



Real Time. Piece of Mind

The Company:

KidReports, LLC is based in Denver, CO and was founded in 2011 by parents. As parents of young children in childcare, they identified that there was a lack of continuous communication between their childcare providers and parents. Co-founders Leif Ullman, Dan Weaver and Greg Krupa point out that “as parents, we realized there needed to be a better way to know what was happening with our children during the day. That’s how the idea for KidReports came about.”

KidReports partnered with local childcare providers to incorporate teachers’ and directors’ feedback to ensure the software and service met their needs. After almost a year of development and months of testing and fine-tuning, KidReports launched its service at the National Child Care Association conference in Las Vegas, NV in March 2012.

The Service:

KidReports is a digital and web-based service utilized by childcare facilities to replace the daily paper reporting activities. It improves overall communication between childcare facilities and parents and streamlines the caregivers’ daily reporting activities. The service allows childcare facilities to create and maintain a fully customized list of daily reporting options online. Teachers and caregivers then use this customized list of options on a tablet, smartphone or laptop with the simple touch of a finger or click of a mouse to track and record daily activities. No more hand written notes! Once a child event is recorded, this information is immediately communicated to the parent and stored on a secured online profile providing real time information to parents. Parents can customize how they wish to receive notifications (Android/iOS push notifications, email or online profile) and also how frequently.

Getting started is easy. Childcare facilities just simply create an account online and create their childcare facility in nine easy steps. Once created, the caregivers simply download the app onto their iOS or Android device or login online (if using a laptop). Once logged in, teachers can immediately start recording and communicating their children’s events.

KidReports was designed to be a flexible reporting and communication tool so that all facilities and parents can use the program. The centralized online platform allows for fast and efficient updates to reporting needs. Any iOS or Android device can be used to support the service, as well as laptops. The service also permits numerous ways to communicate the information to parents.

The Technology:

The KidReports Client Application is built on Sencha Touch, using HTML, CSS and Javascript to create a platform agnostic application. It is deployed to Android and iOS leveraging PhoneGap for the native wrapper, and utilize Urban Airship for push notifications. This platform will also run on any webkit compatible browser, including those on the desktop. Our server platform is targeted at AWS, and we are going to leverage EC2 for compute capabilities, as well as S3 for file storage (once photo and video support is added).

Link to watch videos on how the system works: <http://www.kidreports.com/about/demo-videos/>

www.kidreports.com