

# HumanUp Launches Parenting Copilot Built on Expert Knowledge and Powered by AI to Deliver In-the-Moment Information for Parents

**New platform brings together one of the most credible groups of parenting experts to make expert-informed information more accessible for everyday parenting challenges**

**San Francisco, CA — April 22, 2026** — HumanUp today announced the launch of its 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.

HumanUp is built around a simple but powerful idea: while parenting is one of the most important roles in life, 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, or search for answers after the moment has passed.

HumanUp addresses this gap by providing access to expert-informed information grounded in the thinking and published work of leading parenting and adolescent experts, delivered through an AI system trained on their authorized frameworks rather than generic, internet-sourced content.

**[Brad Jefferson](#), CEO and Co-founder of HumanUp, said:**

“Until now, it's only been a dream that parents could access the thinking of the world's leading experts in the exact moments they need it. With HumanUp, we're making that possible.

We've assembled an extraordinary group of parenting and adolescent experts and built a new way to surface their work in the moment—connecting parents to the right expertise with insights grounded in trusted frameworks.

Our goal is to create something that grows with families over time, making expert-informed knowledge more accessible through every stage of parenting.”

**[Dr. Tina Payne Bryson](#), a founding expert and advisor to HumanUp, added:**

“As a clinician, author, and parenting educator, I do this work to help as many families as possible, but traditional ways of sharing research have real limits, both in scale and accessibility.

What's exciting about HumanUp is the ability to make the ideas and insights from my work more accessible in the moments that matter—bringing expert-informed perspectives into everyday parenting situations.”

I love that the technology doesn't replace the human relationship at the center of parenting. It simply makes expert-informed knowledge available when parents need it most.”

At launch, HumanUp is built with a founding group of 12 experts across pediatrics, psychology, research, and parenting, with expertise spanning many of the most common challenges families face, including:

👉 **Behavior & Big Emotions** — [Tina Payne Bryson, PhD](#), Clinical Psychologist; New York Times bestselling co-author of *The Whole-Brain Child*

👉 **ADHD & Focus** — [Ned Hallowell, MD](#), Psychiatrist; Former Harvard Medical School Faculty; New York Times Bestselling Author and Leading Expert on ADHD

👉 **Everyday Health** — [Phil Boucher, MD](#), Board-Certified Pediatrician; Fellow of the American Academy of Pediatrics

👉 **Sleep, Naps & Routines** — [Funke Afolabi-Brown, MD](#), Board-Certified Pediatric Sleep Physician; Founder of Restful Sleep MD

👉 **Feeding & Mealtime Habits** — [Nimali Fernando, MD](#), Board-Certified Pediatrician; Founder of the Dr. Yum Project; Co-author of *Raising a Healthy, Happy Eater*

👉 **School Stress & Motivation** — [Ned Johnson](#), Bestselling co-author of *The Self-Driven Child*

👉 **Independence & Hard Choices** — [Jessica Lahey](#), New York Times bestselling author of *The Gift of Failure* and *The Addiction Inoculation*

👉 **Screens & Phones** — [Devorah Heitner, PhD](#), Author of *Growing Up in Public*

👉 **Neurodivergent Kid Support** — [Debbie Reber](#), Author of *Differently Wired*; Founder of Tilt Parenting

👉 **Understanding Your Child** — [Danielle Dick, PhD](#), Professor of Psychiatry and Neuroscience at Rutgers; Author of *The Child Code*

👉 **Bullying & Safety** — [Dorothy Espelage, PhD](#), Distinguished Professor at UNC–Chapel Hill

👉 **Raising Young Athletes** — [Kirsten Jones](#), Author of *Raising Empowered Athletes*

Collectively, this group represents:

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

HumanUp translates each expert's frameworks and perspectives into a purpose-built AI experience, making their knowledge accessible in the moments that matter most.

The product allows parents to explore expert-informed information through voice or text, build on past interactions, and stay aligned with co-parents by summarizing key themes and approaches. Designed to support parents in everyday situations, it grows with families over time. HumanUp is built with privacy and security in mind, with thoughtful safeguards to help protect user information.

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

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

The product is designed for the everyday moments of parenting—the small but meaningful situations where parents aren't sure what to say or do, and need help in the moment.

HumanUp is available now in the App Store.

👉 App Store: <https://apps.apple.com/app/id6753352452>

👉 Website: <https://humanup.com/>

## About HumanUp

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.

The company's mission is to use AI to strengthen human relationships and promote human flourishing. HumanUp is a public benefit corporation founded by [Brad Jefferson](#) and [Jason Hsiao](#), who previously co-founded Animoto.