



FACT SHEET

Overview

Launched in 2016, Curated Care seeks to expand the definition of childcare by combining enriching, educational experiences with babysitting. It's the first online platform that connects families with "Kid Experts"—teachers and artists—who are vetted childcare providers. Curated Care enables parents to provide their children with stimulating activities during babysitting on their own schedule, in the comfort of their own home.

Curated Care is currently active in New York City and parts of New Jersey, and will be expanding across the United States.

www.curatedcare.com

History

Curated Care founders Marlene Veloso and Erin McConaghy founded the company to meet a parenting need. Marlene was in search of someone who would not only care for her daughter but also introduce her to creative, enriching activities. She consulted her daughter's Montessori teacher, Erin, who had heard that same wish from many other parents. Realizing there was a demand for families to connect easily with multitalented professionals who could provide activity-based child care, the pair got to work and Curated Care was born.

Values

Curated Care was founded on the idea that everyone's time matters:

- Every child needs time to explore, engage, learn, and experience new people and things.
- Every parent needs time to work, play, connect with friends or their partner, or just relax.
- Every teacher and artist needs time to explore their talents, share their skills, and inspire others.

Kid Experts

Kid Experts are at the heart of the Curated Care community. They are experienced babysitters, credentialed educators, language instructors, and tutors; they are artists, musicians, actors, chefs, yogis, and gymnasts. All Kid Experts have a college degree, certification from a teaching institution, or have worked in a professional setting with kids.

A User-Friendly Process

Booking a session on Curated Care is simple. New users can explore the site and browse Kid Expert profiles for free. When they are ready to book, a **one-time** fee of \$35 grants full access to the site. Add Kid Experts to your "team" and use Curated Care's online booking function to enter desired dates and times. Once that's done, Curated Care will notify the Kid Experts you've selected, and the Kid Experts will be in touch via the platform. Payment to Kid Experts occurs through the site, and is 100% secure. Questions? Email hello@curatedcare.com and someone will be happy to help.

Media Inquiries

For more information, please visit www.curatedcare.com, or email info@curatedcare.com or call (646) 450-2750.