



FOR IMMEDIATE RELEASE

UAE-Based Founder Launches Growly, the AI Parenting Companion for a Generation Raising Children in a Rapidly Changing World

Growly goes live in the UAE, helping parents focus on what matters most — their child's development and the relationships within the family.

Abu Dhabi, UAE — 7 May 2026 — Growly (wegrowly.com), an AI-powered parenting companion that gives parents expert, child-specific guidance for the everyday decisions of raising a child — and takes the daily load off their plate — so they can focus on their child's development and family relationships, has officially launched in the UAE. The app is available at wegrowly.com, with a free plan and a 14-day trial of extended features.

Growly builds a detailed, evolving profile of each child — temperament, interests, developmental stage, and family context — and provides child-specific, evidence-based guidance grounded in established child development frameworks. Together, these frameworks cover the major dimensions of how children grow: cognitive (Piaget), psychosocial (Erikson), sociocultural (Vygotsky), attachment (Bowlby and Ainsworth), temperament (Rothbart; Thomas–Chess), personality (Big Five), social learning (Bandura), ecological systems (Bronfenbrenner), and pedagogical autonomy (Montessori). Each interaction adds context to the child's profile, so the more a family uses Growly, the more precise its guidance and recommendations become. This closes one of the key gaps in the services parents rely on today — from activity aggregators to WhatsApp recommendation groups — none of which can offer guidance specific to a particular child.

At launch, Growly offers parents four core capabilities:

- **AI guidance** — specific answers to real parenting questions, from a child psychologist, development specialist, nutritionist, or other relevant expert role.
- **Activity recommendations** — tailored to each child's age, temperament, and goals, in four modes: regular classes, one-off experiences, weekend ideas, and goal-based picks.
- **Family calendar** — all children's activities in one place, multi-child ready.

- **Shared access** — caregivers (nanny, grandparent, driver) see the schedule and get notified; co-parents get full access.

A dedicated children's interface helps age-appropriate children keep their daily schedule and define and follow their own developmental goals. The platform is designed to support, not replace, the work of pediatricians, educators, and the wider family.

A product built from daily life, not from a whiteboard

The product was created by Sergei Andriiashkin, a UAE-based entrepreneur and parent who lives the same reality as the families he is building for.

“The UAE is building one of the world's most ambitious societies — a place that draws people from across the world to live, work, and raise children. Strong family support is what turns a country you moved to into a place that feels like home. Across the UAE, almost 2 million children are growing up here right now, in homes where parents are navigating questions no parenting manual was written for.”

— Sergei Andriiashkin

After a year of research, 40+ parent interviews, and an earlier product MVP, Sergei Andriiashkin built the first version of Growly in early 2026. The beta programme revealed strong interest in this type of product among parents, who highlighted engaging and relevant activity ideas, a respectful tone of voice, and a clear demand for personalised activity recommendations. 83% of activity recommendations were rated “will try” or “already done.”

The right product at the right moment for the UAE

The world is changing faster than any single generation of parents can keep up with. Today's children are growing up with technologies, choices, and pressures that didn't exist when their parents were young. The instincts, models, and advice passed down from previous generations — while valuable — no longer cover every question modern parents face. Most parents are learning by trial and error, often under stress, often alone in the moment. Growly is built for this reality.

The launch coincides with the UAE's Year of the Family 2026 and the National Family Growth Agenda 2031 — national commitments that place family wellbeing and intentional parenting at the centre of the country's long-term agenda.

One of Growly's strategic objectives is to build personalised development tracks for each child in a changing world — from early childhood onward — so that children grow up feeling comfortable and prepared for a future that is hard to imagine today. Parents should be partners in this process: helpers, architects, co-authors.

“Parents today aren't supposed to be operations managers, calendars, or chauffeurs. They're supposed to be parents — present, focused on the relationship with their child and on the long arc of who that child is becoming. But the daily reality pulls in the opposite direction: parents drown in logistics and lose the space to do what matters most. Growly takes that load off — and gives parents what's been missing: expert support, a clear understanding of each child's profile, and a sense of which areas of development to focus on. That's what makes parenting calm, not just easier. So parents can focus on the human work — their child's development and the connection inside the family.”

— Sergei Andriiashkin, Growly's founder

ABOUT GROWLY

Growly is an AI parenting companion for parents of children aged 3–17. The platform combines a persistent, evolving profile of each child with evidence-based guidance grounded in established child development frameworks to deliver personalised guidance, activity recommendations, and family coordination tools. Growly is designed for healthy, mindful technology use — to give parents more time and attention for their children, not less. Growly Limited is incorporated in Abu Dhabi Global Market (ADGM), and the product is available on any device at wegrowly.com.

ABOUT THE FOUNDER

Sergei Andriiashkin has 25+ years of go-to-market, product, and marketing experience across MENA, CIS, and Southeast Asia, spanning retail-tech, fintech, and telecom — alongside extensive work with businesses serving children and families, including networks of educational camps, children's nutrition, and robotics. He is a UAE resident, a GEMS parent of an 11-year-old son actively engaged in educational and enrichment activities in the UAE.

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