

# sparents

**Don't get stressed. Get community.**

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**Create a solution to help  
improve working from home.**

# The effect of COVID on working from home

**“35% of working mothers have lost work or works or hours due to lack of childcare support during pandemic”**

**“one out of four women who reported becoming unemployed during the pandemic said it was because of a lack of child care—twice the rate among men”**

**“risk of mothers leaving the labor force and reducing work hours in order to assume caretaking responsibilities amounts to \$64.5 billion per year in lost wages and economic activity”**

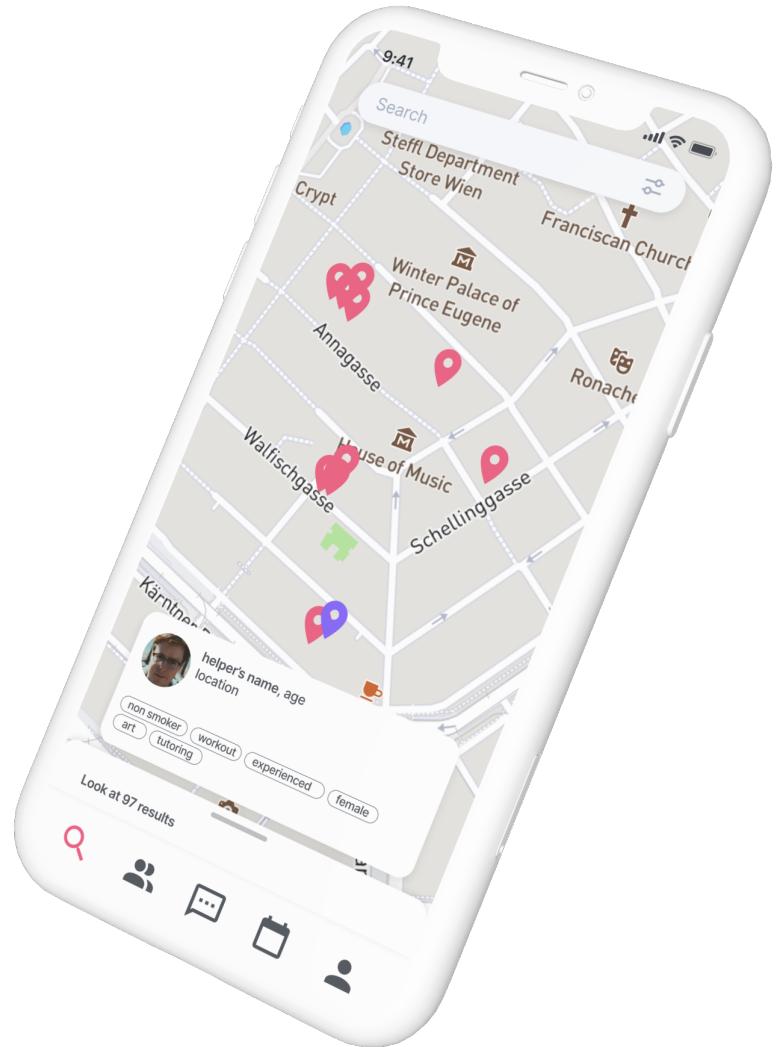
## Existing products

- o Apps are mostly women centric
- o Apps are focusing mostly only on babysitting.
- o Reliance on an on-going bilateral transaction - I look after your kid now you look after mine.
- o Expensive subscription and unconvinent paying plans.

A woman in a pink shirt and yellow pants is sitting at a desk, working on a laptop. She is surrounded by various items: a teddy bear on a string, a blue stuffed animal, a yellow toy car, a stack of books, a clock, a graph showing a downward trend, and a trash can icon. A hand is visible on the left, pointing towards the screen.

**How might we reduce the distractions for working parents,  
so they could work remote as effective as on site?**

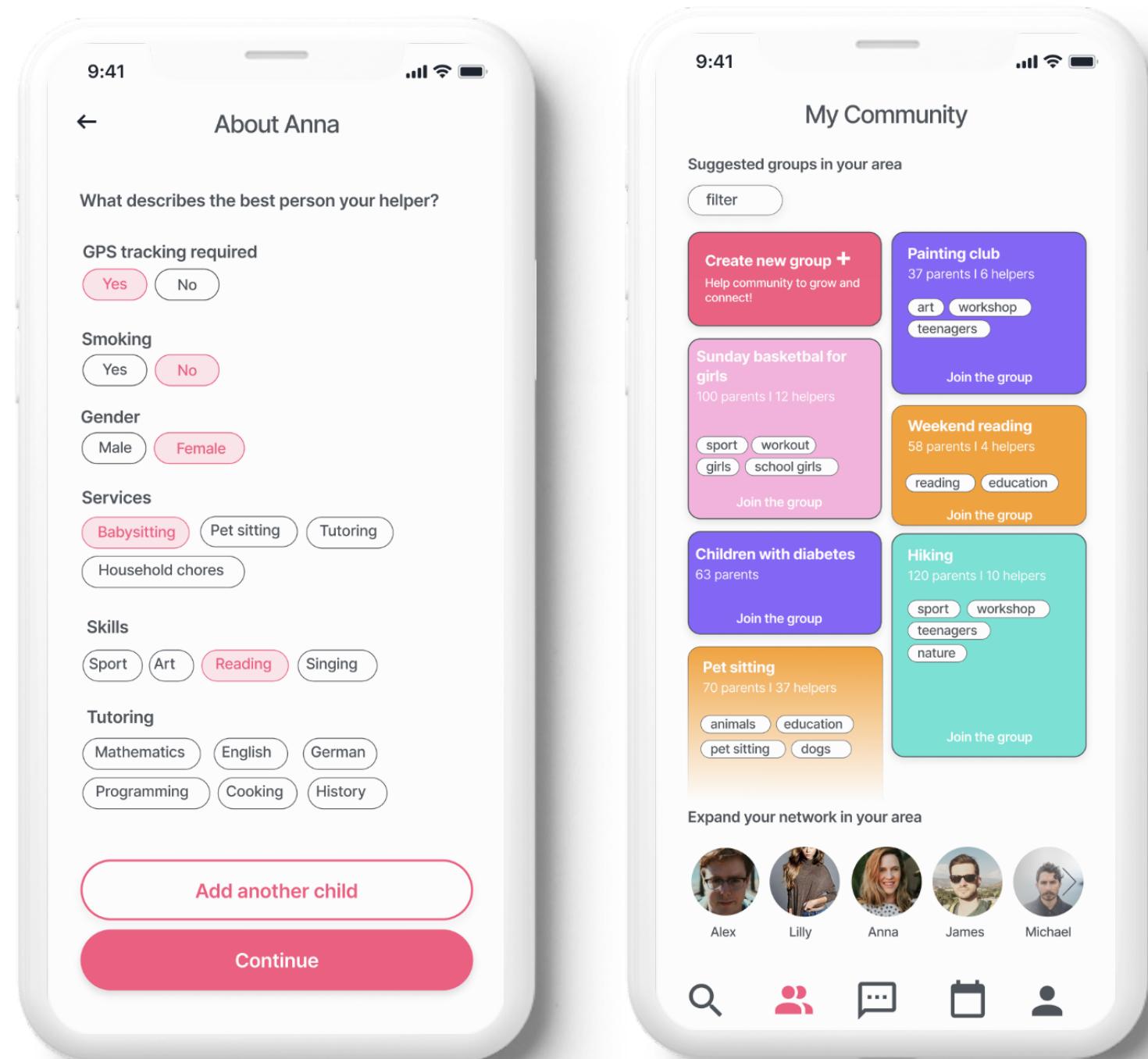
# sparents



**Digital platform, that seamlessly connects parents with people that are willing to help them.**

## Main features:

- Expressing requirements and wishes.
- Verification, GPS tracking
- Tags
- Video calls
- Joining and creating groups
- Gaining badges
- Payment



# How it works?

## Revenue streams:

- Payment commission
- Cancellation fee

## Value Proposition for Parents

- Convenient, on demand booking for taking care of their children
- Cashless payment
- Upfront pricing
- Multiple options (babysitting, tutoring, teaching new skills, pet sitting, household chores)
- GPS tracking of the helper and their child
- No distractions during their work
- Getting to know people in the community
- Children spend time to gain new skills, socialize, improve their work in school

## Value Propositions for “Helpers”

- Flexible work, based on their availability and wish what they want to do
- Better income
- Getting to know people in the community

# sparents contribution



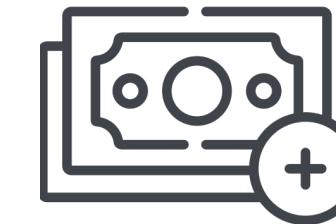
Less distractions for working parents



Fighting for the gender equity in workplaces



Supporting the community



Extra money for people who are willing to help