

MOBILE MUNCHKINS



Tahoe Truckee Leadership Program 2019

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Mobile Munchkins, will be the first childcare app in the Truckee-Tahoe community to provide 24-hour, on-demand access to qualified and experienced childcare professionals.

NEEDS ASSESSMENT

Waitlists for daycares

Difficulties with nanny-share

No option for drop-in childcare

Childcare? What childcare?!! Lol 🤔. No seriously. I wish I would have known as someone from tahoe forest daycare literally told me, that you need to get on daycare waitlists right after conception!!

14m Like Reply



Which left us only with a nanny option. I LOVE our nanny and would keep her full time if we could, but it's just not economically feasible, even with a household with two decent full-time incomes at \$17-20/hr for the nanny. Finding a nanny share with people that have the same needs has been very difficult too. (same neighborhood and hours needed)

11m Like Reply



TARGET GROUPS

Parents

Locals & visitors

With kids 3 mo and up

Active parents - skiers in the winter

Parents who just need uninterrupted time

Active in recreation and nightlife

Child Care Provider

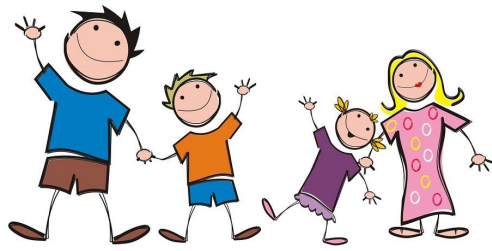
Flexible schedules

Ages 16+

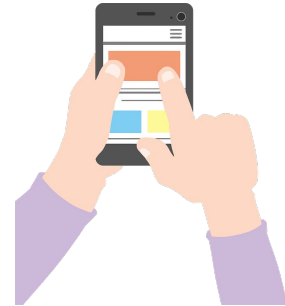
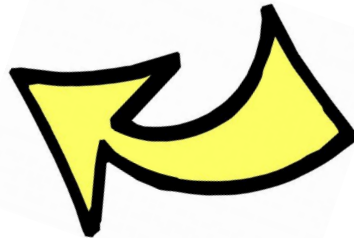
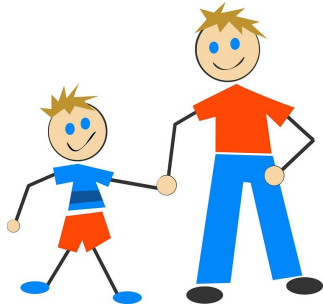
Students

Locals looking for additional income

Passionate about childcare

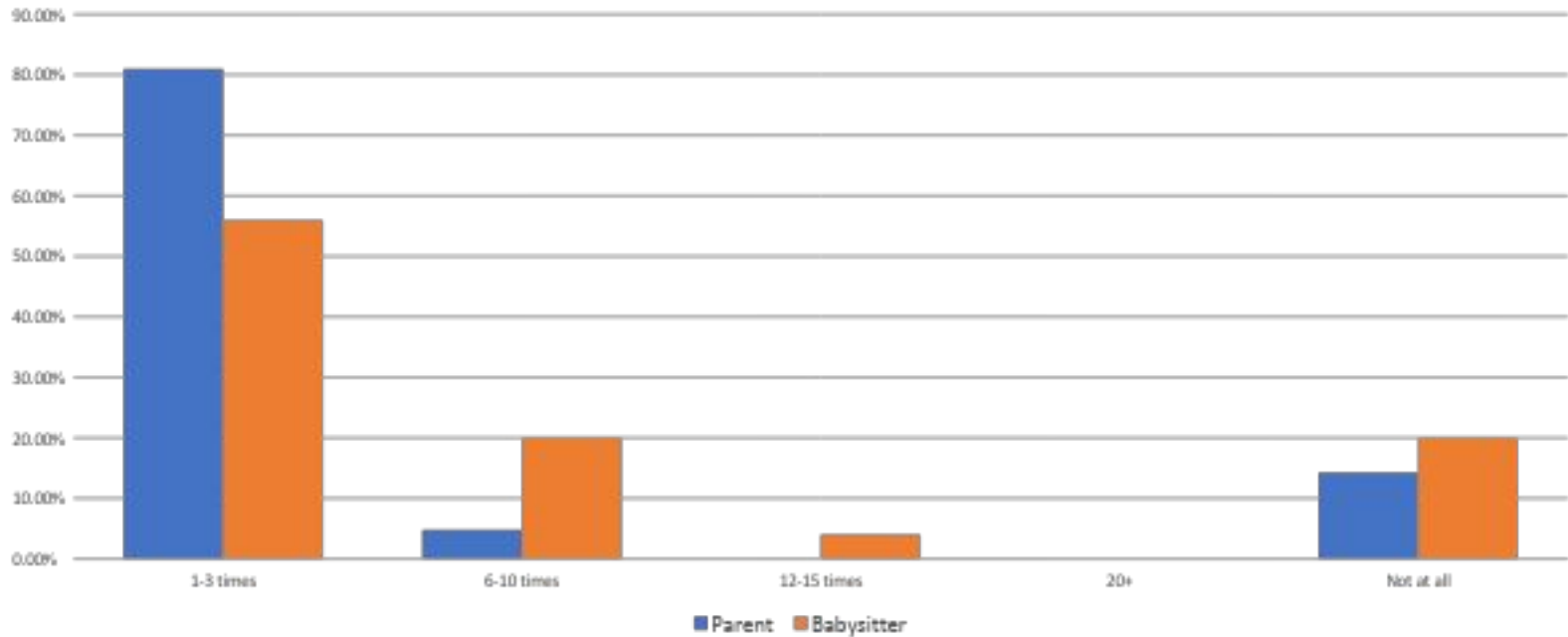


Mobile Munchkins App

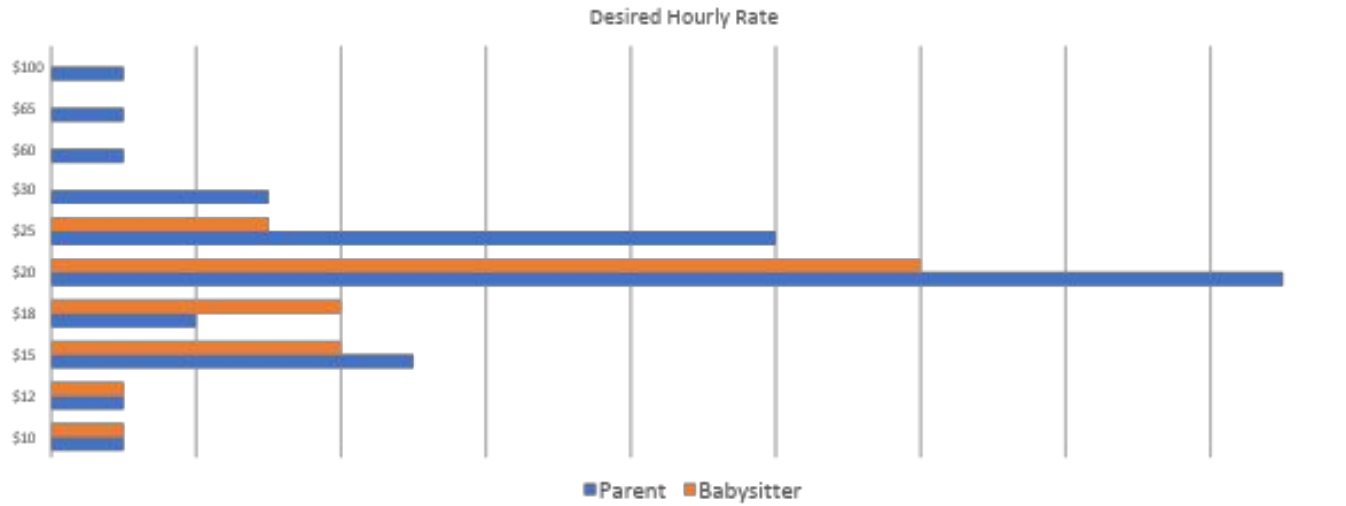


SURVEY FINDINGS

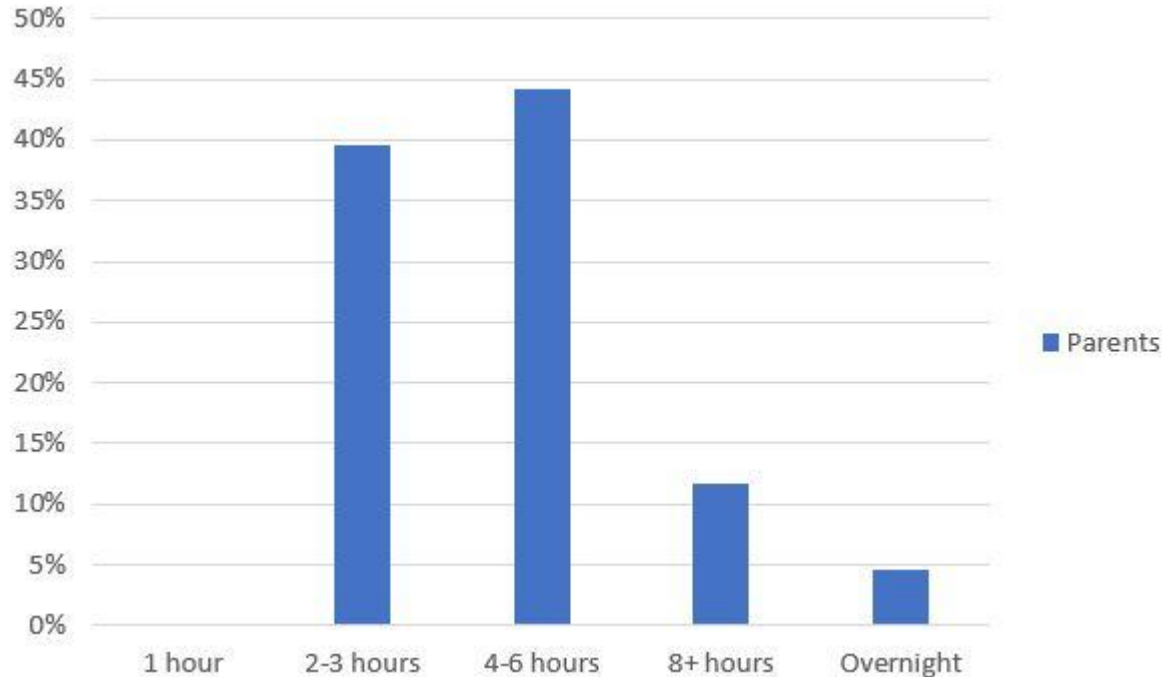
HOW OFTEN WOULD YOU USE THE MOBILE MUNCHKINS APP PER MONTH?



WHAT WOULD BE THE MAXIMUM PAYMENT AMOUNT YOU WOULD BE WILLING TO PAY/ACCEPT FOR LAST-MINUTE CHILDCARE PER HOUR?



ON AVERAGE, WHEN HAVING A BABYSITTER TAKE CARE OF YOUR CHILDREN, HOW LONG IS THE SITTER NEEDED?



WHAT 3 CHARACTERISTICS DO YOU CONSIDER MOST IMPORTANT WHEN CHOOSING A BABYSITTER?

Experience, Responsibility, Reliability

Qualifications and Credentials

Interests and Personality Traits

WHAT WE LEARNED

1. **The community is open to using an app like Mobile Munchkins**
2. **Important components to be included in the app:**
 - a. Babysitter Bio
 - b. Importance of vetting
 - c. Reviews and Testimonials
3. **Financial projections**

BUDGET

START-UP BUDGET, FIRST 12-MONTHS

	<u>Actual 2019</u>
Revenues	
Generous Donation from Leadership Program	\$15,000
Grant Donations	
Total revenue	<u>\$15,000</u>
Direct Operating Expenses	
App Development/Professional Services	\$8,000
Staff Onboarding	\$5,000
Marketing	\$1,500
Miscellaneous Expenses	\$500
Total Direct Operating Expenses	<u>\$15,000</u>
Net Operating Income (Loss)	\$0

2020 QUARTERLY PROJECTIONS

	Quarter 1 2020	Quarter 2 2020	Quarter 3 2020	Quarter 4 2020	Total Revenue
Revenues					
Childcare Revenue	\$80,000	\$84,000	\$92,400	\$101,604	\$358,004
Grant Revenue	\$2,500	\$2,500	\$2,500	\$2,500	\$10,000
Other					
Total revenue	\$82,500	\$86,500	\$94,900	\$104,104	\$368,004
Direct Operating Expenses					
Sitter Payroll	\$64,000	\$67,200	\$70,560	\$77,616	\$279,376
App Development/Professional Services	\$2,500	\$2,000	\$1,000	\$500	\$6,000
Staff Onboarding	\$1,500	\$1,500	\$500	\$500	\$4,000
Marketing	\$1,000	\$1,000	\$500	\$500	\$3,000
Charges & Services (12.9 %)	\$10,320	\$10,836	\$11,377	\$12,515	\$45,048
Supplies(Computers, phones, other)	\$500	\$500	\$200	\$200	\$1,400
Total Direct Operating Expenses	\$79,820	\$83,036	\$84,137	\$91,831	\$338,824
Net Operating Income (Loss)	\$2,680	\$3,464	\$10,763	\$12,273	\$29,180

MARKETING





MOBILE MUNCHKINS

Local childcare for us by us

24-hour on-demand access to qualified and experienced childcare professionals servicing the Truckee-Tahoe area

TO FIND YOUR FIRST CHILD-CARE PROVIDER, VISIT
WWW.MOBILEMUNCHKINS.COM



MOBILE MUNCHKINS

Local childcare for us by us

Flexible job opportunities that can supplement any lifestyle

TO JOIN OUR TEAM OF
CHILDCARE PROFESSIONALS,
VISIT
WWW.MOBILEMUNCHKINS.COM

CONCLUSION & NEXT STEPS

1. Partner with local businesses
2. Plan 'grand opening' at a local school, or Boys & Girls Club
3. Build payment platform within app to save operating costs
4. Outreach to potential partners and sponsors

QUESTIONS?



LOCAL CHILDCARE. FOR US. BY US.