

Two Men and a Potty:

Connecticut Entrepreneurs Launch Innovative Toilet Training App

May 1, 2012, Westport, CT—Flush with the success of their first marketed apps, a series of preschool learning tools, David Wood and Iain McQueen have eagerly unveiled iWentPotty to help parents ease their children into diaper-free living.



Available for download at Apple iTunes for 99¢, iWentPotty (www.iWentPotty.com) uses positive reinforcement for the child and optional social networking for the parent in ways that seem especially well suited to today's app universe—or in this case, well seated.

"My daughter and Iain's nephew were both going through different stages of potty training at the same time, so we understood very well how an effective app could help the process," says Wood, cofounder of Swiperoo LLC, a partnership developed first as a subscription-based learning site, but which eventually jumped onto the app track. "After working up the idea we learned fairly quickly that the concept itself was a hit, but we knew that the execution of the app would have to be exceptionally simple and extremely exciting at the same time."

The resulting app, iWentPotty, delivers on the promise.

One of its key features is an animated, musical celebration that plays on the screen after the child taps the button following a successful bathroom visit. The app also has a calendar function that tracks bathroom usage each day, and it provides an optional, user-friendly link to Facebook to allow parents to share the news with family and friends. That, too, is part of the app's approach to positive reinforcement.

The app also makes printable award certificates available to help parents show off their child's progress both at home or through social networking.

"There are no sweeter words a parent can hear from a child than 'I love you' and 'I went potty by myself.' We wanted to create an app that speeds up the second one just a little more," Wood confidently reveals.

Explaining the company focus, Iain McQueen says that Swiperoo will continue to explore ways "to ease various daily challenges with innovative solutions that can be delivered with simple taps or clicks. We'll eventually move toward apps that are related to reading, gaming, health and fitness, but right now," he adds, "we're entirely focused on children and parents. Because without that, there'd be much less need for anything else."

About Swiperoo

Swiperoo (www.swiperoo.com), headquartered in Westport, CT, was founded by David Wood and Iain McQueen as a provider of iPad and iPhone educational games for preschoolers, toddlers and elementary school children. The company's new app, iWentPotty, is now available on iTunes at <http://itunes.apple.com/us/app/i-went-potty/id521936087>

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