



# Sinead Asple

## SureSitter

Sinead Asple is the founder of SureSitter, an online platform that helps families source and manage all of their childcare needs. Sinead started her career as a Chartered Accountant with PricewaterhouseCoopers in Dublin. She worked for a number of years in industry finance roles but constantly struggled to find suitable childcare. Recognising a huge gap in the market, between paying thousands of euro to a nanny agency and trying to find childcare yourself, she set about solving this problem.

SureSitter aims to provide parents with the tools necessary to enable them to competently vet and select potential childminders quickly and easily. Sinead is leveraging technology to do this, smart-matching parents with potential childcarers, and also offering a full payroll solution to ensure that parents are tax compliant and saving them time and stress when hiring a childminder.

The service is currently operating throughout Ireland and has ambitious plans to scale internationally in the next two to three years. Lack of access to childcare has become a critical issue for many working parents and the pandemic has led to a bigger crisis across the childcare sector. Their mission is to ensure that parents, particularly women, are not forced out of the workforce due to a lack of childcare.

Commenting on her experience of Starting Strong, Sinead said: *'Starting Strong was an incredible opportunity in incredible times! Working with a group of entrepreneurs from a wide range of industries provided different perspectives and ideas that I wouldn't have got otherwise. I have gained a network and friends and support for life.'*

**[www.suresitter.com](http://www.suresitter.com)**

