



"Help each other - naturally!"

The SitEinander app connects families and creates free time for parents.

When Anna-Lena, Ulrike and Henrike Gerber founded a network to provide mutual child-care, it was not yet clear how quickly their idea would become known. More than 5000 parents all over Germany were using the trial version of the SitEinander app. Since autumn 2019 the new app can finally be used by all families.

"It was always clear to us that there was an interest in simple, inexpensive child care," says Ulrike Gerber, a mother of two children. "However, it was only when working on our idea that we realized how extensive the need really is. In 2017, the sisters decided to launch an app that would make it easier for parents to care for each other and build a network. "The feedback from our test groups confirmed that we should put the project into practice," said Anna-Lena.

At a very early stage, Generation D and the Startup Incubator Berlin recognized the potential of SitEinander and provided financial support. At the beginning of 2018 they were already able to launch the first test version of their app. After changes in the team and some challenges during the further development of the app, the founders successfully applied for the coveted Exist Scholarship. Now over a year of continuous testing and improvement is behind SitEinander and the families who accompany the team. And Anna-Lena adds "Hundreds of families gave us their feedback for the intensive test phase of user-friendliness. We invited them to the café in our coworking space and had every step of the development put through its paces".

A community that is very close to the team and the product. Financial support. Schools, kindergartens and even family-friendly businesses that want to work with SitEinander. And an ever-expanding network that the app recommends. That sounds like a success story! Anna-Lena looks back: "It took several attempts to finally develop the app according to our ideas. The way of thinking of software developers on the one hand and us founders on the other hand was very different. This learning process cost us a lot of time and money. But the wonderful feedback from our SitEinander families made us enthusiastic to continue."

Single parents have a special interest in mutual child care, because they bear the main burden and are often not able to pay an expensive babysitter. "I suspected that," says Ulrike Gerber. "But we also learned something new about the needs of our parents." Many parents use the app because they want to be connected. "My little one finds playmates, I new friends," explains an enthusiastic mother on the SitEinander website. In a group description at SitEinander you will find the sentence: 'Father looking for families so that his son can get away from the console'. "Our users create very

honest and open group descriptions," explains Henrike. "This creates a connection and trust right from the start".

The self-evident nature of mutual help takes any hurdles away from the first contact. This was also confirmed by a jury member of an accelerator competition, a father himself: "We simply don't dare to ask our friends for help. SitEinander can solve this problem". And Ulrike sums up the motivation of the team once again: "There is no better way to find friends than by helping each other. We are all united by the desire to ask for help without it being strange. And to build relationships that go beyond a cup of coffee together."

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All information under www.siteinander.de , as well as on facebook at <https://www.facebook.com/siteinander>.
Previous reporting at <https://www.siteinander.de/presse>

SitEinander in a nutshell:

Mutual babysitting, organized via a specially created app: This is the idea of SitEinander, a Berlin start-up. With the help of a simple point system, parents and families help each other. Fair, at the same level and without a guilty conscience. In this way they overcome care shortages, waiting times for daycare places, extra hours, new professional opportunities or simply make room for a visit to the cinema. More than 5000 families have been using the test version of the SitEinander app. The launch of the final app in autumn 2019 made it accessible to all families.