



Nannies & Mannies

By Micah Brochin

My name is Micah Brochin. I am a senior at Riverwood International Charter School and I am 18 years old. I have been involved with many different sports teams here at my school. I am also heavily involved with the FBLA program. Last year I participated in the entrepreneurship competition for the state competition. My team won third in the state.

I got my start with children 6 years ago when I was 12 years old at my aunt's preschool. I immediately fell in love with the work. The next year, upon my return, I was put in charge of running the water play. This consisted of setting up the water tubs and sprinklers for the children to play in. I stayed at the preschool until I was 14. Then the next summer I moved to Atlanta Jewish community Center. I worked at camp Isidore Alterman and the aquatics camp the first summer. Then during the school year I worked the clock for some of the youth sports game. I then took a summer off to travel to Israel. When I came back I got right back into the work. There is nothing more rewarding to me than having a positive impact on a child's life. I feel that the age range of 4-8 are crucial years for their development and I feel very honored to be able to play a role in this stage.

I started this company, Nannies and Mannies, at the end of August. It was a lot of work to do all of the research necessary to start up a company like this. I had to find out where to go to get the proper licensing, I had to set up a police account to do the proper screening, and I had to come up with my own personal hiring contracts. This is just some of the basic stuff. I also had to come up with a very complicated pricing process, guarantees, insurance coverage, and new client forms. After everything was in place and official I saw my first dollar a month and a half later. I worked on the development of the company from when I started it till just a little while ago. I worked every day at least 7-8 hours after school. I would be up till 1 or 2 in the morning doing work for it. At the end of the day, from the results that I have already had, I would say that it most definitely has paid off.

I got the idea from when people kept asking me to babysit and I was unavailable. I thought that it was unfair to the parents we left without assistance. I decided to gather up some of the finest people that I know of that have had more than a year of experience with children. I then

(continued on next page)



started to build the company from the ground up. I started off by making hiring contracts. I then bought business cards and started to design the website. After all this was done I got all of the background checks done on all of my employees.

The goal of my company is to match a client with their dream babysitter. I have a wide variety of choices for people to choose from. We have people that can speak Spanish or French. We have boys and girls of different ages. We also accept new born babies and special needs children. All of these factors help me reach my target market more effectively than my competitor. My company is currently on the referral list by two major hotels here, the Intercontinental and The W. My future goals are to open up branches in Miami, Florida, Boston, Massachusetts, and New York City, New York. □

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