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By Keaton Gray

The 2009 Inc. 500: The Best of the Websites

Sittercity, Chicago, No. 358

Sittercity.com's Genevieve Thiers spotted a pregnant woman looking for a babysitter on her Boston College campus and immediately came up with the idea for her company, an online community that matches care-seekers with care-givers. Featuring gauzy photos of smiling moms, the site is designed to reassure visitors that hiring a babysitter or housekeeper online is no big deal. "If people could use the Internet to find true love, why not use it to find a quality sitter?" Thiers says. Today, the Chicago-based start-up spans both coasts and hosts more than one million profiles. In 2008, revenue topped \$4.6 million.