We're Malaysia's trusted platform matching parents with trained and qualified childcare and eldercare carers for personalised and on-demand care services.
HOW WE ESTABLISH TRUST

QUALIFY & CERTIFY

- Childcare Trained
- CPR & First Aid Certified
- Psychometric Assessed
- Background Checked
- Health Checked

FLEXIBLE & PERSONALISED

- Time
- Duration
- Location
- Language
- Preferred
- Skills & Qualification

SUPPORT

- Automated SOPs
- Checklist & Report
- In-Service Monitoring
- Live Updates
- Feedback & Rating
- In-service and Malaysia’s first professional caregiver’s PL insurance
How Can Policymakers Enable Care Entrepreneurship

**FACILITATION**

**HOW CAN WE SUPPORT INNOVATION?**
- Partnership & Collaboration
- Shared data
- Shared expertise
- Industry standards & guidelines
- Engagement in development of policies and regulations
- Support accelerators, co-create solutions

**HOW CAN WE HELP SCALE THE ENTERPRISE?**
- Enable a vibrant ecosystem/spectrum of financing and funding
- Grants (innovation, technology, seed)
- Incentivise early investors, angels, crowd funders, donors and early adopters
- Co-invest in growth stage enterprises
- Encourage and incentivise corporate investments
- Government guarantee schemes for financial products (loans) and special rates for care enterprises

**FUNDING**
How Can Policymakers Enable Care Entrepreneurship

**SCALE SUCCESSFUL SOLUTIONS**

**HOW CAN WE SCALE SOLUTION?**

- Explore new approach to subsidies/incentives to beneficiaries
  - Employee benefits
  - Care workers wage subsidies
  - Care workers insurance/savings schemes
  - Targetted subsidies/tax incentives
  - Training grants
- Bridging industry/skill based trainings with institutional certification
- Recognition and promotions
- Support by reducing costs (provide infrastructure, building & spaces, subsidise rent)
- Adoption of solutions, supports economies of scale, reduce costs for enterprises, incentivise impact