

Cartier Women's Initiative Awards

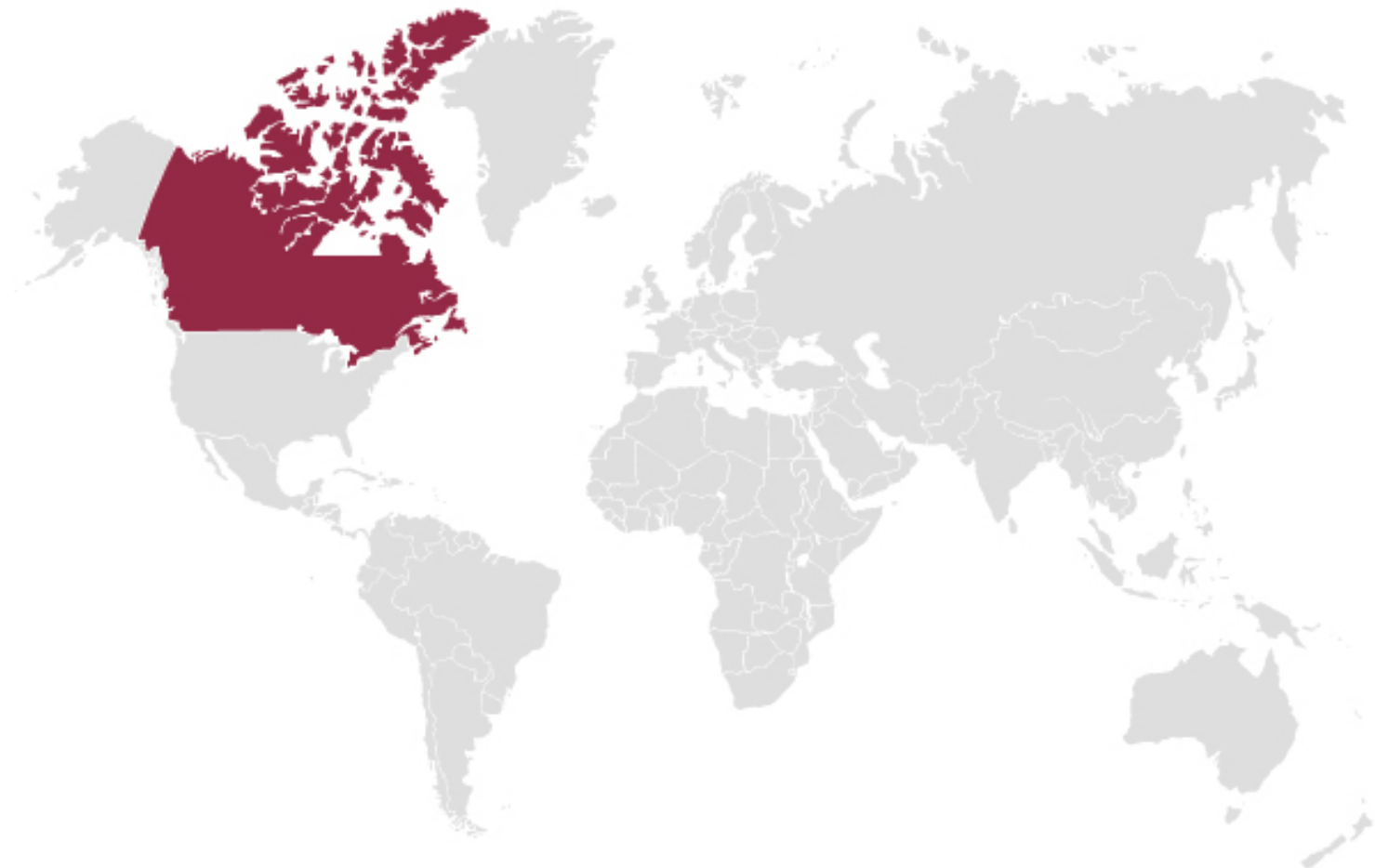
EDITION 2015

**LAUREATE 2015 FOR NORTH AMERICA****Alexandra Greenhill****myBestHelper, CANADA**

Web and mobile service helping families find childcare, home care and elder care.

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As a mother of three children and an active woman in an executive role with major responsibilities, Alexandra Greenhill has faced the common issue of requiring childcare. Alexandra explains, "In the 12 years between my first child and the last one we had, nothing really changed. The reality of daily life around care hadn't really moved forward." In 2013, she used this personal experience to create a solution by launching myBestHelper, a platform linking families that need assistance with caregivers seeking employment.



MyBestHelper developed a mobile and web service that matches families and helpers depending on their needs. "We focus on coordinating all of the options, be they volunteer, family, friends, paid or unpaid. It's not just about

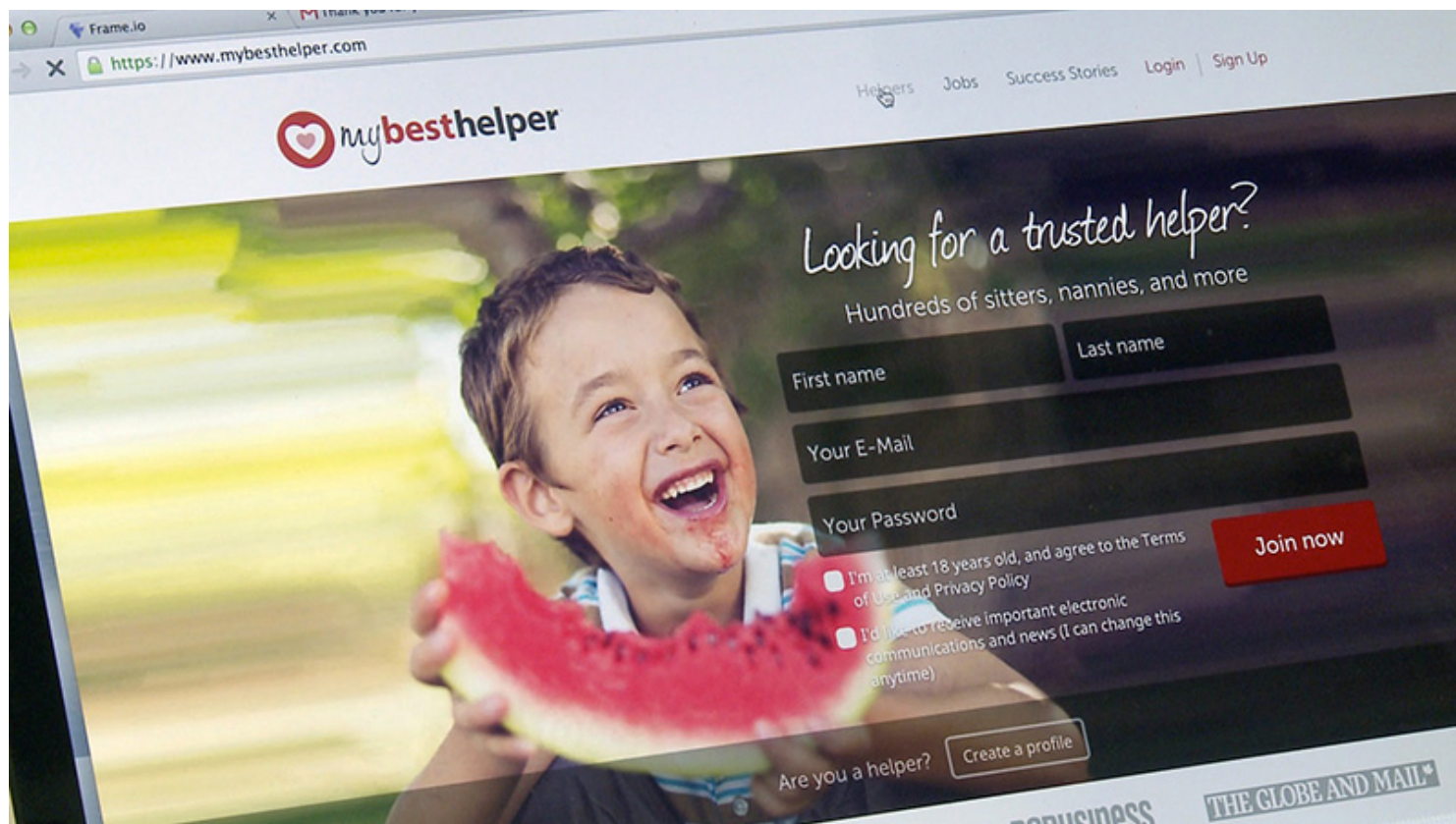
finding a trustworthy caregiver for your home, it's about finding somebody who fits your mindset." Users can choose between different categories, from "nannies and babysitters" to "before and after-school care" or "house cleaners". "In the last 2 years, we've had thousands of families who tried, used and paid for myBestHelper. The company provides its services in Canada and hopes to expand worldwide soon.



Reduce the stress of the modern family

Families constantly encounter difficulties finding care for children, elderly relatives or people living with a chronic illness. As a result, the whole family is put under stress especially when people don't dare asking for help. "There's a massive epidemic that people are not aware of and it's called stress and lack of time. The two combined cause most of the illnesses that you see nowadays. Sources of stress have to deal with daily life." Aside from her private life, Alexandra has dealt with her patients' stress-related diseases during her 15 years as a physician.

"Over the last century, women's rights have improved in every dimension be it voting, everyday professions or being involved in different leadership areas. I think entrepreneurship is an important one where women need to have a presence and a voice."



Earning credibility

From the beginning, Alexandra's goal was to create an innovative company that would appeal to a wide range of consumers, familiar to technology or not. MyBestHelper can be described as a social tool but it is also a technology service that required significant engineering work. Alexandra explains how it was sometimes difficult for this work to be acknowledged. "One of our challenges was to be taken seriously as a company that is technology based at its core and that innovates and not be told that we're just a baby sitter company or a nanny agency."



“It’s encouraging to see in the last decade more and more concepts, heavy-duty tech companies being led by women and proving that gender is just one lens in which we can understand our environment.”

59%

“Statistics proved that 15 years ago, 20% of families said they were feeling overwhelmed. Now it has reached 59%.”



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