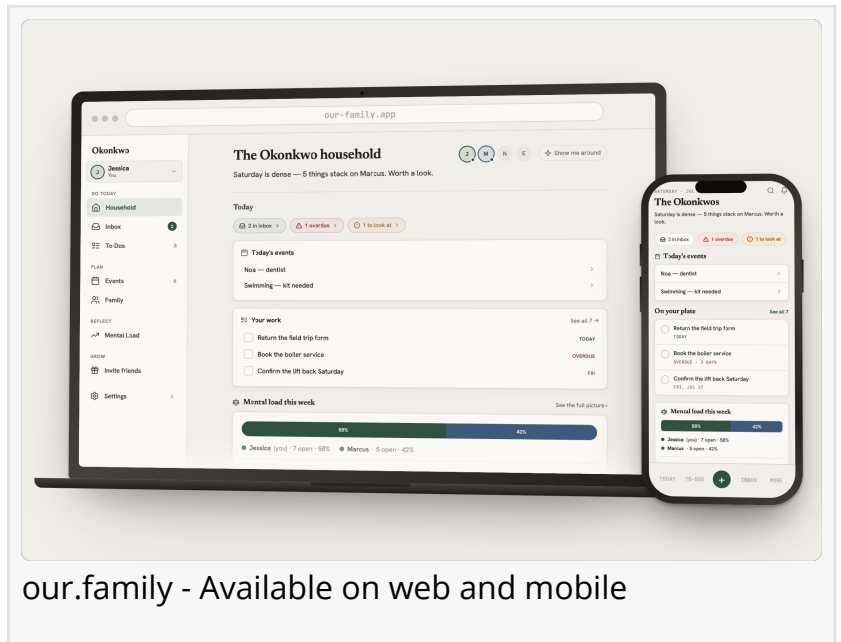


As the school year begins, our.family launches an app built for the mental load parents carry

The kitchen calendar shows the week. The mental load underneath stays invisible — and still 71% hers. our.family launches today to surface it, and share it.

INDIANAPOLIS, IN, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- This month, roughly 49.6 million American children go back to school. With them comes the part nobody puts on a calendar: the forms, the fees, the supply lists, the first-week half-days, the coach who texts at 9pm, the portal password nobody can find, and the low hum of trying to hold all of it in one head at once.



our.family - Available on web and mobile

[our.family](#), launched today by [Relay Studio](#) LLC is built for exactly that. It is an intelligent partner for the mental load — the work of noticing, remembering and anticipating that runs a household, and that almost never gets divided as evenly as the dishes.

“

It isn't the doing. It's the knowing. The doing is visible and it gets shared. The knowing sits in one person's head with no hours, no handover, and no end.”

Anurag Garg, CEO Relay Studio

Here is what it does. Parent forward all the school emails, snap photos of the flyer from the bottom of the backpack, or text the our.family app the way they would text a partner. our.family reads it, pulls out the relevant details, dates it in order, anticipates the tasks that need to be completed, and splits it between the people who share the house.

Take a line as ordinary as Emma's party, Saturday. On a calendar it is one entry. In real life it is eleven separate pieces of work: the RSVP, the gift, the card, the wrapping, the ride there and the ride back, the thank-you. Someone works out all eleven. In most households, it is the same someone every single time.

The job with no job description

Researchers have a name for this. Mothers manage 71% of the mental-load tasks in dual-income households — and fathers systematically overestimate their own share — according to a December 2024 University of Bath and University of Melbourne study published in the Journal of Marriage and Family. The sociologist Allison Daminger has documented it as a distinct cognitive dimension of household labor: anticipating, identifying, deciding and monitoring, all of it happening before any visible work begins.

“The dishes get noticed. The dentist appointment that has to be booked six months out does not,” said Anurag Garg, CEO of Relay Studio LLC. “It isn’t the doing. It’s the knowing. And the knowing has no hours, no handover, and no end — it just sits in one person’s head, usually the same person, usually a mother, and nothing closes until she does something about it.”

It learns your household

Most family software waits to be told. our.family is built to notice. It reads the emails so a parent does not have to hunt through them for the one line that matters — the due date buried in paragraph four, the fee attached to a PDF, the schedule change in a thread from March. It files what it learns where the household will find it again.

And it accumulates. Swimming is Saturday, so the swimsuit has to be dry by Friday. The passports expire in February and renewals take six weeks, so this is the month to start. Grandma has the children on Thursdays, so Thursday’s pickup is not yours. Those are the details that live in one person’s memory and fall apart the week that person gets the flu.

our.family holds those details and raises them when they matter. But knowing is not the point on its own. A household needs somewhere to put what it knows, and a way to talk about it.

So our.family builds rituals, not just a record. A briefing each morning that says what the day asks. A write-up each weekend that lays out the week ahead and names the two or three things worth raising — where someone needs to step in, step up, or share the load. What used to sit



unsaid in one person's head is written down, in the open, where everyone who shares the house can see it.

That was deliberate product choice. The easier product automates quietly around the person already carrying the week, and leaves the carrying exactly where it is. This one makes the work visible so it can be talked about, and talked about so it can be shared.

"We wanted to build something a family will actually use, and that helps them be better with each other," Garg said. "Not another list."

Built for how families are actually shaped

our.family models a household as the people who share it, and shows the week's work as counts — who is carrying what — in the open.

That structure was designed to hold more than one kind of family:

- * Single-parent households. When there is no second adult to share the load with, our.family becomes the thing that carries it alongside you — reading, remembering and flagging what is coming, so it is not all being held in one head with no backup.
- * Multigenerational and extended households. Grandparents on pickup, an adult sibling in the house, a coparent across town. The people doing the work can see the work, without anyone having to relay it three times.
- * Blended and shared-custody families. Handoffs, alternating weekends and two sets of routines are treated as normal, not as an edge case.

Availability and pricing

our.family is available today on the App Store, on Google Play, and in any browser at our-family.app.

Pricing is \$99 per year per household, with every adult and every child included. A 14-day free trial requires no card. Households can export or delete their data at any time.

About our.family

our.family™ is built for the mental load — the work of noticing, remembering and anticipating that runs a household, all of which happens before anything reaches a calendar.

<https://our-family.app>

About Relay Studio

Relay Studio LLC is a venture studio. It builds companies with corporations turning proven ideas into new businesses, and with founders who need experienced operators on the bench, keeping one senior team in-house rather than coordinating a stack of vendors. our.family is the studio's first consumer product. Relay Studio was founded in 2026 and is based in Indianapolis.

<https://relayhq.studio>

Anurag Garg
Relay Studio
anurag@relayhq.studio
Visit us on social media:
[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/933517064>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.