



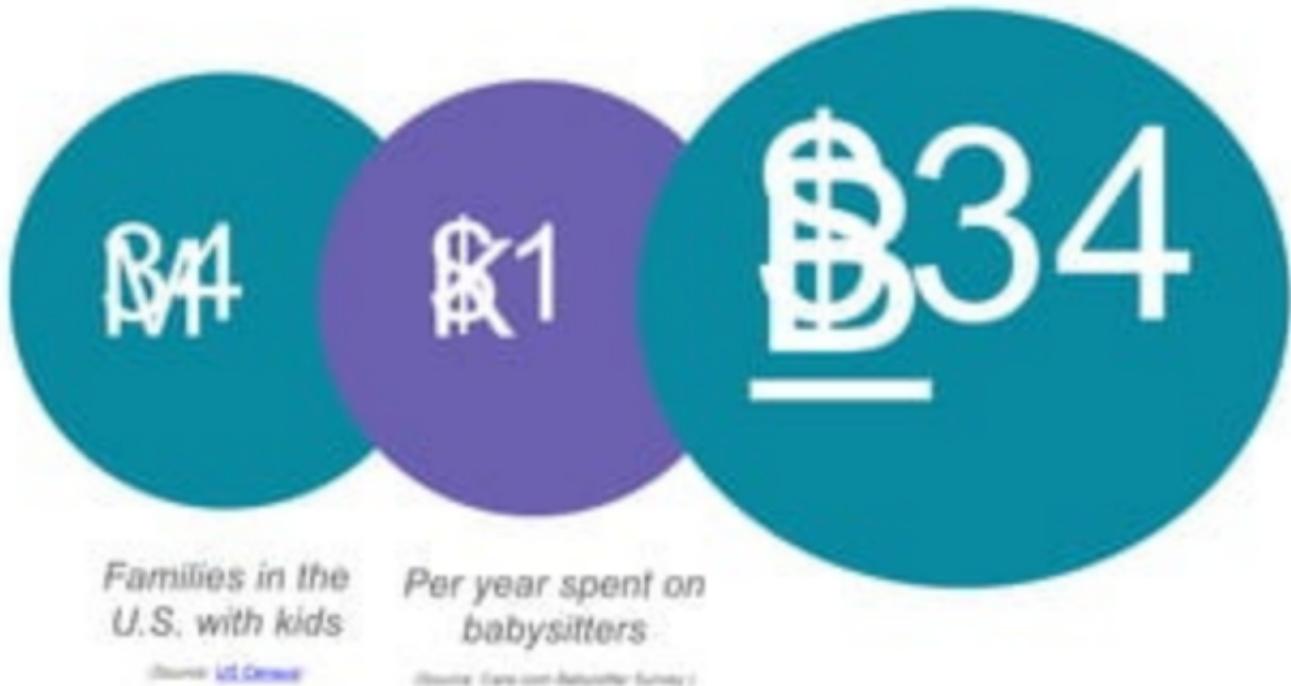
nannoo

connecting parents with great sitters on demand

THE PROBLEM

liz@nanno.com





Infographic consisting of three overlapping circles. The left circle is teal and contains the number '84'. The middle circle is purple and contains '\$1'. The right circle is teal and contains '\$34' with a horizontal line underneath the '4'. Below the circles are two text blocks with their respective sources.

84

*Families in the
U.S. with kids*

(Source: [U.S. Census](#))

\$1

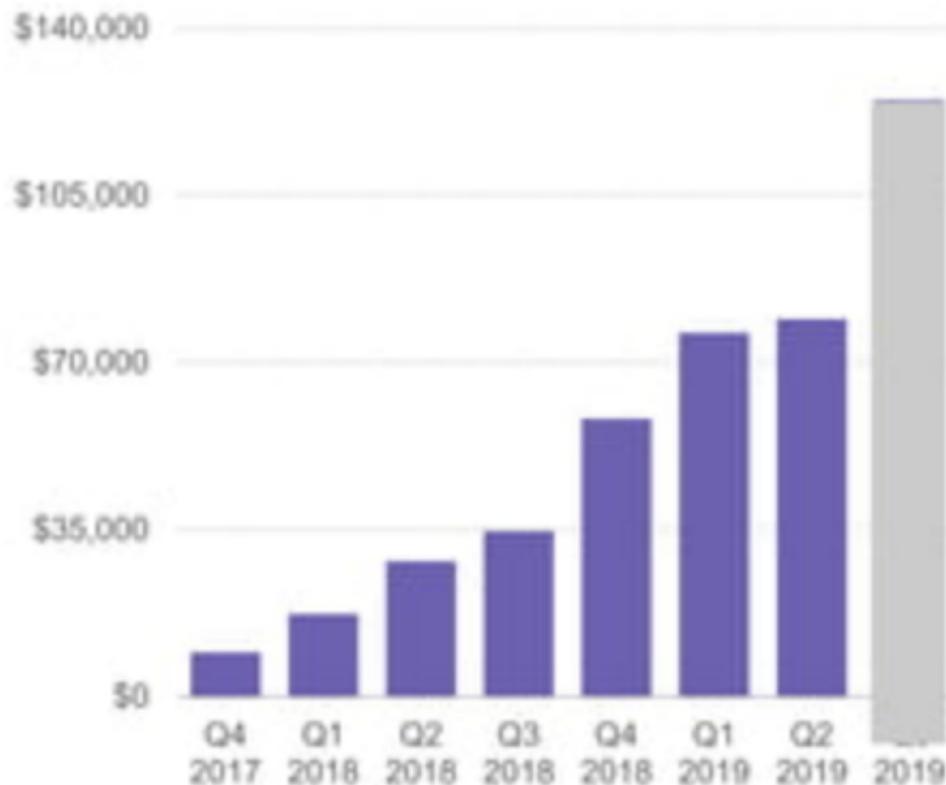
*Per year spent on
babysitters*

(Source: [Care.com Babysitter Survey](#))

\$34

TRACTION: QUARTERLY GMV

liz@nanno.com



\$35
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In GMV

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Users

45

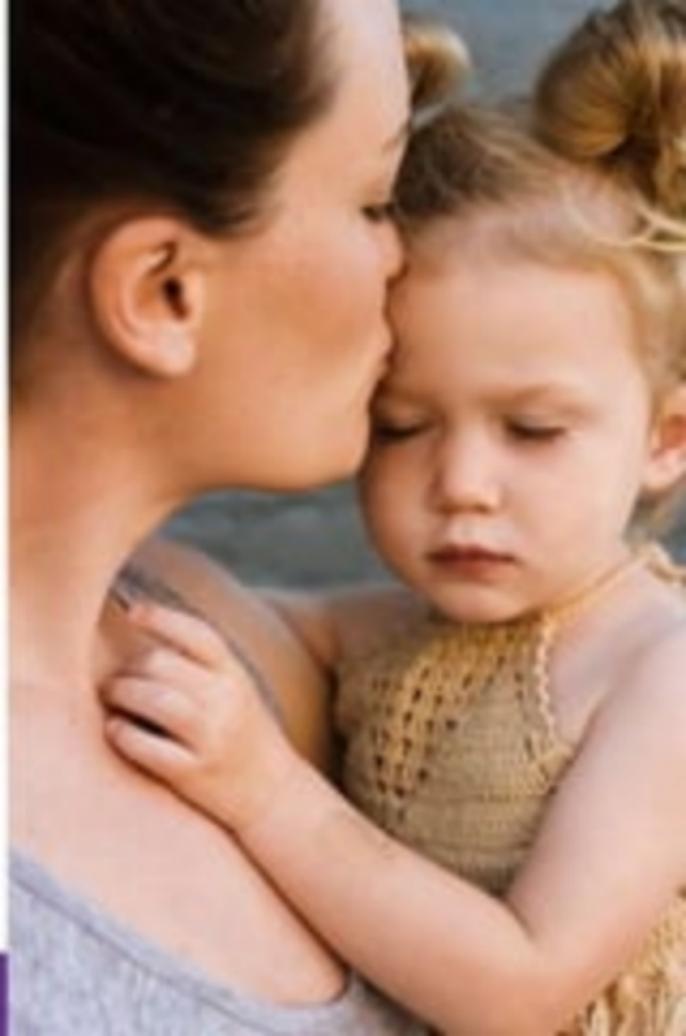
States

BUILDING G TRUS

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A
SCALE

- ▶ Comprehensive Criminal Background Check
- ▶ Safety Skills Test
- ▶ Psychometric Behavioral Test

2 Provisional Patent Applications Filed



COMPETITION



Cos Angeles Times

CALIFORNIA

O.C. man who sold himself as a 'manny' accused of molesting four more boys in his care



Matthew Anthony Zakrowski, 35, was charged with lewd and lascivious acts with a minor (Orange County district attorney's office)

By JULIA SCLAFANI, DORANY PINEDA MAY 23, 2010 | 6:05 AM

Laguna Beach police said Thursday that they've identified four more children who may have been abused by a Costa Mesa man who was charged this week with sexually molesting two boys while babysitting them.

Authorities are also looking at seriously drug-related overnight after the arrest of _____

COMPETITION

 Sittercity

N.Y. / REGION

Baby Sitter Is Charged With Sexual Abuse of 3 Boys

By **AL BARRON** and **JOHN J. HOPKINS**

A college sophomore who worked as a nanny and baby sitter for more than 20 families in and around New York City has been charged with sexually abusing three boys from Manhattan, officials said on Friday.

The man, Jonathan Thorn, 21, a student at Hunter College, was ordered held without bail after his arraignment in Manhattan Criminal Court on Friday on sexual abuse, predatory sexual assault and other charges, the authorities said.

But the case is "far from over," a prosecutor, Rachel Ferrant, said in court. The police asked anyone with information about the case to come forward.

"We have learned that the defendant has been a live-in nanny and baby sitter for more than 20 families throughout Manhattan, Brooklyn and New Jersey, and that number is growing," according to a statement Ms. Ferrant read in court. "Each family we have spoken to has given us names of other families who hired the defendant and whose homes the defendant has been in."

COMPETITION



Care.com Puts Osmos on Families to Check Caregivers' Backgrounds—With Sometimes Tragic Outcomes

The largest online marketplace for such services says its members are responsible for ensuring background checks are performed.



Photo: iStock.com and iStock.com/Alamy.com. Photo: iStock.com/Alamy.com. Photo: iStock.com/Alamy.com

By Kristen Dine, Gregory Dierker and Diana M. Hoff

March 4, 2014 at 11:56 a.m. ET

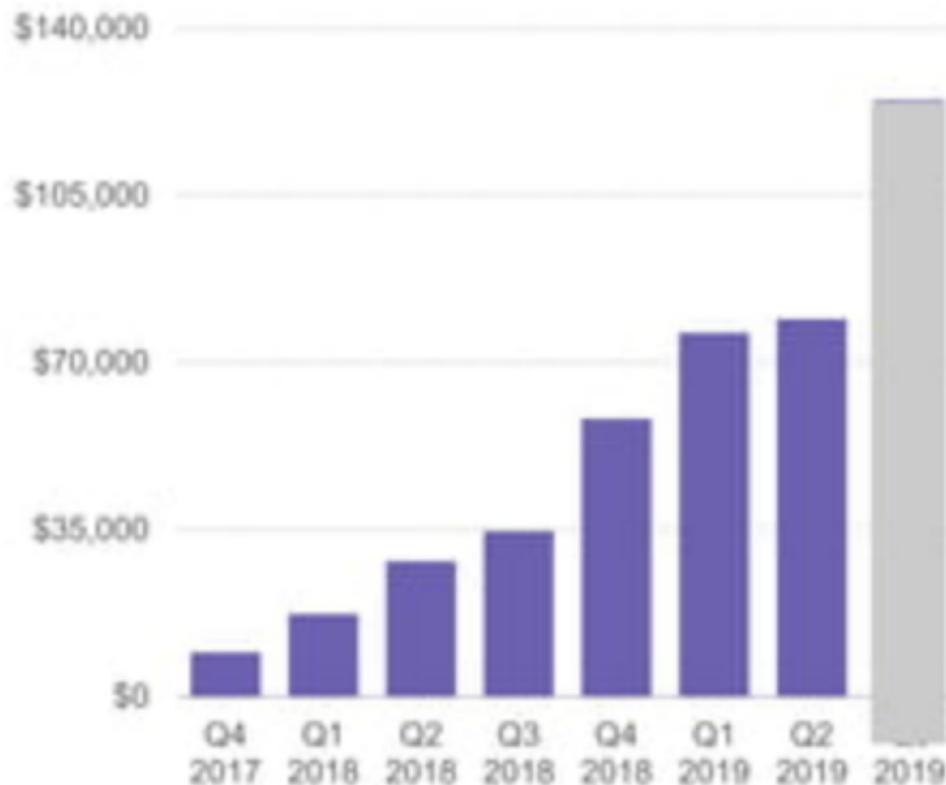
On a warm July morning last year, Amelia Wisard left her twin toddlers at an in-home day care center outside Knoxville, Tenn. She had read about the facility on Care.com, the largest online marketplace for babysitters and other caregivers.

The listing said the center was state-licensed. It wasn't, state records say. In fact, after receiving reports that the woman who ran it was watching up to 12 children, a state agency had obtained an injunction two months earlier barring her from operating an unlicensed facility.

None of that was available to Care.com members such as Ms. Wisard. At one point, the day care center indicated to clients there was a problem with its license, but assured Ms. Wisard and other parents it was taking care of the matter.

TRACTION: QUARTERLY GMV

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\$35
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In GMV

15,0
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Users

45

States

FOUNDING TEAM

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*Liz Oertle, CEO
& Co-Founder*

- JD, University of Michigan Law
- Startup Lawyer
- Mother of two



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THE PROBLEM

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THE MARKET

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84

*Families in the
U.S. with kids*

(Source: [US Census](#))

\$1

*Per year spent on
babysitters*

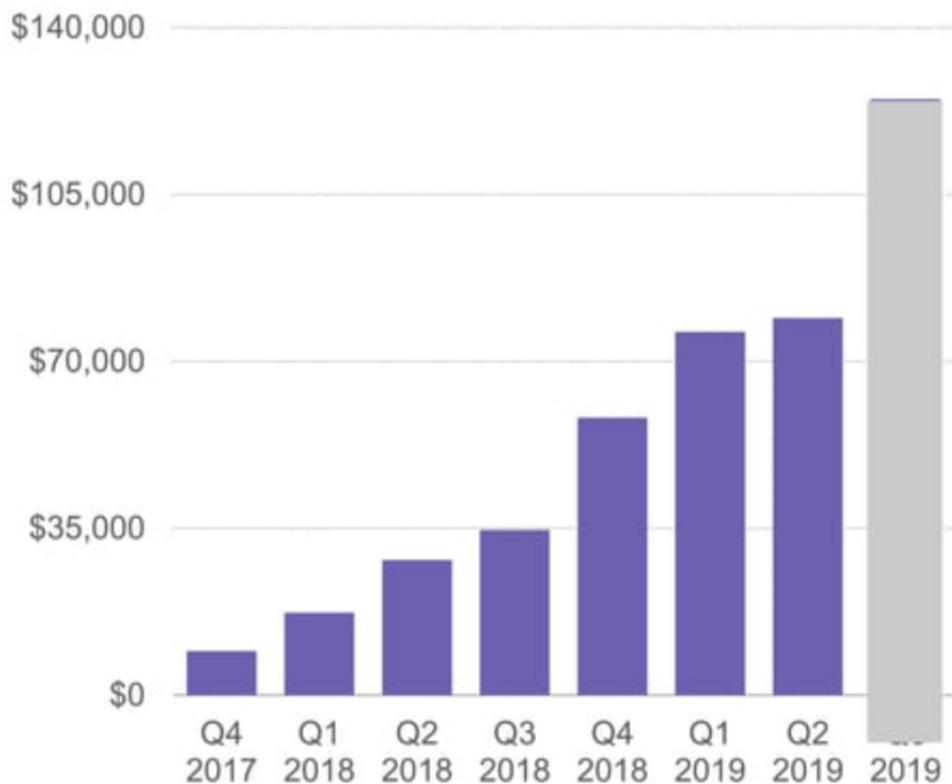
(Source: [Care.com Babysitter Survey](#))

\$34

Compare with the \$11 billion taxi and limousine market before Uber. ([BISWorld](#))

TRACTION: QUARTERLY GMV

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FAST &
SIMPLE
BOOKING

90% of Booking Requests
Filed within 15 minutes

BUILDING TRUST

- T**
- ▶ Comprehensive Criminal Background Check
 - ▶ **A** Safety Skills Test
 - ▶ **S** Psychometric Behavioral Test
- SCALE**



2 Provisional Patent Applications Filed

COMPETITION



Los Angeles Times

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Matthew Antonio Zakrzewski, 30, was charged with lewd and lascivious acts with a minor. (Orange County district attorney's office)

By JULIA SCLAFANI, DORANY PINEDA MAY 23, 2019 | 6:55 AM

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Authorities are also vetting 16 voicemails they received overnight after the arrest of

COMPETITION

 Sittercity



N.Y. / REGION

Baby Sitter Is Charged With Sexual Abuse of 3 Boys

By AL BAKER MAY 8, 2009



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COMPETITION



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The largest online marketplace for such services says its members are responsible for ensuring background checks are performed



Twins Elyssa and Elijah drowned at an unlicensed in-home day-care facility registered on Care.com.
WIEAND FAMILY

By *Kirsten Grind, Gregory Zuckerman and Shane Shifflett*

March 8, 2019 6:35 pm ET

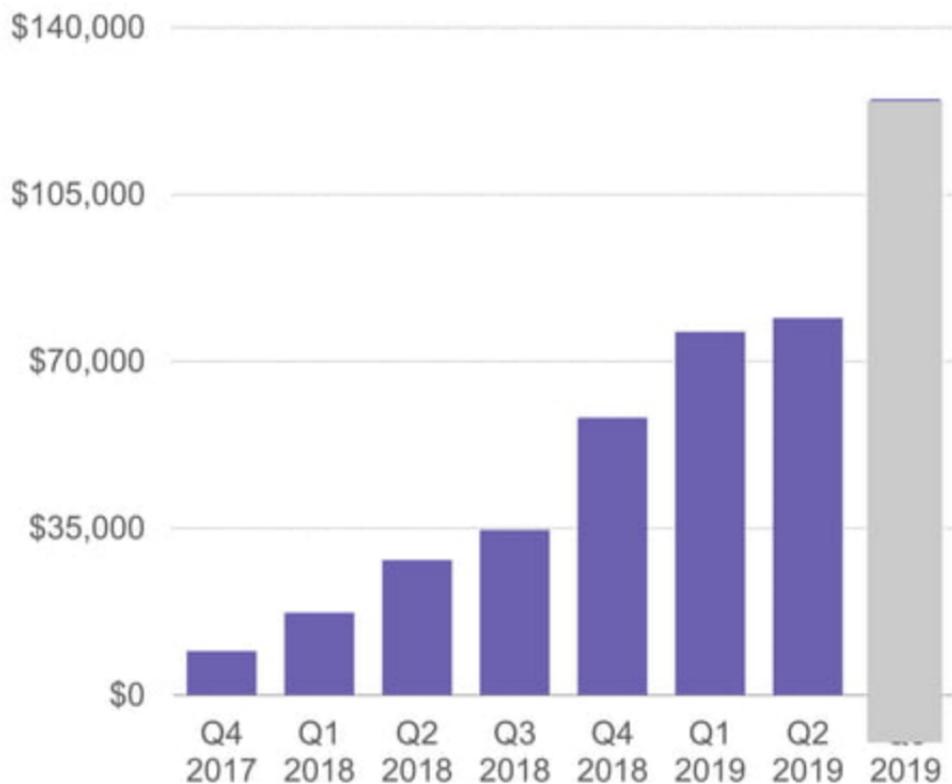
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