

## Juggle Street

### On-demand platform for family jobs

Juggle Street is an on-demand platform to help time-poor families find people who can fulfil family jobs. The platform initially focused on neighbourhood babysitting and nannying but has expanded into offering other family jobs such as home tutoring, which it launched in August and already has more than 2,500 registered home tutors. Since the platform commenced in 2014, it has attracted more than 52,000 “jugglers”, which comprise around 50% families looking for help in-home and 50% local helpers. It has expanded from Sydney to Melbourne, Brisbane, Perth and Adelaide and Auckland, New Zealand. Families have the choice of paying as they go or annual subscriptions.

#### Background

Juggle Street was founded in 2014 by CEO David James and CTO Amr Elsayed, in response to David’s own experience of not being able to easily find local help for in-home family jobs such as babysitting.

#### The business

Families have the choice of a one-off payment to post a babysitting, tutoring or long-term childminding job. These cost respectively \$15, \$30, or \$60 to post. Alternately, families can pay an annual subscription, starting at \$60 for babysitters and up to \$120 a year for all jobs. Families set the price of every job posted and helpers decide to apply or decline in real-time via the mobile app. Juggle Street believes this market-based pricing mechanism can save a family the cost of a Juggle Street subscription with one job post. Families leave ratings and reviews after every job, and families are encouraged to contact other families on the platform on the platform to get recommendations about local helpers. Families who take a subscription receive public liability insurance from Aon.

#### The market

There are several players in this market seeking to tap into the 2m+ families who need help with in-home jobs such as babysitting and tutoring. Some of the competitors in this space include findababysitter.com.au which Fairfax Media acquired in 2009 for around \$3m and which has more than 400,000 users but it is not a real-time platform; Sittr, which is an online agency for nannies and babysitters, charges \$27 per hour or \$210 per day for each candidate and takes commission from the fee; and long-standing traditional job service Dial-An-Angel which matches carers with families. Findababysitter and Sittr are very much focused on childcare, whereas Dial-An-Angel also offers job-matching for in-home nursing services and cleaning services.

#### Share details

Raised \$2.1m to date. Series A to raise \$1.25m is currently underway

#### Size of market

Childcare in Australia is a billion-dollar industry but lost time and stress from juggling family issues costs Australia more than \$24b a year, according to a report compiled by Pureprofile in 2016 and commissioned by Juggle Street.

#### Upside Case

- Opportunity to grow with the families and offer additional services
- Opportunity to extend the concept to other markets beyond New Zealand
- Highly experience board with Marina Go as chair

#### Downside Case

- Several competing platforms in this space
- Need a lot of jobs posted/annual subscriptions taken to build scale
- Risk that families take helpers offline once the initial contact is made

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