

GoKid

Founded in 2015 by Stefanie Lemcke, [GoKid](#) is a carpooling technology for schools, teams, and active families, helping parents to carpool with other parents they know and trust.

The company was started as the result of Stefanie's need for a way to easily schedule and manage carpools for her own daughters.

The iOS app is now live in the App Store with thousands of active carpools, and the company is beta testing its proprietary technology on desktop and mobile web.

GoKid is currently developing a software-as-a-service solution for teams and schools. This technology not only gives families access to the premium version of the app, but also helps parents find nearby families who are interested in carpooling.

GoKid is a graduate of the Techstars Mobility class of 2016. GoKid was also a semi-finalist in the Women Who Tech Challenge, a semi-finalist in NextChallenge: Smart Cities, second place winner of the Mobileys awards and a finalist in the Moovel Smart Cities Challenge.

GoKid has offices in New York City and Detroit.

GoKid has raised a seed round with funding coming from [InMotion Ventures](#), the venture capital division of Jaguar Land Rover Limited, and Fontinalis Partners, among others.

As part of both the smart city and mobility-as-a-service sectors, the company's goal is to help parents save time, improve access to school and after-school events, reduce congestion and emissions, and to provide new mobility solutions. GoKid is working with cities, schools, sports leagues, and car manufacturers.

The technology provides an easy way to invite others to carpool, manages the schedule, sends reminders, plots the route, tracks the cars, and sends alerts—all from one place.

Live tracking of routes and notifications of arrivals, gives parents peace of mind. By showing drivers the best route to take when picking up the children, and by providing pictures of both carpool drivers and passengers, GoKid combines convenience and safety.

Large corporates have started partnering with GoKid to grant their employees access to GoKid's technology, including its premium features via an employee benefit program. This will allow employees to better manage their work / life balance, as carpooling saves valuable productivity time.

GoKid Team

Dr. Stefanie Lemcke – Founder and CEO.

Stefanie Lemcke is the founder and CEO of GoKid.

Even before founding GoKid, Stefanie Lemcke has been involved in spurring innovation in technology and media and has worked in the smart city space. In 2012 she co-founded New York International, a company which facilitates international collaboration between cities and startups. New York International's clients include the City of New York, the City of Berlin, and many other private companies and partners worldwide. Stefanie Lemcke is a former principal of Quantum Media, a boutique consulting firm to global media and technology firms, as well as retailers and later stage startups.

As a media executive, she headed Video on Demand for Sky (Germany). As a trained lawyer, Stefanie is the previous head of business and legal affairs for the Disney Channel Germany.

Stefanie holds a Masters of Law (LLM) and a PhD in International Law from Ludwig-Maximilians-Universität in Munich. She also has an MBA, in Media Management, from Steinbeis-Hochschule Berlin.

FAQs

Q: Is the GoKid app easy to use?

A: The GoKid app has been designed with ease of use in mind. It is intended to take the stress out of carpool scheduling by making it easy to invite others and ensuring you know where to be and when—it even assists with driving directions and routing.

Q: When I have set up a carpool in GoKid, how do I know who the driver and the passengers are?

A: In the GoKid app, you can see pictures of the driver and the passengers for each ride so you can be reminded which kids are participating that day, and who is driving. GoKid carpools are invitation-only, so you will only be sharing rides with people in your trusted network.

Q: Is GoKid safe and confidential?

A: GoKid makes safety and privacy a priority because it is an invitation-based service, in which users only accept carpools from people they know and trust.

Q: Does GoKid have their own drivers?

A: No. GoKid facilitates the carpool setup and management through their technology but doesn't hire or employ drivers as parents and caretakers do the driving. Drivers are selected by families scheduling carpools from their own trusted sources.

Q: Does GoKid work for all types of carpools or just school-related ones?

A: GoKid is the perfect carpool scheduler and management tool for all types of carpools – from school to sports to events and beyond. With 33 million kids in the US participating in organized after school sports we see a big need for mobility solutions beyond schools.

Q: What does GoKid cost?

A: There is no cost to use the basic version of the GoKid app. Premium features will be available for a fee, in spring 2017.

Q: Is GoKid available on Android and other smartphone devices?

A: The mobile web version of GoKid which will work across desktop and mobile devices is in beta testing and will be released in spring 2017.

Q: How does GoKid make cities smarter?

A: GoKid’s mission—beyond saving parents time and money—is to make cities smarter through more efficient use of cars and to reduce single occupied vehicles. GoKid technology is being piloted at schools in Detroit and San Francisco and the company has been a finalist of the NextChallenge: Smart Cities competition in Detroit. GoKid is in talks with several cities and communities to solve existing transportation challenges.

Q: Does GoKid have specific competitive advantages?

A: GoKid features proprietary technology, which is the culmination of two years of comprehensive research, development, constant testing, user feedback and refinement. The technology was built by parents for parents, and the team is in constant communication with users.

Q: Where is GoKid available?

A: GoKid is a scalable solution for parents and families worldwide who want a safe, convenient, and reliable carpooling application. While GoKid is focusing on the United States as the core market, the iOS app is already being used in over 30 countries.

Q: What traction has GoKid gained in the mobility space?

A: GoKid is a member of the Techstars Mobility Class of 2016 and has valuable advisors, mentors and investors in the mobility space. The company’s latest seed funding is from InMotion Ventures, the venture capital division of Jaguar Land Rover Limited. It also has funding from Fontinalis. As part of the mobility-as-a-service sector, GoKid joins a rapidly growing global market of connected vehicles, projected to be worth €170 billion by 2020." (or \$181 billion)

Q: Where are GoKid’s offices?

A: Because GoKid is focused on solving mobility issues, it has offices in both Detroit, Michigan and New York, New York.

Photos:

Logo: http://www.gokid.mobi/wp-content/uploads/2015/05/GoKid_logo_2.png

Stefanie Lemcke: http://www.gokid.mobi/wp-content/uploads/2015/09/GoKid_Stefanie_Lemcke_Headshot2.jpg

GoKid app:

http://www.gokid.mobi/wp-content/uploads/2016/09/gokid_app_in_car.jpg

Promo shot: http://www.gokid.mobi/wp-content/uploads/2016/09/gokid_main_image_sep16.jpg