

# ToguMogu: App for hacking your way to better parenting

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Bangladesh is home to over 160 million people. More than 64 million children make up around 40% of the population. Every day 10,000 children are born in Bangladesh of which almost half are born in first-parent families. About 10.5 million families have children between 0-5 years old. With families getting smaller and the rise of urban nuclear families, support from other family members during the pregnancy period and the post-natal period are less available. There are hundreds of myths and non-scientific ideologies that make the whole process difficult, especially for the new parents, who are expecting their firstborn. Lack of authentic Bengali contents for pregnant mothers is a serious problem when it comes to education and awareness.

First-time parents are super sensitive and careful about the products and the services that they will be using. The idea of ToguMogu was first born to fight these problems, where new and young parents will get all their support from one platform. The co-founders have faced similar challenges with their families that provoked the idea of a one-stop solution for parenting.

ToguMogu is a service platform to provide different types of support for expecting, new and young parents with children aged 0-5 years old in Bangladesh. It currently offers the following services: ToguMogu E-shop: expert-recommended newborn products, Baby Pixels by ToguMogu: Concept-based photography for baby and pregnancy photo sessions,



Education contents on various aspects of pregnancy, birth, and early childhood development for parents and expecting parents, and Doctor search and booking service from a large database of doctors.

The keys to ToguMogu's parenting services are authenticity and expert verified. Dr Nazmul Arefin, Co-founder of ToguMogu, answered, "From the beginning, our goal is to make sure parents can make a decision with complete trust from us and by using our platform. This means, all our articles or contents are taken from sources like UNICEF, Babycenter, and are contextualized for Bangladesh and checked by doctors. All our products starting from baby products to learning materials are all expert-verified and age-appropriate with the child's growth."

Upon asking about where the idea of ToguMogu kicked off, Anika Rahman, Co-founder of ToguMogu said, "I was an expecting parent at a loss on where to find prenatal education, support and fitness blogs and apps online. Most articles were in English which I realised should be difficult to follow for the majority of the people in Bangladesh. So I launched a website with a parenting blog to provide education, tips and tutorials about prenatal, intra-natal and post-natal care, an e-shop, a search platform, and a concept/theme based baby photography service."

Through the ToguMogu parenting app, pregnant couples can join from their first week of pregnancy, receiving a week-by-week pregnancy care series for both expecting mother and father. After the newborn is born, parents can purchase authentic and verified products, and then as the baby grows the parents can purchase other items like age-appropriate books, learning toys. Finding nanny, child specialist and special children consultants in Bangladesh has never been easier.

The app solves the problem of finding nearby best daycare, pre-school, after-school by a location-based search. These establishments are ToguMogu's expert verified based on the available

service. Moreover, clients can also rank the daycare, pre-school based on their own experience. Parents have the scope of booking their next photography session from ToguMogu – a raising trend among new parents. Offers for newborn packages, pregnancy photography, cakes mash, birthday photography etc. are available from Babypixel's theme and photographers.

New-mom Takmila said, "It helped me a lot during my pregnancy. And now I use the app to purchase baby products regularly. I'm impressed by their polite and prompt service." ToguMogu has a vast user range and another inspired dad added how he was pleasantly surprised by the app's services. He said, "Finally an app made in Bangladesh providing a 360-degree parenting solution. Never came across anything like this before, ToguMogu's initiative is just another step towards our own Silicon Valley!"

Since the start in 2017, as an F-commerce, ToguMogu has constantly added a new line of services to its portfolio. In 2019, it fully launched the website with different services. Now the ToguMogu parenting app is released. They believe that trust and reputation do not build overnight. Zillul Karim, Co-founder of ToguMogu shared, "Millennium parents are demanding and want the best services. That's why waited almost 3 years before launching the app. We wanted to go slow and steady to understand the parent demand and behaviour and offer appropriate services with the most reputed service providers. Our priority is to make parenting easy and fun for new parents and making their decision-making process easy by building trust."

Togumogu parenting app recently won the first runner up prize in Call for Nation organized by ICT Ministry and Startup Bangladesh. The startup is now working on upcoming services. The next steps will be to add parenting courses, edutainment for the children on the app, with partnership from different organizations.