

PRESS RELEASE

Wayra X invests in Nannyfy, the revolutionary virtual childcare startup

- **Nannyfy reinvented its business model with the arrival of the Covid-19, going from website to search for nannies to a virtual platform for care, entertainment and socialisation for children between 3 and 12 years old.**
- **The platform generates its own content thanks to certified nannies who can be anything from qualified teachers to artists or scientists.**
- **Nannyfy is the third investment by Wayra X, Telefónica's 100% digital global hub, which was born last November with the aim of supporting startups with mass-market digital products.**

Madrid, on 22 January, 2021.- [Wayra X](#), Telefónica's 100% digital global hub, has invested in [Nannyfy](#), the edtech (education technology) platform where children can enjoy online content directed by nannies, experts in different subjects, together with other children of the same age.

On the platform, children between the ages of 3 and 12 can access NannyFun, the new digital learning method developed by the startup that offers monthly courses and daily activities. Under this method, fun, interaction and virtual care are combined so that the youngest in the house can progress hand in hand with expert nannies. Under a subscription or pay-per-use model, Nannyfy provides children with quality, age-appropriate content designed by validated nannies who are experts in the field and care, ranging from certified teachers to artists or scientists. In addition, Nannyfy allows them to interact with other children in a safe way, so they can socialise while learning and having fun. The platform is also accessible through its App. It has also recently developed a [Living App](#) for Movistar+ as a result of its participation in the [Wayra Activation Programme](#).

However, this has not always been Nannyfy's business model. The startup was previously a website where parents could look for a nanny to come to their home. It arose when Claudia de la Riva, CEO and founder of the startup, was unable to find a reliable and experienced nanny for her daughter because there was no online platform that covered this need. However, with the arrival of Covid-19, she had to realign her proposal, digitise the processes and become a pioneer in virtual learning and childcare. "We detected that the need on which our business model was based was going to continue to be there, but in a different way," explains de la Riva. "We got it right and we got a great response," she adds.

The results were quick to follow: the platform is growing by an average of 48% per month in terms of sign-ups and video views have increased by an average of 111% per month over the last three months. Nannyfy is also a partner of Airbnb Experiences. Its reach in the United States and Latin America is growing steadily.

Its capacity for reinvention and flexibility of the model is one of the main reasons why Wayra X has committed to Nannyfy. It also highlights its capacity to produce its own digital content and its commitment to personalisation, working on a service that adapts to each child, taking into account their age and interests. The startup is preparing its next capital increase, which will open between April and July of this year. In the three previous ones, which started in 2019, it has captured financing of more than €1.1M

Nannyfy becomes part of the Wayra X startup portfolio along with [Peoople](#) and [Blabla](#). Telefónica's 100% digital hub for investing in startups with digital mass consumption products, thus closing its first investment in 2021 and its third since its creation last November. "Today, screens play a key role in cognition among children and adolescents", says Luisa Rubio, head of Wayra X. "That's why a purely digital project like Nannyfy has a place in every home and is key in facilitating work/life balance, especially in a scenario where teleworking is gaining ground. It's a team and a winning proposition", concludes Rubio.