



# **Innovation in Action: Opportunities for New Ideas and New Mindsets in Child Care**

Michael Dougherty and Chelsea Sprayregen

July 31, 2019

# Agenda

- 1 Rapid Design Sprint (30 mins)  
-Outcome: select a solution for your group to pitch
- 2 Pitch Creation (30 mins)  
-Outcome: complete pitch worksheet
- 3 Pitch Presentations (20 mins)  
-Outcome: pitches and group feedback
- 4 Final Reflection (10 mins)



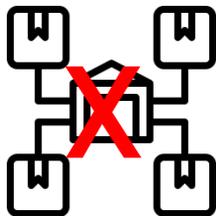
# Unique challenges of child care



**Low pay rates**



**Scarcity constraints**



**Fragmented distribution**



**Legacy tech systems**

# Bright spots of innovation



**New business models** leverage shared services + tech to increase pay AND quality



**Scalable training, mentoring, and community-building programs** increase provider skill and job satisfaction



**Free, easy-to-use, mobile-first tools** empower providers and parents (98% of whom have access to a mobile device)

# Ideas on how to support innovations



## ACCESS

- Equip parents + providers with free, nonprofit tools
- Help state & local partners pilot new innovations



## FUND

- Directly fund innovations to help them achieve scale
- Leverage statewide purchasing to lower cost



## COLLABORATE

- Partner with philanthropy to subsidize pilots
- Connect state systems to tech innovations with APIs



## LEARN

- Draw inspiration and best practices from adjacent systems and organizations



# Appendix Slides



We envision a world where all children, no matter their background, can fulfill their innate promise.



# Promise Venture Studio Mission

To spur **social entrepreneurship** in Early Childhood Development (ECD) in order to catalyze **innovation and growth** in the field and cultivate a diverse, **thriving ECD innovation ecosystem.**

# Our Theory of Change: A Thriving Ecosystem

Attract, support, and connect  
talent and capital

Positive feedback  
loop

Improved  
outcomes for  
young children  
and families  
facing the  
greatest  
adversities

Innovation and  
growth in the field

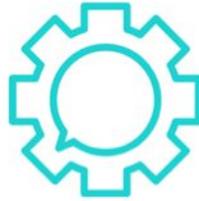
More sustainable social ventures  
with greater scale and impact



# What we do



**Attract**



**Support**



**Connect**



**Social entrepreneurs in early childhood development**



# Our team



Michael Dougherty

TEACHFORAMERICA



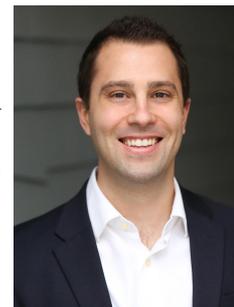
STANFORD BUSINESS



Matt Glickman

McKinsey&Company

Generation



Gabe Hakim

imagine  
K12



Karen Lien

pie  
for providers

BeneStream



Chelsea Sprayregen



MEDALLIA



Maya Watts

# Case Study 1



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- **What:** Mobile screening app using ASQ3
  - **How:** Serves customized content to strengthen kindergarten readiness
  - **Why:** Increases quantity and quality of interactions between children and caregivers, promoting early identification and intervention

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- **Pilot:** 2,000 child ELC/WIC pilot of tech-enabled screening
  - **Goals:** Identify and improve process breakdowns
  - **Future:** Potential for integration across OEC

# Case Study 2



- **What:** A franchise model for high quality home-based child care.
- **How:** Recruit new providers and support them with mentorship + business toolkit
- **Why:** Increase the supply of high quality child care providers, while raising provider incomes by 70%

## Eagle County, CO

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- **Pilot:** County partners with MyVillage to give a \$5,000 grant to each new provider.
- **Goals:** Reduce subsidy waitlist and increase supply of care in a child care desert.
- **Future:** Potential for integration across Colorado and beyond.

# Case Study 3



- **What:** Software to help providers manage child care subsidy paperwork.
- **How:** Text message reminders, subsidy case management, auto-fill and submit forms.
- **Why:** Reduce providers' paperwork burden while increasing their income. Make care more accessible to low-income families.

## YWCA Chicago (R&R)

- **Pilot:** Providers in DuPage and Kane Counties get in-app case status updates.
- **Goals:** Reduce time on hold or in office for providers; reduce inbound inquiry load for R&R.
- **Future:** Full integration (e.g. billing certificates, application submission) & expansion statewide and beyond.



INSTITUTE FOR EARLY EDUCATION  
LEADERSHIP AND INNOVATION

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**Anne Douglass,**  
Founding Executive  
Director

[Video Link](#)

- **Goal:** Mobilize a critical mass of leaders so that every child care program in America has a trained leader and change agent
- **How:** Empower educators in entrepreneurial leadership with 40-hr curriculum
- **Where:** Operating in MA & MD
- **Year founded:** 2016
- **Pricing:** Subsidized by public-private investors



CELL-ED

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**Jessica  
Rothenberg-Aalami,**  
Founder & CEO

[Video Link](#)

- **Goal:** provide 1M early childhood educators with a mobile-first pathway towards professional certification and job matching.
- **How:** Train, nudge, and coach today's workforce on any cell phone with micro lessons. Expanding from adult literacy (50,000 trained) to early childhood.
- **Where:** National
- **Year founded:** 2014
- **Pricing:** \$4/learner/month

# AVANCE<sup>®</sup>

*Unlocking America's Potential*

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**Elida Gonzales,**  
COO

- **Goal:** increase supply of licensed child care by leveraging existing connections to license-exempt LatinX community.
- **How:** Apply best-in-class parent education for LatinX community to FFN training and licensing
- **Where:** TX, CA
- **Founded:** 1974
- **Pricing:** Subsidized by public-private investors

[Video Link](#)



**Dr. Jin Lee,**  
Founder & CEO

[Video Link](#)

- **Goal:** Help preschools align with developmental guidelines and connect families to local resources and treatment
- **How:** Provide parents with an easy app to help them screen and identify the 25% of children at-risk of developmental and mental health issues with pediatrician guidance
- **Where:** National
- **Founded:** 2015
- **Pricing:** \$2/child/month. Bulk pricing available.



Cognitive  
ToyBox

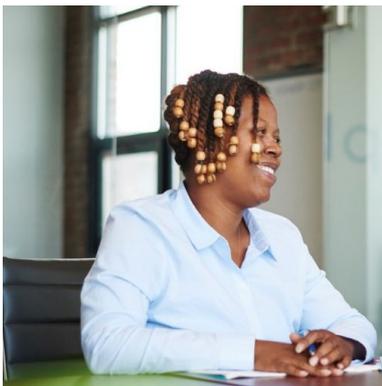


**Tammy Kwan,**  
Co-founder & CEO

[Video Link](#)

- **Goal:** Save all preschool teachers 2-3 hrs per week and shorten feedback cycle from assessment to instructional adjustment. Boost child outcomes via enhanced instruction and more accurate data collection.
- **How:** Provide preschool teachers with research-backed, hybrid game-based and observational assessment system for KG readiness
- **Where:** National
- **Year founded:** 2015
- **Pricing:** \$1/child/month for systems

# C.C. Busy



**Shimira Williams,**  
Co-founder & CEO

[Video Link](#)

- **Goal:** Help providers spend less time on paperwork and more time with children. Help families better understand their child's development.
- **What:** Enable home-based providers to document children interactions with voice assistants that can be shared with parents and regulators.
- **Year founded:** 2018
- **Where:** PA
- **Pricing:** \$20/mo. Bulk pricing available.