

The Problem

Childcare regulations and parental need for visibility lead to three key challenges. 1) Teachers spend up to one hour, of every single day that they work, filing paperwork. 2) At present, teachers use ineffective communication channels such as Dropbox and WhatsApp to keep parents up-to-date on their children. 3) There is a huge amount of data being generated by the children, the teachers and the parents. This is difficult to analyse and use.

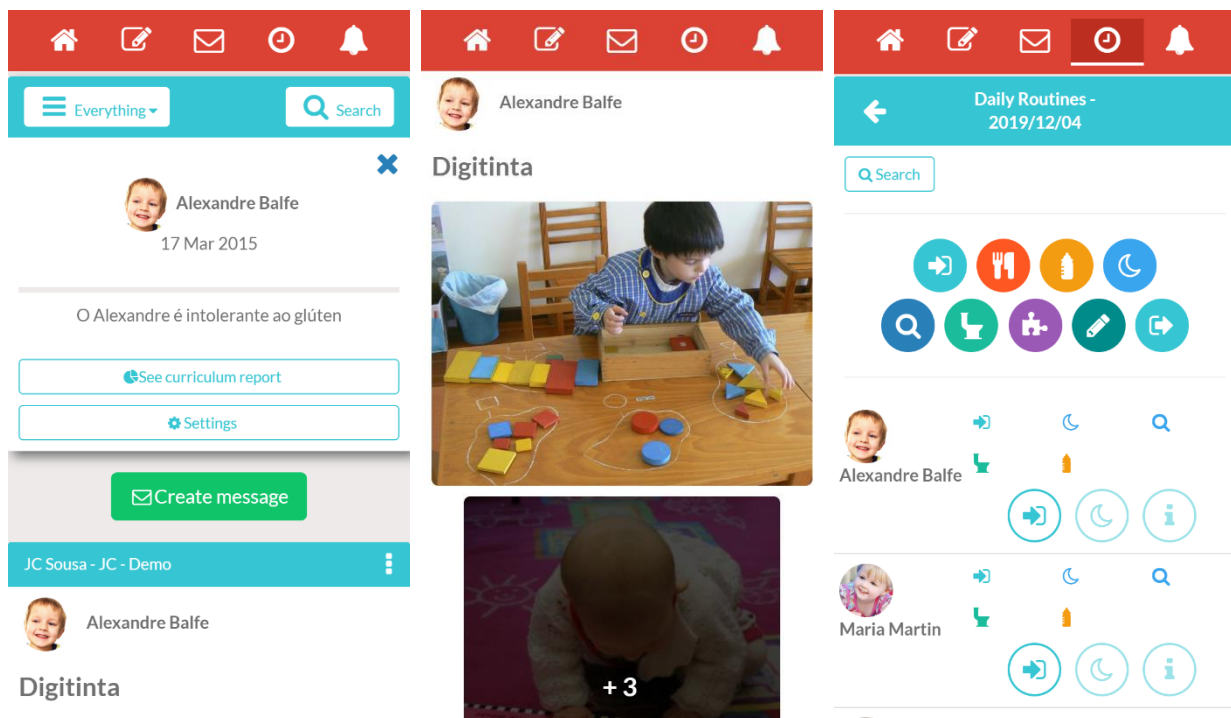
The Solution

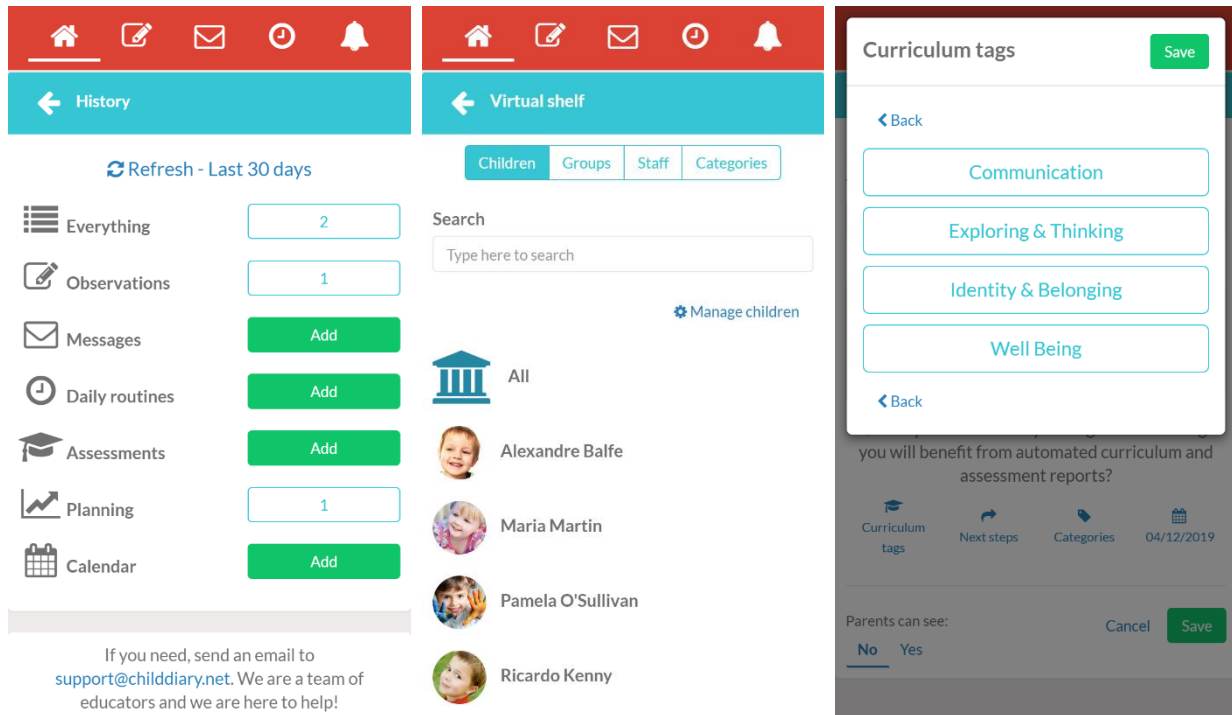
Our solution is a platform that enables teachers to replace their daily journals by automating these repetitive tasks. Using ChildDiary, teachers can now make observations that are linked to national curricula, key to a child's development, and quickly analyse and plan based on this evidence. They can also share photos, videos and notes with parents in real-time. On the back of this, predictive teaching can be developed using all of that data, as well as Artificial Intelligence.

Competitive advantage

Traditional, antiquated methods such as paper, whiteboards and Excel represent the biggest competition in this space. Elsewhere, other digital tools operate on a lower level than ChildDiary.

There are four areas where we clearly outpace our competitors: domain expertise; the fact that our platform was built with a focus on the classroom; our focus on national curricula; and the way parents access their child's information.





The Opportunity

The OECD region has 53 million children attending childcare every day. The enrolment rates are increasing as governments' budgets for childcare increase, on the back of a need to improve quality and support working families (the female workforce has increased from 53 percent to 74 per cent in the last 30 years). ChildDiary's target market of Spain and Portugal is based on the enrolment rate, children-provider ratio and market knowledge. These two countries share similar structures, leading to an opportunity of 2.1 million children attending childcare.

The Business Model

ChildDiary is offered on a software as a service model. Plans start at €1.5 per child per month. These fees are paid by childcare providers usually with the contribution of the families.

Contacts

Try it for free: www.childdiary.net/free-trial

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