BabyBlog

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Elevator Pitch

The Thrive in 5 BabyBlog is a SMS based technology that will provide a novel way to access parenting resources. Previously information for parents was available on the web or in print and was either unaccessible from home or easily lost. With this project information relevant to a parent's child will be sent direclty to parent's mobile phones or email, making it more accessible to all of Boston's parents.

What is the Thrive in 5 Baby Blog

- SMS edited Baby Blog
- Age specific reminders
- Community specific information
- Data collection for Boston's educational outreach programs
- Health information collection

Current Situation'

- Paper mailings

- Poor attendance at scheduled events'

- Limited access to internet at home

- SMS is popular mode of communication

Similar Technologies

- Twitter, SMS based blog and social network
- Google Health, personal health database shared with physician
- Websites that offer personalized parenting advice, tools and communities
    - TheBump.com (from theKnot.com)
    - babycenter.com
    - parents.com
- http://my.babyblog.com/, RSS feed of parenting related articles

Our Solution

Database:

        Parent's Name
        Child's Birth Date
        Mobile Number
        Mobile Service Provider
        Neighborhood

Server:

        Baby Blog Website
        Organization Back End

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