

# Cleo Kids

A personalized virtual care experience for parents with children aged 1-12 to reduce time to care for pediatric conditions (ADHD, autism, anxiety), enable referrals to healthcare and child care, and improve family wellbeing.

50%

OF WORKING PARENTS HAVE TURNED DOWN A JOB BECAUSE IT CONFLICTED WITH FAMILY RESPONSIBILITIES

60%

OF WORKING PARENTS SUFFER FROM BURNOUT IN THE U.S., WITH INCREASING RATES GLOBALLY

1 in 4

FAMILIES REPORT HAVING A CHILD WITH A SPECIALIZED HEALTH NEED

51%

OF U.S. RESIDENTS LIVE IN A CHILD CARE DESERT

## Today's reality

### Parenting today is composed of infinite decision points

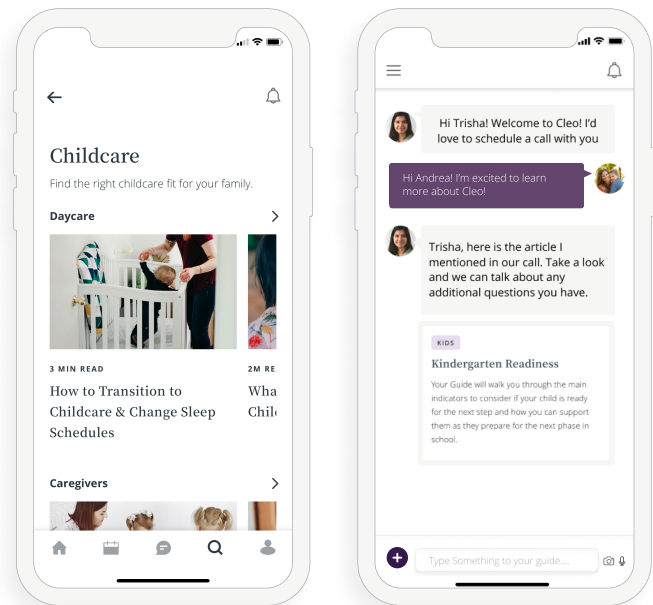
Parents are data-driven, information-seeking, and are willing to make financial and time-related tradeoffs to do what they feel is best for their child(ren). There are so many decisions, leading to stress and decreased productivity.

### Pediatric health challenges rely on parents as coordinators

Costly, complex care issues like ADHD and autism-spectrum disorders have inadequate specialized support and task parents as the primary coordinators of care. This can result in unnecessary care utilization, misdiagnoses, and worse outcomes for children. Parents' productivity and engagement suffers too.

### Working parents are burned out and quitting

More attention is being paid to the "double shift" managed by working mothers and parental burnout is being codified as a mental health diagnosis. Women are dropping out of the workforce at record rates, largely due to caregiving burdens and difficulties securing childcare.



### SUPPORT FOR FAMILIES RELATED TO

- General parenting support
- Positive parenting & co-parenting
- Child care & school transitions
- Developmental milestones & navigating neurodivergence
- Feeding and pediatric nutrition
- Children's physical and sexual development and related conversations
- Support exploring gender identity
- Discipline & addressing challenging behaviors
- Supporting learning & development at home
- Addressing challenges related to bullying and children's self esteem and emotional wellbeing
- Vaccination reminders
- Inclusive support
- Career coaching
- And more

## How Cleo supports

### Proactive, personalized 1:1 support and steerage to appropriate care and resources

Each family is matched with a Cleo Guide who empowers and equips parents to be more confident and competent in supporting their child's social, emotional, and cognitive development. In addition, Cleo offers family emotional health support and coaching to balance work and family.

### Evidence-based programs and risk interventions

Cleo Guides direct parents to cost-efficient, sustainable support for children facing unique and/or complex challenges including behavioral health issues (depression, ADHD, etc.), chronic illnesses (asthma, diabetes, etc.), or social/developmental challenges (bullying, learning difficulties, gender identity exploration). In addition, Cleo can offer concierge support to find child care and enrichment activities that meet each family's budget and schedule as well.

### Personalized app experience, content, live workshops, and group sessions

Families can access a personalized app experience including targeted content, health and parenting tips, and virtual group workshops on subjects ranging from "Positive parenting," "Maintaining work productivity" to "Finding safe childcare". Members can message their Guide, speak directly with their Guide or a Cleo specialist, meet other parents through Cleo Connect group sessions, navigate to other family benefits their employer offers, access career coaching, and more.