



# Transforming Care Economy to Increase Women's Economic Empowerment



# what

Online platform that connects parents with trained and certified childcare service providers for on-demand services.

# how

using technology and process innovation

# why

1. Solve inadequacies in childcare
2. Empower women with economic opportunities that are flexible, with good working conditions, reasonable income with potential career growth



# How We Use Technology to Transform Childcare



On-demand  
& flexible

Enhanced  
safety &  
security

Effective SOP  
management

Ease of  
access

AI for  
personalised  
care

Efficient  
recruitment &  
growth



# Kiddocare's Services



## On-demand childcare:

1. Babysitter
2. Nanny
3. Specialised Nanny



## Early Education Support:

1. Kindy@Home
2. Learning Buddies
3. FunXplore
4. Virtual Nanny



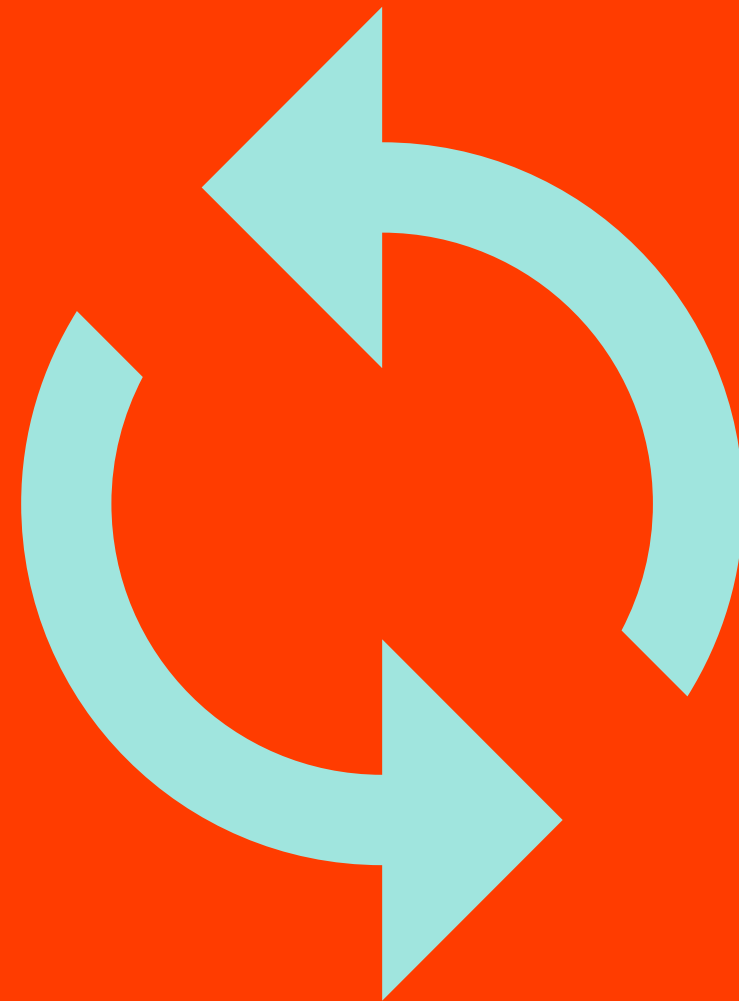
## Corporate Support:

1. Pop-Up Nanny
2. Childcare Credits



# Adopting Circular Economic Model to Increase Women Economic Empowerment

Recruit & train women with necessary childcare and early education skills, empower them as childcare service providers



Provide childcare/early education support to families. Enabling mothers to:

1. Start her own business
2. Work from home effectively
3. Work at office without worries
4. Maintain a work-life balance



# **Our Role During the Pandemic**

1. Frontliner's solution to childcare
2. Worked by non-profit organizations to raise funds and provided subsidised childcare for frontliners and families affected by Covid19
3. Provided income opportunities to women who lost their jobs
  - a. Women in hospitality sector
  - b. Women in airlines sector
4. Partnered with childcare centres and kindergartens to onboard their teachers as our Carers, easing centres operational costs
5. Keeping children engaged with learning and developmental needs

