



How Parent App

Supports Educators

Our Mission:

At Parent, we know that the most meaningful part of your work happens in the classroom, face-to-face with children. Yet the reality of early years education is that endless paperwork, documentation, and communication demands can eat into that time.

Our mission is simple: to support educators by easing the administrative load, so you can give your energy back to the children in your care.

Understanding the Challenges Educators Face:

Every educator knows the strain of juggling:

- Learning goals and assessments
- Safeguarding requirements
- Documentation and observations
- Family communication, and
- Team coordination

Often all within a single morning. Keeping observations organized for inspections, chasing parents for forms, and sending updates across multiple channels all pull focus from what truly matters: the children.

Parent was built in response to these pressures, with the goal of simplifying daily tasks so educators can focus on practice, not paperwork.

How Parent App Makes a Difference:

With Parent,

- Daily routines that once consumed hours become quick, integrated processes.
- Attendance and check-ins are logged instantly, freeing you from clipboards and sign-in sheets.
- Observations and assessments are captured on the spot, linked directly to curriculum goals, and stored safely. Type in quick notes and let AI fix grammar, or tone as needed.
- Communication with families is no longer scattered across notes, emails, and rushed conversations at pickup; instead, parents receive your real-time updates and photos throughout the day, reducing follow-up questions and strengthening trust.
- Even the most time-consuming tasks, like billing and permission forms, are handled directly in the app, minimizing paperwork and manual follow-up.



The Challenge	What Parent Offers	Why It Matters
Paperwork and Admin	Quick attendance, instant check-in/out, automated reports	Hours saved each week that can be spent with children
Inspections	Observations and assessments stored securely, linked to curriculum	Inspection-ready documentation, less stress and worry
Family Communication	Real-time updates, photos, and messages	Parents feel engaged, fewer repetitive conversations at pickup
Billing and Forms	In-app billing, digital forms and permissions	No more followups or manual errors
Team Coordination	Shared observations, newsfeed posts and permissions	Staff can collaborate picking up best practices from one another

What This Means for Educators:

The real value of Parent is in the time and peace of mind it gives back to educators:

- More time with children instead of managing paperwork.
- Confidence in practice, with everything organized and inspection-ready.
- Stronger family partnerships, built on trust and daily communication.
- Professional support, from a tool designed specifically for early years settings.

Thank you for allowing us to support you in the vital work you do.

Our role is not to add more to your plate, but to lighten the load so you can focus on what matters most, caring for and educating children. We are grateful to stand alongside you, providing tools that respect your time, your expertise, and your commitment to children and families.

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