

heynannyly. You need care? We take care!



Problem



Life with kids is never predictable; for parents as well as for employers. When your kid gets sick, your job meeting rescheduled or you simply need a break...

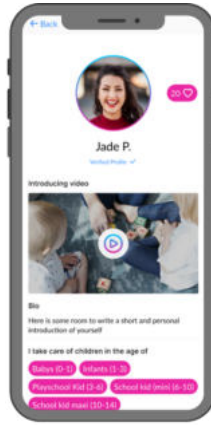
...where do you find childcare in short time?!

Solution



Meet heynannyly: the first on-demand service for childcare.

Our platform offers certified, high-quality childcare that fits your needs - in under 5 hours.



Advantages

- online payment
- full liability insurance
- unique matching score
- video and chat
- fair pricing
- last minute bookings
- real recruiting entry process
- certified nannies via security check

Our Business Model

B2C

transactional Service fee for regular (>24h) or short-term (<5h) bookings

recurring Monthly service fee

upselling Premium version

B2B

additional revenue Individual packages for employers (corporate benefits)

cooperations with partners, e. g. delivery services

Testpartner B2B



Market size & potential

TAM: 296B\$ global child day care services market

SAM: 2.1B€ private babysitter market in DE

SOM: 207M€

Market



\$17M in Series C

Soft opening in Munich

710 nannys

250 parents

"It's exactly what we need in order to live #network #remotework as parents", Stephanie, Mom.

"I was looking for something like heynannyly - backing & support, whenever needed", Theda, Student & Nanny.

"We want to support our employees with kids and be a family friendly partner", HR Head Just Spices.



\$13M in Series C



\$156.9M total funding

Roadmap

Currently

2023

2024

2025

2026

Phase	Product Market Fit	Key Cities Germany	DACH Region	DACH Region	Key Cities in Europe
Revenue	57k€	662k€	2.8M€	4.9M€	7.1M€
Costs	405k€	1.57M€	3M€	3,9M€	5.1M€
Babysitter	3.700	36.400	58.700	103.700	150.100
Parents	2.500	24.300	39.200	69.100	100.000

Founder team

Anna Schneider, Co-Founder



- Ex HR Director
- Freelance Babysitter for 12y
- focus on product development, recruitment & finance



Julia Kahle, Co-Founder



- Ex Head of HR Marketing & Recruiting
- Working mom since 10y
- focus on marketing, communications & cooperations



Team



- Lucas Zhu
- Full Stack Developer
- Ex Easy-Tutor

Hiring in process

Head of Marketing/Sales

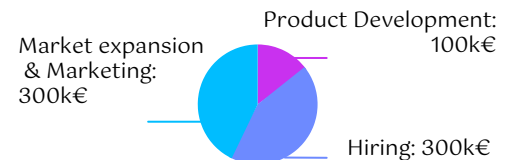
CPO with tech skills

Partners



Next steps

We need an investment of 700k€ for:



Head of Marketing, CPO, IT, Sales, Customer Support needed for successful launch in other cities.

And after childcare?

Let's use this model for pet sitting, domestic help, tutors etc...
-> Huge opportunity!

Together, we will empower families! Are you in? LET'S TALK!