-connecting parents with resources about what their child is learning in math (focus on certain grades)

-elementary school parents from low education backgrounds that can read in English

-databases: if you live here, what information should student know by the end of such and such grade (focus on North Carolina or Triangle Area school district)

-connect with other parents using the app/website (connect to Facebook)

-share tips with others in district/county

-keep track of multiple children

-khanacademy,