



## Inspired by Parenthood

### Bahar Kural Chawla RC 90 launches Blueleo.com for NYC parents

By Müge Mengü Hale, RC 92

Thanks to Bahar's vision, 1 million New York City moms and dads have a new platform to share resources and connect with each other.

Many parents feel that life changes drastically with a new baby in their family, but this change has inspired Bahar Kural Chawla RC 90 to introduce a new online business. Bahar who lives in Tribeca, New York with her husband and two young kids is the founder of Blueleo LLC, a company that specializes in creating web and mobile applications designed to make parents' lives easier.

Bahar launched Blueleo.com in March 2011, a classifieds and networking site exclusively for NYC parents, modeled on the popularity of Craigslist and Facebook. "Currently, NYC moms utilize their local yahoo groups to communicate with each other, refer babysitters and buy second hand items. However, not all neighborhoods have built-in mommy networks, and locating second-hand items in email lists can be a very tedious process," says Bahar. "Blueleo overcomes



Bahar with her family

this problem by providing all NYC parents and parents-to-be with a central classifieds site where a click of a button yields search results for the items of their choice in their own neighborhoods, ie. strollers in Nolita, baby sitters in the Upper East Side and free trial classes in Chelsea."

After Robert College, Bahar attended Swarthmore College where she studied economics and political science. After Swarthmore, she completed her MBA at Columbia University and worked in investment banking -- most recently with Morgan Stanley and The Carlyle Group until 2002. While working for The Carlyle Group, Bahar provided investment advice for internet start-ups and wanted to take her career to the next level by becoming an entrepreneur herself.

As mother to two young kids, Sidarth, 9 and Diya, 4, she did not need to look any further than her own life, when she looked for a concept to start her own business.

**"I realized that parenthood not only changes socializing habits but also consumption habits," says Bahar, "Parents spend significant amounts on their kids' schools, afterschool programs, camps, birthday parties and clothes, and they like to find out about what other parents are doing with their children."**



Bahar Kural RC 90

With so much to spend on, parents like "deals". This 'inside knowledge' led Bahar to launch Blueleo - NYC's first classifieds site - where parents buy and sell baby and kid items, look for and refer nannies and housekeepers, find free trial classes and deals around town, post job listings, advertise properties for sale, and let other parents know about important events and news in your neighborhood. Already, the US media leader Daily Candy hailed Blueleo as the "Craigslist" alternative for parents and featured Blueleo as one of their favorite parenting sites.

Bahar is also the founder of www. BlueleoGuide.com, NYC's most comprehensive family guide for local resources and activities with 6,000 listings. The Blueleo Guide is also available as an iPhone app and is downloadable free of charge from the app store. Bahar's website is designed by two other RC graduates, Gün Alpay RC 92 and Sinan Gül RC 92.