ecomumy

Helps My Mummy. Helps My Environment.

> INTRODUCTION

The potential of **ecomumy** is to help mothers ('mumys'), who take part in daily school rounds, to make their life easier and effective. This app enables them to network with fellow '*mumys*' and to be part of a group of around 2-4 people to minimise the numbers of school rounds they do weekly, thereby freeing themselves for a few full days in a week thus reducing the traffic flow. The key part of the application is the schedule for small groups being created and managed, which is known as the WeeklyRound. A '*mumy*' can either join with an already existing WeeklyRound or create a new WeeklyRound and wait for others to approach her and join her WeeklyRound. There are 10 slots in the WeeklyRound, five for drop-offs in the mornings and five for school collection. The WeeklyRound also provides the flexibility to manage both the starting time and finishing time of the schools, should it vary. On average, it is expected that there would be 3 'mumys' in a WeeklyRound with each (in theory) having to do approximately 2 days each. Therefore, each '*mumy*' would have 3 full free days left to do something else constructive.

- **Specific tool** - a mobile app to parents who involved in weekly school rounds.
- **Helps to identify parents** doing the similar root daily.
- **Network them together** as a group of maybe 3 and share the school round.
- **Same** school or **adjacent** schools - connected to 1000+ parents.
- **25,000 schools** and **8 million cars** used for schools run daily in the UK.
- **Over 100 million school children** in Europe.
- It's FREE as **more users** mean **less CO2 emissions**.

BENEFITS:

- Quick and easy to use.
- Less cars on the road = less traffic and less CO2 emissions.
- Saves parents' time.

PROBLEM + SOLUTION >

Available on the
App Store

www.ecomumy.co.uk

GET IT ON
Google play

> PROBLEM

It was compelling of how I came up with the idea. As a 16 year old school student, I would notice the main cause for the traffic congestion nowadays typically consists of school rounds because of the excess number of cars on the roads during that short window. Both of my parents worked, so traveling to school was always a hassle. My mum would usually drop and pick me up at school which was difficult as she needed at least two days flexibility. The greatest strain was traffic itself which impacted both her and my schedule. Furthermore, alternative transport (including the bus or tram) through experience, did not make a significant difference to of how efficiently I got to school. When travelling to school, I would always notice of how 4x4s that generally have a seating capacity of 4-5 passengers, held on average no more than 2, which seemed to be a waste. I wondered if there was any way we would finally be able to resolve these issues simply through the palm of your hand. **ecomumy** should manage to reduce at least one third of the parents' vehicles on the road daily as an effective car sharing programme. Conveniently, it would also help parents as they free themselves for a few full days (to their own accord) and utilise their own time constructively. It's impossible to communicate at wider level without a software support. This is where **ecomumy** becomes a handy tool.

> SOLUTION

ecomumy helps parents to share their school rounds with fellow parents, freeing themselves for few full days in a week and allow them to find time to do something constructive such as doing a part-time job. It will crucially avoid the need for them to use their own vehicles all the time, thereby significantly reducing the number of their vehicles on the road. Ideally, this will also contribute greatly to reduce the traffic during the peak hours and thereby promote the eco-friendly environment through the reduction of CO_2 emissions as it becomes popular. I'm so proud of providing a contribution to the environment we are part of. This app has great potential to become popular in the UK as well as all over the world and also I believe it will become as a good revenue-making product too.

> ABOUT ecomumy

At present, the app is privately owned with no companies involved. The cost of the design and development of the app was funded by my father and I am using my mother's bank account on the App Store and Google Play. The app is **FREE** to download on both the **App Store** and **Google Play.**

HOW DOES IT WORK? >

Available on the
App Store

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> HOW DOES IT WORK

The 'mumys' of a same school or even adjacent schools have the potential to network themselves and work together sharing the school rounds with other 'mumys' of the same or adjacent schools. The key part of the application is the schedule for small groups being created and managed, which is known as the WeeklyRound. A 'mumy' can either join with an already existing WeeklyRound or create a new WeeklyRound and wait for others to approach her and join her WeeklyRound. There are 10 slots in the WeeklyRound, five for drop-offs in the mornings and five for school collection. The WeeklyRound also provides the flexibility to manage both the starting time and finishing time of the schools, should it vary. On average, it is expected that there would be 3 mumys in a WeeklyRound with each (in theory) having to do approximately 2 days each. Therefore, each 'mumy' would have 3 full free days left to do something else constructive.

> PROMOTION

The concept may attract many different groups; the mothers involved in school rounds, the government and private organisations encouraging car sharing programmes, the government and private organisations working on reducing CO2 emissions and the enterprises trying to promote their products within mothers and children. I'm not sure of how much money would be required to promote **ecomumy** in the UK, USA and then eventually worldwide but I certainly value a partnership who would have an effective network to connect to the right people. As I mentioned above, there are others who will help to promote **ecomumy** for their benefit as well as the environment. Fortunately this is a concept which also can return a good profit to the investment in the short term and long term. In the forthcoming longer term, there may be an opportunity for social networks to move towards integrating applications such as **ecomumy** and therefore there may be potential for **ecomumy** to attract them. No promotional activity has taken place yet. The promotional activity should focus each school and connect more mothers of the same school to get the full potential of the app. This is vital as when a mother purchases and login to **ecomumy**, she should see more mothers of the same school in there, as they are likely to be living nearby, to work as a group and share the school round. So the promotional activities should target schools and should be focused upon schools.