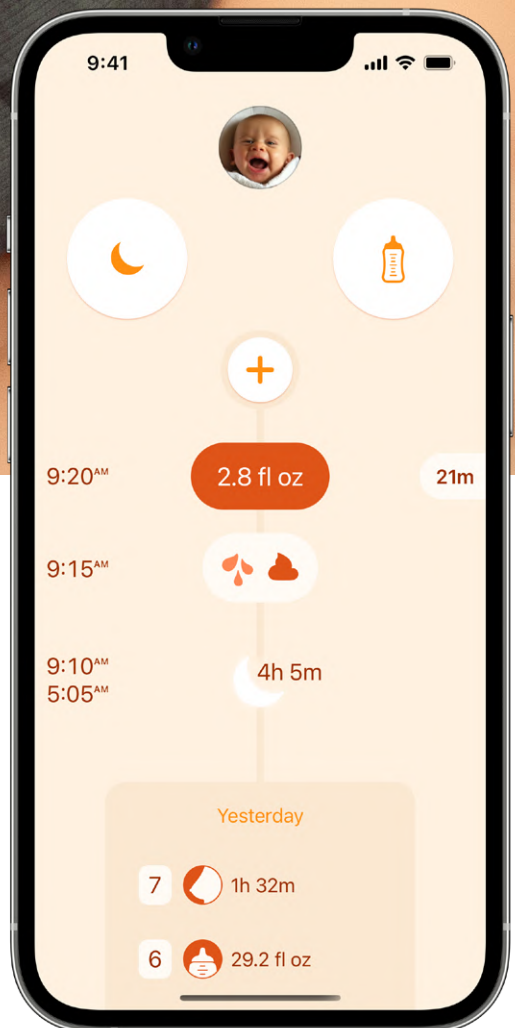




**Le Baby**

**shared & private  
memory helper  
for parents**

press kit  
june 2022



## Le Baby is an app helping parents keep track of their newborn's eating and sleeping habits, and gain confidence in their new role.

**Memory helper** – What time was the last bottle at? Was the last diaper full? Lack of sleep will sometimes leave these questions unanswered. Taking quick notes along the way makes it easier to catch up on what actually happened, and helps decoding baby's cries.

**Handover** – Information can be shared between parents' iPhone®, so each remains up to date without having to wake the other up.

**Convenient** – A few seconds and a free hand are enough to record feedings, diapers or sleep at any time of the day or night. Entries are kept in a journal, which gives a clear overview of the past hours and days.

**Private** – Le Baby does not collect any data from its users. Journal sharing between parents is protected by the maximum level of encryption offered by Apple®.

Le Baby is available for free on the App Store®, and a generous number of journal entries are offered to try all the features out. A one-time purchase at a reasonable price provides unlimited entries.

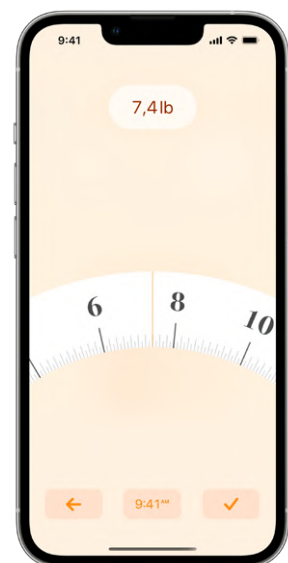
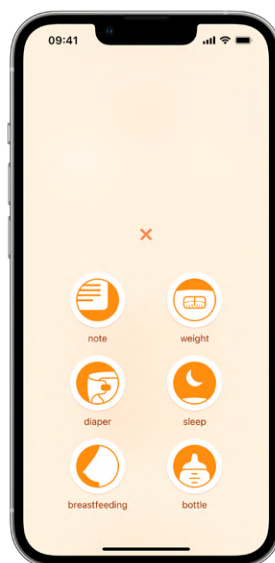
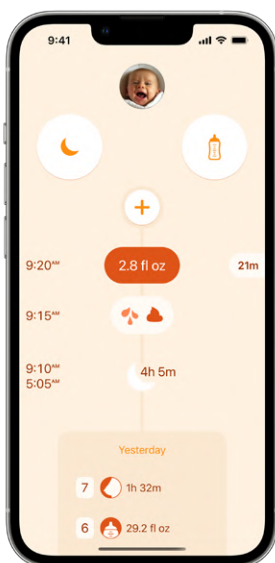
An indy application created in Paris by Amadour Griffais and Thibaut Sailly, two passionate app creators.

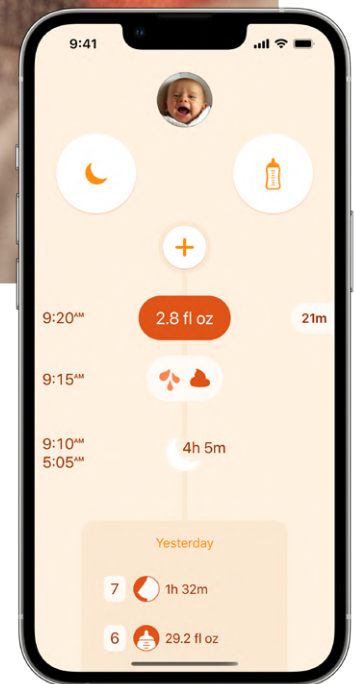
Selected in the  
"Helpful for parents"  
list on the French  
App Store

4.7/5 ★★★★★



[www.lebaby.app](http://www.lebaby.app)





## Building confidence

Everyone reacts differently when welcoming a newborn: some will effortlessly go with the flow, while others' boat will rock for a few weeks. Sometimes, the baby's health issues can become a source of stress. Add to this sleep deprivation, the repetitive nature of caregiving, and it's almost inevitable parents find themselves in a haze, feeling a bit lost.

Keeping a record of feedings and other baby care is a simple way of having a clear overview at hand when doubts arise. With its simplicity and ergonomics, Le Baby makes recording feedings and sleep very fast, to help parents getting into this habit without effort.

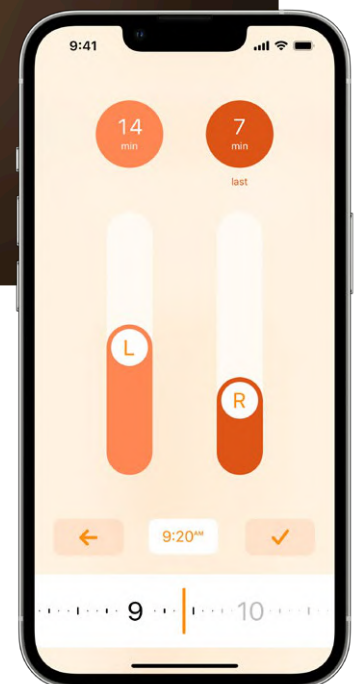
The information they collect gives them a clear view of the past hours, days and weeks. Little by little, a new perspective on the baby's rhythm emerges and gives parents an additional reference point.

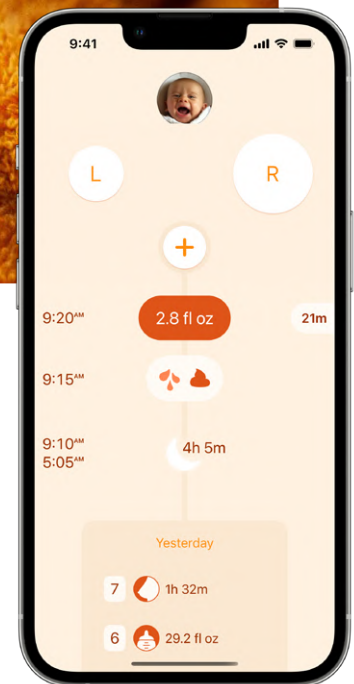


## Just one hand

You don't realize it until you become a parent yourself, but your hands are often busy when caring for a newborn. In acceptance of this parenting condition, Le Baby was designed to be used single handedly. Main tasks can be completed with thumbs tapping buttons and scrolling sliders at the bottom of the screen.

For example, adjusting the time of an entry is done with a single and broad thumb gesture – no need to use a fiddly date selector. To help vision impaired parents, a high-contrast theme compliant with accessibility standards is provided.



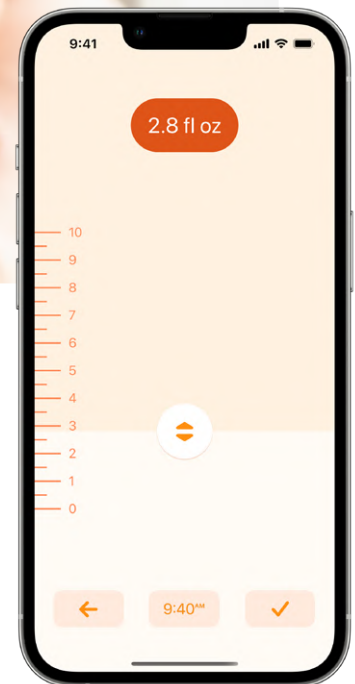


## Breastfeeding helper

For moms who want to keep track of their breastfeeding, Le Baby offers the nicest and most easy to use breastfeeding timer of any baby tracker app.

When opening the app, a glance is enough to know which breast to give, based on the previous feeding. A single tap starts the timer, and pausing, restarting or switching breasts is just as easy.

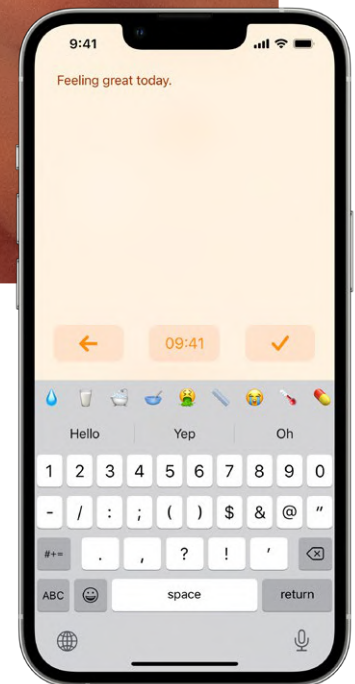
In the dark, to avoid lighting the room with the screen's light and disturbing the feeding baby, a very dark color theme can be automatically activated. There is just enough light to read the app's screen, without making it a nuisance. A bonus for the other parent catching up on sleep close by.



## Participating dad

Fathers won't breastfeed, but their help is needed and welcomed with diaper changes, bottles, and more. Le Baby is the perfect tool to facilitate coordination between mom and dad: the entries added to the journal by either of them are synchronized on both their devices. No need to wake the other one up when the nightshift starts.

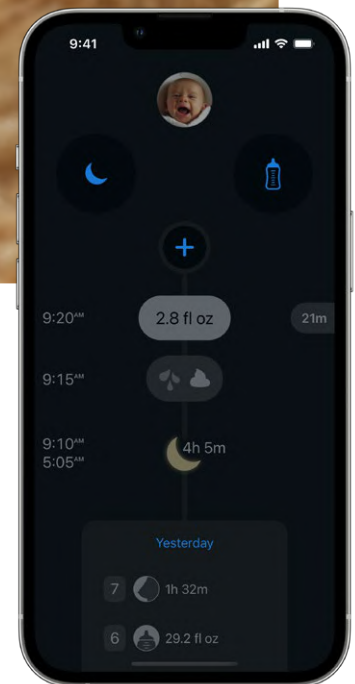
This journal sharing can be set up quickly without creating an account, and guarantees that the data remains confidential using the most secure encryption offered by Apple with iCloud®. It is possible to invite more than two participants: those in need of a thrill can even invite their mothers-in-law if they wish to.



## Privacy

Many applications are unclear about how the data they are entrusted with is managed. Le Baby's position is straightforward: data recorded by parents is untouchable and must remain theirs. Le Baby HQ cannot and will not snoop into any user data. Just like the manufacturer of a notebook has no right, nor means, to see what is written in it.

By default, the data doesn't leave the user's device, and when Journal Sharing is enabled, the information is encrypted before it moves between participants. This way, parents know that no one but them will ever be able to access it, and feel confident to write down what they need to remember, even if it is very personal.



## Respecting baby

Newborns need the undivided attention of their parents. Le Baby makes everything it can to stay out of the way of this growing relationship.

For example, the time required from the parents to use it is reduced to a few seconds thanks to its simple and glanceable screens, usable with quick broad gestures.

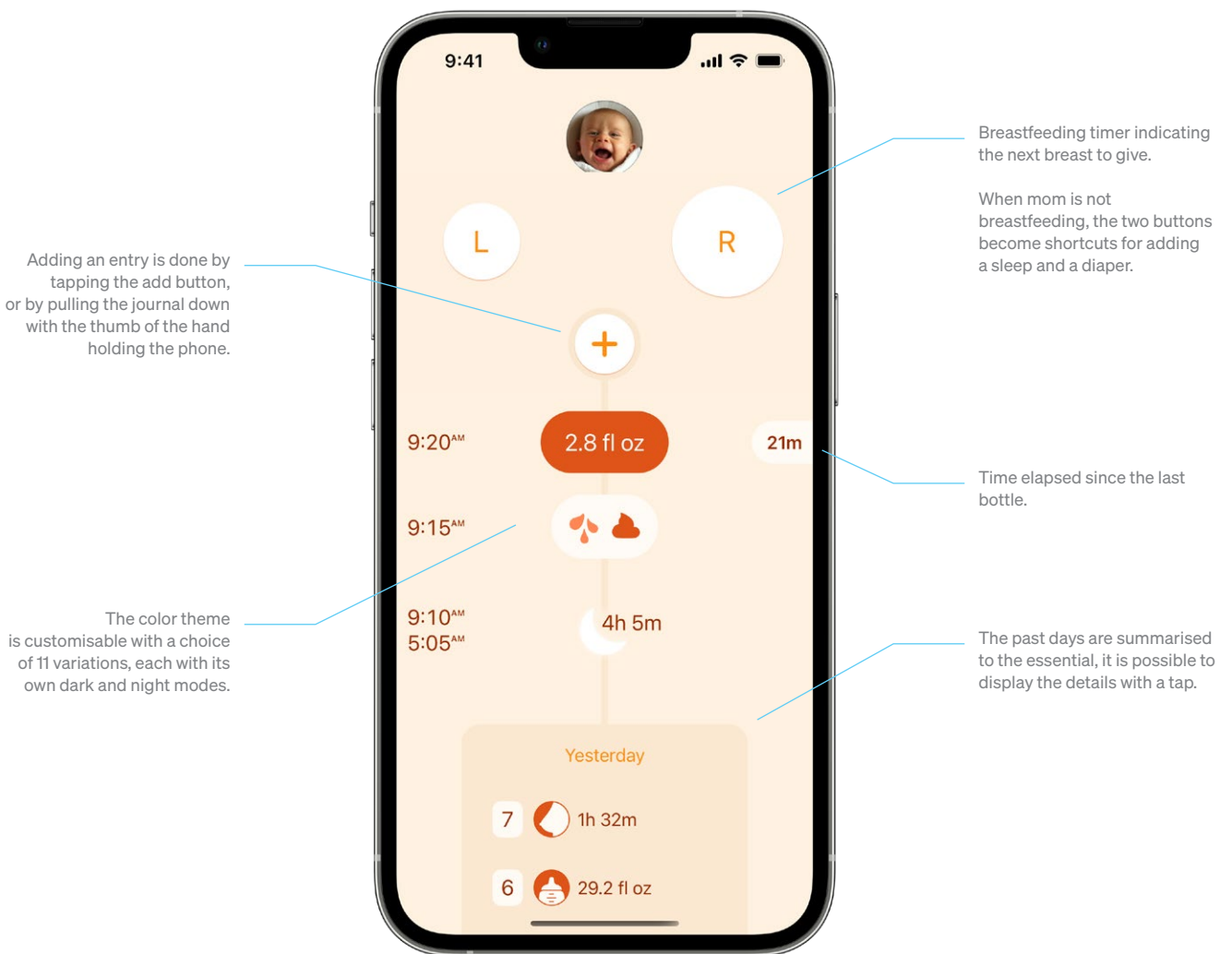
A situation where apps can have an overreaching presence is when the screen's light floods a dark room. Le Baby solved this problem by adding a very dark appearance that can be automatically displayed when the phone detects darkness. The amount of light is just enough to read the screen, reduced to a minimum to avoid disturbing a feeding or a sleep that parents wish as long as can be.



“ Simple, intuitive and without bugs!  
This app is a joy to use. As a young father,  
the app is really helpful! Not like other apps  
that are too complex. Here there is the basic  
very well done and it is exactly what  
I was looking for to help me  
apprehend my brand new  
life with baby! ”

“ I’ve been using it since the day  
our daughter was born and it made  
my first steps as a mom easier, especially  
from the beginning to keep track of breastfeeding,  
when every bit of information counts.  
And to communicate with the nurses during the first  
week in the maternity hospital it was perfect  
(they liked it too!!). ”

“ In short, an essential application  
for tracking babies during the first few months  
(especially for twins!) With easily accessible recaps,  
which take away a big mental burden, and allow you  
to dispatch tasks without losing any information  
thanks to journal sharing. ”



# 1 minute to try it

Here are some shortcuts  
for a quick test drive of  
Le Baby.

## 5 seconds to install



[View Le Baby on the App Store](#)

## 20 seconds to add a baby

Eva, born yesterday, 3,30 kg.

## 30 seconds to add 4 entries

a bottle, a diaper, a breastfeeding, and a weight.

## **Team**

Le Baby is made by an independent duo, Thibaut Saily and Amadour Griffais. Based in Paris, these experienced professionals have created apps for prestigious clients such as Le Monde, Capitaine Train/Trainline or Dashlane.

Demanding, meticulous and attentive to the quality of what they offer to their users, they are working to make Le Baby the best baby tracking application.

The project has no external investors, and the roadmap only meets the team's quality requirements. There is no pressure to artificially increase the time parents spend in the app, or to get as much data about them as possible. New features are added when they are ready, refined and tested.

## **Contact**

Thibaut Saily – [hello@lebaby.app](mailto:hello@lebaby.app)

## **Pictures**

Lifestyle photographs, screenshots, and illustrations – <https://lebaby.app/press>

## **Social**

Instagram – [@lebabyapp](https://www.instagram.com/lebabyapp)

## **App Store**

<https://apple.co/36h4sEI>

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