



How it happened

As a first-time parent, Mak, one of the founders of BabyNinja, immediately discovered he had a lot on his plate. In his own words, he had "no clue how to handle a newborn". Feeding and sleeping schedules were unknown, his sleep schedule depended on the baby, and mom had to learn the patterns of baby Aditi's appetite. As soon as Mak and Priya began to get ahold of some structure, something would change. The baby's sleep times changed every 2 months, and sleeping, feeding, and diaper changing were in 3-hour cycles (that, of course, fluctuated. A lot.)

To top it off, when the couple visited Aditi's pediatrician, they were asked about her feeding schedule, her sleeping schedule, and even for information about her poops! Exhausted, Mak wondered how they were supposed to do all of these things, and keep track of them too.



Enter BabyNinja

At its core, BabyNinja is an Apple Watch app that allows you to track your baby's activities. All in two taps or less.

Parents' current work-arounds for tracking how their baby is sleeping, eating, and going number 2 involve large journals that can be bought at baby stores, and extensive, multi-year spreadsheets. When Mak brought up these difficulties, we knew it could be so much easier than that, and we made it so.



If you don't have an Apple Watch, you can do all of this tracking just as easily using your iPhone. Using your phone you can also view beautiful interactive reports of all your baby's (or babies') activities. You can also get alerts if you need to check hydration, if the baby isn't eating correctly, or even if you're running low on diapers. And, the ability to track multiple babies from multiple devices means that you don't have to pass a journal when you hand off the baby to your spouse. One less thing for the diaper bag, and piece of mind for you.