

## *ActivityHero Founder Bios*

As engineers AND mothers, the founders of ActivityHero take a scientific approach to solving the everyday problems they encounter in finding the best after-school activities and summer camps for their own children, and how to schedule and keep it all organized. By bringing the best features and tools to parents, ActivityHero is the sidekick to the Mom hero while finding the best after-school activities and summer camps.

### ***Shilpa Dalmia, Co-Founder and Technology Lead***

With more than 15 years of design and development experience in client/server and web architecture – managing IT projects through software lifecycle, hands-on web development on Ruby on Rails, Java and C++, and more – Shilpa Dalmia has taken the technical prowess she has learned at the variety of start-ups and consultancies and applied them to the problem of after-school activities with the launch of ActivityHero.

Being a parent at heart, an engineer by profession and with an entrepreneurial mindset, Shilpa decided to launch ActivityHero with the goal of finding a solution to find the best activities for her children, and find a way to take the after-school and summer camp puzzle and turn it into an easy-to-schedule and fun lifestyle for both parents and children.

Shilpa's expertise in designing and architecting complex multi-tier high performance systems with high scalability and availability has been the backbone of ActivityHero, culminating in the launch of the service and helping herself and other like-minded parents find the right after-school activities for their children, as well as making it easy for parents to schedule, carpool and connect. During her little downtime, Shilpa enjoys spending time with her two children, ages seven and ten.

### ***Chandini Ammineni Co-Founder and Business Development and Marketing Lead***

Despite being on the managerial track, and a lead mechanical engineer at a Fortune 100 with four patents to her name, Chandini Ammineni heard an interview with Ron Conway that noted that if you want to build it, you need to be in Silicon Valley. Packing up her car, Chandini made the move to the Valley to start off her entrepreneurial career building web and mobile apps to make her friends' lives easier – including an iPhone heartbeat monitor for pregnant mothers – and then made the jump to join ActivityHero.

At ActivityHero, Chandini has made the jump from being the quiet mechanical engineer to the lead extrovert of the team, talking to Moms every day on the streets of Mountain View and Palo Alto, to building the financial modeling for the site ... with LEGOs, to all around entrepreneur around town recruiting new team members, advisors and mentors.

Chandini currently wears the new hats of marketing and business development, networking with after-school activity vendors throughout the country, as well as working with the media and marketing teams to build the right story to resonate with various audiences. A proud member of the North Carolina State Wolfpack, Chandini is also the chief cartoon watcher and child watcher at ActivityHero, being part of the village raising the co-founders' children.

***Peggy Chang, Co-Founder and Product Management Lead***

Peggy Chang's 15-plus years of experience in developing industry-leading online services and software applications come from both the corporate world and the start-up world. Peggy has had a wide range of experiences at companies such as Intuit and its QuickBooks division, working at Charles Schwab in product management, as well as being part of the start-up era at Excite@Home, the development of the Los Angeles Times new media division and being part of the world renown Walt Disney Imagineering team.

Peggy Chang has taken her past experience and combined the best of the corporate world and the start-up world to help lead product management and development at ActivityHero. As one of the founders of SignUpforCamp, which merged with ActivityHero to become the backbone of the summer camp search and scheduling, Peggy has taken what she developed and expanded it into the after-school activities to make her life as a Mother easier and better for her own children.

She holds an MBA from Stanford Graduate School of Business and engineering degrees from M.I.T. but is most proud of her 9 and 11 year old children, enrolling them in a large variety of after-school activities and summer camps using ActivityHero.