rewards upon task completion which encourages children to complete daily tasks. With the repetition, children are able to form lifelong, positive habits easily. The process reduces parent-child friction and most importantly, builds confidence in children.

StellKey is available on the App Store and will be available to Android users from June 2023. Download StellKey from the App Store.

More information can be found on the StellKey website www.stellkey.com, or on StellKey's Instagram and Facebook page @stellkeyway

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Selection of the Appstore Foundation Program 2022