**InnovateHER:**

**2016 Innovating for Women Business Challenge**

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| **Winner Business** | Parenteam, LLC |
| **Owner’s Name** | Morgan LaPeter and Luca Garacci |
| **Title** | Co-founders |
| **Business Address** | New York City |
| **Telephone** | 208-720-3802/917-675-9190 |
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| Submitting Organization | Queens Women’s Business Center  Queens Economic Development Corporation |
| Point of Contact | Andrea Ormeno |
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**Description of the business and the product/service of the business**

Parenteam is a web platform that lets parents swap free childcare with other parents in their trusted network using a points-based, fully demonetized system. It is an innovative, personalized childcare solution that facilitates childcare exchanges between a trusted network of fellow parents that they already know through social media relationships and real-life affiliations, and post child care requests and respond to friends’ child care requests in an online booking platform.

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