



Building Malaysia's Professional Care Economy

Dana Impak mobilised venture capital through Gobi Dana Impak Ventures (GDIV) to support Kiddocare, a homegrown care platform transforming access and delivery of trusted care in Malaysia by building a professional care economy.



An electrical engineer by training and an entrepreneur for over two decades, Nadira Yusoff had spent years building technology ventures while raising six children, at times as a single parent. She understood the guilt, logistical strain and uncertainty of leaving children in the care of others whom she may not fully verify or trust. One evening, after a missed school pickup, her daughter looked up at her and asked: "Ibu, do you not love me anymore?" That question, and the weight it carried, became the founding conviction behind Kiddocare.

Working closely with women's organisations and female entrepreneurs across Malaysia, Nadira realised that her experience was far from unique. Across the country, families had no way to find reliable childcare, and the women providing such care, many from underserved communities, had no formal career pathways and remained trapped in low-paid work. She saw two problems that could be addressed together and recognised that the technology she had spent two decades developing could help solve both.

Scan to watch



On International Women's Day 2018, she launched Kiddocare, Malaysia's first on-demand childcare platform. Kiddocare connects families with trained, vetted caregivers through a digital marketplace built around safety, transparency and trust. Beyond matching, the company operates Kiddocare Academy, its own training institution offering programmes in early childhood care, counselling and an upcoming programme in eldercare, allowing caregivers to build formal credentials to advance their careers.

Today, Kiddocare connects tens of thousands of families nationwide to a network of more than 22,000 professional caregivers across Peninsular Malaysia.

Malaysia requires an estimated 42,000 registered childcare centres



The Challenge

The Hidden Cost of Malaysia's Care Economy Gap

Kiddocare was founded around a problem many Malaysian families know well: reliable childcare is often hard to find, difficult to afford and dependent on trust that can be difficult to establish. For many women, this can shape the decision to enter, remain in or return to work. Behind that is a pattern Nadira observed long before founding the company: women leaving or avoiding careers not for a lack of ability or ambition, but because reliable childcare was unavailable.

Roughly 60% of women outside the workforce cited housework or family care as the main reason for not seeking employment¹, while almost half (49%)² of female graduates do not seek work upon completing their studies due to housework and family responsibilities. Malaysian women also spend 63.6%³ more time on unpaid care work than men, often caring for young children while supporting ageing parents as part of the "sandwich generation".

The challenge for working parents is both supply and trust. Malaysia requires an estimated 42,000 registered childcare centres, but only around 4,000 are currently operating⁴. Affordability, severe talent attrition, and a lengthy licensing process continue to constrain the sector, pushing families towards an informal market of word-of-mouth referrals, inconsistent quality, and limited accountability. With no reliable way to verify a caregiver's background, qualifications, or conduct, families were left to make high-stakes decisions with limited information and few avenues for recourse.

On the other side of the market, the women providing childcare faced challenges of their own. Wages in conventional childcare centres typically range from RM700 to RM1,200 per month, offering little financial security and limited opportunities for career progression. Yet caregiving is far from unskilled. It requires emotional intelligence, attentiveness and an understanding of child development that few professional roles demand. For women in B40 households, single mothers and members of underserved communities who make up much of the informal caregiver workforce, low pay reflected a broader exclusion from economic opportunity and professional recognition.

¹ Khazanah Research Institute (KRI). [2025]. Time to Care: Valuing Women's Labour and Care Work. KRI Research Report Series.

² Department of Statistics Malaysia (DOSM), Graduates Statistics Report 2024; Ministry of Higher Education / KPWK data. Published October 31, 2025.

³ Khazanah Research Institute (KRI), Time to Care: Gender Inequality, Unpaid Care Work and Time Use Survey, 2018; cited alongside DOSM demographic data

⁴ Tania Jayatilaka, "Kiddocare CEO Nadira Yusoff on Empowering Parents Through Technology," Tatler Asia, December 19, 2022, <https://www.tatlerasia.com/power-purpose/front-female/kiddocare-ceo-nadira-yusoff-on-demand-childcare-service-apps-tech-startup>.

The Solution

A Two-Sided Platform for Malaysia's Care Economy

Kiddocare's response to Malaysia's childcare gap was not to build more centres, but to build a digital platform that connects caregivers directly with families. Free of the fixed-cost, fixed-location constraints of traditional childcare, parents can search for caregivers based on location, availability and their child's needs, including support for children with special needs. The platform design also benefits caregivers, who can choose when and how much they work.

For families, the platform is built around trust. "I have trust issues when it comes to people who can care for my toddler twin boys," shared Monasha. Before joining Kiddocare, caregivers undergo criminal background checks, psychometric assessments, medical examinations, face-to-face interviews and professional training. Once a booking begins, parents receive regular updates throughout the care session. Trust is therefore not an additional feature of the service, but the foundation on which the service is built.

For Monasha, this made all the difference. "Such a privilege to have Kiddocare and their carers in my life. My boys and the Kiddocare carer got along instantly, and I would love for her to babysit them again. So happy to have a service like this made available!"



Every mother, working mom or not, the moment you feel like you're losing your mind or you're not giving enough, this is when you need help. We are supporting women's participation rate. We are enabling women to come into the workforce and remain in the workforce right after childbirth."

Nadira Yusoff

Founder and Chief Executive Officer, Kiddocare



*Kiddocare has saved me.
By being a carer, I can pay off
my debt little by little
- Zaharah a Kiddocarer*

For caregivers, Kiddocare Academy provides a pathway towards greater professionalisation in a workforce that has historically had limited access to structured training and career development. The Academy serves as both a recruitment channel and a skills-development platform, enabling caregivers to acquire new capabilities and expand their earning opportunities.

Through the Khazanah Youth Development Programme (K-Youth), Kiddocare also trains young Malaysians interested in entering care work, building a steady supply of qualified caregivers for the sector.

Caregivers can also acquire specialist skills, transition into new areas of care, establish their own childcare centres and increase their earning potential. Active caregivers can earn between RM1,500 and RM2,000 per week, eight to eleven times what is typical in conventional childcare centres. For Zaharah, a Kiddocarer whose income became unstable during the COVID-19 period, the platform provided a practical lifeline. "Kiddocare has saved me. By being a carer, I can pay off my debt little by little."

By widening access to trusted and flexible childcare, Kiddocare can reduce one of the practical barriers that parents, particularly mothers, face when entering, remaining in or returning to the workforce. For others, flexible caregiving arrangements create the time and stability needed to pursue entrepreneurship, part-time work or other economic opportunities. In this way, Kiddocare strengthens both sides of Malaysia's care economy at once, helping more women enter, remain in or return to work through trusted childcare, while creating more professional and dignified income pathways for caregivers themselves.

How Investment Helped

Mobilising Capital and Talent for Malaysia's Care Economy

In 2023, Kiddocare closed its Pre-Series A round led by Artem Ventures and joined by Gobi Partners through Gobi Dana Impak Ventures Fund (GDIV). GDIV is a Khazanah-backed venture capital fund under Dana Impak, managed by Gobi Partners. Through Dana Impak, Khazanah mobilised investment in Kiddocare through GDIV into Kiddocare at a stage when Malaysia's care economy was beginning to emerge as an important area for innovation and investment. The investment reflected a broader view that childcare is not only a household need, but part of the enabling infrastructure that allows more women to participate in the workforce, while creating more professional pathways for caregivers.

Through K-Youth, Kiddocare was able to train young Malaysians interested in entering care work, helping expand the supply of qualified caregivers for the sector. This was important because scaling Kiddocare's model required not only technology and funding, but also a deeper pool of trained, trusted and professional caregivers.

Institutional capital also exposed Kiddocare to the structures and expectations of a company preparing for its next stage of growth. This included stronger emphasis on governance, reporting, financial discipline and impact measurement - foundations that are especially important as Kiddocare prepares for its next phase of growth. "Having Khazanah as one of our investors and great supporters adds to our credibility. But at the same time, it forces us to be a credible company ourselves." This is where the relay race of capital and capability becomes especially important. Kiddocare's early growth was shaped by Nadira's lived experience, conviction and platform-building work. Venture capital then provided the capital, networks and institutional discipline needed to expand. Through K-Youth, talent development support further strengthened the supply of caregivers needed for the platform to scale. Together, these supports helped Kiddocare build the foundations for further growth.

Since the investment, Kiddocare has grown significantly. At the time of the investment, the company had 20 staff and a caregiver network of approximately 5,000. By early 2026, the team had grown to 80 full-time employees, and the caregiver network had expanded to more than 22,000. Revenue grew at least two-fold year on year. For Nadira, Khazanah's support was not only about accelerating the business, but helping Kiddocare build the foundations to scale its impact with greater discipline.

Impact to Date *(as of early 2026)*

Families supported



101,248

Bookings completed



221,564

Children cared for



92,518

Women registered as professional caregivers



22,824

From RM700 - 1,200 per month to up to



RM2,000 per week

Looking Ahead

Scaling Impact, Scaling Care

Kiddocare's immediate focus is on deepening what is already built. The company is actively expanding its caregiver network and continuing to recruit and train caregivers across Malaysia to meet the growing demand from families nationwide. Alongside this, Kiddocare is developing the digital infrastructure that underpins its broader care ecosystem, including a care hub that helps parents locate and connect with government-registered childcare providers beyond the Kiddocare platform itself.

Regional expansion is also part of Nadira's long-term plan, guided by the same principle that shaped the platform from the start: care that is done right, before it is done at scale.



For more information, visit
www.kiddocare.my