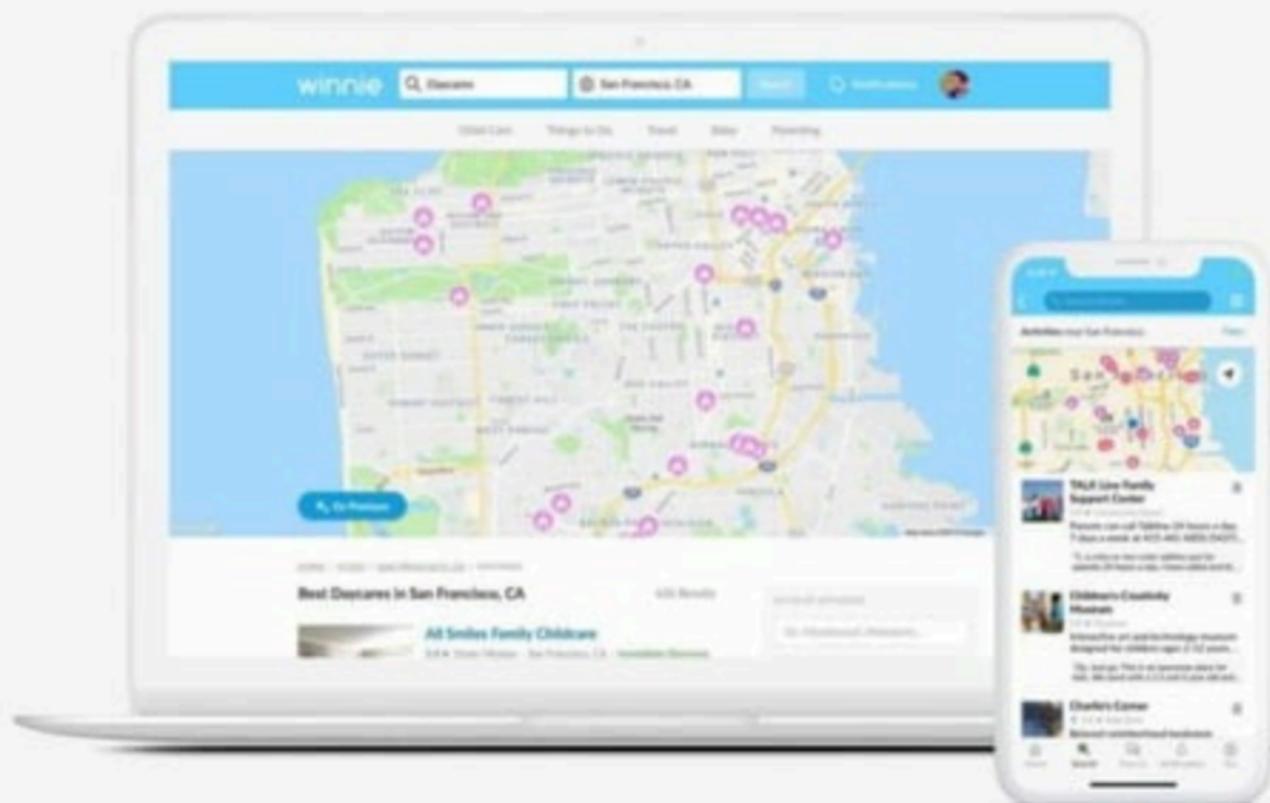


winnie

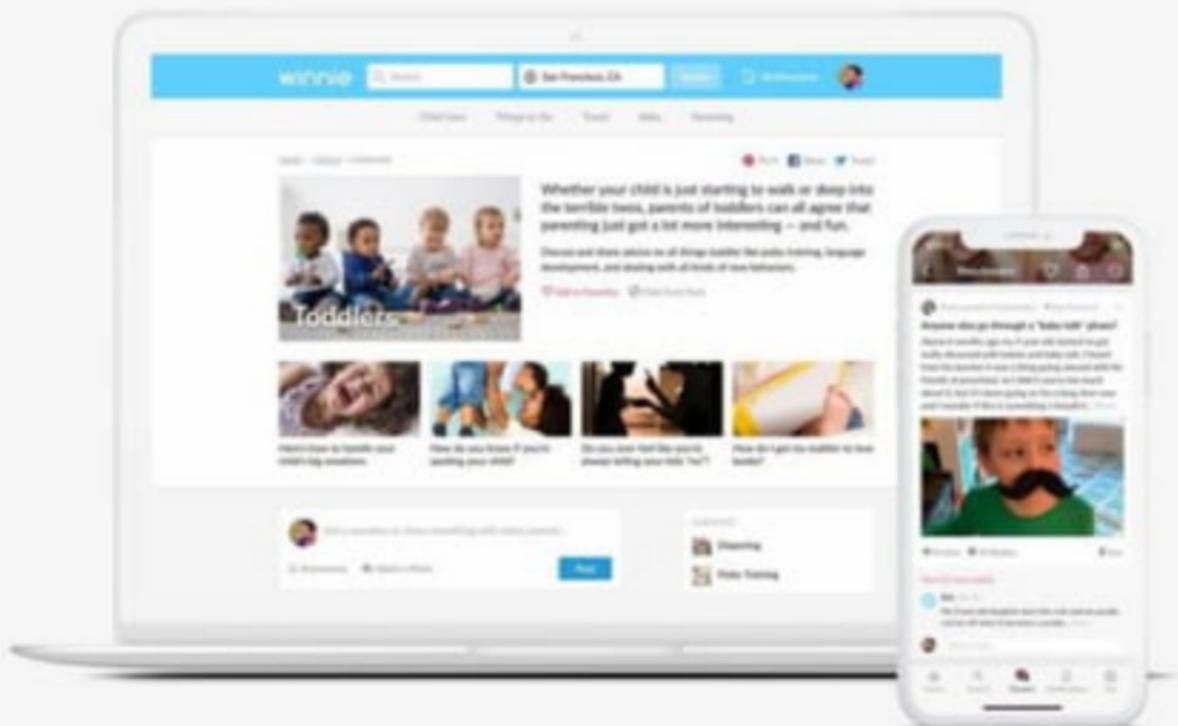


Powerful local search



winnie

Supportive community of parents + providers



winnie

Weekly personalized email

winnie Digest Prepared for Sara 

Can bullying really start THIS young? Lately my daughter's been saying she's afraid of her friends at preschool. How should I handle this? [Read More](#)
34 Replies 

Do you allow family members to post pictures of your kids on social media? When you should set guidelines with family members and how to do it without rocking the boat. [Read More](#)
27 Replies 

Winnie loves Los Angeles and we're proud to partner with the following local businesses. Be sure to check them out!

Little Plum WeeCare
Home-based daycare center offering a Montessori education for infants, toddlers, preschool, and school-aged children. Curriculum includes reading, math, shap... [Learn More](#)
Daycare - [Immediate Openings](#) 

Why should you care?

- 90% of new parents are millennials
- \$1T opportunity in the US alone
- The market is incredibly fragmented

What is Winnie?

Winnie is an app, website and community for millennial parents.

👶 2M+ moms & dads in over 10K US cities use Winnie to find quality child care, preschool, enrichment and more.

Available for free on iOS, Android and the web at winnie.com

The
New York
Times



The
Boston
Globe

lifehacker

Inc.

Bloomberg

marie claire

FST@MPANY

CNN



BUSINESS
INSIDER

TC
TechCrunch



Fatherly

POPSUGAR

Forbes

Winnie is poised to become an essential, trusted tool for this generation of millennial parents and caregivers.

Over 75k licensed child care providers

The image displays the 'winnie' website interface on both a laptop and a smartphone. The laptop screen shows a profile for 'Pacific Heights Prep', a preschool in San Francisco, CA. The profile includes a description, contact buttons (Email, Call, Save, More), and a table of details:

Age Range	Policy Training	Price	Hours	Calendar	Schedule	Language
2-40 - 4 yr	Not Required	\$1295 - \$2295	8:00 AM - 5:30 PM	Full Year	Full Time, Part Time	English, Spanish

Below the table are four photos of the facility and a map. The smartphone screen shows a profile for 'Little Lamb Day Care', also in San Francisco, CA, with similar details:

Age Range	Policy Training	Price	Hours	Calendar	Schedule	Language
2-40 - 5 yr	Not Required	\$995 - \$1495	8:00 AM - 5:00 PM	Full Year	Full Time, Part Time	English, Spanish

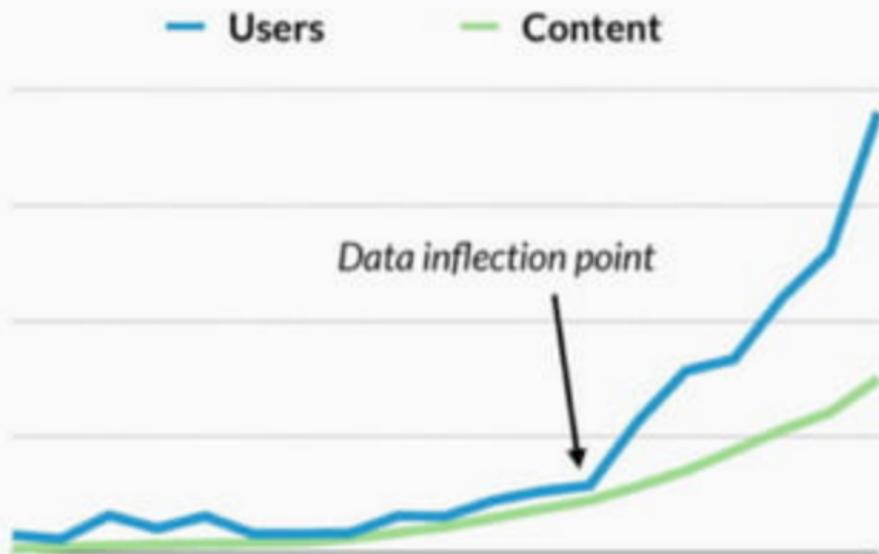
The 'winnie' logo is visible in the bottom right corner of the image.

We've built a massive platform



- **Comprehensive** directory of all daycares and preschools in California, New York, Texas, Illinois
- **200k** posts and reviews
- **150k** child care and activity venues
- **Proprietary data** parents can't find anywhere else

This platform attracts users organically



2M

Parents across the US
use Winnie

Child care providers love Winnie

75k

providers have claimed
and updated their page

90%

of people searching Winnie
went to a place they found

Parents love Winnie

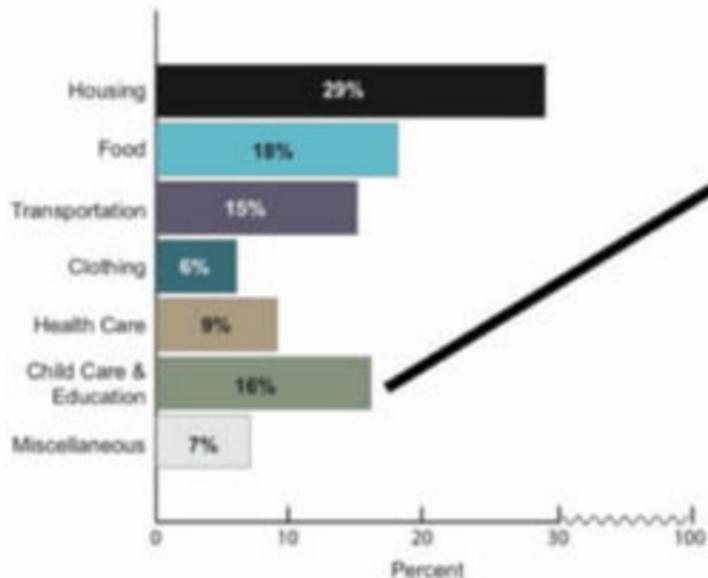
“ Winnie has helped find child care like nothing else has.

“ Winnie has been so helpful to us in our search for daycare. We found the perfect program right in our neighborhood.

“ I feel like I've gained so much direction. This is the best community!

“ As a new dad, I had no idea what to expect. With one post I could connect with other dads who are in my same position.

This is a really big business



Child Care & Education: \$80B annual spend in the US

- Full or part time child care, preschool, babysitting: \$63B
- Summer care, camps, activities: \$17B

We are the right people to execute on this



**Sara Mauskopf,
CEO & Co-Founder**

Product leadership at Postmates, Twitter, YouTube, Google. Computer Science degree from MIT.



**Anne Halsall,
CPO & Co-Founder**

Software design & engineering at Quora, Postmates, Google, Inkling. University of Illinois Urbana-Champaign.



reddit

Google Quora

Thank you



Learn more at winnie.com – or try out the app!



winnie