Michelle’s story
Connecting mommies with their babies, before delivery

Lauren Abda
Pierre Fuller
Overview

• Our moms
  – Michelle wants to establish intimacy with her unborn baby

• Our solution
  – inTouch enhances intimacy through defensible technology

• Potential customer
  – In the US, a renewable market of 2 Million pregnant women annually
Wants to establish intimacy with her unborn baby…but how?

“I am both excited and unsure”
- many moms

“I would like to what he enjoys...even before he is born”
- Renee S. (mom)

“When I read to him, how does he react?”
- Pierre F. (dad)

$70K Income
College Educated
28 years old
Lives with partner
4 months pregnant

Wants to establish intimacy with her unborn baby...but how?
The inTouch solution

At the moment, Michelle can use...

- Heart-rate monitors
- Intuition
- Professional Ultrasound
- Consult “Dr. Google”

With inTouch, Michelle may...

- read to her baby,
- then receive feedback.

Facilitating intimacy and providing reassurance.

inTouch technology is proven

- Data Collection
  - Heart-rate
  - Movement
- Intellectual Property
  - Algorithm that correlates data to positive response

Photos: gadgetrivia.com
       mothering.com
       sheknows.com
       parents.com
       allvoices.com
The **inTouch** solution

At the moment, Michelle can use...

- Heart-rate monitors by BabyBeat
- Intuition
- Professional Ultrasound
- Consult “Dr. Google”

With **inTouch**, Michelle may...

- read to her baby,
- then receive feedback.

**Facilitating intimacy and providing reassurance.**

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Market Potential

157 M
Women in the US

6 M
Pregnant
Annually

2 M
First Time
Moms

Use mobile “apps” to track health
Technology Savvy
Extend her excitement
Capture pregnancy experience

Indications
Easy to use
Low maintenance
Real-time feedback

Intuitive
Comfortable to wear

Share monthly pregnancy photos
Share via social media

Connect with family and friends
Update her care network

In the US, there are 2 Million women like Michelle

Photo: visualphotos.com
Positioning

facilitates intimacy and provides reassurance through qualitative feedback and quantitate data
<table>
<thead>
<tr>
<th><strong>Place</strong></th>
<th><strong>Price</strong></th>
</tr>
</thead>
</table>
| Online - inTouch.com  
Local Retailers - Isis Parenting  
Bellini Baby & Teen Furniture  
Chulamam Maternity and Baby  
National Retailers - Target  
Babys R’ Us  
Boston; expand to high birth rate cities | Two products releases:  
• First edition $49.99  
• Second edition $64.99  
Decreased production costs overtime |

<table>
<thead>
<tr>
<th><strong>Promotion</strong></th>
<th><strong>Product</strong></th>
</tr>
</thead>
</table>
| Online - pregnancyinfo.net  
pregnancy.com  
parenting.com  
babycenter.com  
Print - FitPregnancy  
Hybrid Mom  
American Baby  
Pregnancy & Newborn | Easy to use  
Enhances intimacy  
Indicates baby’s response to stimuli  
Displays heart blinking with heart rate  
Used early in pregnancy  
Comfortable belly band  
Easy to read and understand output |
Projected sales result in $4.8M Revenue at end of 4th year
Our Team

CEO, Lauren Abda
Lauren is currently working on her MS at Tufts Friedman School of Nutrition Science and Policy with a concentration in entrepreneurship. She is interested in the intersection of health and technology and how the two can be united to contribute to increased public health.
• Health/Wellness Sales - 4 years experience
• Business Development - 2 years experience

CTO, Pierre Fuller
Pierre is a PhD Candidate in Engineering at MIT. He has +4 years of experience in mobile device software development with a particular focus on real-time data analysis.
• Software Development - 5 years experience
• Algorithm Development - 3 years experience

Advisor, Heather Keith, CEO/Founder Strohl Medical
Heather Keith founded Strohl Medical in October, 2009. She has 6 years Sales Management experience, 5 years sales experience and 10 years marketing experience. She completed a successful sales/marketing launch of a start-up company, new company divisions and new product lines.
• Sales Management - 6 years experience
• Marketing Development - 10 years experience

inTouch
Connecting mommies with their babies
We have an audience....

Michelle wants to establish intimacy with her unborn baby

technology...

**inTouch** provides intimacy through defensible technology

and market potential.

In the US, 2 Million first time pregnancies annually
inTouch only needs $1.5M to connect mommies with their babies.
Marketing Philosophy and Expansion

Our Philosophy:
Follow the babies!!

Target Cities
(babies per 1000 people)
1. Boston (11.9)
2. Washington DC (15.4)
3. Atlanta (15.1)
4. Mississippi (15.3)
5. Utah (20.3)

Birth Rates per 1000 people in population
(Source: The Kaiser Family Foundation)

Begin local, in Boston, and expand to cities with high birth rates
Core Values

**inTouch** provides reliable technology that enhances intimacy between mommies and babies through our commitment to our core values:

**Empowerment**  
Provide information to assist our customers to make more informed decisions

**Innovation**  
Develop technology that reinforces the natural bond between mommies and babies

**Peace of Mind**  
Identify trends and anomalies in data to provide parents with peace of mind
**Value Proposition**

**Primary**

**Intimacy**  Immediate, qualitative feedback reflecting baby’s response to mommy

**Accessible**  Clear display on device; accessible via smartphone or the web

**Secondary**

**Shareable**  Share information with doctors and loved ones

**Comfortable**  Comfortable, discrete device
Competitive Advantage

• **Continuous monitoring** – Effortlessly track heart rate around the clock

• **Accessible** – Real-time information on baby’s health and responsiveness

• **Discrete** – Wearable sensors that don’t require messy gel

• **Shareable** – Easily share data shareable with doctors and loved ones
Projected sales: capture 4% of market and $4.8M Revenue at end of 4th year
Financial Projections (50%)

Unit Sales

Revenue and Cash Flow

Connecting mommies with their babies