



QUEENSLAND-BASED LIFE ADMIN APP BRINGING HOME THE WINS FOR STRUGGLING AUSSIE FAMILIES

As the cost of living skyrockets and families are feeling the pinch more than ever, a Queensland-based app is bringing home the wins for struggling families.

Born out of the frustration of trying to keep on top of 'the office work of life', the Eggy app is helping thousands of busy Australians keep on top of bills and set payment reminders to help them avoid late fees.

Eggy founders, Gold Coast mum and dad entrepreneurs Dr Kate Morgan and Kirk Reynoldson said they get feedback on almost a daily basis from users who are loving the little wins they're having.

"We've had close to 25,000 downloads since we launched Eggy earlier this year and as a family of five ourselves, we know how important it is to stay on top of home finances," said Eggy Founder & Co-CEO, Dr Kate Morgan.

"We get messages and emails from users all the time about how Eggy has saved them and how it's made their lives just that much easier."

It comes off the back of [new research](#) that says Aussies are skipping meals or foregoing hot showers in order to pay the rent, as well as [news](#) that the price of fuel in Australia is set to rise again.

Eggy user and Gold Coast mum Lauren Ballie said that she'd be financially worse off without the app in her daily life.

"If we forget to pay the car rego, it's a \$1000 fine and that's \$1000 we just can't justify at the moment," said Lauren.

But it's not just bills that Eggy is solving household headaches for.

"Eggy is a place where you can easily dump all of life's invisible "stuff" out of your head. You can store screenshots like recipes and manage calendar events like doctor's appointments as well as share grocery lists with your partner," said Kate.

The app recently received notable industry recognition by beating more than 300 other startups to [win a place](#) in prestigious Australian startup accelerator, [Startmate](#). Backed by [Blackbird](#), the biggest venture capital firm in Australia, the Startmate program aims to accelerate the country's most ambitious founders.



Eggy Co-founder and former NRL player, Kirk Reynoldson agrees that their ambition has recently been unleashed and the future is looking even brighter for busy Aussie families.

“Eggy’s got a big new feature coming out very soon which is going to be a game-changer for parents of school-aged children. We’re bringing order and organisation to the firehose of information that comes from schools,” said Kirk.

The Eggy founders head to Melbourne on 12 October where they’ll showcase their business achievements and future plans to a roomful of influential investors, founders and operators at the Startmate demo day.

The Eggy app can be downloaded free from the [Apple App Store](#) or [Google Play Store](#).

For more information, visit <https://eggy.as/>

<ENDS>

Media enquiries

Kate Morgan
Founder & Co-CEO, Eggy
0410 579 649
kate@eggy.as

About Eggy

[Eggy](#) is an app founded by a busy mum and dad, Dr Kate Morgan and Kirk Reynoldson, to help busy families manage all their household life admin in the one place.

After starting development of Eggy in 2019 and spending 3 months working with Suncorp in Brisbane, the Eggy app has had close to 25,000 downloads since it was launched nationally in 2022.

Designed to help lighten the [mental load](#) created by today’s relentless deluge of information and household tasks, Eggy makes it easy for everyday people to store documents, remember bills, manage appointments and share grocery lists.

The Eggy team consists of local talent and is backed by a stellar advisory board hailing from tech giants including Atlassian and Spotify.

Eggy is based on the Gold Coast, Australia and its founders have big ambitions to tackle this global problem and take Eggy all over the world.



Eggy founders, Kate Morgan and Kirk Reynoldson, at home with their three children.



The team behind the Eggy app at their Queensland-based headquarters.