



"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.

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. "Hundreds of families gave us their feedback for the intensive test phase of user-friendliness," says Anna-Lena.

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The result was not just an app. But a community that is very close to the team and the product. "My little one finds playmates, and I, new friends," explains an enthusiastic mother on the SitEinander website. Ulrike sums up the motivation of the team once again: "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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