



Home-Based Montessori



PITCH DECK

Presentation by
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ABOUT OUR COMPANY

DD's Childcare is a Montessori, home-based childcare setting. We combine structure, loving care, and educational advancement while addressing the gender imbalance in early years education, by encouraging emotionally intelligent men to join the profession.



THE PROBLEM



Less than 2% of UK childcare professionals are men.

Men in Childcare

Lack of diverse and emotional practitioners in developmental environments due to the stigma of men in childcare.

Positive Influence

Many children, especially boys and those from single-parent households, lack consistent positive male role models.

THE SOLUTION

Led by strong men

- Redefine masculinity in early education, offering more balanced role models.
- Emotional resilience in children especially boys and those from single-parent homes.
- A replicable, low-ratio model that fosters deep, lasting relationships.






THE SERVICE

Ages

We care for children aged 0–3+ in a structured, homely environment. From 8am–6pm.

Language skills

British Sign Language (BSL) and Spanish language taught with our practitioners being bilingual.



Curriculum

We take a Montessori inspired approach basing activities on the EYFS curriculum.

Meals

Huge emphasis on nutritious, home-cooked meals made by practitioners and the children

MARKET SIZE

UK Market

- UK early years market valued at over £5.5 billion
- 700,000+ children under five in London alone

Focus

Focused initially on London, with plans to scale across the city






COMPETITIVE ADVANTAGE

Male Led

Unique positioning as
a male-led,
emotionally intelligent
childcare setting




Child Ratios

Smaller group sizes
for personalised
attention (compared
to nurseries)

Home-based

Strong values-led
brand with a “home-
from-home” second
family feel





BUSINESS MODEL



Financials

- Pricing: £9/hour or £90/day (minimum 3 days/week)
- Half-day sessions: 8am–1pm. £60 per session
- Open 52 weeks per year
- Open from 8am–6pm

Hours

- £1950 pcm per child
- Currently operating at a 40% profit margin
- Easily replicable and scalable home-based model



A close-up photograph of a car's gear shift knob, which is black with a textured surface. A button on the knob features a white car icon with 'P' above it and 'OFF' below it. The background is a solid pink color with decorative dark blue elements: a wavy line in the top left, three four-pointed stars in the top center, several 'v' shapes in the top right, and a wavy line in the bottom right.

TRACTION

Capacity

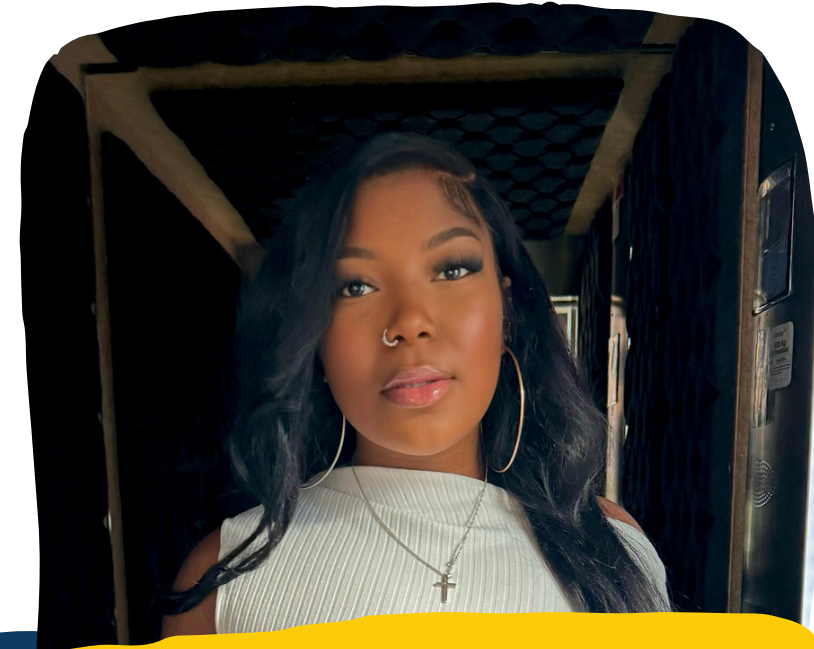
- Reached full capacity within 2 months of opening
- 20+ parent referrals
- 5-star reviews across all platforms
- Average of 17 website views and 2 enquiries daily
- Unofficial partnership with Crocs, aligned with brand and culture

THE TEAM



Donnell

Over 10 years in childcare, serial entrepreneur, trained in early years education (Level 3), former startup associate helping raise £1M in seed funding



Hannah

Former primary teacher and nursery manager with 7+ years of experience. Oversees operations, parent onboarding, and staffing

MARKETING PLAN

Flyers

Monthly flyer campaigns (2,000 distributed) locally each month.

Word-of-mouth

Strong word-of-mouth and parent referrals. Working with our parents childcare settings.

Digital Marketing

Digital marketing: Google, Facebook ads, Instagram ads, Yell, Childcare.co.uk.

Future

- TikTok for brand engagement (POVs, staff stories, content)
- Campaign collaboration with Crocs (uniform branding)



FUNDRAISING

Amount Seeking
£50,000

- £12K – Property deposits for 2 new locations
- £10K – Refurbishment and setup costs
- £12K – Rent for 3 months
- £3K – Marketing and brand development
- Remainder for staffing, licensing, and contingency planning

Goal: Launch two new DD's Childcare sites, extending our model across London.

VISION

(3–5 years)

- Open 10+ DD's Childcare locations across London
- Expand into a leading franchise model
- Champion the national conversation on men in childcare
- Use branding, tech, and training to redefine early years education



UNCLE DD



Why I'm the perfect person

- Over a decade of experience in childcare with a nurturing heart and strong entrepreneurial spirit.
- Raised by a stay-at-home mum who ran a home childcare business
- Father was a social worker involved in children rehabilitation.
- Grew up immersed in the world of children, learning first-hand the power of structure, love, and consistency.
- Various entrepreneurial endeavours; Google Campus London, Trim-IT (£1M), online e-scooter company, Ninebot and Xiaomi
- Trained powerlifter (730kg total PR), Muay Thai and BJJ martial artist often described as an “enigma” for my blend of toughness and tenderness.

This paradox is at the heart of DD's: strong male figures with gentle hearts building the next generation.



Third Fight, Draw



General Handsome Man



First fight, Won by TKO



Second fight, Won by TKO



750kg Total Competitive Powerlifting

CONTACT US

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