

Press Kit - Q3 2014



Activity Hero

Keeping Kids Active

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Company Profile

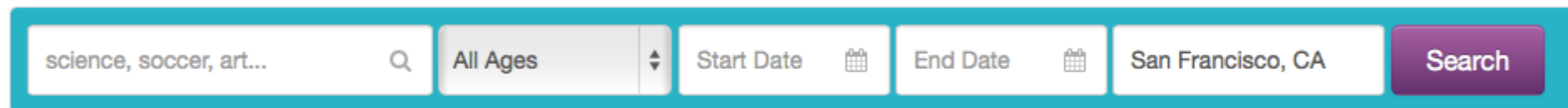
ActivityHero is the one-stop shop for kid's activity planning. From after-school art programs to summer science camps, ActivityHero makes it easy for today's busy parents to find and schedule activities that are fun and enriching for their children.

Find the perfect activity any time of day by browsing through ActivityHero's expansive, parent-reviewed listings -- then book and share your activities directly on the site. Founded in 2012, ActivityHero is based in Sunnyvale, CA.

For more information, visit www.activityhero.com.

Key Features

Discover: Find new kid's activities in your area! Search ActivityHero's extensive database by your child's age, activity category, date, location, and more.

A search bar interface with a light blue border. It contains a search input field with the placeholder text "science, soccer, art...", a magnifying glass icon, a dropdown menu currently showing "All Ages", a "Start Date" field with a calendar icon, an "End Date" field with a calendar icon, a location field showing "San Francisco, CA", and a purple "Search" button.

science, soccer, art... All Ages Start Date End Date San Francisco, CA Search

Discounts: View camps and programs in your area that are offering discounts and other promotions to keep your kids busy and save some money at the same time.

A program listing for "Kids Art Bash". It includes a photo of children at an art table, the address "14456 Union Ave. San Jose, CA", and details about "22 Classes" for "4 yrs-14 yrs" ranging from "\$75 - \$335" from "Sep 20, 2014 - Apr 10, 2015". A green "EasyEnroll" banner is in the top right. Two discount tags are listed: "Sibling - Enroll a sibling and get \$5 per child off. , ends on 12/31/2014, midnight Pacific Time" and "Early registration - This is a one day only special discount for the week prior to Thanksgiving. , ends on 10/14/2014, midnight Pacific Time".

Kids Art Bash

14456 Union Ave.
San Jose, CA

Creative arts

22 Classes
4 yrs-14 yrs
\$75 - \$335
Sep 20, 2014 - Apr 10, 2015

EasyEnroll

-  **Sibling** - Enroll a sibling and get \$5 per child off. , ends on 12/31/2014, midnight Pacific Time
-  **Early registration** - This is a one day only special discount for the week prior to Thanksgiving. , ends on 10/14/2014, midnight Pacific Time

Key Features (Cont.)

Activity Calendars: Check out what programs are going on in your area with activity calendars, and go social by inviting a friend to plan together.

Sun	Mon	Tue	Wed	Thu
28	29	30	1	2
Starting Oct 1 2014 (4 activities)				
Pre-K program (3-5 year old)				
Ms. Marian's Dance Garden at Ms Marian's Dance Garden (above Thoms' Fresh Organics Health Foods)			\$220.00	
★★★★★			Save to Calendar	
Ages 3 yrs-5 yrs				
Oct 01-Dec 17, 2014, 11:00AM - 12:00PM				

★★★★★ 9 Reviews, 57 Endorsements

♥ Love It

✓ Been There

🔖 Bookmark

[See all ratings](#)

Reviews: Read reviews from other parents to help you select activities and make the best decision for your child.

Key Features (Cont.)

Book Online: Save time by finding and registering all in one place! Register, pay and keep track of multiple programs via ActivityHero -- plus, you can fill out ActivityHero's online form once and use it again and again.

Activities

2 Reviews , 390 Endorsements

Filters: All Grades ▾ Start Date End Date ☐ Classes ☐ Camps ☐ Parties ☐ Full Day ☐ Half Day

Activity	Ages / Grades	Dates	Times	Price	
Extreme Flight - Extreme Flight - 3 Day - Camp More Info	Gr K-Gr 6	Nov 24-Nov 26, 2014 M, Tu, W Save	09:00AM - 04:00PM Extended Care	Regular Price: \$229.00 Member Price: \$209.00 per session Discounts	Register Last few spots Question?

Company Leadership

Shilpa Dalmia, Co-Founder & CEO

Shilpa has over 16 years of experience in the software industry and has worked for several startups throughout her career, including IPLocks, Billeo, and PostX. Faced with the challenge of finding the right after-school activities for her kids, Shilpa came up with the idea of ActivityHero. Being a parent at heart and an engineer by profession with an entrepreneurial mindset, she pursued this venture to help both parents and activity providers. Shilpa holds a bachelor's degree in Electronics Engineering from Mumbai University.

Peggy Chang, Co-Founder, COO

With over 15 years of experience developing industry-leading online services and software applications, Peggy has led product management teams for Intuit's QuickBooks software, Excite.com, Charles Schwab and The Los Angeles Times. She is a graduate of Stanford's Graduate School of Business and has a EECS degree from Massachusetts Institute of Technology. As a mom with two children, Peggy enjoys introducing her kids to many different year-round specialty activities and camps.

Frequently Asked Questions

What is ActivityHero?

ActivityHero is a comprehensive online database of local activity providers. It helps busy parents discover and sign up for programs, from summer camps to after-school activities, entirely online. With access to community reviews, schedules, discounts and more, parents can rely on ActivityHero as a one-stop shop to find the perfect activity for their child.

How does it work?

Parents search through ActivityHero's extensive database of activity providers to find programs in their area. These program listings have all the information busy parents need -- schedules, reviews and even online registration -- to save busy parents time and get their kids involved in enriching activities as quickly as possible. With the ability to search by activity category, location, cost, date and more, parents can rest assured they'll find the best activity for their child, no matter what they're interested in.

What does it cost?

ActivityHero is completely free for parents to use.

FAQ (Cont.)

What does ActivityHero provide for businesses?

ActivityHero provides all businesses with a free listing that can be seen by thousands of local parents. In its listing, a business can add photos, schedules, promotions and links to its website so parents can see all it has to offer. If businesses choose to upgrade to a Gold listing, they will be featured on ActivityHero's home page, search results and other prominent positions on the site.

With ActivityHero's widgets, businesses can also add ActivityHero's registration service to their own websites to streamline their registration and payment processes. On average, businesses that use ActivityHero's registration service see an increase of 15 percent in registrations from the promotion on ActivityHero's website and emails to parents.

Where is it available?

ActivityHero is available for parents and providers across the country, and continues to grow. Major areas served include the San Francisco Bay Area, the Greater Los Angeles area, Philadelphia, New York, Chicago and Washington, DC. The full list of cities can be found at activityhero.com/cities.

FAQ (Cont.)

Why should parents use ActivityHero?

In today's busy world, parents don't have time to scour the internet, look at outdated websites and play phone tag with businesses just to get their children signed up for activities. Now, parents can schedule their children's activities through ActivityHero. The site simplifies the time-consuming scheduling process by providing a one-stop shop that guides parents from research to registration, and offers a comprehensive list of local activities to ensure parents are finding the most fun and enriching experiences for their kids.

Why was ActivityHero started?

Founders Shilpa Dalmia and Peggy Chang are busy parents who realized that it can take months to sign their kids up for activities. Between researching the best programs and trying to get basic information such as class times and prices, the process was complicated and time consuming. The pair started ActivityHero to help busy parents across the country get their kids involved in the enriching programs with the click of a button.