



Deep Dive Competitor Analysis



Report Summary



Location Context

ZIP 11217 + 2-mile radius

Competitor Map

5 centers + proximity

Proximity Analysis

Walk/drive times

Facility Features

Building + outdoor space

Transport Access

Bus/train distances

Market Dynamics

Competitive positioning

Pricing Overview

Age-group structure

Online Presence

Social + reviews



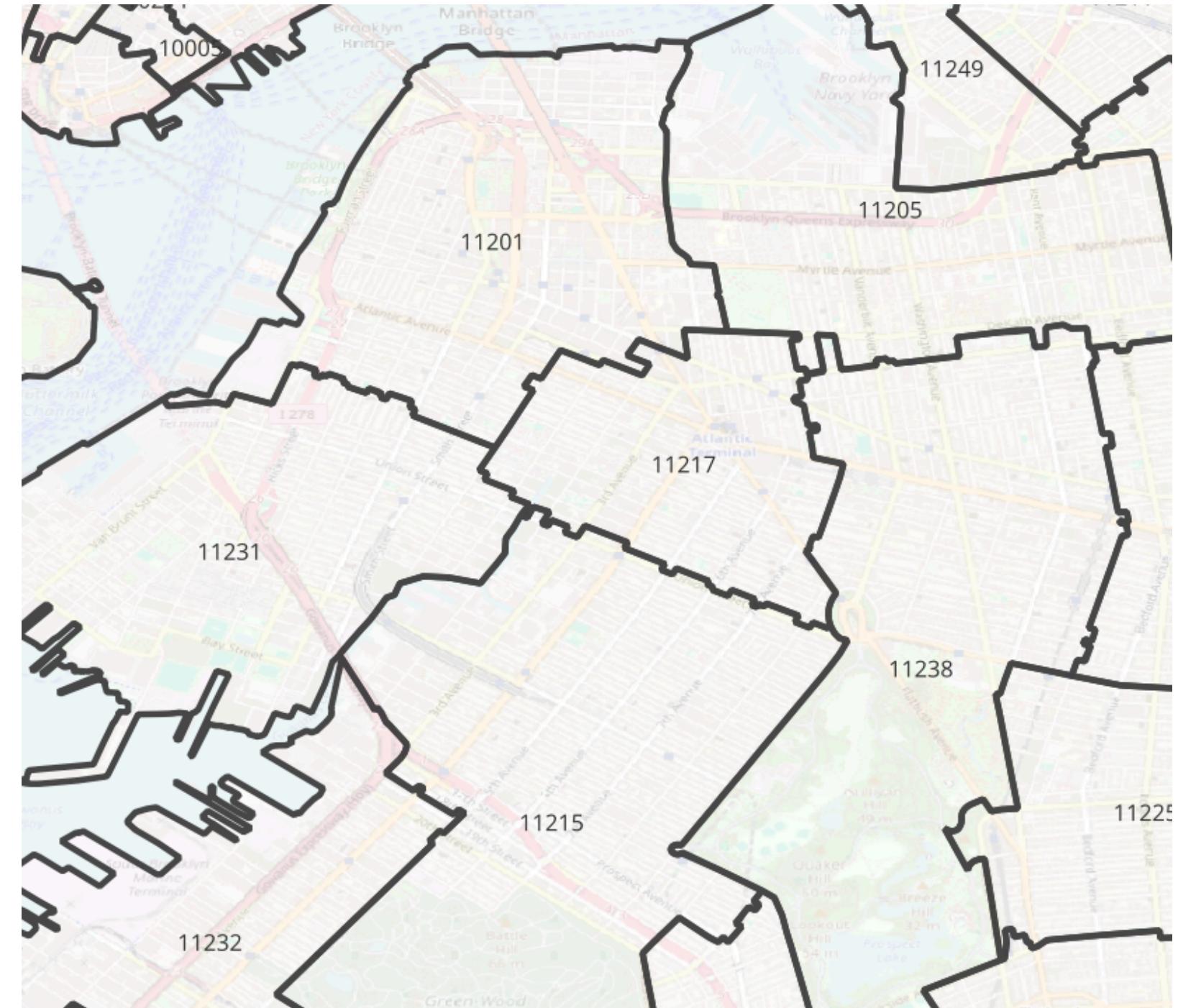
Target Area



ZIP Code - Brooklyn 11217

We assess the childcare landscape within ZIP code 11217 and its surrounding 2-mile radius to evaluate competitor density, pricing, availability, and service quality.

Reviewing providers across Park Slope, Boerum Hill, Gowanus, and Prospect Heights highlights how centers position themselves and where opportunities for differentiation exist.



Competitor Overview

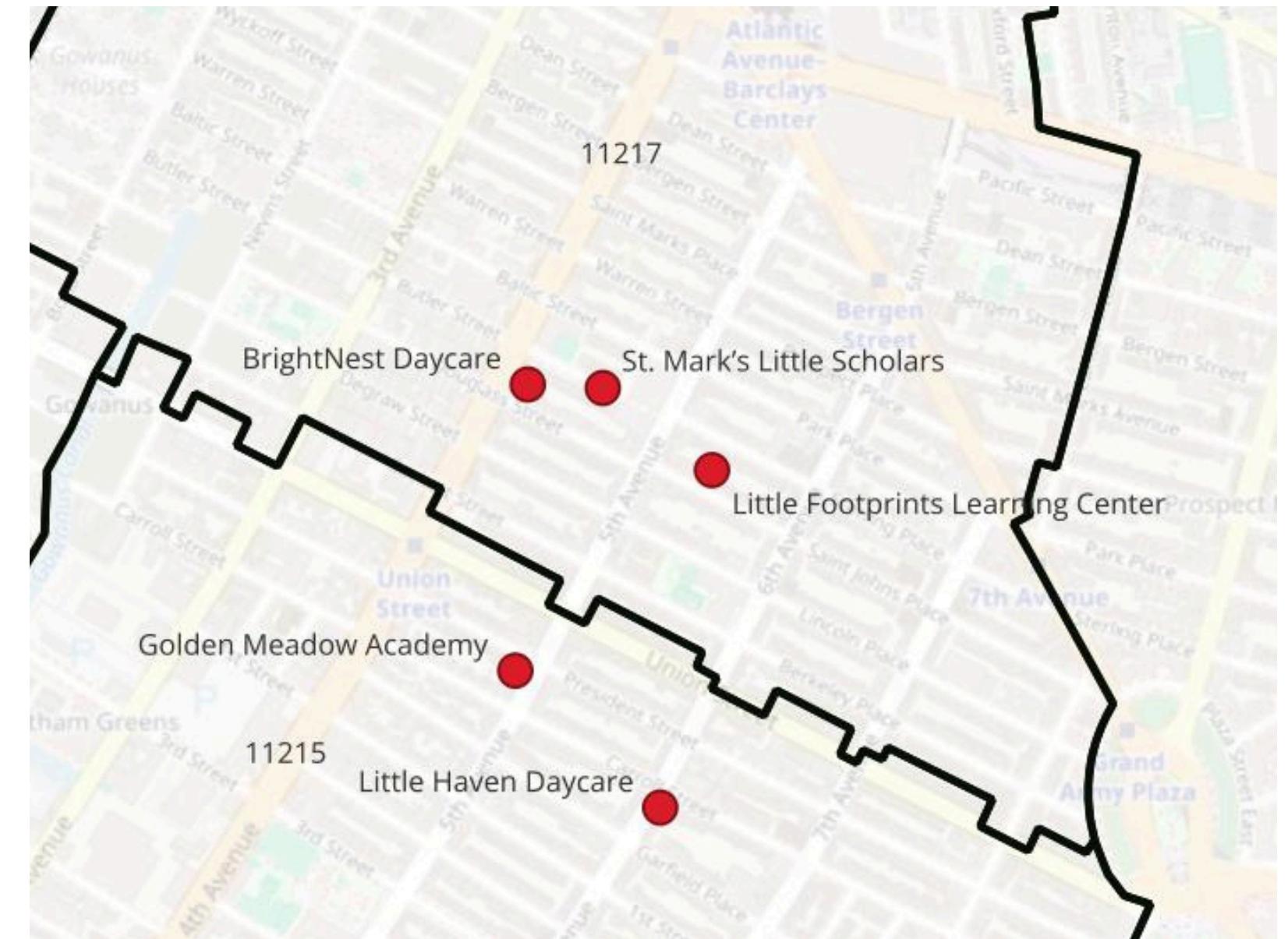


Childcare providers in target area

Within a 2-mile radius of our targeted area (103 St Marks Pl, Brooklyn, NY 11217), several childcare providers operate in close proximity, contributing to a competitive local market.

Among them, five stand out as the most notable competitors based on their location, visibility, and service offerings:

- Little Footprints Learning Center - 35 St Johns Place, Brooklyn, NY 11217
- St. Mark's Little Scholars - 392 Butler Street, Brooklyn, NY 11217
- BrightNest Daycare - 359 Douglass Street, 1st Floor, Brooklyn, NY 11217
- Golden Meadow Academy - 242 5th Avenue, Brooklyn, NY 11215
- Little Haven Daycare - 251 6th Avenue, Brooklyn, NY 11215



Little Footprints Learning Center



LOCATION

35 St Johns Place, Brooklyn, NY 11217



Distance:
0.3 miles



Walk time:
8 min



Drive time:
2 min

DESCRIPTION

Facility Overview - Ground floor of a residential building
Outdoor area - spacious private playground located at the rear of the property
Parking - Street parking available on both sides
Operating hours - Monday–Friday, 08:00–18:00
Age group - Children aged 6 weeks to 5 years
Transit - Bus stop 433 ft away; train station 0.3 miles away

PRICE

Full 5 days

Full day

Infant group

\$2500

\$117.64

Preschool group

\$2300

\$108.23

AVAILABILITY

Current availability

Infant group

Available places

Preschool group

Waiting list until September 2026



Little Footprints Learning Center



SOCIAL MEDIA



Facebook

~1.2K

Followers



Instagram

110+

Posts



Linkedin

NO

Profile found

ONLINE RATINGS



Google

★ 4.6

stars



Yelp

★ 4.5

stars



Care.com

★ 4.7

stars

POSITIVE ONLINE REVIEWS



Total number: 42



NEGATIVE ONLINE REVIEWS



Total number: 6

St. Mark's Little Scholars



LOCATION

392 Butler Street, Brooklyn, NY 11217



Distance:
0.3 miles



Walk time:
6 min



Drive time:
3 min

PRICE

	Full 5 days	Full day
Infant group	\$2400	\$112.94
Preschool group	\$2100	\$98.82



DESCRIPTION

Facility Overview - Ground floor unit in a residential building
Outdoor area - Playground located at the rear of the property
Parking - Street parking available on both sides
Operating hours - Monday–Friday, 08:00–18:00
Age group - Children aged 6 weeks to 5 years
Transit - Bus stop 453 ft away; train station 0.3 miles away

AVAILABILITY

	Current availability
Infant group	Available places
Preschool group	Available places

St. Mark's Little Scholars



SOCIAL MEDIA



Facebook

~450

Followers



Instagram

NO

Profile found



Linkedin

NO

Profile found

ONLINE RATINGS



Google

★ 4.4

stars



Yelp

★ 4.2

stars



Care.com

★ 4.3

stars

POSITIVE ONLINE REVIEWS



Total number: 28



NEGATIVE ONLINE REVIEWS



Total number: 5

BrightNest Daycare



LOCATION

359 Douglass Street, 1st Floor, Brooklyn, NY 11217



Distance:
0.3 miles



Walk time:
7 min



Drive time:
2 min

DESCRIPTION

Facility Overview - Ground floor unit in a residential building
Outdoor area - Playground located at the rear of the property
Parking - Street parking available on both sides
Operating hours - Monday–Friday, 08:00–18:00
Age group - Children aged 6 weeks to 5 years
Transit - Bus stop 0.1 miles away; train station 0.2 miles away

PRICE

	Full 5 days	Full day
Infant group	\$2300	\$108.23
Preschool group	\$2000	\$94.11



AVAILABILITY

	Current availability
Infant group	Limited availability Monday, Wednesday, Friday
Preschool group	Waiting list until April 2026.

BrightNest Daycare



SOCIAL MEDIA



Facebook

~3.5K

Followers



Instagram

500+

Profile found



Linkedin

Found

Profile found

ONLINE RATINGS



Google

★ 4.6

stars



Yelp

★ 4.5

stars



Care.com

★ 4.7

stars

POSITIVE ONLINE REVIEWS



Total number: 56



NEGATIVE ONLINE REVIEWS



Total number: 9

Golden Meadow Academy



LOCATION

242 5th Avenue, Brooklyn, NY 11215



Distance:
0.5 miles



Walk time:
11 min



Drive time:
4 min

PRICE

	Full 5 days	Full day
Infant group	\$	\$
Preschool group	\$	\$



DESCRIPTION

Facility Overview - Ground floor unit in a residential building
Outdoor area - No outdoor space visible
Parking - Street parking available on both sides
Operating hours - Monday–Friday, 08:00–18:00
Age group - Children aged 6 weeks to 5 years
Transit - Bus stop 259 ft away; train station 0.2 miles away

AVAILABILITY

	Current availability
Infant group	Available places
Preschool group	Available places

Golden Meadow Academy



SOCIAL MEDIA



Facebook

~700

Followers



Instagram

300+

Followers



Linkedin

NO

Profile found

ONLINE RATINGS



Google

★ 4.5

stars



Yelp

★ 4.3

stars



Care.com

★ 4.4

stars

POSITIVE ONLINE REVIEWS



Total number: 35



NEGATIVE ONLINE REVIEWS



Total number: 7

Little Haven Daycare



LOCATION

251 6th Avenue, Brooklyn, NY 11215



Distance:
0.7 miles



Walk time:
16 min



Drive time:
5 min

DESCRIPTION

Facility Overview - Ground floor unit in a residential building

Outdoor area - No outdoor space visible

Parking - Street parking available on both sides

Operating hours - Monday–Friday, 08:00–18:00

Age group - Children aged 6 weeks to 5 years

Transit - Bus stop 0.2 miles away; train station 0.4 miles away

PRICE

Full 5 days

\$2200

Full day

\$103.52

Infant group

Preschool group

\$1950

\$91.76

AVAILABILITY

Current availability

Infant group

No available places until May 2026

Preschool group

No available places until June 2026



Little Haven Daycare



SOCIAL MEDIA



Facebook

~600

Followers



Instagram

Lighty

Active account



Linkedin

NO

Profile found

ONLINE RATINGS



Google

★ 4.6

stars



Yelp

★ 4.4

stars



Care.com

★ 4.6

stars

POSITIVE ONLINE REVIEWS



Total number: 30



NEGATIVE ONLINE REVIEWS



Total number: 4

SWOT Analysis



Strength

Prime location in central Brooklyn near public transport and family-dense neighborhoods



Opportunity

Rising demand for bilingual and extended-hour programs in the area



Weakness

Higher tuition rates compared to nearby competitors



Threats

Increasing competition from well-established centers with strong social media presence



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