



Statement of Support for Juggle, LLC

Juggle is the brainchild of four busy moms who struggled to find reliable, trustworthy childcare. The lack of trust, context and familiarity left them dissatisfied with care sites that existed. They knew that friend and family referrals were the most valuable and they wanted to put that referral process in the palm of one's hand so it was easy to see who your friends used and reviewed. Juggle goes way beyond just childcare to include pet care, house-sitting, household chores, sports instruction, music lessons and homework help.

Juggle utilizes well-vetted, trusted and energetic college students. The Juggle app runs through Facebook so parents can see which student their friends have used and reviewed. Another convenient feature is the seamless credit card payment system and the ability to see a complete student profile. It is hoped that Juggle will become a great alternative for students that need additional income but also want to work a flexible schedule and be their own boss.

Juggle meets the challenge criteria set forth by the InnovateHer contest. This product has a measurable impact on the lives of women and families and fills a need in the marketplace. After running national surveys, Juggle found that 65% of parents had never used a care site and 99% of those parents preferred a friend referral to a background check. Juggle provides both. Parents' lives are busy these days and many households have two working parents putting strains on their time. In the Columbus area alone, there are 109,000 kids who live in a household where both parents work. Each week in the US, nearly 11 million children under the age of 5 are in some type of childcare. Tutoring is a 7 billion dollar industry and 80 million households have a pet. The ability for women and families to have easily accessible, trusted and economical childcare and help with household responsibilities frees their time and their worries.

Juggle also has the potential for commercialization. The Juggle team is starting locally but has conducted statewide and national research to determine the feasibility of expansion. Not only is there a national need for this well-vetted childcare and household help, but there are college students across the country interested in providing the help. Eventual plans are to hire managers and recruitment leaders across the country. The mobile technology utilized facilitates broad expansion.

A handwritten signature in blue ink, reading 'Patty Tumen'.

Patty Tumen, VP of Community Engagement

A handwritten signature in blue ink, reading 'Douglas Craven'.

Douglas Craven, Relationship Manager