

HumanUp — Company Fact Sheet

Overview

HumanUp is a parenting copilot built on expert knowledge and powered by AI to help parents navigate real-life challenges with expert-informed information in the moments that matter most. By collaborating with leading experts and translating their ideas and insights into a conversational experience, HumanUp makes it easier for parents to access relevant information when they need it.

At a Glance

- **Launch Date:** April 22, 2026
 - **Product:** Parenting copilot (iOS app)
 - **Model:** Subscription (free trial available)
 - **Founders:** Brad Jefferson (CEO), Jason Hsiao (Head of Product & Technology)
 - **Company Type:** Public benefit corporation
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The Problem

Parenting is one of the most important roles in life, yet it is often navigated without access to reliable information when it's needed most.

Parents are left to:

- Piece together fragmented advice
- Rely on instinct in high-stress moments
- Search for answers after the moment has passed

At the same time, AI has made information more abundant—but not necessarily more trustworthy.

The Solution

HumanUp provides access to expert-informed information grounded in the thinking and published work of leading parenting and adolescent experts—delivered through a purpose-built AI experience.

What Makes HumanUp Different

- **Built on Expert Work** — informed by expert-authored, permissioned content
 - **Designed for Real-Life Moments** — accessible via voice or text in the moment
 - **Context-Aware Over Time** — builds on past interactions
 - **Supports Co-Parents** — shared summaries and alignment
 - **Privacy and Security Focused** — designed with safeguards, including encryption
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Expert Network

HumanUp is built with a founding group of 12 experts across pediatrics, psychology, and parenting.

Collectively:

- 80+ books authored (10M+ copies sold)
 - 700+ peer-reviewed papers
 - 250+ years of experience supporting families
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Key Use Cases

- Behavior and emotional regulation
 - Sleep and routines
 - School stress and motivation
 - ADHD and neurodivergence related challenges
 - Screen time and social dynamics
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Product Capabilities

- Voice and text interaction
 - Context-aware responses based on user input
 - Longitudinal memory
 - Co-parent alignment tools
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Positioning

In a world of one-size-fits-all AI and overwhelming information, HumanUp represents a shift:

- From fragmented information → expert-informed perspectives
- From unknown sources → AI grounded in expert-authored content
- From searching → relevant information in the moments that matter

Links

- App Store: <https://apps.apple.com/app/id6753352452>
- Website: <https://humanup.com>
- Press Contact: press@humanup.com