



Checklist Mom
Accomplish everything, forget nothing

COMPANY FACTS

Company:	Checklist Mom
Website:	http://thechecklistmom.com
Core Business:	Productivity application for busy parents
Headquarters:	Santa Monica, California
Established:	2011
Ownership:	Privately held
Leadership:	Marc Paul, chief executive officer

About: *Checklist Mom* is a solution for busy moms who want to take control of their hectic lives by being more organized and less stressed. The *Checklist Mom* app, available for the iPhone and iPad, is ideal for organizing a host of family activities. From everyday chores to scheduling dinner, *Checklist Mom* features a variety of ready-made lists to choose from, complete with alerts, reminders and calendars for easy use. Many lists are free. Additional preconfigured lists are available at a small cost.

Facts About Moms and Families:

- ✓ One-third of U.S. families are managing a household with children under the age of 18
- ✓ In 70% of households, both parents work full or part time in 70% of the households; only 29% still work a typical 9-5 work week
- ✓ 89% of household moms use the Internet at least twice a day
- ✓ The average family has only 3.8 hours of free time each day

