

TROOMI BACKGROUNDER - EXTENDED

Troomi Wireless

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The Problem

Today's children are growing up in an always-on digital environment their brains were never designed to navigate alone. Smartphones have accelerated social pressure, comparison, and exposure to adult content far earlier than developmentally appropriate. According to the CDC, teen girls are facing the highest levels of sadness and hopelessness ever recorded, and youth anxiety and depression have risen sharply in the smartphone era. Parents feel caught between two bad choices: too much access too soon, or restrictive devices so limited that kids abandon them — pushing them back toward unsafe platforms.

Parents don't just want to block danger — they want a way to teach responsibility, independence, and healthy boundaries. They want technology that helps prepare children for the world they're entering, not just shield them from it.

The Troomi Solution

Troomi is a smartphone platform for kids that bridges the gap between safety and long-term digital maturity. Built on KidSmart OS®, Troomi combines controlled access, graduated functionality, and parental transparency in one system, allowing children to develop healthy tech habits over time.

Unlike traditional “locked-down” devices, Troomi is designed with growth in mind. Parents can begin with talk-and-text-only mode for younger children, and gradually enable age-appropriate tools — like learning apps, music, messaging, safe browsing, and calendar use — as emotional readiness increases. The goal is not just to keep kids safe today, but to prepare them to become digitally capable adults tomorrow.

Development Over Restriction

Safety is the baseline — not the finish line. Troomi helps children learn self-regulation by aligning technology access with maturity, not peer pressure or convenience. This gradual exposure model reflects how children develop real-world responsibility: step by step, with guidance rather than overwhelm.

By allowing kids to connect, learn, and build digital confidence in a protected environment, Troomi turns a smartphone into a tool for growth instead of distraction.

The platform is intentionally designed to reduce addictive patterns, limit harmful content, and promote healthier daily habits that carry into adolescence and adulthood.

The Origin Story

Troomi didn't begin as a product concept — it began as a parenting problem. Co-founder and CEO Bill Brady was already using a well-known “safe phone” for his own daughter, but noticed she rarely used it. It was too limited to feel useful and too restrictive to feel empowering.

That led to a pivotal question: What good is a safe phone if a child doesn't actually want to use it?

Instead of designing another restrictive device, Brady set out to build a system that supported development — not just protection. With a background in marketing and youth technology, and as a father of five, he understood that long-term digital wellness requires training, not just filtering. That mission became the foundation for Troomi's growth-based model.

How It Works

Troomi phones are powered by KidSmart OS®, which gives parents control over what features are available at any given time:

- Start with limited functionality for younger children
- Add apps gradually as responsibility grows
- Monitor messages, usage patterns, and contacts
- Manage everything from the Parent Portal on your own phone

Because controls are built into the operating system — not added as third-party overlays — children can't bypass restrictions or access unfiltered content elsewhere. That creates a stable environment where trust, boundaries, and healthy habits can form organically.

Empowering Parents, Not Just Protecting Kids

One of the most important outcomes of Troomi's approach is the strengthening of the parent-child relationship. Transparency allows parents to stay involved without hovering, and guidance replaces surveillance. Families can have earlier conversations about boundaries, decision-making, online communication, and digital citizenship — before harmful habits form.

The platform also gives parents confidence. Instead of reacting after exposure occurs, they are able to proactively shape their child's digital world.

Impact and Vision

Smartphones are not going away, and neither is the digital world our children are inheriting. Troomi exists so they can enter it prepared, supported, and emotionally

grounded. The long-term vision is not just “fewer problems online,” but a generation of young adults who understand technology as a tool — not a dependency.

Where many solutions focus only on filtering, Troomi focuses on formation: forming judgment, forming boundaries, forming healthy digital identities. Safety makes that possible, but development makes it meaningful.

Headquartered in Orem, Utah, Troomi serves families nationwide and is part of a growing movement toward healthier childhood technology experiences rooted in readiness, confidence, and connection.