



Finding Safe Childcare On Demand

Liz Oertle
CEO, Co-founder, Nanno

EPISODE 22

[Quote]

“We connect parents with high quality, fully vetted sitters on demand – whether for a regular schedule, emergency or if you need to go shopping for 2 hours”



[Description]

Every parent has been there before - you need to find a babysitter for date night, or you wake up one morning to discover your child is too sick for school or daycare. You call around to find someone to watch the kids but strike out. Many parents find themselves unable to secure their regular sitters, due to short notice and other commitments.

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[Intro]

Jaision Dolvane: Every parent has been there before - you need to find a babysitter for date night, or you wake up one morning to discover your child is too

sick for school or daycare. You call around to find someone to watch the kids but strike out.

Many parents find themselves unable to secure their regular sitters, due to short notice and other commitments, leaving you to take a day off work or change date night. Usually, you knock on doors or ask around the neighbourhood hoping your regular babysitter did not already commit to babysitting elsewhere. The Internet provides options to search for childcare, but this involves a series of not so simple tasks – how do you find candidates, vet them, interview them, check if they have the right skills, and determine whether they safe and trustworthy? No matter how much work or time we put into looking for childcare, it can be hard to find someone with whom you feel confident in leaving your children with.

Liz Oertle is the CEO and Founder of Nanno, an app that provides parents with an easier way to find safe childcare with short notice. Through background checks, rigorous assessments and training, Nanno fosters positive experiences for all members of their community, providing a safe environment for children, parents and caregivers.

Nanno's service has also come to the rescue during COVID. With schools and daycare facilities closed, essential workers - hospital, police and nursing home employees on the frontlines are using Nanno to solve their critical childcare challenge.

In this episode, Liz Oertle talks to us about the challenges in finding Childcare and what she is doing to make life easier for parents to find safe sitters on demand.

Before Nanno, Liz was a startup lawyer and founder of the Independent Law Group. Liz studied English and Creative Writing at Binghamton University and received her JD in Law from the University of Michigan. When she's not busy building technology for families, she loves to go on adventures with her two daughters usually in Denver, San Francisco or New York.

[Episode]

JAISON DOLVANE: Okay, welcome Liz

LIZ OERTLE: Thank you Jaison. Thanks for having me.

JAISON DOLVANE: So Liz maybe you can start by telling us how you went from law to doing things with childcare.

LIZ OERTLE: It is not probably as mystifying as you might think. There I was as a lawyer in need of childcare. I had both of my kids when I was working at a big law firm. So I worked for a long time as a lawyer without kids. And then it was a night and day situation between both professionally and personally, between, juggling the demands of a legal profession already being very demanding. And then now having this extra layer of children and my husband was also a lawyer.

And so we really, when you have a client facing job, particularly, and then there's another level of people who now need you and need you to be there exactly when and where they need you to be. And so it was that pressure and being a sort of technophile my whole life thinking that technology is great and should solve all the problems. It was just mystifying to me that no one was using technology to solve that problem at the time.

JAISON DOLVANE: Right. Was there a specific trigger that kind of set you off in this direction?

LIZ OERTLE: There were a few things. I have to say, I'm not good at work-life balance. I never have been. So my whole life has always just this mishmash of kids and work and demands. And my kids are very involved in my work actually. They know everything that's going on all the time, because it's always kind of back and forth. But for that reason, there were a lot of times where, there were a few situations and this just happened to my now ex-husband like two weeks ago, bringing the kids to school, actually walking right up to the door of the school with the kids, and then finding out that this is like a random in-service day or it's closed or whatever, I have that whole full day planned.

Like, you're ready, you have your schedule, you drop off the kids and now you're going to the next thing. And you're there. And the dropping off the kids is just not going to happen now. And that was, that happened to me a lot when they were little probably mostly because of my own poor planning to be perfectly fair.

But it's just, those are the times that you're like, wow, I have no way how to handle this. I have no safety net. And that was sort of why we really thought

of Nanno in the beginning as a fully, a safety net for parents that we just don't have otherwise.

JAISON DOLVANE: Got it. Got it. So tell us about Nanno. I mean, what is it?

LIZ OERTLE: It's an on-demand childcare platform. It's supposed to be like Uber or Lyft, but for babysitters. And so not for driving, there are other companies that do the transportation, Uber, or Lyft for kids. But what we do is just connect parents with high quality, fully vetted sitters on demand. We started it really to be that emergency last minute thing, but we soon realized that the hassle and, just complete logistical challenge of getting a good babysitter was also something that parents would want to take advantage of or have technology help them with, even when they did have time for just a date next week or for things that they were planning and even on a recurring basis. Now we have people who are, they find a great sitter on our platform and they just want to book them on a regular schedule and not have to worry about, the logistics of paying them and keeping track of their hours and all of that.

So we've expanded into a lot more use cases than just that last minute emergency, but that was really the impetus for me in the first place.

JAISON DOLVANE: Okay. But when you talk about sort of using technology to find babysitters, I mean, I think I kind of get like a wave of different thoughts and sort of almost hesitations that kind of appear and, obviously a lot of them have to do with, well, how would I know that this is a good babysitter, and I haven't really met this person and is this going to be safe and how my kid's going to do with this person?

So talk to me a little bit about like, what challenges do you hear parents sort of bring forward and how you guys kind of go about navigating that.

LIZ OERTLE: So, thank you for bringing that up because our platform, we don't advertise it as, the most important thing about what we do is the vetting, the recruiting and vetting of high quality sitters, because they're supposed to already be there. When a parent comes to the platform, they need to know that we already have, thousands of great sitters available to them, which we do, but that really is the trickiest part of what we do behind the scenes and probably the place that we have built the most technology, to

be honest.

A lot of our competitors like care.com is one competitor in this market. I think sort of in the early days just took a pass on the whole thing. They are like, there's no way we can do this. Let's just not even try. Like, let's let the parents go figure out if this is a good fit for them. And just basically disclaim all culpability for that whole side of things.

If you're connecting people on demand.

JAISON DOLVANE: Sorry, when you said that whole side of thing, you're talking about, the safety part?

LIZ OERTLE: The safety part and the vetting, the figuring out if the person is a high quality person and, especially when some of our competitors first started back in the early two thousands, it was kind of the wild West on the internet anyway. So it was maybe a different time.

But now with products like Uber and Lyft and all these [05:09 inaudible], the expectation is that there's going to be a lot of vetting that goes on. And obviously in the childcare space, that's more important than anywhere else. So we have built so much technology on this.

We built, obviously we have background checks, but even our background check, we realized needed to be more than just your average background check, because there are a lot of regulations around background checks that apply in employment settings. But since this is not technically employment, we can actually do more thorough background checks than you're allowed to do on just a regular employee that you're hiring.

So we've really pushed the limits on the background checks, do the most comprehensive ones we can, we've built a personality test. That's a behavioral profile that's based on psychology. And that basically tests for things like is this person going to prioritize their own needs above the needs of my children. Then we have a skills test that we build to make sure that they know about safety and first aid and all of that.

So we really built a lot of technology around this vetting process because we realized initially our first plan was to only recruit teachers, nurses, college kids that were studying early childhood. And we still do that, but we realized

there's great sitters everywhere. If we can find a way to really vet them once they get into our system and make sure that they're really excellent. And so that's what we do.

JAISON DOLVANE: Right. You know as you were talking about that, the first sort of persona of the babysitter that came to mind was probably like the 15 year old down the street. is that kind of, I mean, are there 15 year old's on this platform that are sort of babysitters or is it really something more professional?

LIZ OERTLE: And this is, I mean, this goes to a bigger, a bunch of bigger issues. So no, you have to be at least 18 and that's because you can't, there are no background checks for people who are under 18. And so that's our main reason. But then the other reason is that the type of people that use this kind of service, usually, people with two working parents who have, this sort of high stress, lifestyle that need a product like this really more than, I won't say more than others, everyone needs it. And the ability to make it less expensive is something that we're trying to always work on optimizing. It's affordable, but it's not affordable to every type of parent at this point.

But the dual income, working professional parents that are the majority of our users right now. They are not interested in a 15 year old babysitter either. So that was one of the things that we realized, one of the stories if you want funny stories about life. I used to babysit when I was like 12 for an infant, I was a 12 year old taking care of a barely even like a newborn and no one should have let me do that. Like no offense to my next door neighbors who had me doing it, but like, that's a terrible idea.

And I think that the modern parent, when you have the luxury of being able to afford a little bit more which again, not everyone does. And that is definitely a part of our overall future looking mission is to make sure that we can make this accessible to everyone. But if you can afford a little bit more than that, you want more than that. You want a person who is an adult who actually has, skills and experience taking care of kids.

JAISON DOLVANE: Right. Right. So, when I think about the 15 year old, I think about someone who's going to come to our house and we have to spend probably, 10, 15, maybe 20 minutes, maybe a half an hour, just kind of telling them what has to happen and what to do and, kind of train them. It's going to be a training session. I mean, what can parents expect go out to your platform? I mean,

okay, so 18 and over, but are they trained? Do they know what to do when they come?

LIZ OERTLE: They're trained, they have to have some amount of childcare experience. To be honest, there are people on there that have the majority of their childcare experiences taking care of younger siblings. That's one of the biggest sort of training mechanisms that we see in people's profiles. Like I've been babysitting since I was 12, because I had like six younger siblings. And so I grew up basically always taking care of babies.

So it's not, they don't have to be, Montessori teachers to be on the platform. There's a lot of different ways that people can get this experience, but they have to prove from the tests that we give them, that they know, what food can, and can't be given to a toddler and, things like car seat safety and stuff like that. So they have to prove that they know that.

And then the other thing that I think is really helpful is that one of the ways I remember when I first left my kids with babysitters, when they were little infants and I remember so clearly, I had these like pages of notes, like I would write up and then I was like, I had them. And then they were sort of like on the refrigerator, but in Nanno you can actually just put that stuff in there at one time. So now it's available to all the different sitters that you might get. And so that whole exercise of, what is the baby's feeding schedule and what are you do when this happens and whatever can be available through the app. So that's another way that technology can help.

JAISON DOLVANE: Okay. Yeah. That's pretty cool. Maybe the babysitter can actually review that beforehand and come with questions.

LIZ OERTLE: Exactly. Or at least, even the things that you might not think of telling the babysitter. I remember when I was doing babysitting, it was like, here's how the remote control works by, like that was like the most important piece of information the parents would impart to me. But now people, like, I think it's just a different age of parenting than it was. And I think parents are, much more routine.

We're also used to dropping our kids off at daycare where they also have this elaborate routine and, onboarding that you do. So I think people are used to it as far as the specifics. But for the basics we test for it, we make sure that people know what they're doing.

JAISON DOLVANE: Okay. Okay. Yeah, I mean, I guess just like caregivers, there's different types of parents too, right? They'll range from being a little bit free to being extremely prescriptive.

So you guys have been using this platform. I don't know where I read about it, but maybe I read about it somewhere, but you had this concept of like superpowers or something. And I don't know if it was a beta or a trial or something, can you talk a little bit about that?

LIZ OERTLE: Sure. I mean, that's a thing. So right now where we are with it, what we would like to do is have parents be able, the evolution, the long-term vision of this is that parents will be able to say, if I'm going out, say they just want to go shopping for two hours on a Saturday. And it's not like a dire emergency. It's not even something that they really have to do at all. But they would like to, to be able to combine that level of sort of freedom for parents with enriching activities for kids. So it's not just a wonderful babysitter who can sit there and entertain your kids and keep them alive obviously. But someone who actually comes with a skill, like maybe you have a swimming pool in your, wherever you live, and you can have a person who has lifeguard training and can come and teach the kids swimming lessons for two hours.

So to me as a parent, this is cool because first of all, it removes some of guilt about leaving your kids with a babysitter when it's not like absolutely necessary, but it's also as a busy parent myself, I don't, I find myself sometimes hesitating to sign my kids up for lessons because I don't want to commit to it. You know what I mean? Like Oh, I could have them do swimming lessons on a Saturday morning, but then I'm like, that means every Saturday morning I have to go and bring them to the swimming lessons. And I don't always want to.

So being able to make some of those enriching activities that we want to have our kids be able to do something that we can do in our own home, which is awesome, obviously. But also do in a way that is also letting us flexibly use that time for ourselves is a win-win. So right now it's just a filtering mechanism. We don't have the official activities, that you book the same way that you book a babysitter, but we just have, here are some things that these caregivers know how to do with kids, and you can sort, and filter

based on that. But in the future, it will be an actual, like I'm not just booking a babysitter, I'm booking an activity or an enrichment.

JAISON DOLVANE: Right. Right. Makes sense. So your concept of superpowers is really certain skills, or a skill set that a babysitter might have where they can sort of almost like create some programming or do some activities with the kids that are more educational or enriching.

LIZ OERTLE: Yes. But the other thing I should say is there are other softer, not softer skills, but more less lesson planning focus, and more attributes that consider it might have. For example, we have sitters that speak all different languages. And some people are looking specifically for a sitter that, if their kids are doing language immersion, they might want it a Spanish or Chinese speaking sitter that can actually continue that when they're, as just a side benefit of their babysitting. And also, we have a lot of people, a lot of our sitters have special needs experience.

And that's another really big thing for parents that have kids with special needs, because it can be really expensive to get that kind of care when it's a specific, you go to a special needs focused site, but a lot, since so many of our sitters, our teachers are care professionals in schools. They just happen to have a lot of those skill sets. And it's a very affordable way for parents with special needs kids to be able to find people that have those skills.

JAISON DOLVANE: Right. No, that's an excellent point. So, this whole concept of sort of the filters that you in there that allow parents to search for what they're looking for is very interesting.

when I think about that further though, obviously, there are parents that are located in various different geographies, various different regions. So how likely are they do sort of find a match?

LIZ OERTLE: Well, that's an interesting question. It's a supply and demand thing. I mean, obviously we have that. We have sitters everywhere in the United States. I mean, it is crazy to me how, I mean, I think it's mostly just an indication that there are great sitters looking for this kind of opportunity everywhere. And we also do some marketing to colleges, wherever there's a college, we probably have sitters, but we really do have them everywhere. And so maybe we don't have a ton maybe in Des Moines,

we only have like 50, but there's not that many parents trying to book in Des Moines either. So at this point that ratio works right?

And then as we see one side, increasing more like if we see that we have a lot of sitters in places and we might do more marketing to parents in that place, because we know we have a lot of supply. And of course, if we see more demand arising in places where, honestly in our biggest markets, we're always trying to recruit because there's always just, a need for more sitters and a need for people with different qualifications.

The more people we have, the better able you're going to be able to just not just find someone, but find someone with one of these superpowers that you're looking for.

JAISON DOLVANE: Great. Well, that's great. But when I think about sort of babysitters that we would want to hire, we'd obviously want to find out from others as to, how they did and how their experience was with their kids. So is there some mechanism here to be able to sort of like hear from other parents in terms of what their experiences were with the particular babysitter?

LIZ OERTLE: Of course. I mean, there's reviews, parents write reviews, there's star ratings. If sitters get negative ratings, we take them off the system entirely. So don't be fooled like when you go on there and you see that everyone has high ratings, it's not because, I mean, we're not being disingenuous about that. It's just, if they have low ratings, they're not allowed to be on the platform anymore. And so we use that sort of that rating and testimonial and review system for both reasons. One to let parents tell about their experiences with the sitters. They often want to, I mean, we didn't have it. In our first version we didn't let them write anything. They just gave a star rating, and they were like, I want to tell all about this awesome sitter that I have.

So yeah, so letting parents be able to talk about it and read each other's reviews, and then also, obviously as a quality control function, if anyone gets a negative review, we take them off.

JAISON DOLVANE: Right, Yeah. So pretty high bar. Yeah, so what about in terms of, I mean, are these babysitters usually coming from far away, are they sort of around the corner? what can parents expect?

LIZ OERTLE: That is a great question. It really depends on the Metro area, the geographical region. Obviously in New York, we have, people are close. There's a lot of people in New York and they don't tend to have to travel very far. In some cities like Denver, which is our biggest market, since that's where we started, people will drive a pretty far distance, especially for a long booking. If they're going to be there all day, they're going to make some money, they don't mind driving.

And then there's other cities where no matter what they really don't want to drive, like just interestingly Dallas, LA and Washington DC, nobody wants to drive. Like sometimes I look at the map and I'm like, there's all these hitters and they're right near them, but they won't go. And it's just, they don't want to have to get in the car or they don't want to go very far. So for us, from a recruiting and supply and demand perspective, we have to sort of pay attention to that. But it really, I think who live in certain places, they know. Like in Colorado, we know that people are willing to get in the car cause it's pleasant and they drive, a half an hour, they don't mind.

And in some places like LA, the parents know, like the people who live there and are booking the sitters, kind of know the culture.

JAISON DOLVANE: Yeah. Well, that's excellent. I mean, so tell me about obviously when I think about your service and I thought about COVID at first, my thought was, Oh, well, you know obviously people are not going on that many dates, restaurants are closed we are in lockdowns and [18:20 inaudible] places, so, maybe this is not going to be as relevant. But from what I understand, just reading about what Nana has been doing, you've got kind of an application during these times. So maybe just tell us about that.

LIZ OERTLE: Well, the biggest thing that we realized was that people are much more interested in longer term engagements, right? So it's less likely, our big emergency use cases or even just date night. So the big sort of one-off use cases are, I have a work emergency, or I have, I want to go on a date and in both of those things, or I want to just go out and do something social. So those two things are less going on less in the past 12 months, although they're starting to pick up right now, observably.

So instead there are people who are more looking for actual longer-term relationships with one or two centers that they could, that everyone had an understanding of the COVID precautions they were taking. Maybe they were

even sort of socially isolating with each other. And so we did end up seeing a bigger trend toward longer term bookings or longer term relationships.

And then also we made a product that was specifically for helping people find pods. So we've pulled that out now because it's not really the thing that people are looking for anymore. Or I should say we segwayed into a more permanent long-term booking product called stay care. We started it to make pods and to help people find pods and to match with the other parents that had similar, COVID precaution levels and all that and age group of kids and geographic locations.

And so we started it really quite specifically toward pods. And now we've just sort of generalized it into more of a, if you're looking for a long-term nanny, if you're looking for a long-term after-school sitter, a few days a week on a regular basis, then you can use that. So the long-term thing is always something that people need, it's just it's during COVID, it was really almost the only thing they needed.

JAISON DOLVANE: Right. So you've been doing some work with kind of like government bodies and things like that, also with essential workers. Can you talk a little bit about what that's about?

LIZ OERTLE: Yes. We did that in the beginning of COVID. It was really, it was March, April of 2020. And so we were asked to help a sort of public private partnership led by this organization in Denver called the Gary community investment organization. And it's sort of a hybrid between a foundation and investors. But anyway, they do a lot of really good work in early childhood education in Colorado, specifically.

And they were just leading this task force. They were sort of deputized by the governor to lead a task force, to just figure out how we were going to provide emergency childcare to essential workers during the lockdown. So it was during the lockdown and it was people who, most people weren't allowed to leave. I mean, even our caregivers were saying, can we go, are we considered emergency workers? Or only if the parents that were going to babysit for emergency workers, are we emergency?

So it was in that period of time where nobody was really sure they were allowed to leave the house and all the daycares were closed and everything was just in a total flux. And it was, essential workers, like definitely

essential workers, police, hospitals. We started with hospitals. We went with, we went to police and fire department and public safety workers and government workers, but anybody who had to leave to be able to continue to function society during a lockdown, we had to find childcare for. So we partnered with them and we just built a separate product for that.

And it was basically, we partnered with the department of early childhood in Colorado to identify open spots in physical licensed daycare facility. So it wasn't like our normal product where it's babysitters in the home. We talked about doing that, but we didn't. So we found the available spots that were in licensed daycare centers, where they had capacity. And then we matched essential workers who needed childcare for their kids with those places through technology. So that was our part. We built the technology.

JAISON DOLVANE: Yeah. Very interesting. So, obviously even today, right when parents actually are going to be hiring babysitters, I mean, have you guys put in place any special precautions around COVID and they have to get tested beforehand? Or how are you sort of working through some of those challenges?

LIZ OERTLE: So what I finally ultimately came to realize is that COVID, I mean, let's hope that COVID isn't around long enough for this to resolve itself, but it's so unique to individuals, I mean, there are definitely some standards that you could apply that are across the board. Like, have you had the vaccine now or have you had COVID, did you test positive for it, but it ended up that there were so many different variations of people's attitudes toward it. And especially with childcare, like, just as an example, if you think about it, some people were saying, I only want the babysitter to come if they're willing to wear a mask the whole time and gloves and this whole thing.

And then other people were saying, I only want the babysitter to come if they're willing to not do any of those things, because I don't really think that that there's a big risk to my family. And I don't want someone wearing a mask and frightening my children.

So there was such a broad spectrum of attitudes that we finally just made it our policy to really remind everyone, once you have the engagement, communicate about it, like talk about what your expectations are and if anybody doesn't feel comfortable with the expectations and they can cancel, we'll find a different, situation. But we really found that people were able to

just negotiate their own precaution level. And I guess for me personally, from a personal philosophy perspective, I think that's the right thing to do during COVID, since there are just so many different attitudes and just as long as everybody has, full consent and discussion around it, if everyone's happy with the arrangement, I didn't want us to artificially get in the middle of that.

JAISON DOLVANE: Yeah. Okay. That makes sense. That makes sense. So Liz tell me about any of the challenges that you might've faced, sort of, along this journey here.

LIZ OERTLE: I mean, from a business perspective, I will say this is a hard business for so many different reasons. I mean, a lot of people who have tried model similar to ours have failed because the Delta between how much parents are willing to pay for babysitters and how much babysitters are willing to work for is very narrow. So it's always going to be a narrow margin business. We have to make money somehow, but we don't want to make it on the backs of hardworking parents or the babysitters who are also working hard.

So figuring out how to make the, the business model work profitably has been a challenge. It really only works at scale, which is why we went national so quickly. So that has always been a challenge. And, and there's an underlying sort of, I don't know how to say it. It's almost like a bias against paying babysitters, like a normal amount of money. It's crazy. But what I finally realized is not everybody is like this, but I think there's a cultural bias in our society that childcare, even women think this. This is not a sexist thing necessarily, but we have this cultural bias, that childcare is something that is done at home by women for free. And that affects the pricing. It just affects, as I'm sure, thinking about just pricing from a business perspective, you have to price something based on what people are willing to pay, what their perceived value of the thing is. And it's not that people don't value childcare is that for some reason, it doesn't feel like it should cost that much money.

And it's strange because \$15 an hour is not that much money for someone to make. I think everyone can recognize that, but it feels like a lot to pay. So it seems sort of strange. I think it really is because of the cultural, I mean, unconscious biases around childcare, nobody would actually say that nobody would say, I think, why doesn't my wife just stay home and do it for free,

because it's not free. As we all know, even when a family member is doing it, there are social and really economic inside of the family cost to that person doing that type of work instead of a different kind of work.

But it is sort of this unconscious bias that people have that makes it harder for them to really understand that this is work. You know what I mean? That childcare is actually work. I mean, it's fun too, but my job is fun, but I still expect to get paid for it.

JAISON DOLVANE: Well know. I mean, when you talked about sort of the additional skills that some of these babysitters could bring and that they could actually teach our kids. I mean, that certainly kind of like, at least, for me mentally was like a different sort of caliber of person that we're looking to bring on.

And what about the safety and trust part, I mean, that still sort of feels like it's [27:08 inaudible] at least for myself and are all the things that you're doing and the ones that you've talked about. I mean, do you feel like you've kind of overcome that hesitation around just parents trusting the system and the babysitters that they're getting?

LIZ OERTLE: I think this is one of those arguments that I'm going to make. That is a completely logical argument. And I know that this is not really a logical thing. people, how you feel about who you're going to trust your kids with is not supposed to be based on logic, but let me just tell you the logic of it.

What we do to vet these people is more than anything else anybody would ever do. You know what I mean? Like if you hired your next door neighbor to come over, you're not going to do the level of vetting that we do. Even if you hire somebody off of care.com and you interview them, or you hire someone through a nanny agency and they interview them and then you interview them, all of those things are not as rigorous as the things that we do to vet the caregivers on our platform.

So I really, 100% as a parent and a business owner stand behind the idea that our babysitters are, this is the safest way to find a babysitter, not just it's safe. It's okay. It's like the safest way. But I also know that it's technology and again, you don't really convince people with logic, you think you should be able to. And so I think the real way that people realize that this is awesome is when they do it, when they book their first babysitter. And so

sometimes people do this, I've had a lot of people tell me that they stayed home and especially during COVID, but even before that, they had to, there was an emergency, they had to have a babysitter, but they stayed home. They worked in the other room just to make sure it was going to be okay.

Really, I think that's the aha moment when they're like, wow, this person is amazing. And they're so amazing with my kid. And they're way better than any babysitter I've ever had before through my regular channels. And I can now book them all the time so easily. So that's the real, that's the emotional reason that people finally get persuaded. And then they get persuaded. Like at first, they had these little, tiny, so our platform, you can make little lists and you can make groups of people there, their lists are small, and they get one. And then they're like, wow, this is awesome. I'm just going to open this up. I know all the babysitters on this platform are awesome. So I'm just going to open it up to anybody.

And then they start thinking of that variety is a good thing. Like their kids get a little, different experience of different people. And they realized that there's just so many wonderful people out there that they can book.

JAISON DOLVANE: Yeah, good point. it feels like what you're talking about is obviously there's a bunch of boxes that can be checked, but chemistry between the kids and the babysitter is an elusive thing, right? You need to kind of like, see it, and feel it.

LIZ OERTLE: Well, and that's another thing. I don't know how many times you've had this experience, but I sometimes I'm not the greatest judge of who my kids are going to like. I remember the last time I got a Nanno babysitter and I talked to her and I was like, ah, I'm not like, I don't love her personally. You know what I mean? Like she was great. I knew she was great, like my personal feelings about her were like, I don't, I don't know if my kids are going to like her. I don't know what's going to, and they loved her. They loved her so much, they were always wanting her to come back. And I never, like, I like her, don't get me wrong, but I never fully, like, I personally didn't ever connect with her.

But sometimes the people that connect with kids are not the same people that connect with adults. And that's just something that I experienced again and again.

JAISON DOLVANE: I've shared a similar experience, but we've had a very quiet babysitter that, me and my wife, were not sure about, but the kids loved her. So it makes that makes a lot of sense.

LIZ OERTLE: And that's kind of the important thing, right?

JAISON DOLVANE: Absolutely. [30:36 inaudible]. So Liz tell me about you've been kind of on this journey for a few years now. outside of sort of, building this business has it changed how you think any kind of personal transformations along the way?

LIZ OERTLE: Has the business changed how I think? Well, certainly the process of becoming an entrepreneur has changed everything about my life. As I'm sure you have experienced yourself as an entrepreneur, it is definitely not like any other job you can have. But I think the most exciting thing to me, and it's a change, nobody does this if they don't already have this idea in their mind and their personality, that they can change things, right. That they see problems. And they're like, I think I can fix that problem.

I realized a few years ago that not everyone sees the world that way. I think before that I went through life thinking everyone did. And then I realized, no, this is a unique thing that, only some people really have the motivation to change things, to solve problems and get a lot of excitement out of it. And, you have to, because otherwise it's not worth it, right?

Like if this is not something that drives you, then you, are probably going to be an unhappy entrepreneur and quit at some point. But I think the thing that's so exciting to me, and I think you, and I probably share this view is there's so many cool things that can be done with technology to help parents. And I love what we're doing right now. It was born out of a very strong need that I had that seemed like a glaring absence in the market that I could help fill.

But now that I'm in this business and I have, I now have a lot more skills around building technology and I understand what it takes and my kids are older, so I'm seeing different set of problems. There's just so many things that we can do. And there's so little, really high quality stuff in this market right now. Like you've done an awesome job with your podcast of pulling together some of the best people in this industry, but there's just not tons of people here.

there's just not tons of people racing around trying to solve the problems of families. And so to me, it's exciting because it's both really fulfilling cause it's really solving real world, but it's also a huge open market that we have, there's so many things that we can still do that can really meaningfully improve parents' lives.

JAISON DOLVANE: Right. Yeah. No, absolutely. So Liz tell me, do you have one feeling as a parent that you would rather not feel?

LIZ OERTLE: I love that question and I totally do. And I will tell you, it's so simple. Impatience, impatience is the bane of every parent. It is like when I start feeling that with my kids, cause they're kids. Like they're also frustrated sometimes that they can't do things as fast and that things go on that they, like they spill stuff. Like they don't see into the future the same way that adults do because they haven't lived the experience a million times. I hate that feeling, that creeping feeling of I'm getting impatient with my kids, because I want my kids to have a totally patient Zen like mom. And unfortunately, they don't at all. So that is like the kryptonite of me as a parent.

Like when I feel that impatience kind of coming on, I'm like, okay, I got to do something. I got to stop the train before this impatience starts guiding my behavior because that to me, that's just the hardest thing.

JAISON DOLVANE: Yeah. You know what, it's really hard to catch yourself. So kudos to you that you've actually been aware of that. Amazing. So Liz, what is your hope for your audience?

LIZ OERTLE: You mean, what do I hope that they can ultimately achieve one day?

JAISON DOLVANE: Yeah.

LIZ OERTLE: What my goal is for them is to be able to conduct their lives as parents in a way, not necessarily that's the same as before they had kids, but with the kid having part of their life, not just completely demolishing their personality and their ability to live their life as a fully functional and happy adult. And I think, I mean, from personal experience, I think that can happen. And I think it's more insidious than you think. Like it can destroy

marriages. now we no longer have the ability to interact as adults anymore. We're constantly in this state of childcare. And I don't mean that in any negative way about kids. We love our kids, but we don't need to be slaves to them.

I mean, that's my motto as a personal person. Like, I love them. I want them to have everything. But even when we talk about the patient's thing, sometimes another person coming in and hanging out with my kids and doing an art project that I'd really don't have the patience for because I'm just, my mind is going in a million different directions. That's better for them and me and I want to change the idea and the concept of Parenthood that it doesn't have to be indentured servitude. You know what I mean? It doesn't have to be like, forget about your life for the next 20 years, because now everything you do has to be towards your kids.

We do have to prioritize them. We do have to make sure that they have the best things, but sometimes our personal facetime is not the best thing for them, for them or us. And I think giving parents a technological solution to that, but more importantly, the license to think about it that way and say, I remember really clearly the first time I went into a Montessori classroom, when I first had my first daughter and I went in and I was like, oh my God, I can't wait to bring her here. Like this place is so much better than anything I could ever do for her. I mean, and that's the thing. Sometimes having other people, helping you with the kids, it's not just you taking a pass or copping out on your parenting responsibilities. It's actually better for everyone, the kids too.

And so I sort of, when I think about what I want Nanno to be able to achieve for our users on both the parent's side and the caregiver side, I really want them to have that, to make a new sort of space around this and say, this is not an abdication of your parental responsibilities. This is an enhancement, and this is how you are the best parent you can be. And so that's my vision for Parenthood and Nanno.

JAISON DOLVANE: That's great. I think you have pointed on to so many important things in terms of just when we have kids, we go from sort of spending time with our spouse to it, being all about the kids. And I think using your platform as a tool to help us sort of find that ability to spend a little more time with each other could go a long way.

LIZ OERTLE: I hope so. I think that, perversely I think COVID might have gotten us a little step further toward realizing that. And I kind of think once the vaccine is fully available and everybody's, the world can safely open back up, I think everybody's going to be like, well, I banked a lot of time with those kids. I think I deserve a night out.

JAISON DOLVANE: That's right. There's definitely a lot of demand there now. Excellent. So Liz tell us or maybe just tell the audience where they can learn more about Nanno, where they can download the app.

LIZ OERTLE: Sure. We have an Android app and an iOS app, and you can just go to www.nanno.com and do it entirely on your browser too. So you don't need to download the app, but you can. So we have all the various different ways that people can do it. It's basically the same in every place and sitters too can go on and those same places and access it the same way. And yeah, you can go on. So we made it really simple back to what you were talking about with the trust and everything. We made it really simple to go on and start looking at caregivers near you, even before you even give us your email address.

Like you can just go on and start seeing what we have because it's, that's a way for people to sort of start getting familiar with the sitters in their area and the wonderful, I love it. I don't personally review all the sitters anymore. But sometimes I just do, because it's fun and I'm like, wow, there's just so many awesome people on here. I would leave my kids with any of them. And it really is like, that is the key to me to making this whole thing work.

JAISON DOLVANE: That's excellent. And one last question for you before we sort finish here. So obviously you guys are in the US right now we've got people who listen to the show in Canada and the US, any plans to be in Canada?

LIZ OERTLE: We definitely have a lot of people asking that, so, yes. We're still sort of making sure we have all [38:55 inaudible] in the US. Canada and Mexico will probably be next.

JAISON DOLVANE: Okay, Sounds good. Well, thank you very much, Liz. I appreciate you being here today.

LIZ OERTLE: It was really fun. Now. It suddenly it's breaking up a little bit, but thank you so much for having me, Jaison [39:11 inaudible] fun conversation. Thanks for all the great questions.

JAISON DOLVANE: Yeah, thank you.

[Outro]

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