

Name Mello
Website mello-app.com
Year Launched 2017
Area Social Inclusion



Description

Mello is a social community for families to support each other. Modern parents face an increasing number of challenges that drain them mentally, physically and emotionally. From a lack of personal time and childcare to isolation and a need for community. More than 50% of all parents say they feel cut off from friends and are more isolated after having a child. Mello allows parents to find the support they need to make parenting a little easier and a lot more fun. Mello helps families to find their village.

Impact in Numbers

Mello has connected 10.000+ parents and counts with a significant number of daily active parents benefiting from the community.



Impact Management Project assessment

What: Mello is increasing the mental, physical and emotional condition of parents who feel more isolated from their community and friends after having children.

Who: +50% of parents feel cut-off from friends and are more isolated after having a child. Mello is addressing the needs of these parents by connecting them to other parents. Today, Mello is focused on German parents.

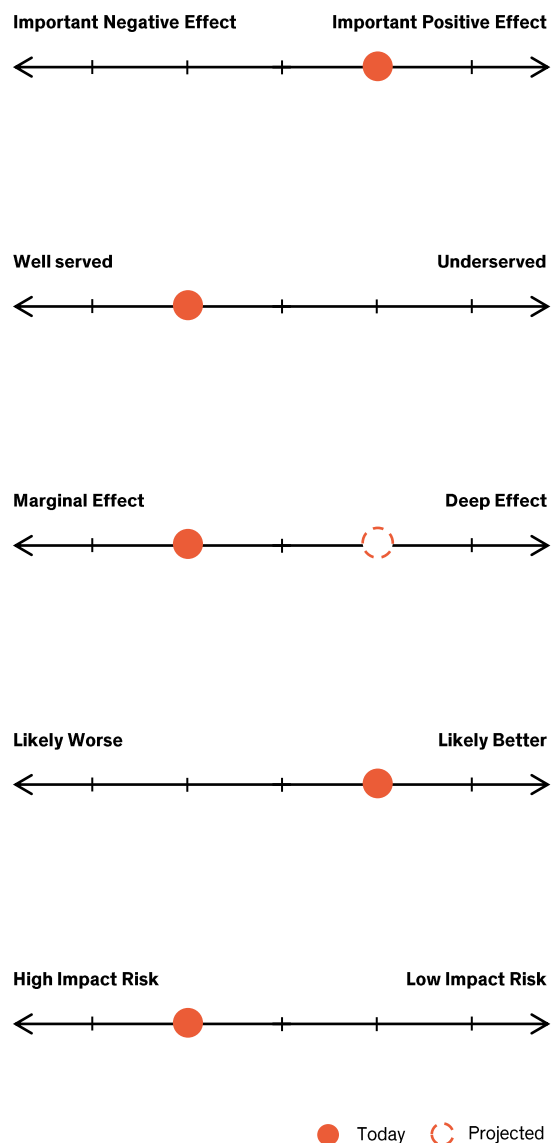
How much: Mello has connected more than 10,000 parents and counts with a significant number of daily active users in their app.

Contribution: We consider that Mello is positively contributing to the increase of parent's wellbeing through their app connections, as there is evidence that the parents value the app.

Risk: There is an evidence risk as it is difficult to measure the contribution of Mello to the increase in parent's wellbeing and inclusion in their communities

SDG Analysis

Mello is focused on the sub-goal 10.2, by providing a tool for parents to feel more socially included in their communities.



Conclusion

According to the [IMP framework](#), we classify Mello as a B business (Benefiting Stakeholders) given their positive impact on their beneficiaries, parents who are feeling cut off from their communities after having their first child. We expect Mello to reach a wider audience of parents when expanding to new geographies which will translate in a deeper positive impact.