

COMPANY BACKGROUNDER

About MommyMixer

Established in 2003, MommyMixer has since expanded nationwide, with regular events taking place now in over 18 cities and growing. It was founded in Austin by Mary Sullivan Cooper, a graduate of UT Austin who babysat her way through college. Mary developed MommyMixer with an original but very simple, well targeted idea in mind– there are numerous families desperately seeking educated, reliable sitters, and numerous college-age sitters that are unable to safely and efficiently reach out to families. MommyMixer bridges the gap and makes these connections easy and personal without losing the efficiency busy parents need.



“In today’s hectic society, finding the right babysitter is a headache that families struggle with day-to-day. Ask any mom-- when was the last time you ran an errand by yourself, without crazily buckling and unbuckling your kids from their car seats? Or, when was the last time you went on a date with your husband?” says Mary Sullivan Cooper, CEO of MommyMixer. “As a 30-hour a week sitter while attending UT – I was approached by families daily asking for my time, or if I knew any good sitters like me. My mission in creating MommyMixer was to bring two groups together that otherwise might not find each other – sitters and families – but to do so in an event that would combine efficiency with the good old-fashioned value found in face-to-face networking. Hence the original mixer concept was born! Today as a mom of two, with one on the way, I find my own service invaluable.”

How it works?

MommyMixer proves a win-win for both the sitters and families involved in the process. For moms, it is an indispensable tool for developing intimate and steadfast relationships with babysitters- those who can eventually become a long-term influence on their child's life. For sitters,



the service provides a sense of loyalty-- young women are able to maintain a role within a family in the community and have the opportunity to exercise their passion for working with children. The exclusive event provides a one-stop-shop for both the moms and the sitters. Held inside local city hot spots, twenty to thirty moms and/or dads meet with twenty to thirty sitter candidates; Information is shared and connections are made. At the end of the evening, sitters are walking away with a handful of families to pursue. They then determine a schedule for one job with one family or multiple part-

time jobs that work with their academic schedule. Moms and dads walk away confident that they have found one or more sitters to test with their family as well as the esteemed MommyMixer *Babysitter Book*, a golden resource full of resumes from each attending sitter.

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Founded in 2003, MommyMixer unites families with local university students through exclusive face-to-face sitter networking events. Deemed by MommyMixer veterans as the exclusive national face-to-face provider of ‘college-aged sitter connections,’ MommyMixer has expanded to 18 cities to date, with plans for continued growth. Angel investors fund the company.

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