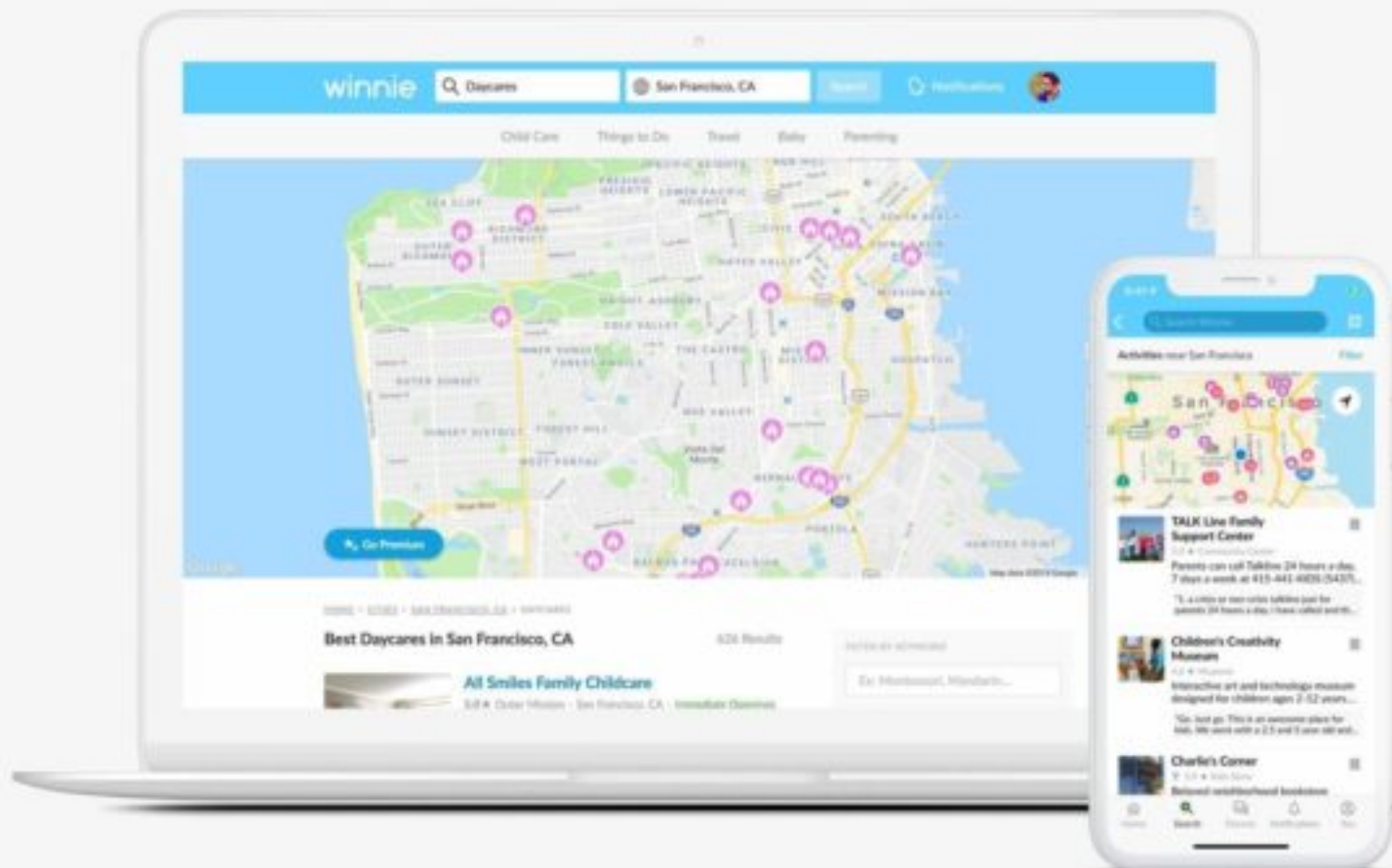


winnie



Powerful local search



winnie

Supportive community of parents + providers



winnie

Weekly personalized email





Millennial parents are here.

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

life hacker

Inc.

Bloomberg

marie claire

FAST COMPANY

CNN



UNIVISION

BUSINESS
INSIDER

TC
TechCrunch



Fatherly

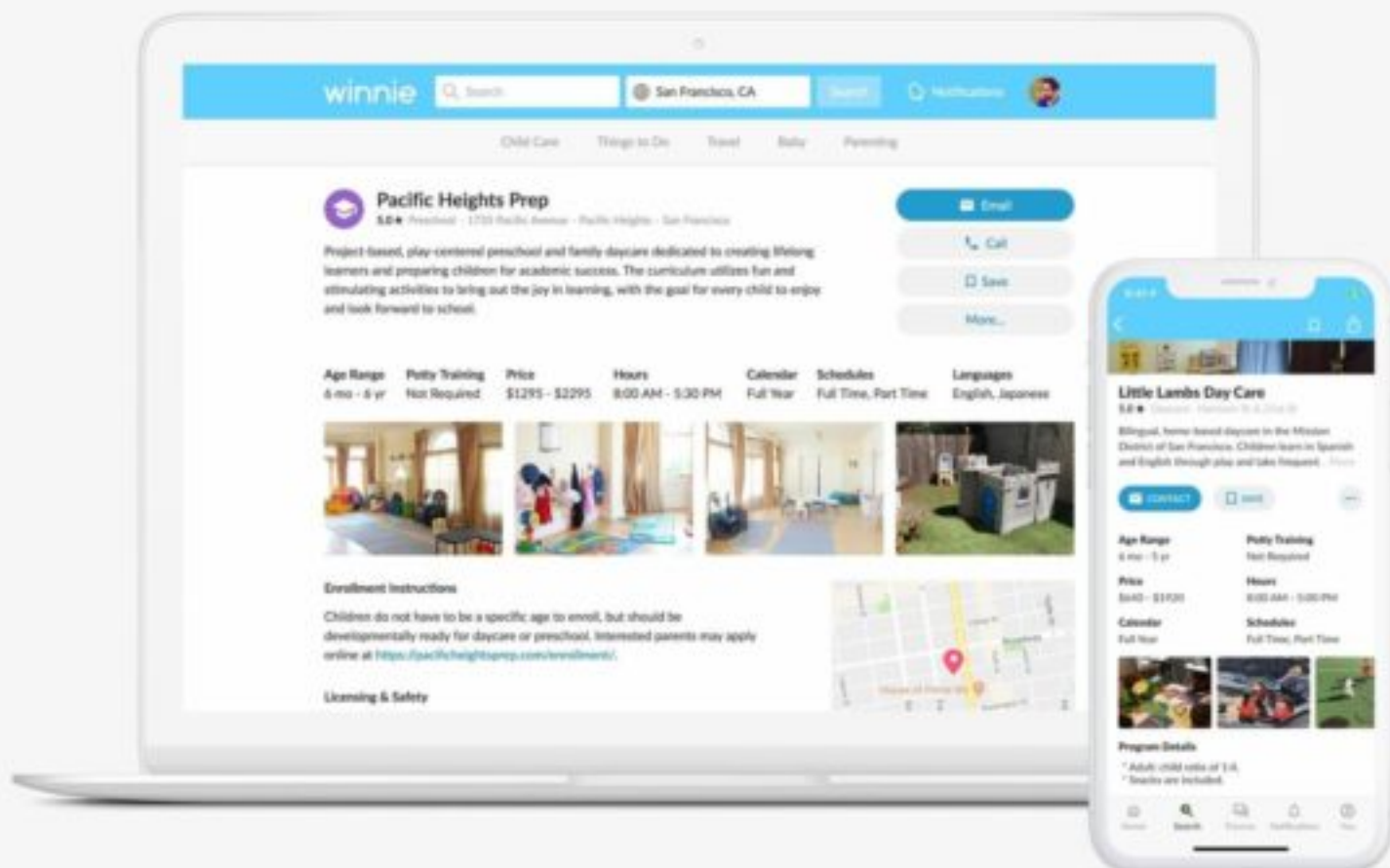
POPSUGAR

Forbes

winnie

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

Over 75k licensed child care providers

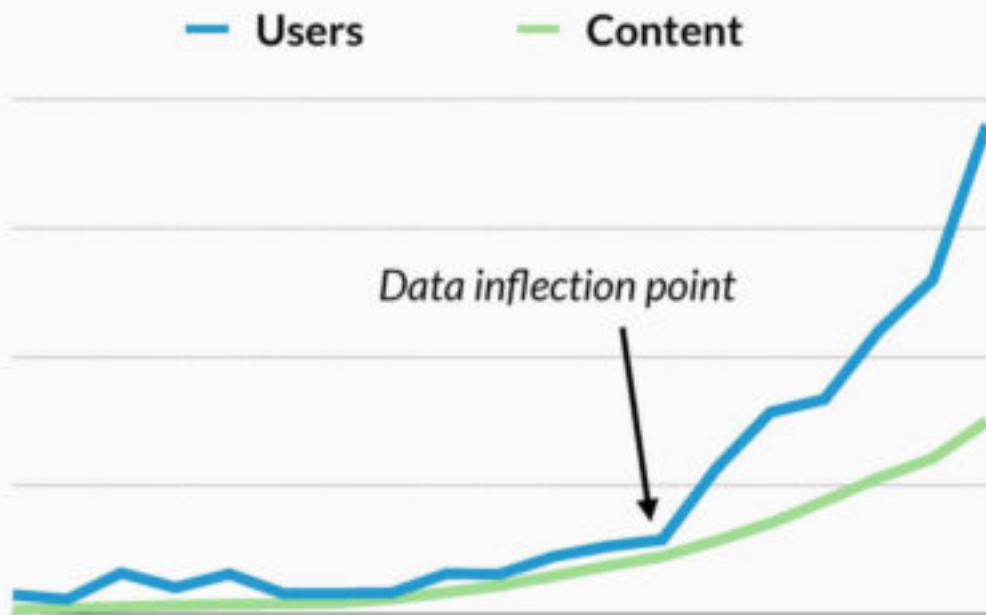


We've built a massive platform



- **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

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

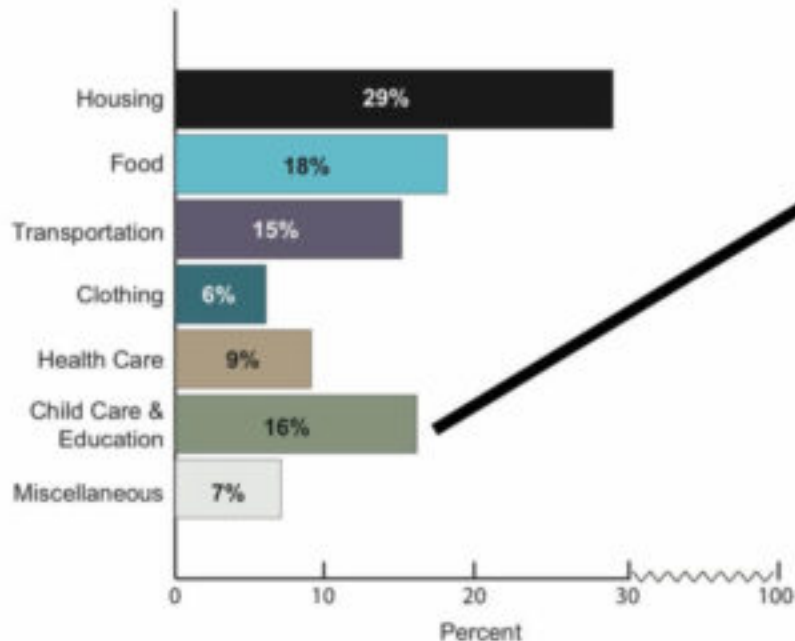
“ Winnie has helped find child care like nothing else has.

“ 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



Quora

Thank you



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



winnie