

Press FAQ

Quick answers to the questions we hear most about KinClub.

What is KinClub, in one sentence?

A private, intergenerational family app that replaces isolating screen time with shared games, creativity, and learning — a digital family room for grandparents, parents, and kids alike, designed to replace the six or eight separate apps families already juggle to stay connected.

How is this different from FaceTime, Zoom, or a group text with family?

Those are one-off, scheduled check-ins that are easy to cancel and hard to keep a young child's attention through. KinClub is an ongoing shared space — families can jump in for a quick game, a learning activity, or a chat whenever it fits, rather than needing to schedule a call in advance.

How is this different from social media, or something like Kinzoo, Caribu, or Roblox with parental controls?

KinClub isn't built around a single feature the way most competitors are — video calling for Kinzoo/Caribu, or general gaming for Roblox. It's a full shared environment: games, chat, learning, media, family logistics tools, and legacy storytelling in one place. It's also built specifically for grandparents and parents, not just kids — with a daily newspaper-style word game, challenging word puzzles, and a **Simple Mode** interface designed to make onboarding easier for less tech-comfortable relatives.

Is it safe for kids?

Safety is foundational, not an add-on. KinClub is designed to COPPA standards (formal certification is planned as the company grows), has no ads served to children, no stranger contact, and no outside links. Chat and games include adjustable content/language settings parents control, and personally identifiable information can't be transmitted through chat. Any connection to people outside the immediate family requires explicit parental permission and can be limited narrowly — for example, gameplay only, with no chat.

How does the family plan work?

Each family sets up one shared Family Plan. The person who starts it invites relatives in with an invite code, and everyone added shares the same plan — content library, credits, and storage. Families can optionally link with select extended family or friends through a separate, more granular permissions system, without merging subscriptions.

What does it cost?

KinClub is a family subscription ranging from roughly **\$7–\$20/month**, depending on the number of users and the amount of video/audio minutes and storage included. Families can purchase additional credits if they exceed their monthly allotment.

Do you serve ads?

Not to children, and not currently to anyone. KinClub is built as a subscription business specifically so it's never financially dependent on advertising.

What happens to my family's data?

KinClub does not sell or share family data with third parties for advertising or research. The company collects usage data only to improve the product and support personalized recommendations.

What age range is this built for?

KinClub is intentionally intergenerational — designed to work for grandparents down through young children, with content like the adaptive learning games that grows in complexity as a child ages, rather than targeting a single age group.

Who creates the educational content — is it AI-generated?

Much of it is AI-assisted, with human vetting and oversight. The company's educational advisor, who holds a PhD in education and educational leadership, helps guide content design to keep it engaging and to avoid a narrow, US-centric perspective on history and culture.

Who's behind KinClub?

Alex Colket, a Cornell grad with a background in computer science and game design, founded the company with his sister, Caroline Stevens Colket (CFO). A third sister serves as educational advisor. It's based in Ithaca, NY.

Is this Alex's first company?

No — he previously founded Swidjit, envisioned as a community hub for local commerce and sharing. KinClub is his most recent venture.

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