



Bootstrapping

Erica Zidel, **Sitting
around**

A bit about me

- ▶ Native Bostonian, Harvard grad, and Mom to 6 year old
- ▶ Management consultant for the past 7+ years in NYC, Seattle, and Boston
- ▶ Co-founded babysitting startup, SittingAround, in 2011
- ▶ December 2011 cover of Entrepreneur Magazine



The idea



Problem

Babysitting is expensive and a pain to coordinate

Solution

A website that allows families to find, start, manage, and grow babysitting coops

The circumstances

Too many responsibilities to forgo a salary...



Mortgage



Car



Child



Student
Loans

... But too early to take outside capital

The process

Keys to keeping your day job:

- ▶ Check your employment contract
- ▶ Keep your day job and startup separate
- ▶ Tell your employer about your startup
- ▶ Connect with your boss



The process

Successfully building our company with no outside capital:

1. Developed core skills and outsourced the rest
2. Measured what matters. Drove decisions off data
3. Kept ourselves balanced

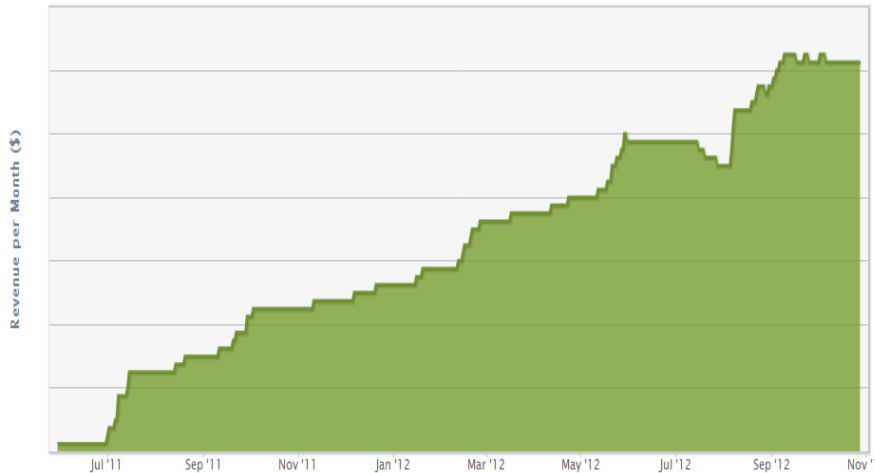
“There are really only three things you should focus on:
building things, talking to users, and exercising.”

- Jessica Livingston,
YCombinator

The results

- ▶ 10,000 families using SittingAround in under 2 years
- ▶ #1 coop application in the world, top result on Google
- ▶ 180% yearly revenue growth
- ▶ 100% ownership

Monthly Recurring Revenue (USD)



Watch the Growth of Babysitting Cooperatives



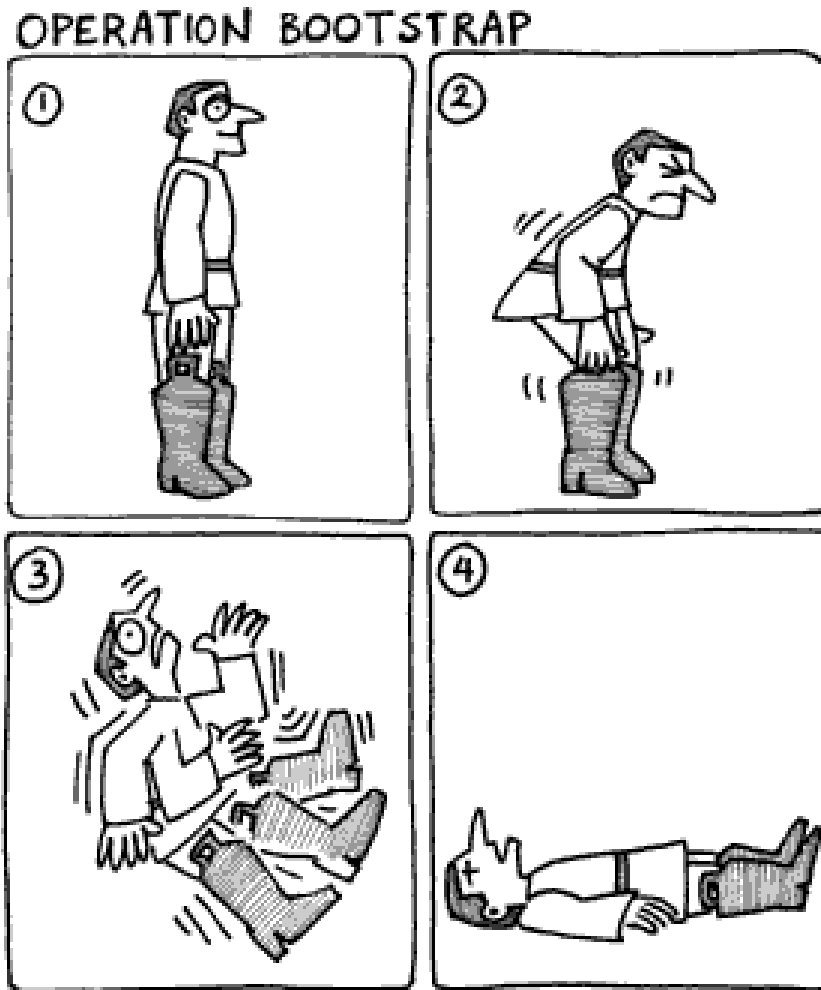
Reset Animation

Coops: 694

October 28, 2012



Bootstrapping isn't what it used to be



SHCHAMBERS

Enabling technology and infrastructure

Allows you outsource your non-core business functions easily and at low cost

Then

Develop products to make
babysitting better

Market those products

Payments

Server infrastructure

Etc.

What we do

Now

Develop products to make
babysitting better

Market those products

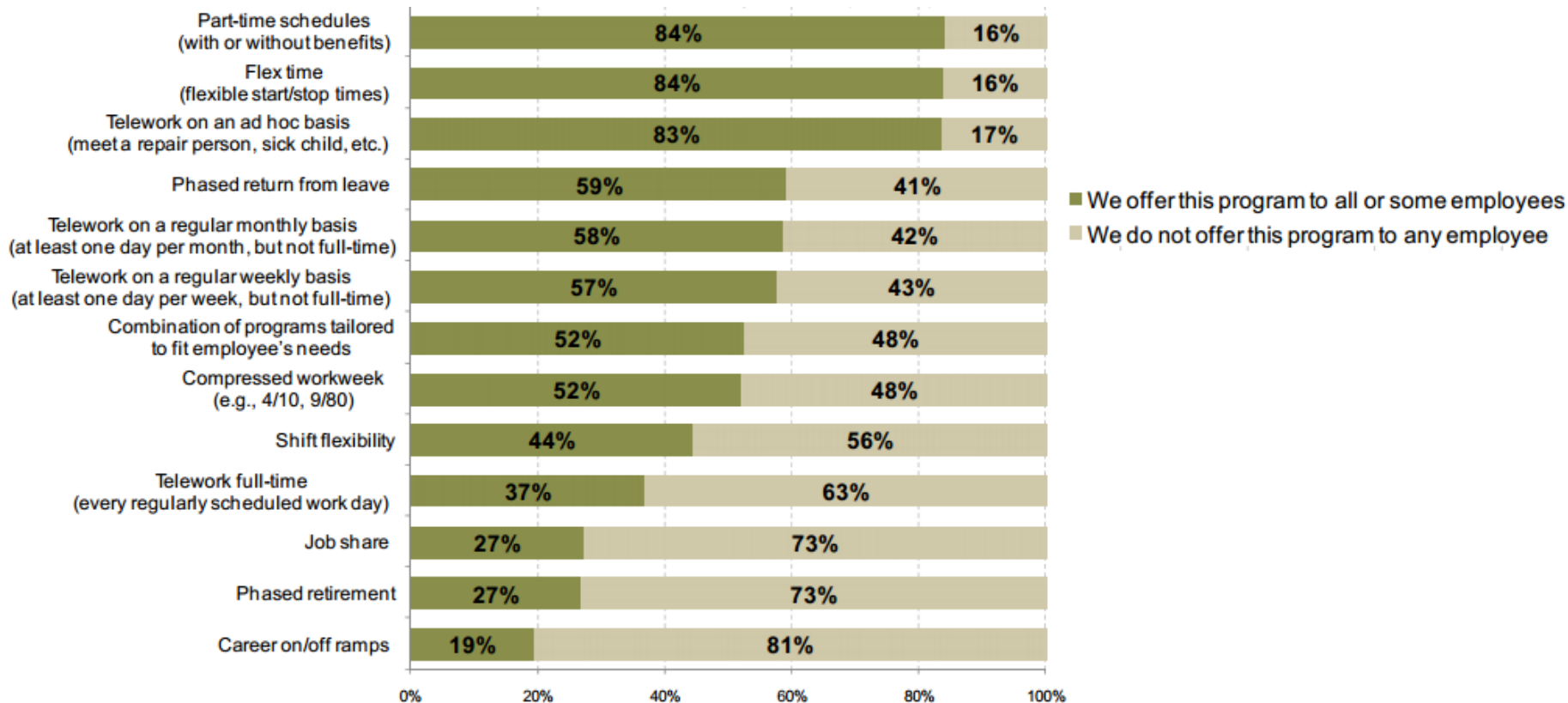
What we have to do

stripe



Changing workplaces

More possible than ever to launch a company without quitting your day job



Non-diluting resources

Expanding resources for entrepreneurs that come with little to no equity requirements

Mentorship &
Networking



young female entrepreneurs



Crowdfunding

KICKSTARTER

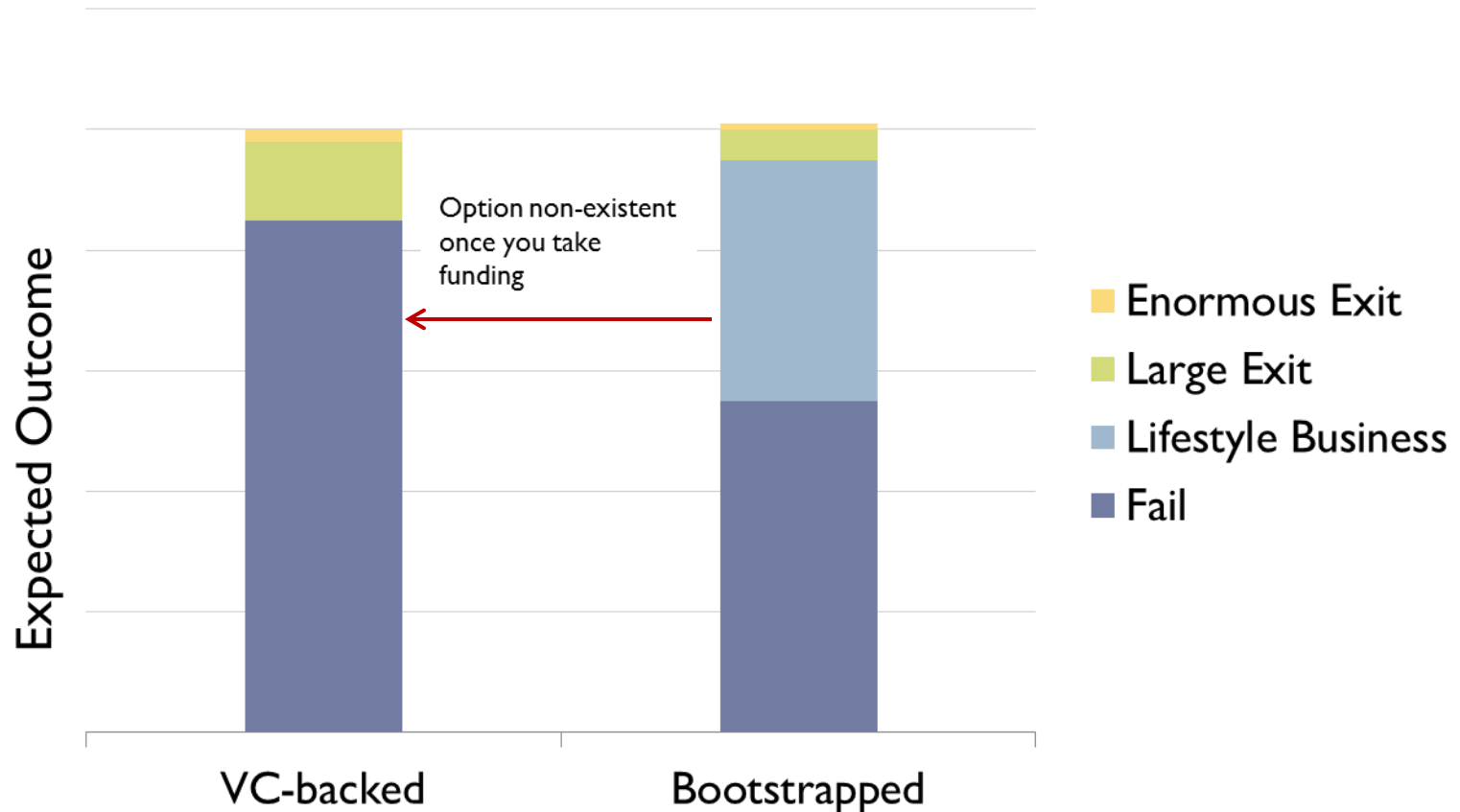


Accelerators



To bootstrap or not?

Taking money changes the potential outcomes of a startup, for better or worse.



Contact



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