MAMIO

An app where moms can meet each other by location and baby's age, support each other and find a personalized motherhood guide.

Mamia aims to innovate what online support for mums looks like – instead of outdated parenting forums, it offers support that is in a modern and friendly app, in a purely female environment and in a personalised way. Mamio has now been downloaded by over 20,000 users. At the same time, users can find a dating app by age of child and location, a redefined forum and tips on products and services. Thanks to the Technological Incubation, Mamio will also offer a personalised maternity guide that will offer mothers the necessary information in a predictive and tailored way.

Unique selling points:

- No more searching for information and friends in endless forums, every mom can find support on Mamiu according to her location, age of the child and philosophy.
- Finally, a modern app for moms.
- A welcoming, purely female environment with no toxic discussions.

Product

Modern apps for mothers

Technology readiness

Development

Proof of concept

Prototype

First implementation

▶ Extensive implementation

1/2023

B2C

www.mamio-app.com