

MOM-TO-BE, NO TIME FREE?

 WORK & LIFESTYLE

As long as our [spotters](#) send us [spottings](#) like [Babyplanners](#), Springwise will never go out of business. This newborn London-based company has managed to find yet another niche-market waiting to be penetrated: young, hard-working parents-to-be, who are willing to shell out some dough to have others deal with the endless shopping, researching, conflicting advice and general stress and confusion that come with a first-time pregnancy. As Babyplanners state on their website: “your dedicated babyplanner takes care of all aspects of life concerned with the upcoming arrival: we help you decide what you need and when you need it.” Think sourcing the best baby carrier, create the baby’s bedroom, or pre-selecting and arranging birth prep or parent confidence classes. Planning doesn’t stop there: once the new arrival is safely delivered, Babyplanners will help its clients settle into mother and fatherhood, from putting them in touch with maternity nurses or short-listing nannies/nurseries, to advising on feeding and establishing routines. Babyplanners offer two programs: the ‘Good’ plan, which contains all the details of the service new parents will want and need, where to secure them, and a timeline of when they need them, and the ‘Great’ plan, which filters products and services based on individual needs, and which then goes on to organize them. The ‘Great’ plan also includes three one-hour, one-to-one sessions, and a 24-hour response email relationship. With the number of time-starved, well-earning new parents only increasing, this is a great opportunity for any service-minded entrepreneur who’s been through pregnancy, cashing in on hard-earned skills and diaper-stained experience. Tokyo, Paris, New York and Singapore to follow?

22nd November 2006

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