



Ideabook

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Founders

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facilitated by

POPUPTHINKTANK!



how this ideabook was made

40+ participants. 2 co-founders. 1 facilitator. 90 minutes. Pitch + Overview with Founder Interview. Breakout ideation groups focused on 6 key questions. Final survey.

how to use this ideabook

Read through each idea. No judgment. Simply survey what is here. Scan. Observe it. Then, read it again.

Cross out what 'doesn't fit.' Mark a question mark to follow up or learn more. Star or underline intriguing ideas.

Likely, a few ideas will stand out as both easy and high-impact. Don't forget to SCAMPER: Substitute. Combine.

Adapt. Modify. Put to another use. Eliminate. Reverse.

people, then ideas

Ask for follow ups. Get help. Delegate.

People want to help & contribute.



Idea 1

Clarity & Succintness

What specific phrases, images, and words come to mind that describe Bosa? What would you say is Bosa's gift to the world?

- Peace of mind
- balance
- digital organizer
- actionable
- think of an organization heaven. if I want to get my life in order (trip, grocery list, adulting list), go to Bosa first
- offers a starting place (templates) so people don't have to manage it all themselves - not starting from square one on everything - framework
- Calm and confidence that I know where my stuff is at. Not stressing I've missed something on my to do
- friendly, hospitable, inclusive
- goal and task management platform specifically for parents
- Grass roots, feels old timey with neighbors supporting each other. The feel that is lost on social networks.
- pulls families together as a unit
- Familiarity
- Don't have to recreate the wheel. Templates and community ideas, I'm not recreating
- Intentional (intentionally-built, so that users can live intentionally)
- Getting things done with purpose
- Communities that get stuff done
- Reducing chaos to create clarity (calm & clear)
- goal-oriented
- Gift to the world: Time, Mindspace
- Gift to the world: Community, Time for sure, DOing what SM promised to do but then turned into more interactions with those you don't know
- Focus
- Images: calendar, people, shaking hands, agreeing
- crowdsource the mental load of parenting
- Image: support, hands lifting up
- offers expert community along with crowdsourcing
- Image: ladder
- Gift: trust, trusting the people around you, trusting in your community to have answers
- social network, not being judged but supported
- Trust
- Cutting through the noise to get right to what you need

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Clarity & Succintness

What specific phrases, images, and words come to mind that describe Bosa? What would you say is Bosa's gift to the world?

- Making projects (with unknowns) less scary because you have other eyes on them
- Our projects often feel like "just us" - what about a node-like image where your life and your network actually gets connected to help you
- Finding unique opportunity for overlap
- acts as the third parent to give you time back
- things constantly feel not in your control so looking for resources that get you back in line. Bosa is the saving grace. you can rely on other parents and their experiences.
- all encompassing of life - work, life, health, personal
- Community oriented
- Helpful
- sees the whole person, not just the parent
- Support
- Taking the stress out of coming up with the steps so that you can focus on the action items
- creating a community of similar or like parents in regard to styles, generation, geography
- find people who believe the same truths as you
- For achievers of all levels- day to day tasks and big projects!
- Alignment assistant, digital planner, digital personal assistant, validation of the problem you're feeling as the customer, helps you trim the fat, streamlines your day, eliminate the busy work, workflow that flows, a home for all the things, transitioning between the high level view and narrowing into a focused view, prioritization
- shared values
- user focused - empathy and compassion for their community and users - trying to understand pain points and being responsive to user needs
- community, support, connection, resources, it takes a village, community sourcing, hub - a place where you can go to find things, community center - a virtual version? There's a library, bulletin board, etc; there's something about the name - comfort and embrace, all the words are circular, assistant - tools like notion, GPT - AI integration?
- Gift - peace of mind, togetherness of people, we're all in this together, there's a sense of reassurance,

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What specific phrases, images, and words come to mind that describe Bosa? What would you say is Bosa's gift to the world?

- co-leading company together as friends
- Activate your "family" (both actual family and other communities) to help you raise these lives
- "It takes a village" actualized
- Interesting note: This type of community is not native for western culture. just a thought.
- Parents being able to spend more quality time with their loved ones.



Idea 2

Partnership Ideas

What parent communities come to mind? What parent-focused brands or organizations should Bosa reach out to? Extra points for specificity.

- Facebook groups
 - Text groups - sports, school, neighborhood
 - PTA - parent teacher associations
 - Talk to foster parents who could use this type of community/connection - access through state
 - Facebook communities (neighborhoods)
 - MOPS- moms with preschoolers
 - Schools, PTAs
 - Paid community - Travel agents that specialize in family trips, Disney experts
 - Individual instructors for youth sports - private lessons or hobbies like piano/music lessons
 - Local YMCA or sports leagues, parent/coaches, I9,
 - <https://ammaparenting.com/>
 - they have a moms class, and they just started a dads class
 - Care.com - expansion to caregivers and parents. They have regional, local and global span. Urbansitter, Winni, Bambino, Sittercity. Lots of parent communities online. Oppy to partner and market. Neighborhood apps and platforms. FB groups. PTAs/PTOs groups. Churches for staffing sitters.
- Partner/Channel: abba - value add as distro channel (Sell to platform and they sell on your behalf)
 - The knot - for inspiration from wedding planning processes, including vendor recos, reviews, etc.
 - Blogs: advice, help, resources
 - Communities for sacrament celebrations, baby showers, birth/doulas, pre/post natal care
 - children and toddler food companies - subscriptions and the often have newsletters that have tips and tricks for parents
 - nextdoor - neighborhood communities
 - PTA (parents getting involved in their kids schools)
 - facebook groups
 - the mom project
 - Influences: mom/parents/advisors who post regular content and sometimes champion brands. Big Little Feelings, Dr Siggie, DR Becky Good Inside,
 - Homeschooling parent groups (usually exists per borough)

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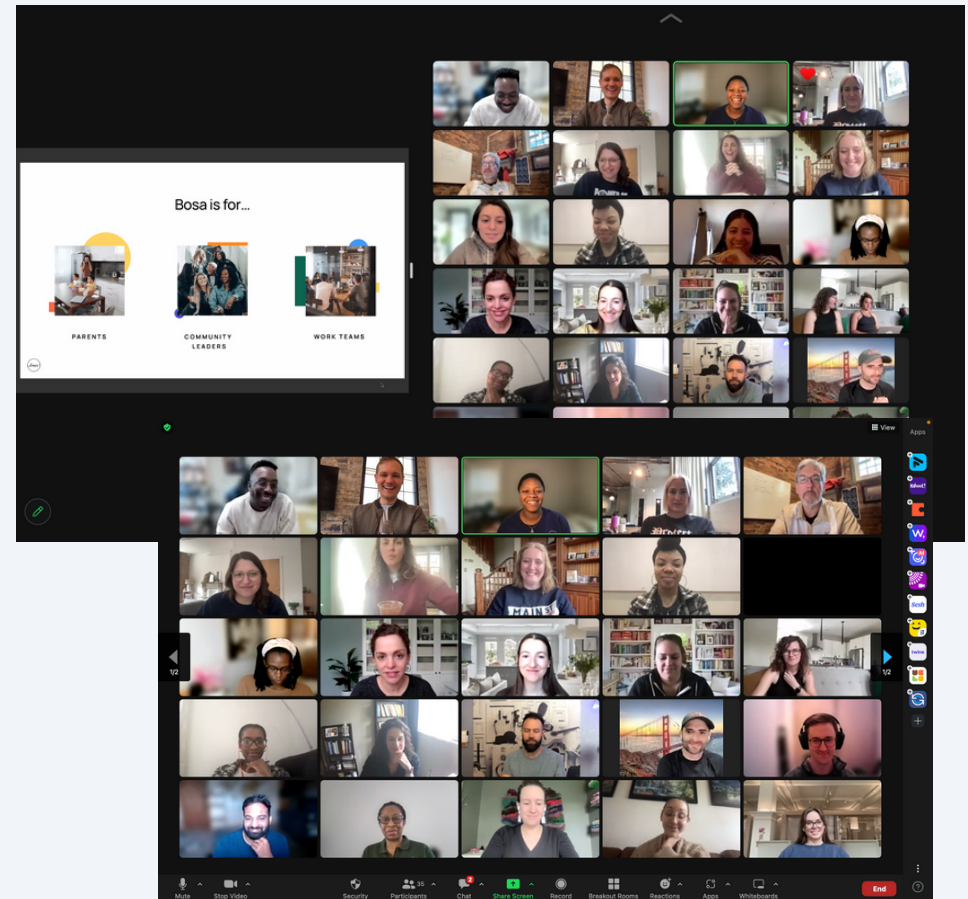
- Brands: Diaper company (ie Pampers) - sign up for communities. Honest Company and Hello Bello communities. New parent groups local to communities or cities. Ex: Seattle Mom's group. Example from Chicago: <https://chicagonorthshoremoms.com/>,
- Daycare families and facilities
- carpooling - safe rideshare
- chamber of mothers non-profit org - focused on better parental leave - mothers having more protection and leaves
- Kid Sports: Reach out to local athletic groups, organizing lives. ex: AYSO soccer, local baseball/softball organizations, hockey association.
- National, local, age oriented (lots of different ways groups get divvied up. lot of opportunity around education organizations)
- care.com, urban sitter, nanny.com,
- Mommy and me groups (ex: yoga classes).
- <https://www.publiccharters.org/>
- calendar syncing within families
- Professional organizations like nursing/medical, mental health professionals, international society for mental health (ISPN) that can help with mental wellness resources
- PTA groups - daycare and pre-school - parent communities
- Wherever kids are "doing things": Local Boy and Girl Scout associations. Park Districts, Community centers.
- People who manage AirBnBs or short-term rentals
- Hairstylists and salon owners
- Game Changer app for youth sports teams that sync to your icloud cal
- Online Communities: Mommy blogs (ex: Smart Moms, Scary Mommy). They have a community feel.
- <https://www.reddit.com/r/Parenting/>
- YMCA: activities, sports, community events.
- care.com - they help parents find care - other similar websites or orgs
- Sports organizations! extra curricular organizations

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What parent communities come to mind? What parent-focused brands or organizations should Bosa reach out to? Extra points for specificity.

- community play: individuals that serve on boards or volunteer groups
- Technology and social media support resources
- Health conditions, finding influencer and working from there with kids with specific health needs (ex: CFF, Children's Hospitals).
- brand ideas can come from items that are highly popular on baby registrees
- app OVIA? - pregnancy tracker - potentially integrate with
- Children's ministry community that has volunteers that are also parents, vacation bible schools



Idea 3

Let's Dream Big!

How can we take this all to the next level?

What haven't we thought of yet?

- Focus on parents but also a life management tool for any individual. One app instead of many to manage life. Create tasks, to do, etc. +1
- Centralized place. Increases SAM/TAM
- Companies that did CRMs for social media, add in to add personal influence or build your brand
- Partnership: CaringBridge
- not just parents but others - universities - research groups
- include as an offering in employee perk/benefit platforms
- Cocoon, management of parental leave, paid leave management. interface where an employee can use bosa to see when payments come through and reconcile. Apiary does aging or bereavement services.
- Extend to taking care of your parents.
- people that have a start-up - that doesn't have access to a business suite
- more of a community aspect (e.g. Reddit) to connect people with similar needs/interests
- How do we go from not just local, but to national/global and then work down to local? (i.e. Boy & Girls Club, Girl Scouts, Boy Scouts, etc.)
- personal assistant job - with AI opportunities - a community personal assistant - administrative assistant - streamlining processes
- two buckets: things with due date/time (cal oriented), things at certain date/time and ongoing to do list (notes app on phone)
- Family reunion events - theknot.com like - sacraments?, baby showers - suggested timelines
- Government-level: well-organized parents = better economy, ability to stay in the workforce, etc.
- implementing AI to remind
- have businesses on the platform also - that brings their list to the platform
- portal that leads to other services - home base for all services to access (like Angi is a portal to get things done at home) - Bosa could be the portal to access services (babysitting, medical, home projects) - vetted and recommended by people in your area
- Link FB groups into Bosa so it can be the sole touchpoint

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- taking page from PM tools (asana, trello, etc) with due dates, dependencies, ownership
- Bottoms up thinking: parent planning apps, task management apps, umbrella over existing point solutions. the family operating system
- opentable? - convenience - save a table at the restaurant with one click
- shared subscription to assistants to help with tasks (for example a community of sports parents can go in to pay for an administrator/assistant)
- gps to build community around geography, location based feature
- Family system-management. Like a family operating system. How can you show all the current ways of managing your family? (whiteboard calendars, task management, etc.)
- tap into friends network if you're outside of your regular community. Traveling use case.
- partnering with influencers, interest group leaders, working with event center- business acc/user acc
- generative AI
- Nextdoor approach where people recommend, share experiences
- recommendations and pointers based on children's milestones - if your kid is turning X age, it's time to start looking at preschools, here are 3 places to start. if your kid is turning Y, time to think about potty training, here are some resources...etc.
- Healthy competition and gamifying challenges amongst communities
- integrations and embeddings - what does it look like for BOSA to get integrated into your calendar or communication platforms that parents and teachers use, Facebook/discord/WhatsApp group
- Influencer content. Get parent influencers to create content showing how they're crushing it using Bosa. Set. up an affiliate relationship with them so they get paid for registrations
- network effect: find when someone signs up for something (basketball class) so you can sign up your kid to be with thier friends.

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How can we take this all to the next level?
What haven't we thought of yet?

- Potential connection: Mental Health First Aid.
- planning summer camps and summer care!
- Parent view & Child view? What is the child's role in the community & operating the family?
- something related to home schooling? resources
 - checklists - templates - recommended curricula
 - AI can help
- if you could build the whole ecosystem could become like pinterest/substack/FB groups/asana
- tool that helps parent think through options & make informed decisions
- Mid-level managers at big businesses like Google that are leading the charge on being better toward parents but still feel the squeeze of how parents are affected by having kids.

