



AI for Impact Kick-off: Welcome Call



1. Our organization: wellcome gGmbH
2. Elternleben.de
3. The challenge
4. Our pilot



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OUR MISSION

Through our immediate support, we relieve, advise, and connect parents, so their children can grow up in a loving and healthy environment.

Our Solutions at a Glance

There is no support network after childbirth



wellcome
Praktische Hilfe nach der Geburt

1

2

Financial difficulties are a burden on the family



FÜR FAMILIEN IN NOT

Separated parents fear attachment disruption after the separation



UNTERSTÜTZUNG FÜR TRENNUNGSFAMILIEN

4

3

Parents are uncertain about parenting issues



Die Online-Plattform für Eltern



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ElternLeben.de

The Online Platform for Parents Since 2016



- An online platform by wellcome for parents, from pregnancy to life with teenagers
 - Free access to knowledge & information
 - Free personal online counselling via email and digital parent consultation hours
 - Directory of local services & support
 - Shop products and business customers help refinance our free services
 - Ad-free and editorially independent
- Around 250,000 visits per month, with a growing trend
- More than 1,600 online consultations per year - and increasing
- A continuously growing Instagram community with over 31,000 followers



ElternLeben.de

The Expert Team



Dr. Martina Stotz
Parenting,
Couples, and
Family Counselor



Madeline Hoffmann
Parenting Counselor



Karin Hackbarth
Certified Midwife



Renate Lieberknecht
Expert in Baby and Child
Nutrition



Elisabeth Krista
Educator, Psychologist,
and Family Counselor



Heiner Fischer
Fatherhood Counselor



Petra Engelsmann
Daycare & Transition
Phase



Nadine Büttner
Developmental Topics,
Montessori Expert



Dr. Nikola Klün
Baby and Child Health

AND MANY MORE....



ElternLeben.de

The structure

TYPO3
v12

Content

Counseling

Paid services
(Video Classes and
eBooks)

Local providers
and facilities



ElternLeben.de

The content

Schwangerschaft



Baby



Kleinkind



Schulkind



Teenager



Erziehung und
Förderung



Familie und
Partnerschaft



Gesundheit und
Ernährung



baby

- |—— baby-beschaeftigen
- |—— babyausstattung
- |—— babynahrung
- |—— babypflege
- |—— babyschlaf
- |—— bindung
- |—— entwicklung-baby
- |—— fruehchen|



ElternLeben.de

The content - note



ELTERNWISSEN

HÄUFIGE FRAGEN

ONLINE-BERATUNG

ANGEBOTE VOR ORT

SHOP

In ElternLeben suchen...





ElternLeben.de

The Counseling

Free
access

E-Mail-Counseling (E-Mail-Beratung)

Ask us your question here!

First name* Last name*

E-mail address*

Ask your question here*

* Required field

Yes, please send me email updates with new articles, tips, invitations to free consultations and live seminars, as well as discount offers from ElternLeben.de.

Submit

Information on data protection can be found in the [data protection information](#).

Form sends an email to our lead consultant, who forwards the question to the relevant expert.
The user gets an answer via email within a maximum of 48 hours.

Midwife counseling per telefon & chat (Hebammensprechstunde)

How the telephone midwife consultation works



1. Book an appointment and enter your phone number.
2. Karin will call you at the agreed time.

Book an appointment

NEW: This is how midwife advice works via WhatsApp and Signal:



1. Ask Karin your question as a text or voice message
2. Karin will respond to you as quickly as possible.

Ask your question now
On WhatsApp
On signal

Mär 24 Mo	Mär 25 Di	Mär 26 Mi	Mär 27 Do	Mär 28 Fr	Mär 29 Sa	Mär 30 So
—	—	15:00	13:00	10:30	—	—
		15:30	13:30	11:00		
			14:00	11:30		

● - Verfügbar

Appointments for calls are made via simplybook.me.

Group counseling via Zoom on specific topics (Elternsprechstunde)

Webinar registration

First name* Last name*

E-mail address*
join@company.com

Information you provide during registration will be shared with the account holder and host and may be used and shared by them in accordance with their terms and privacy policy.

Register

The user registers for the Zoom Webinar.



ElternLeben.de

Video Classes and eBooks

Around 40 online courses (on-demand) and eBooks targeting specific topics

Hosted on ablefy.de (including payment processing)



VIDEO-SEMINAR

Mein Baby wächst



HANDBUCH

Liebevoll Grenzen setzen

Deep dive for parents who want to explore the topic in more detail

Also used in marketing activities

I ORDER AS

First name _____ Last name _____
e-mail _____
Germany Gift / other delivery address

CHOOSE PAYMENT METHOD

PayPal PayPal
You will be redirected to PayPal to complete the payment. You will then be redirected back to this page.

or

G Pay Google Pay VISA credit card

SUMMARY

Subtotal: 34,90€
In total: 34,90€
including VAT (7%) : 2,28€
* including VAT (where applicable) - Show details

Yes, please send me email updates with new articles, tips, invitations to free consultations and live seminars, as well as discount offers from ElternLeben.de.

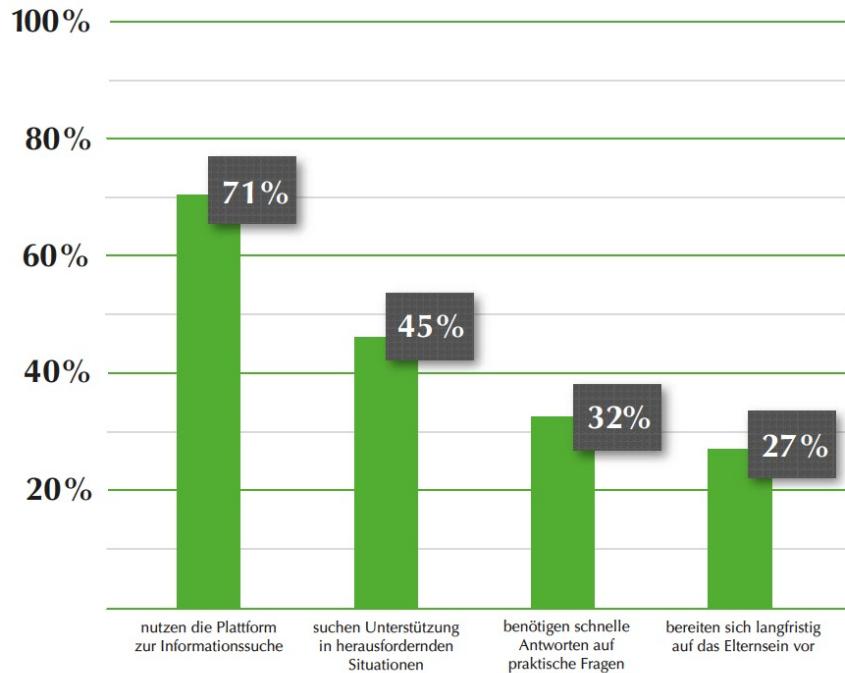
The seller's general terms and conditions apply.



ElternLeben.de

Our impact

75% of users*
state that they feel
less burdened
thanks to
ElternLeben.





ElternLeben.de

Our impact

E-Mail-Counseling
(E-Mail-Beratung)

Group counseling via Zoom on
specific topics
(Elternsprechstunde)

✓ Proven Expert



Beantwortet: 262 Übersprungen: 1

Customer reviews and experiences with
ElternLeben.de

99%

Recommendations on
ProvenExpert.com

VERY GOOD

★★★★★
4.81 / 5.00

1,031

Reviews on ProvenExpert.com

4,8 ★

Durchschnittliche
Bewertung





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The Challenge

Short summary

Transforming Digital Family Support in Germany

Join a team of innovators solving real-world challenges in family attention, AI and parents education.





The Challenge

Short summary

The Problem We are Tackling

Elternleben.de's free online counseling is highly effective but as mentioned above, difficult to scale. The increasing demand leads to:

⚠ Waiting times of up to two days for responses.

⚠ Parents feeling overwhelmed by stress, time constraints, and information overload.

Scaling up our support to families also means to:

- Be present, be accessible, be in dialogue.
- Motivate parents to seek support when they need it – reduce entry barriers.
- Strengthen our expert team and let them focus on counseling conversations – where expert knowledge is needed.



The Challenge

Short summary

Empathetic,
emotional
support

*conversation
persistence*

Updated
content

Engage in
conversation

Doesn't replace personal
counseling.
Only delivers information
and tips from EL content.

Guides the
user

High quality,
from EL
content

Ask for
feedback

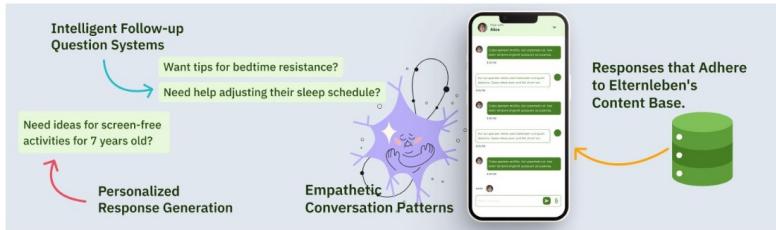
Be clear –
User expectations:
"We use AI, we also
have great experts
willing to help you!"

Also check the Dos and Don'ts in the challenge readme



The Challenge

Two main goals



High-quality Conversational Intelligence and User Engagement

Multi-Touchpoint Service Integration



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Our pilot

- No-code pilot
- Zapier chatbots
- GPT-4o

The screenshot shows a blog post from ElternLeben.de. The header features the website's logo and navigation links for 'Suche' (Search), 'Preview', 'Shop', and 'Menu'. The main title of the post is 'ELTERNFRAGE WOCHE 55: DER 8. WACHTSTUMSSCHUB'. Below the title, it says 'Autorin - Melanie Schüer'. At the bottom of the post, there are social media sharing icons for Facebook, WhatsApp, Twitter, Email, and Pinterest.

Um die 55. Woche herum ereignet sich der 8.
und d
Leben Hallo! 😊 Vielen Dank für deine
Symp! Nachricht. Gibt es ein bestimmt...
in der
bis fünf Wochen. Der **8. Schub** ist ein ganz
besonderer, weil er den Übergang vom
zum Kleinkindalter beinhaltet. Hier erfah-
du, welche Symptome der **55 Wochen Schub**

The screenshot shows a conversation with the ElternPilot BETA chatbot. The bot's profile picture is a green robot head with a smiling face. The message from the bot reads: 'Hallo! 😊 Vielen Dank für deine Nachricht. Gibt es ein bestimmtes Thema, bei dem du Unterstützung benötigst? Zum Beispiel Babyschlaf, Ernährung, Erziehung oder etwas anderes? Lass es mich wissen, damit ich dir die bestmögliche Unterstützung bieten kann!' Below this, a note states: 'Dies ist keine Beratung. Dies ist eine automatisierte Chatbot-Antwort. [Mehr erfahren](#)'.

Wie kann ich Dir heute helfen?



Our pilot pros and cons

- ✓ Good quality of the answers
 - ✓ No wrong or misleading information
 - ✓ Good tone (emotional but not too light)
 - ✓ Adoption
-
- ✗ Long, detailed answers, often with not much dialogue
 - ✗ Source of the information not always clear or not from ElternLeben.de
 - ✗ No integration in our services
 - ✗ No quality control
 - ✗ Limited capabilities