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**CNBC's The Big Idea with Donny Deutsch**

*Town Hall: Why didn't I think of that?*

9:15:55.69

Donny Deutsch: Genevieve, you are new to the show.

Genevieve Thiers: Uh-huh.

DD: This is definitely for anyone's parents. Pick the moment where you actually saw a pregnant woman scurrying about.

GT: Well, I am a babysitter and the oldest of seven kids, so I baby-sat my way through college. And one day I saw this nine-months pregnant woman walking up 200 steps from Boston College, from the lower campus to upper campus -- which is crazy -- so I was horrified and I said, "What are you doing?" And she said, "I am posting flyers for a babysitter." I said, "Give me those," and I was posting them for her, and then as I was posting one next to an elevator, I thought, wouldn't it be interesting if there were one place in a city where you could find all of the babysitters, nannies, petsitters in a city. And so that is what **Sittercity.com** is.

It's really not that different from a dating site -- people who love kids put their profiles on the site as sitters, and parent members can match on that and meet online.

It's actually kind of funny: we do work very much like an online dating service and I met my soon-to-be husband on an online dating service, so we are getting married in October.

::APPLAUSE::