

15-Year-Old Hires CEO To Run Her Nanny Agency

New Yorker Noa Mintz, 15, is already the owner of a successful start-up. Her business is so successful that she recently had to hire a CEO (Chief Executive Officer) to help run the company.



Noa started her business - "Nannies by Noa" - when she was only in the sixth grade. Noa, who is the eldest of four children in her family, had several bad experiences with babysitters. So she decided that there had to be a better way to introduce families to babysitters that were better suited to their needs.

"For what you're paying, your kids should be more stimulated," Noa explained. "At seven, I would tell my mom, 'You need to get more bang for your buck.' It would drive me insane."

When Noa told her mother that she didn't like her babysitter, Noa's mother challenged her to find a better babysitter. Noa accepted the challenge, and she succeeded! Soon after that, Noa was finding babysitters for her mother's friends, also.

"I found it fun to get to know a family and their needs - and find a babysitter who matched that," she explained. "I really had no expectations, but I figured I'd try."

Nannies by Noa now serves over 200 families. The service provides families with access to babysitters as well as full-time nannies. In order to make sure each family could find the perfect babysitter or nanny, Noa designed a comprehensive review process. Every nanny has to provide a resume, a reference, and a background check. In addition, each new nanny must pass an interview given by a trained nanny.

Noa is proud of her success as an entrepreneur. But recently, running her business started to interfere with her schoolwork.

"I'm not an A+ student," Noa said. "I have definitely struggled with school. Having this business, I realized that book smart isn't the same as entrepreneurial smart."

Noa hired 26-year-old Allison Johnson to oversee the day-to-day business operations of Nannies by Noa. Allison works in a rented office in Midtown Manhattan. Allison gets paid a salary, and even though Nannies by Noa makes a decent amount of money, Noa is not taking a salary for herself just yet. Instead, she invests everything back into her business.

"I feel that there are always opportunities for growth and marketing, which comes at a price," she said. "Eventually I may take out a small salary, but not at this point."

In addition, Noa has ideas for other businesses that she would like to pursue after she finishes school.

"First I need to finish high school, and then perhaps I'll launch another company. We will see."

If the success of Nannies by Noa is any indicator, Noa's future endeavors will probably also succeed. Her future certainly looks bright!

Do you have a business idea?

Would you like to be an entrepreneur?