Good afternoon, we’d like to thank you all for coming.

I’d like to start by introducing our group, from my far right we have

Kyle Olson, then Sam Flavin, Sean Olson, and my name is

Danielle Martain, and we are team KidProQuo.

I’d also like to introduce our client, Max Schwartz.

Max and his wife, along with many parents of young children often

have difficulties setting aside time for themselves to go have a night

out, without their kids. Apart from just having the time, there’s the

added stress of finding and paying for a sitter. Having a night out

can get expensive when the cost of a babysitter is included.

Max came to us with the idea of an app for a babysitting co-op that

could be shared between a private group, where sitting hours can

be exchanged between families. In the app the user will be able to

create the group, whether it be between friends, neighbors, or parents

whose children go to the same school. The families that are added to

the group can only be invited by the creator of the group. This keeps it

private and safe so that parents can feel comfortable with who will be

watching their children.

During Max’s research, he found that most parents said that when

asked by a friend to watch their children, their answer was typically,

“yes”. However, when asked if they would reach out to a friend to

watch their child, the answer was frequently, “no”, with the reason

being that, they “didn’t want to inconvenience a friend”. That coupled

with the expenses that we mentioned, parents often postpone going

out to save money and to avoid the discomfort of asking a friend.

The coordination of a co-op can be an administrative nightmare for

one person to take care of and many of these co-ops have failed in

the past because of parents asking for sitters, but not being available

to sit for others.

KidProQuo was designed to solve these problems. The goals of the

application are to alleviate the stress and expense of going out, to

support transparency within the group, and promote accountability

and fairness, so that all parents are able to have some free time out.

One of the highlighted features of KidProQuo is the ability to track

hours that you use, meaning, someone in the group watched your kids,

and track the hours that you gain, which is when you babysit someone

else’s kids.

This feature showcases the accountability and fairness aspect needed

in order for a co-op to stay functioning and makes it easy for the user

to always know where they are on their hours scale.

Hey Sam… Isn’t your wedding anniversary coming up soon?