Business Opportunities Challenge Pitch
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IDEA
Iterations on "Child Care Desert" maps

PROBLEM
Too many governments, non-profit organizations, and policy organizations have been sounding the alarm bells on child care deserts. For more information on child care deserts, please visit: https://www.americanprogress.org/issues/early-childhood/reports/2018/12/06/461643/americas-child-care-deserts-2018/ and the Center for American Progress's national map: https://childcaredeserts.org/.

Much work has gone into providing a working definition of a child care desert, fully acknowledging the scope of this as a problem, and aligning sufficient data to communicate the extent of this problem. However, researchers can only do so much to communicate this problem. **The real problem facing American society today is the unwillingness to act and change the landscape of childcare deserts.**

SOLUTION
The approach I am proposing will produce a map of **existing child care locations**, **business locations**, and highlight areas where there are **large employers** that exist either within or nearby **child care deserts**. Collaboration with organizations (such as EPIC [https://coloradoepic.org/] to highlight the need for care in such areas and the business processes necessary for establishing such offerings will ensure more can be done to address this ongoing problem.

DATA SOURCES
Colorado Licensed Child Care Facilities: https://data.colorado.gov/Early-childhood/Colorado-Licensed-Child-Care-Facilities-Report/a9rr-k8mu
Business Entities in Colorado: https://data.colorado.gov/Business/Business-Entities-in-Colorado/4ykn-tg5h/data
US Census: Relevant datasets on children by age and location in Colorado
BLS: Relevant datasets on employers and average employee counts