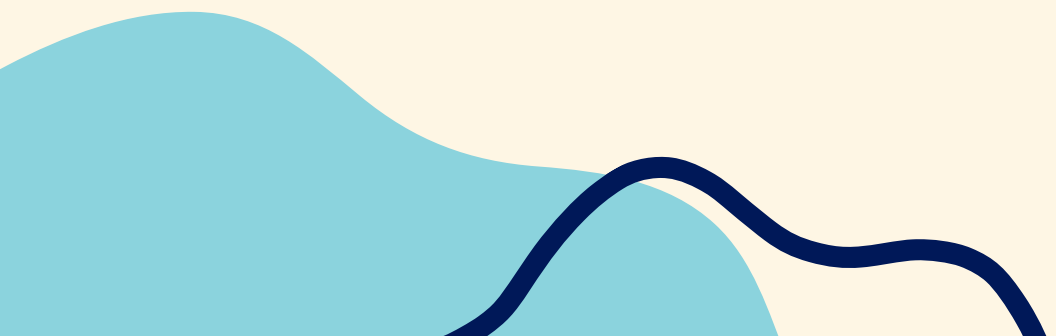




Care Circle

It takes a circle





About Us

Care Circle is a modern, mobile-first childcare platform designed for families in the Seattle, Bellevue, Kirkland and Redmond areas. We help parents connect with trusted, verified nannies while discovering family-friendly restaurants, parks and activities nearby in all one simple experience.

At Care Circle, our mission is to make childcare safe, transparent and stress-free. Parents deserve peace of mind and caregivers deserve a platform that highlights their skills, experience and passion for childcare. That's why Care Circle combines real background checks (powered by checkr), location-based search tools and clear, easy to read nanny profiles to help families make confident decisions.

We believe in community

We believe in safety

We believe childcare should be easier.

Whether you're a busy parent searching for a reliable nanny or a caregiver looking to connect with great families, Care Circle is here to support your journey with trust, convenience and care at the center of everything we do.





Problem Statement

Parents struggle to find trustworthy childcare.

Existing platforms are overwhelming or outdated.

Local restaurants/activity recommendations are not personalized for families.

Safety and vetted caregivers are the first concern



User Personas



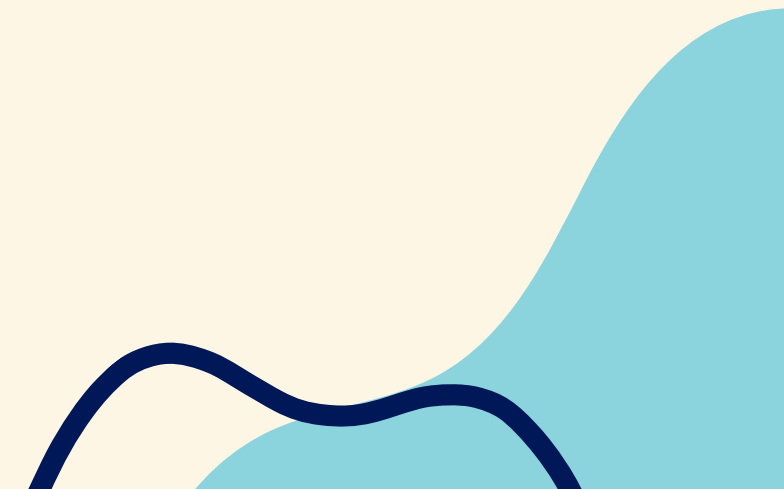
Alexis, 23 - experienced nanny looking for steady work



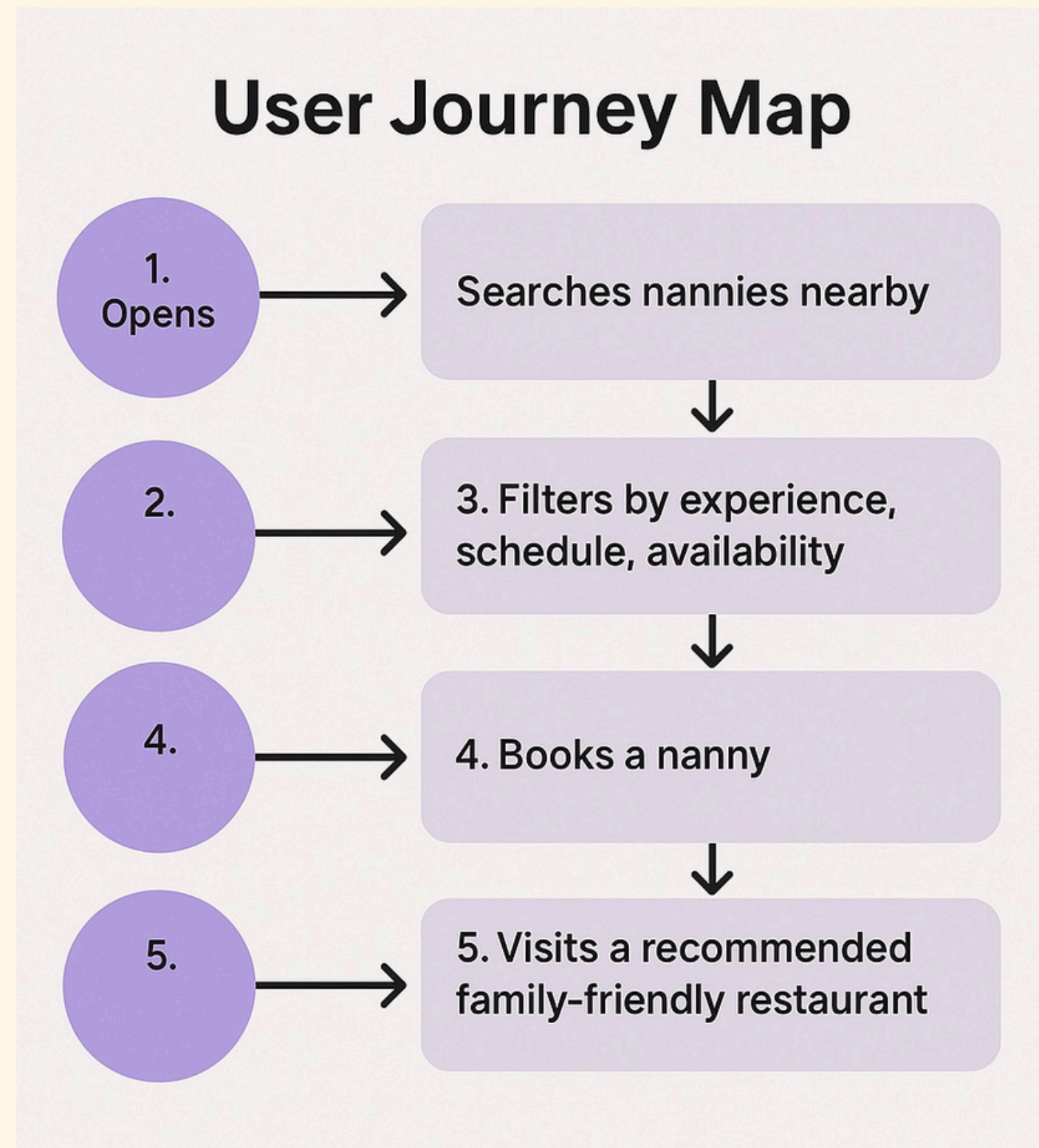
Jesse, 45 - restaurant owner who wants to bring in more families

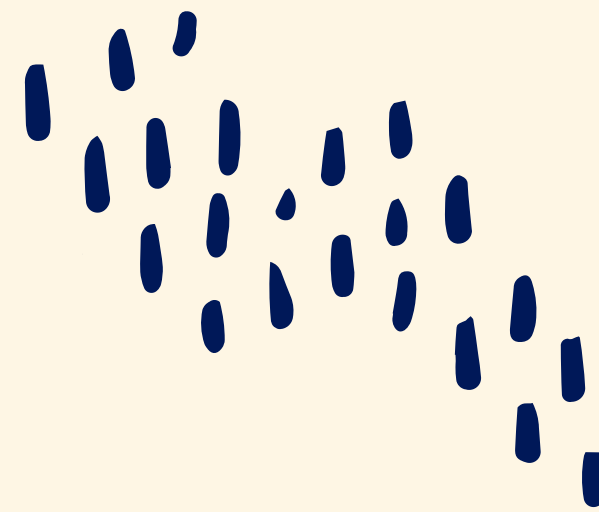


Maria, 32 - busy tech employee, needs vetted childcare fast.



User Journey Map





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