



**BabyTime, Confident Parenting.**

Parents' Choice for a Healthy Baby

Smart and Easy Baby Activity Tracking App

# BABYTIME



BabyTime is an activity tracking app to guide parents to raise a healthy baby. It takes the hassle of tracking a baby's daily activities with a notebook and pen away and make it possible to record every aspect of a baby care conveniently on the smartphone. Users can record activities like breastfeeding, diaper changes, and sleep and watch as the data are converted into a beautiful visual graph of the baby's growth! Such features available in our app lets caregivers gain further insight into a baby's development and care.

Since its first launch, BabyTime has become #1 in its category on Android with over 500,000 downloads — without spending a dime on marketing! Simfler, the people behind BabyTime, will continuously plan to create services that foster smart parenting, with the use of big-data, for a healthy lifestyle for all.

**“I'm using it well. For the first 100 days, I was logging everything by hand until I found this app. Totally bummed to not have found this app sooner! It does almost everything I need. I love the graphs and the daily patterns.”**

Google Play Store User Review, \*Hee Yang★★★★★

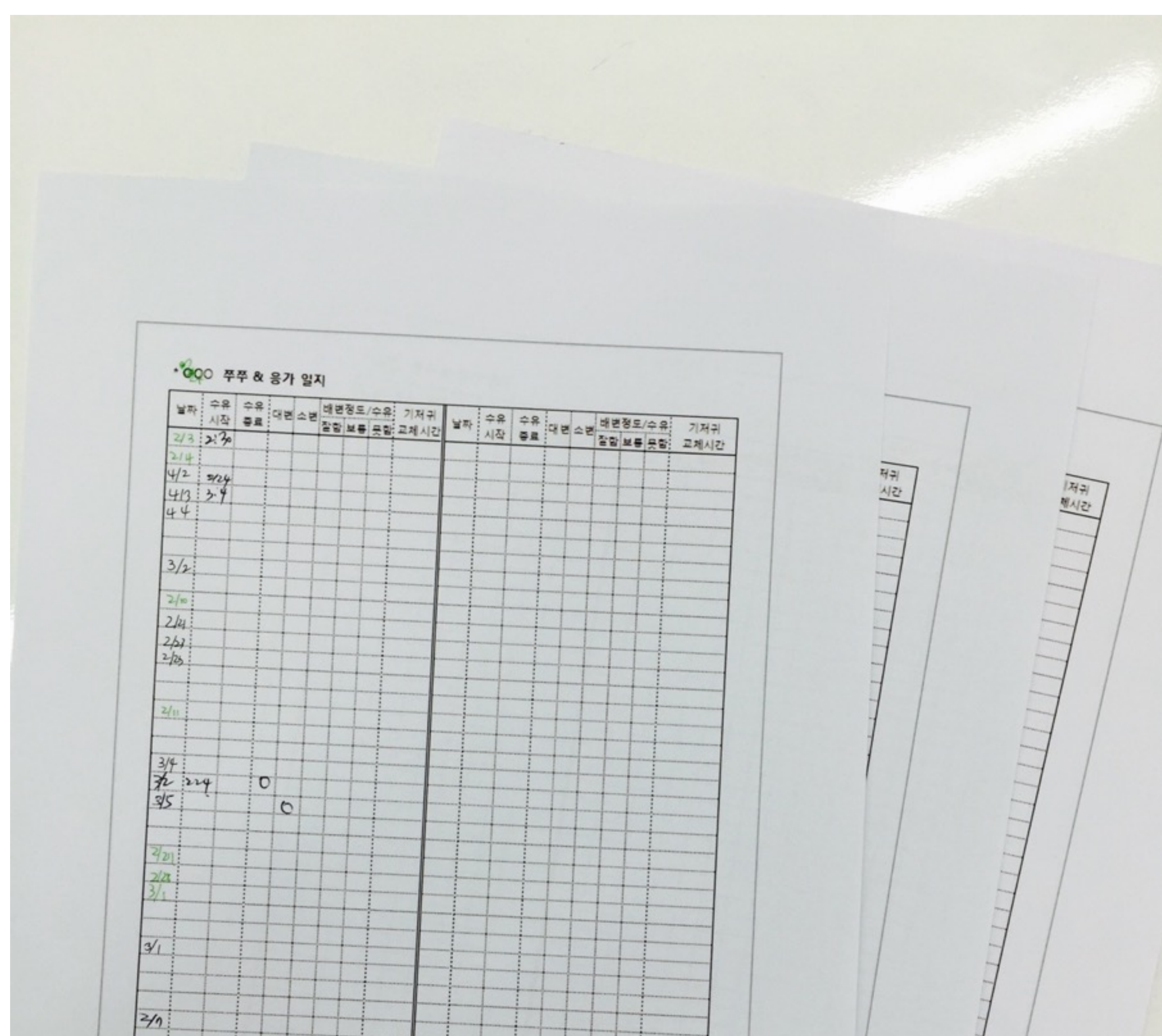
**“Wow! I've been using this app consistently since my baby was born. Keeping up with feeding times is easier and every is so easy to log. No bugs yet, and updates have been consistent. Easy and practical.”**

Google Play Store User Review, \*Soo Kang★★★★★

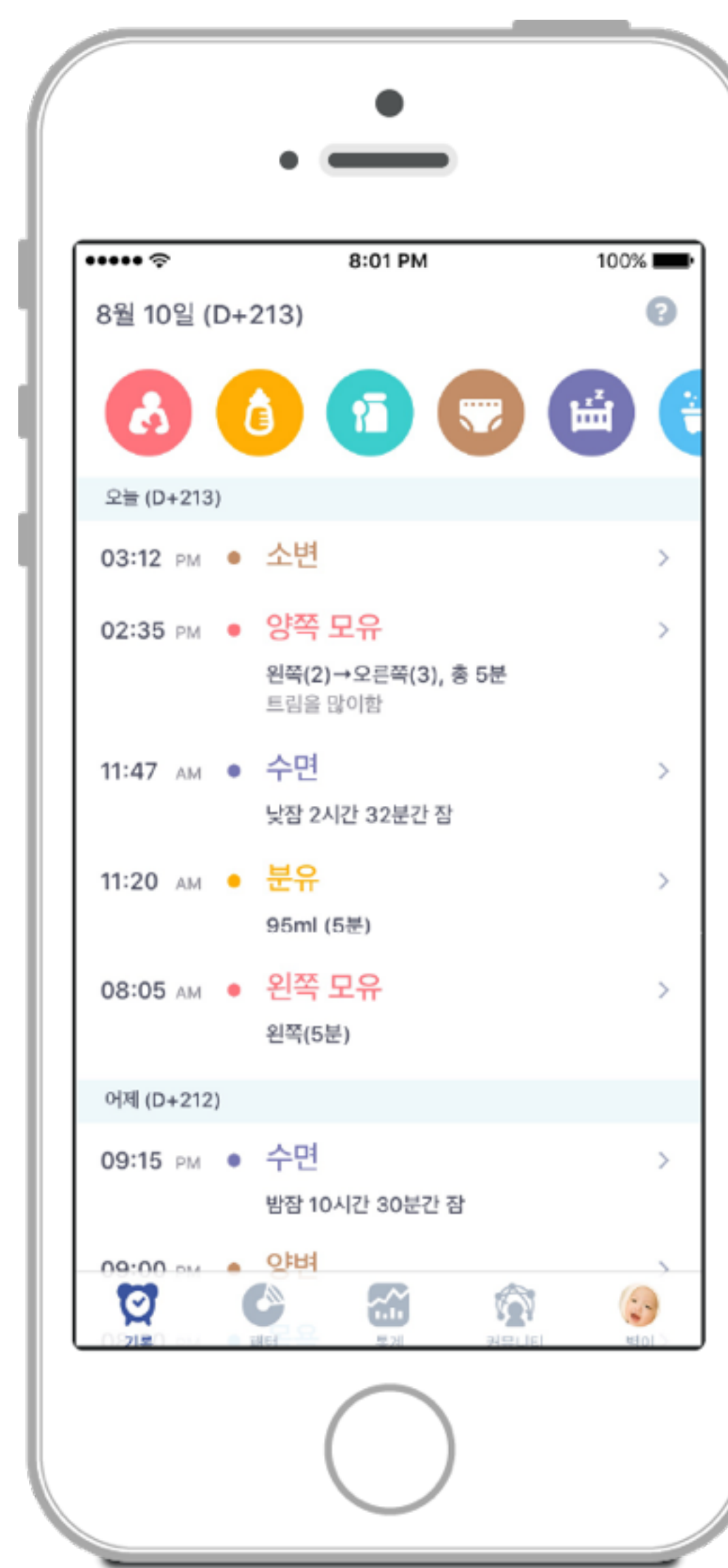


# 1. First Step into Mobile Digital-Marketing

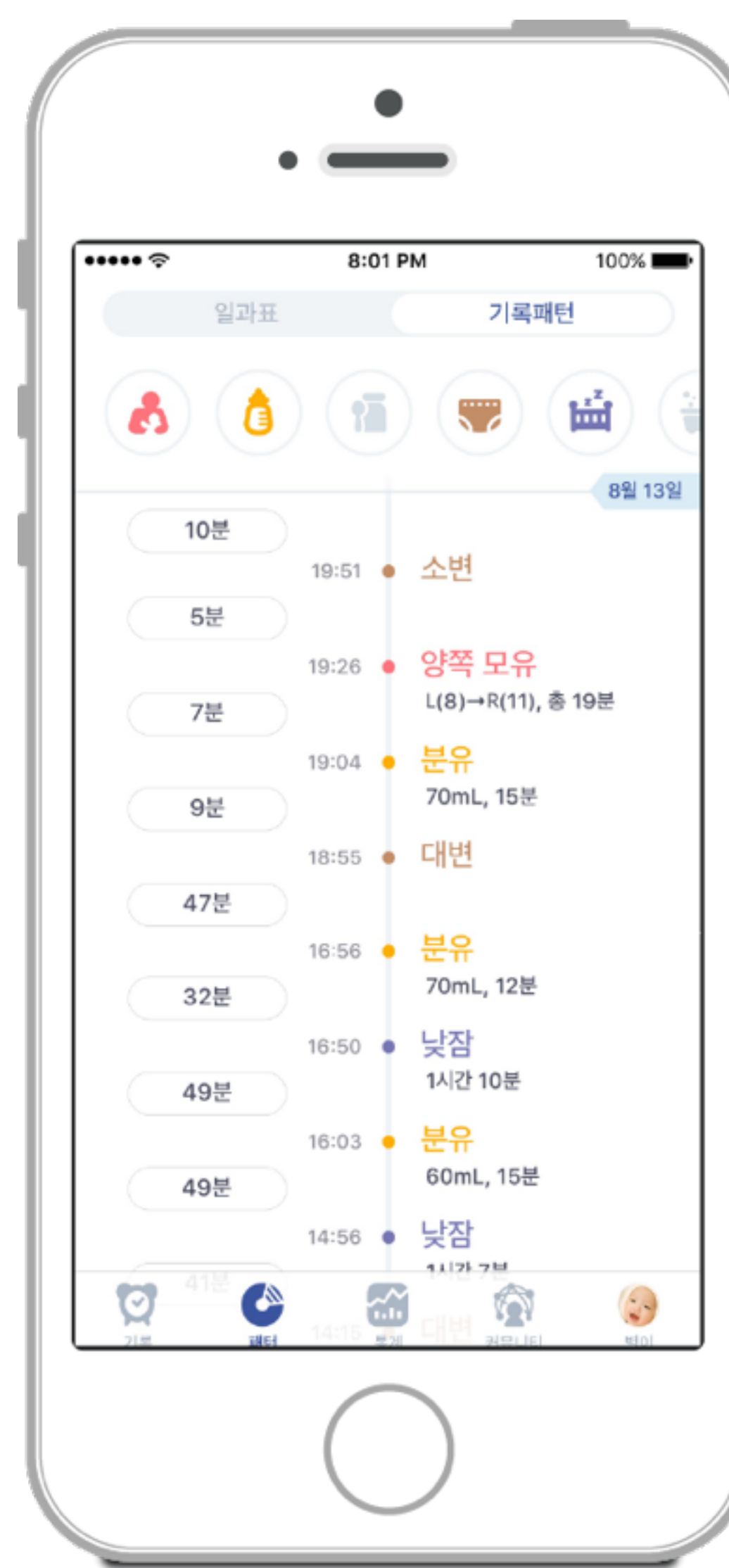
BabyTime has taken the pen and notebook method away of baby activity tracking and replaced it with a smartphone. Its user-centered UX design makes recording information convenient, easy, and accurate. Now, parents can record anytime and anywhere.



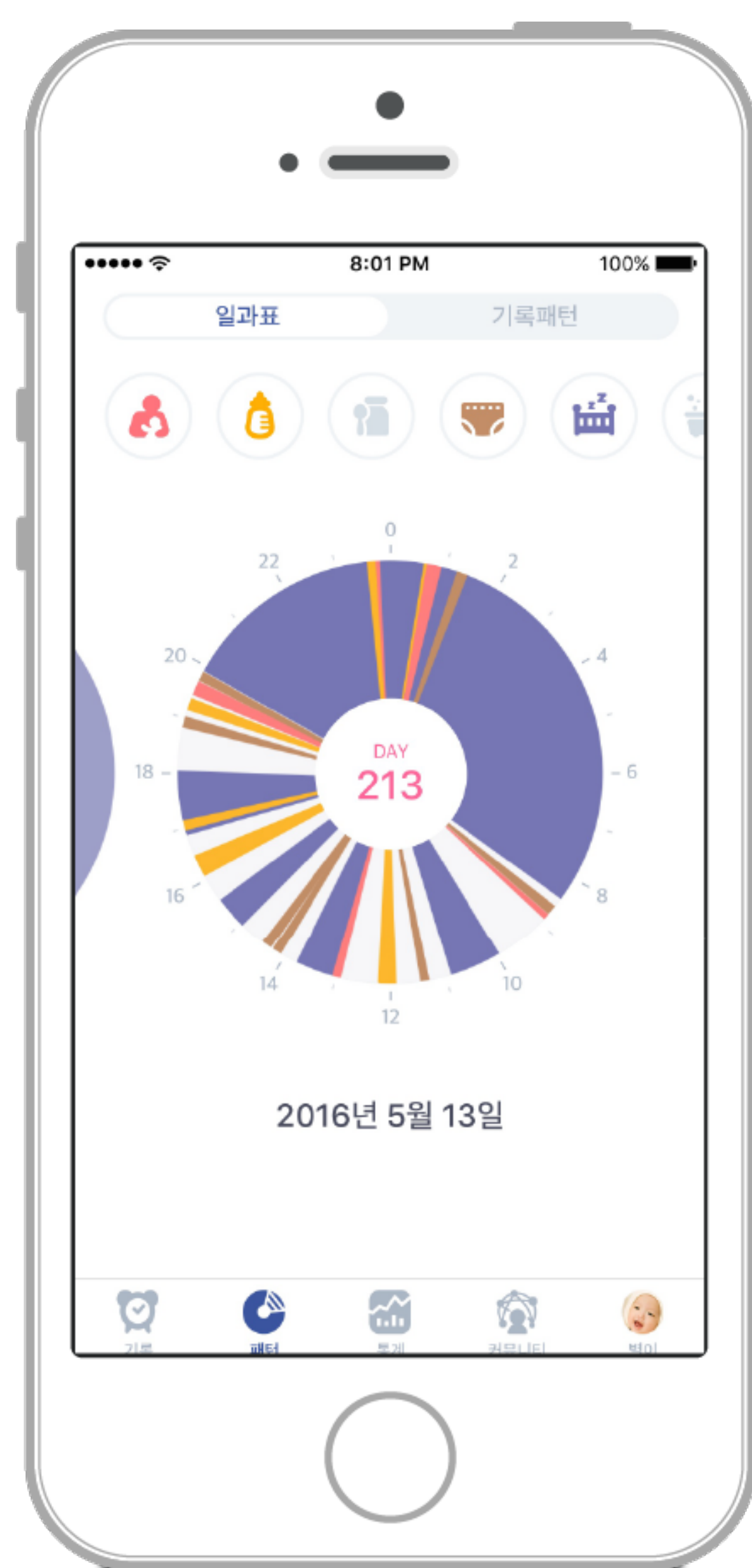
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# 2. Personalized Analysis

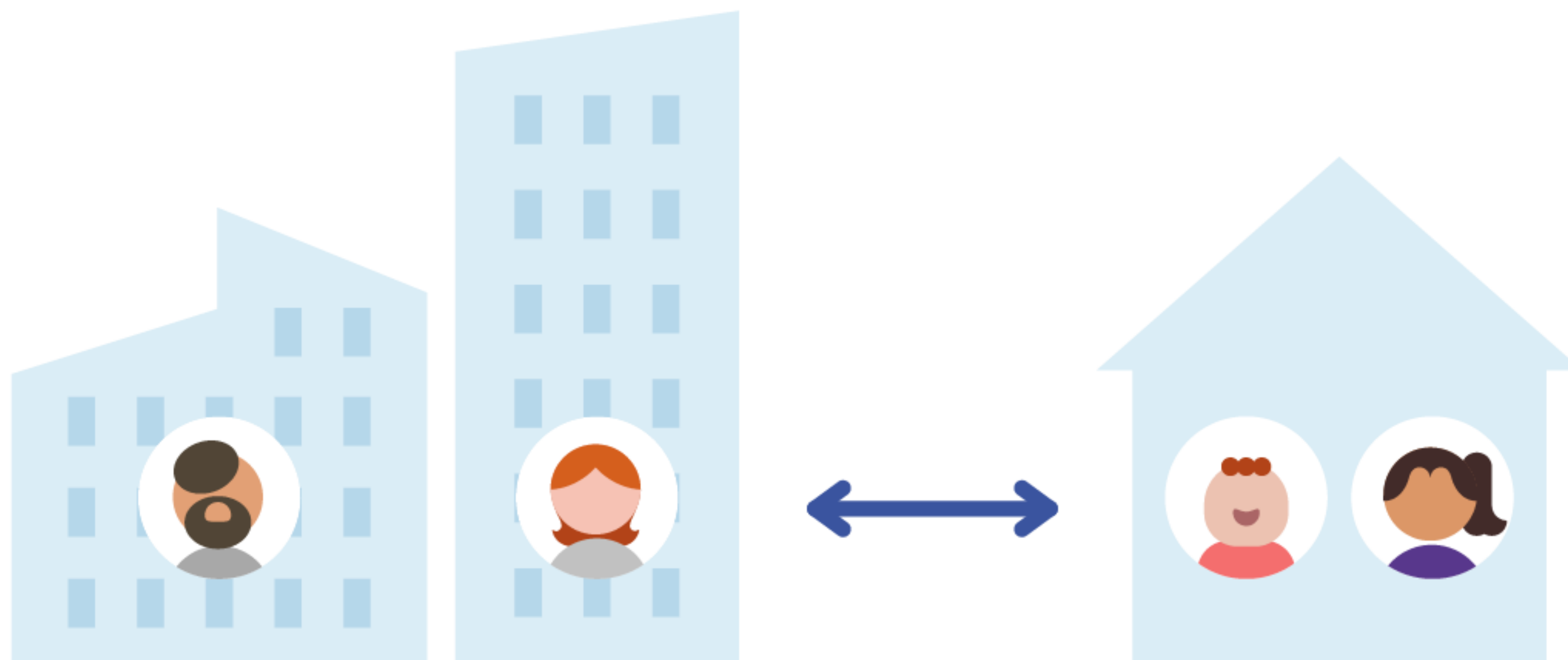


Looking back at past records of a baby's growth is as important as looking at the present and maintaining a consistent daily routine is vital the baby's health. BabyTime converts information that users put in and converts it into **customizable graphs** that can be viewed in daily, weekly, or monthly format. This visual graph can aid parents to identify slight changes in their baby's routine immediately to prevent illnesses.



### 3. Accurate Data-Sharing

Parents can share information with other caregivers, such as nannies, grandparents, and babysitters so that the **baby's routine can be kept consistent** no matter who is taking care of him.



Moreover, when a baby is sick, the pediatrician will want to know if there were any unusual variations in the baby's routine that might have caused the illness. BabyTime can provide the doctor with **accurate information** and help him figure out the cause and the reason for illness, quicker.

### 4. See what other Babies are up to

BabyTime takes in mind that babies are growing and changing everyday, and understand that moms are curious of how other babies are being raised as well. The **Community feature** lets moms see diaries of babies who are the exact same age as their child. This way, moms can communicate with each other and pick up a few parenting pointers along the way.

### 5. Information Security

A Baby's profile and his records are kept securely inside BabyTime's server so parents won't ever have to worry about losing anything. All data can be retrieved once the app is downloaded and logged in.





# Baby Activity Tracking

Baby Activity Tracking is the act of writing down any aspect of a baby's development. Every activity's duration and interval are recorded with detail so that first-time parents can track their progress and consequently, use the data to become better parents. This type of data-driven parenting helps monitor a baby's daily routine and predict his actions. In fact, research has shown that this method is effective for raising a healthy baby, especially for first-time parents, and is being increasingly recommended by pediatricians.

## 1. A Steady Daily Routine Makes a Healthy Baby

A newborn breastfeeds, changes diapers, and takes naps continuously throughout the day and gradually develops a routine similar to an adult's, and it is the responsibility of the parents to assist their baby to develop a consistent and healthy routine. Furthermore, since the baby's only way of communicating illness is by showing irregularities in their pattern, a track record gives parents an understanding of their child's condition and help receive potential illnesses.

## 2. Predict and Prepare

A baby's daily routine is much simpler than an adult's. Just noticing a slight variation in their pattern can help moms identify the reason why the baby's feeling uncomfortable. Consistent baby tracking lets parents keep a record of what pleases the baby and also come up with ideas that might.

## 3. Emotional and Physical Stability

Postpartum depression and anxiety is real and affects not only the moms but also the baby. Baby activity tracking was created to minimize these problems and provide guidance to moms. By providing an easy-to-understand visual analysis of her child's growth and development, moms can feel confident and reassured that her baby is comfortable and healthy, which, makes for happy parents too.



# Simfler

세상을 간단하게 만드는 사람들

simfler

Simfler is a family-friendly company seeking ways to make the world simpler, hence the name, “**Simfler**”. Founded in 2015 by two former LG Electronics employees, the company is growing fast and growing strong.

BabyTime, Simfler’s #1 app that helps ease the stress of being a first-time parent, has been recognized by investors and TIPS (Technology Incubator Program for Startup Korea) for excellence in technology and potential for growth.

## Company Timeline

2015.06 Simfler established

2015.07 Funded by “The Ventures”

2016.09 BabyTime ios app, launched

## Homepage

<http://www.simfler.com/>