Winner Name: Veteran Rita Smith (creator of Naggy App)

Product Name: Naggy App

Product Website: Naggyapp.com

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Host Name: Microsoft Paramus NJ

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POC: Nikki DeBiase

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Product Description:

Naggy is a chore app that has a special feature to temporarily shut down the child's phone if the task is not completed. It will revolutionize the way parents interact with their kids, using technology to complete their chores.

Total number of applicants: 1

Rita Smith, who is a mom and a Veteran, came up with an amazing app that not only helps teach kids about responsibility, but it gives parents peace of mind in knowing that when a task is given, it will be completed.

In a time where technology is everywhere, the one thing that seems to be decreasing is how much quality time we actually spend together in person. With our phones in our hands, we can barely have a conversation without taking them out to “look something up real quick.” With Naggy, kids can learn that doing their homework and doing simple tasks can have a greater impact than it just being something you are forced into doing.

As Rita gave her presentation, all I kept thinking was how amazing this can be for any family: the working parents, stay at home moms, single parents; anyone that wants to teach their kids that working for the things they want is an important lesson that we should instill on kids, especially in this world.

Not all kids enjoy doing tasks but they probably hate when parents nag them even more. With this app, you give the parent a break from nagging and leave it to “Naggy” who will let them know exactly what needs to be done and how much time they have to do it. Parents won’t have to constantly ask their kids if things are done, they can check from their own phones and see the progress. How great would it be for parents to drive home from work knowing that they don’t have to beg their kids to clean up their room or do the dishes? That could be the difference between a stressful day and a stressful work day.

If there is an app for something, most likely people will try it out. Kids that don’t have a lot of technology experience always seem to be able to find the app or game they want on a device and start playing immediately. Seeing as this probably won’t change any time soon, having kids use an app that will teach them responsibility could change the way future generations look at the world. If our kids are going to have a phone, they should know that it is a privilege and time spent on it shouldn’t over shadow other parts of their life like quality family time. You can get apps anywhere, anytime which makes this available to everyone in the world. That can impact people from all backgrounds and promote a healthy family life. Right now, the growing app industry is bringing in $51 billion a year and is expected grow exponentially in by 2020.

Yes, this app does meet the criteria of the competition but on a more personal note, it is made with moms in mind and in the best interest of their kids. Going through this presentation, I got excited about everything this offers and I could see how much Rita truly believes in it and wants to help those around her. What busy mom wouldn’t want less stress on their plate?

I fully support Rita Smith and “Naggy” for this competition and look forward to seeing the impact they both make!

Best,

Nikki DeBiase

Community Development Specialist

Microsoft at Garden State Plaza