CUSTOMER SUCCESS STORY

Enhancing Child Welfare with the ThriveWell App and AI Solutions

Client Overview

MIRACLE FOUNDATION

Miracle Foundation, an international nonprofit based in Austin, Texas, with offices in New York City and India, has supported more than 50,000 children. Their mission is to ensure every child grows up in a nurturing family and to lead a global movement to eliminate the need for orphanages.

> InApp has served as both a technology and strategic partner, supporting our AI initiatives, managing customer-facing requirements, and implementing user-friendly software development methods to deliver essential features.

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Challenges

- Complex and paper-heavy reporting requirements for foster families.
- Limited tools for caseworkers to monitor children's well-being in real time.
- Difficulty in scaling community-level interventions and strengthening child protection committees.
- Lack of streamlined data collection to track health, education, and wellness metrics consistently.

InApp's Solutions

- **ThriveWell App: A Unified, Open Platform:** Consolidated web and mobile application to collect data, measure progress, and assess risks. Integrates the Thrive Scale (based on the UN Convention on the Rights of the Child) to track holistic child well-being.
- **US Strategy & Scalability:** Designed with open APIs for integration and white-labeling, positioning the ThriveWell app for state-level contracts and strategic partnerships with other large software entities.
- **Multi-Language & Accessibility:** English, Spanish, Hindi, Marathi, and other Indian regional languages, along with offline functionality in the mobile app.
- **Comprehensive Child Monitoring:** Enabled behavior logs to assess children's behavioral patterns, medication logs to track prescribed medicines, and recreation and incident logs to monitor daily activities and critical events, with customizable functionality to meet organizational needs.
- **Automation & Testing:** Full-cycle QA, automated DevOps pipelines, and scalable infrastructure on AWS.
- **Data Analytics for KPI Tracking:** Provides advanced data analytics capabilities to monitor and track critical KPIs that measure Miracle Foundation's mission goals.
- **AI Solutions:** Integrated AI capability for extracting insights from caseworker notes or audio recordings, automating assessment forms, and providing real-time risk mitigation through red-flagging.

Technologies:

React.JS , React Native, Node.JS, AWS, and AWS Bedrock

Results

- ✓ **Strategic Market Penetration:** Positioned the ThriveWell app for significant partnerships in the US by enabling integration and white-labeling capabilities for large state-level Child Protective Agencies (CPAs) and other software organizations.
- ✓ **Deepened Impact Measurement (India):** Shifted success metrics from basic usage to tracking critical KPIs: number of assessments, interventions, and subsequent interventions, driving data accuracy for improved child outcomes.
- ✓ **Advanced Marketing Differentiators:** Achieved compliance with the Digital Personal Data Protection (DPDP) framework for a significant market advantage in India, and amplified the use of AI for real-time risk mitigation (red-flagging), automating assessment forms to make the caseworker's work easier.
- ✓ **Efficiency & Accessibility:** Enabled caseworkers to complete required reporting in minutes via the mobile app, significantly reducing administrative burden and improving visibility into child wellbeing. Support for regional languages further improved accessibility and usability for caseworkers across different regions.

Outcomes

The digital platforms transformed Miracle Foundation's ability to support children in family-based care. Today, the organization leverages insights from the ThriveWell app to keep children safe, strengthen families, and move closer to its vision of ending the need for orphanages.

Client Feedback

> Our vision is a family for every child. InApp has been a trusted partner in this journey, helping us build and scale the digital platforms that bring our vision to life. Their work on our apps will transform how we take care of children around the world.
>
> – Miracle Foundation Leadership

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