

Business Connection

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Business Spotlight

Do you think Gender Diverse Workforces perform better?

Mom Relaunch: How stay-at-home moms can get back to work

“Our vision is to foster a society which is empowered by strong and self-sufficient women, who serve as role models for their children and help grow the economy.” According to Reena Gupta, founder of Mom Relaunch, 43% of women with children leave their jobs, and 93% of them want to return, but face odds. Mom Relaunch is an initiative started by a group of moms to bring stay-at-home talent back into the workforce.

Mom Relaunch is a one-stop solution to help employ women who haven't been part of the workforce and have taken a career break. They do this in four ways: training, networking, mentoring, and job searching.

“There are many companies in this space who either provide mentoring or job opportunities to moms wanting to return to the workforce,” said Reena.

“However, we do not consider anyone a competitor. Each one of us is working towards the same goal. What will eventually set Mom Relaunch apart will be a Super-interconnected Viral Mom Network, where each mom will come forward to help another mom.”

Another way Mom Relaunch is re-inventing the village would be their Mom Mojo Services, where they bring all kinds of service providers (child care, senior care, tutoring, cooking) under one umbrella to extend complete infrastructure support to moms to achieve work-life harmony. With their Momplementation Services, moms do not have to depend on any company to hire them; rather they can create their own implementation teams and run them.

Unofficially, Mom Relaunch has been ideated and planned for over 10 years now. It was regis-



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tered as an entity in September 2017. A team of core volunteers was formed who started aggressive marketing efforts which led to revenue being generated in just two months. In this short span of time, Mom Relaunch has successfully placed moms, has announced partnerships with Reboot Accel for training and

with CareerForce at Salesforce's Dreamforce 2017. They are constantly seeking more partners to make our ecosystem rich and conducive for moms.

Reena Gupta, the founder of Mom Relaunch is also a CEO and founder of Avankia and TargetRecruit. She is a serial entrepreneur and a philanthropist.

Reena saw the potential of this hidden talent pool and started Mom Relaunch to facilitate the re-entry of moms into the workforce. Initially, she began with hiring moms at her firm and later was joined by some of them to help propagate this further. For more information, visit www.momrelaunch.com.