

# Equalizer

MOBILE APP

**CHANGE THE SHEETS, CHANGE THE WORLD**

By Michelle Lim, Rocío y Sabrina Almanza Guillén

For Anita's Moonshot Codeathon

2018

# The problem

INEQUALITY IS WELL AND ALIVE: NO TIME FOR OUR DREAMS.

	FATHERS	MOTHERS
Hours a week on child care	7	15
Hours a week on household chores in 2015	9	18

## + UNEQUAL

- Intellectual work
- Emotional work
- Learning
- Information processing
- Worrying

Related to child care and the home

WOMEN, ESPECIALLY THOSE WHO HAVE KIDS, HAVE LIMITED TIME TO ACHIEVE THEIR PERSONAL AND PROFESSIONAL GOALS.

# The problem



Harmful effects on  
a woman's health:  
Chronic diseases

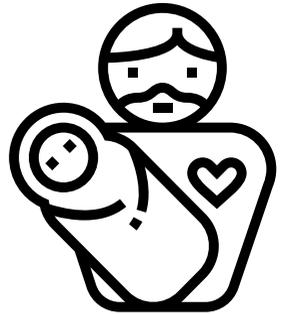


Women are more  
likely to  
initiate divorce.

# The problem

Even when fathers agree that "supporting your family" means more than earning money, or want their partners to be successful in their careers, there's often a practice gap between agreeing with an abstract idea and actually doing something about it.

When you've been conditioned your whole life under a certain set of expectations, it can be difficult to shift your thinking to produce a different type of action.

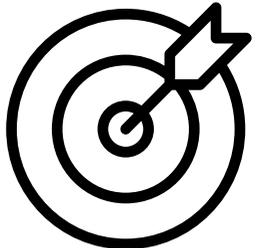


# Goals

Give new fathers concrete steps and tools to challenge their social conditioning and create an equal partnership in "the four domains of childraising, breadwinning, housework, and time for self" (Vachon, 2011).

Facilitate critical thinking about and attitude change towards gender equality, parenting, invisible work, and their consequences

Achieve an equal distribution of work inside and outside the home.



# The Need

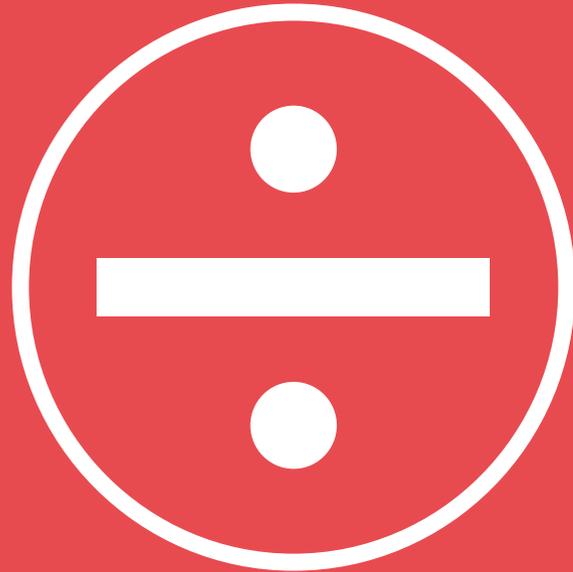
In order to achieve our dreams, we need to have real partners.

**"THE MOST IMPORTANT CAREER CHOICE YOU'LL MAKE IS WHO YOU MARRY [...] HAVING A SUPPORTIVE SPOUSE — A REAL PARTNER — WILL PLAY A HUGE PART IN YOUR SUCCESS."**

SHERYL SANDBERG

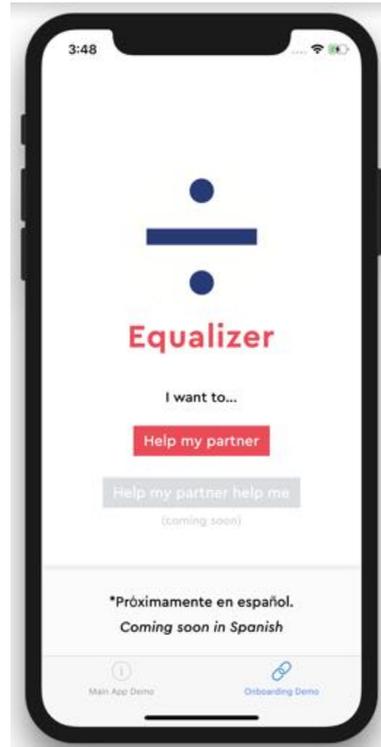
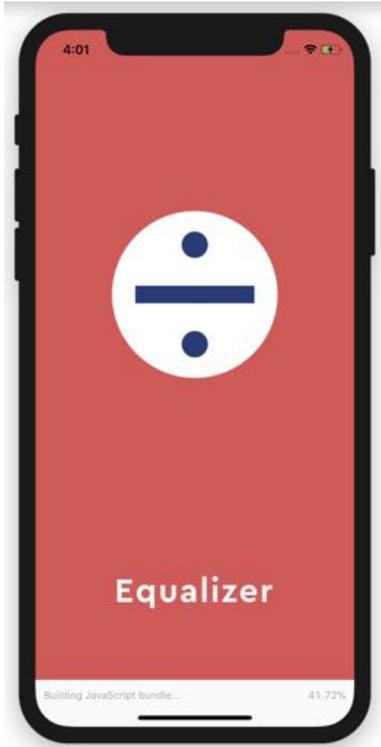
# The Solution

An app that helps new fathers understand and achieve equally shared parenting.



## Equalizer

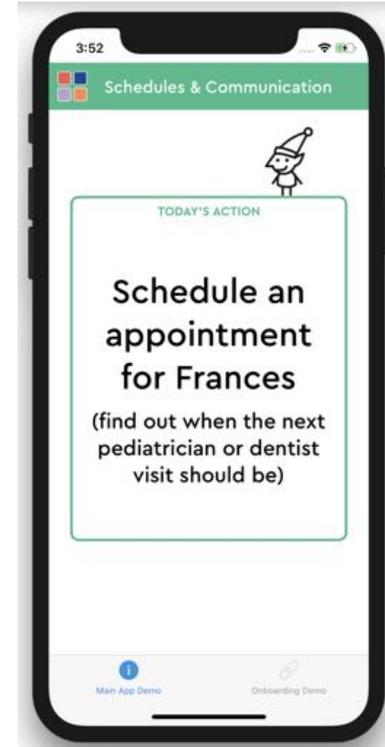
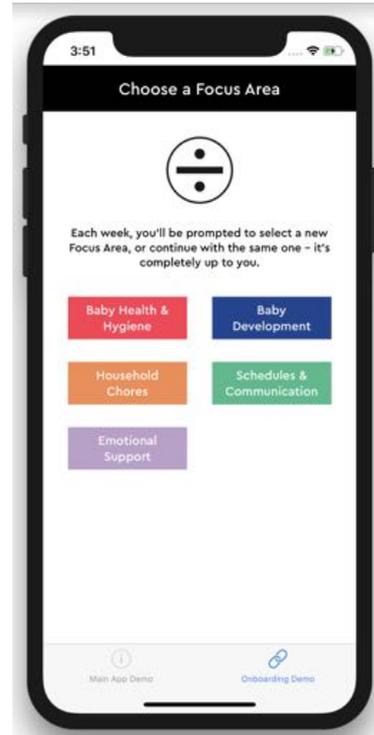
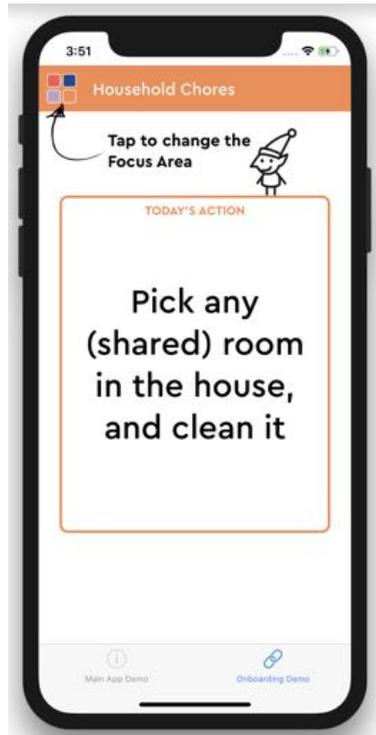
# The Solution



# The Solution



# The Solution



# The Team



**Michelle Lim:  
Design & Mobile App  
Development**

Self-taught software developer, educator, and Code for Denver volunteer. On a mission to build great tech and learning opportunities for underrepresented communities



**Rocío Almanza-Guillén:  
Concept Design  
& Development**

With an 11mo baby feels that doesn't have enough time to achieve her dreams. She is interested in educational media and wants to achieve gender equality in this life.



**Sabrina  
Almanza-Guillén:  
Graphic Design**

She has over 8 years of experience in graphic design and social media management. Along with her sister, Rocío, she has a feminist website for latinamerican teenagers.