

Manoula

The Manoula device relieves mother's anxiety by measuring the amount nourishment breastfeeding infant ingests

Contents

Description	3
Problem	4
Solution	5
User or Customer Base	6
Unique Value Proposition	7
Competition	8
Market Opportunity	9
Channels	10
Revenue	11
Development Timeline	12
The Team	13

Description

The Manoula is a safe and convenient home use medical device. The Manoula accurately measures the quantity of breastmilk consumed by an infant, relieving the mother’s anxiety, providing measurable data to parents and practitioners. The device slides easily into a pocket in a customized onesie worn by the infant and transmits the data via Bluetooth technology.

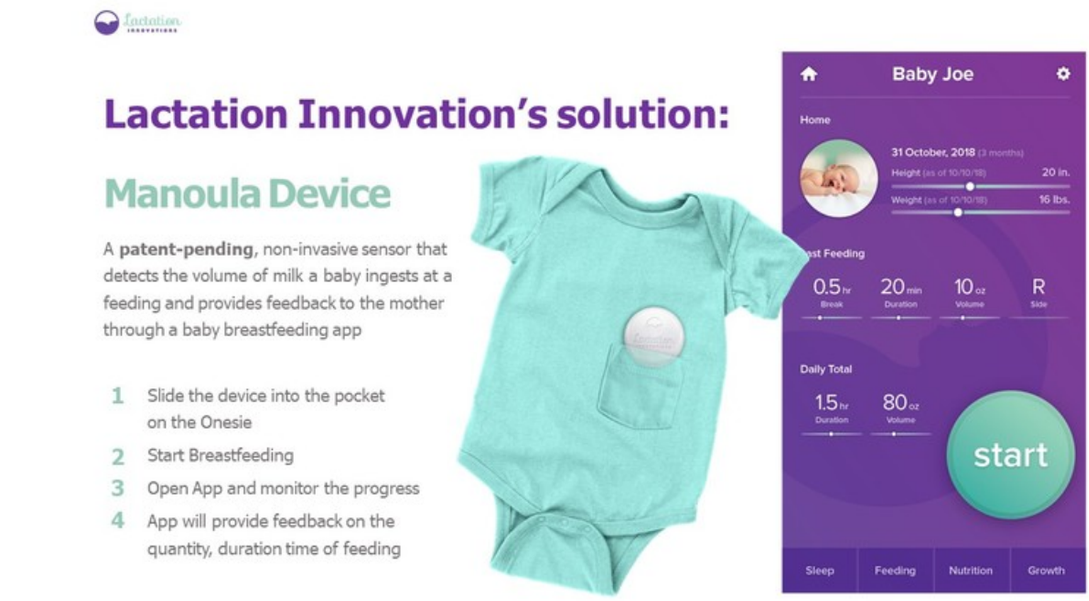
Problem





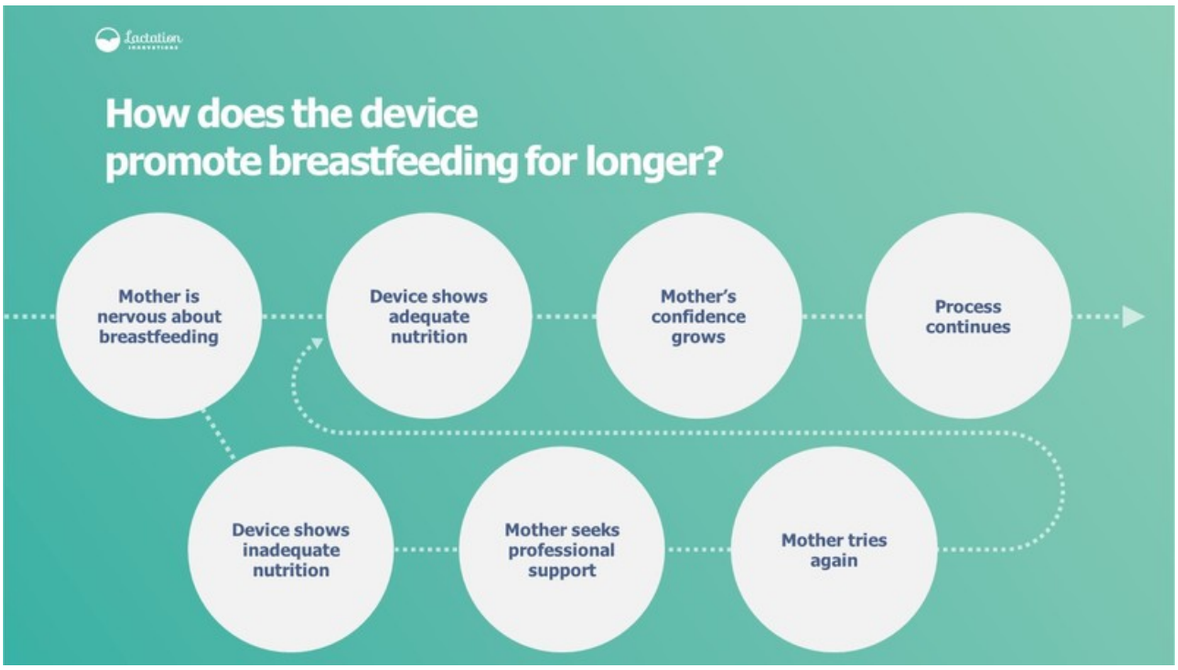
Each year, approximately 3.3 Million mothers initiate breastfeeding; of those approximately 50% stop breastfeeding within 2 weeks. The Surgeon General's Call to Action to Support Breastfeeding in 2011 identifies anxiety that their baby is not receiving enough milk as one of the major reasons that mothers cease breastfeeding in the first few weeks. Breastfeeding has numerous benefits for the health of the mother and infant and is a major initiative in infant health programs both nationally and globally. Devices that build mothers' confidence in their ability to nurture their child, and provide accurate data for practitioners, are critical in increasing the prevalence of breastfeeding.

Solution



The Manoula device is a non-invasive sensor that uses proven safe technology to accurately detect the volume of milk an infant ingests during breast feeding. The device slides easily into a pocket in a customized onesie worn by the infant and transmits the data via Bluetooth technology.

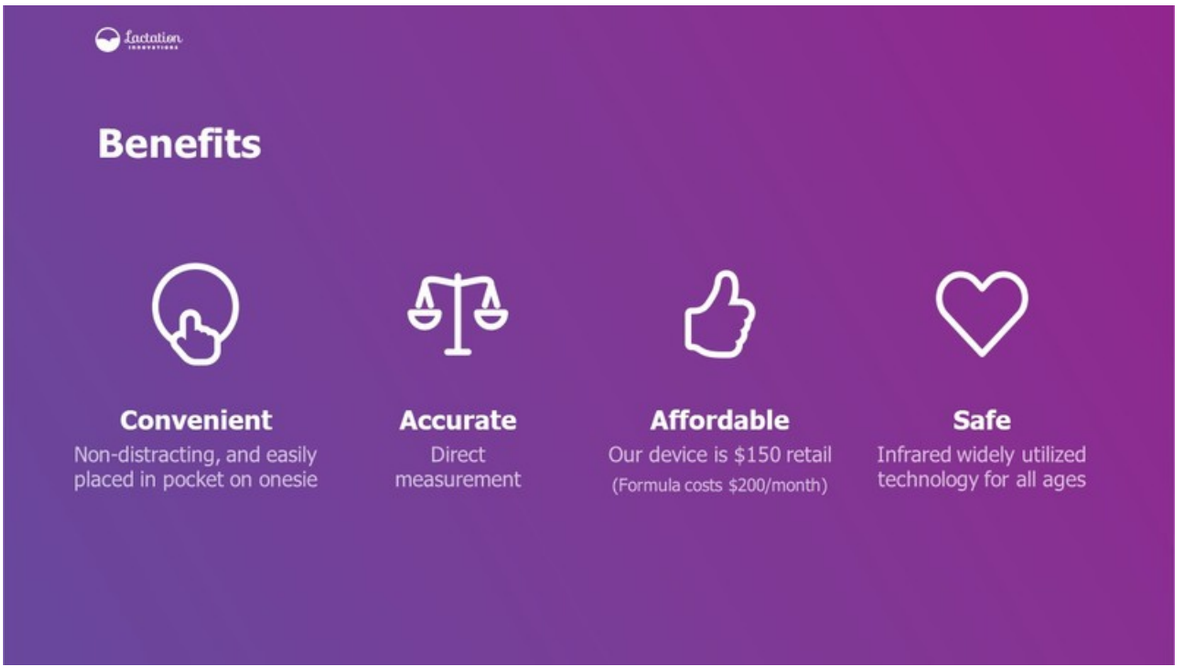
User or Customer Base



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Unique Value Proposition

The Manoula device is an in-home-use medical device that allows mothers and providers insight into an infant's consumption of breastmilk to relieve anxiety and for professionals to provide appropriate support to mothers to promote optimal breastfeeding.

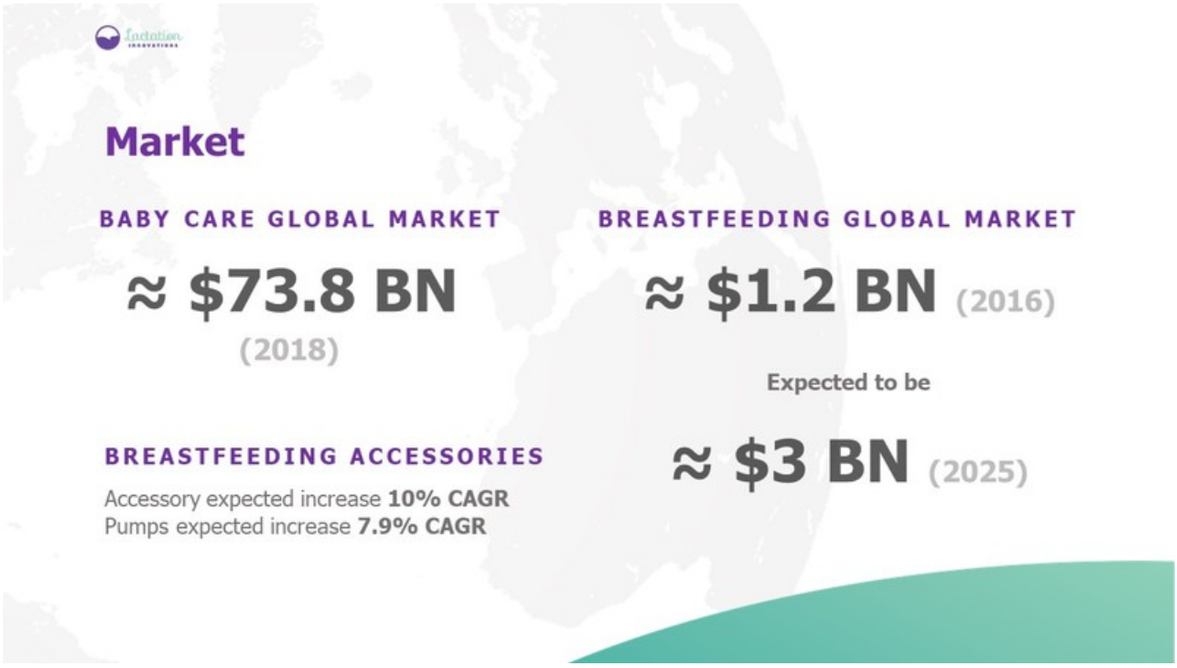


Competition



Mom Sense, Milk Sense, and Hatch Baby all have products that are in the space of quantifying infant breastmilk. These companies produce devices that are cumbersome or invasive to use and less accurate. The Lactation Innovations' Manoula device provides superior accuracy due to medical grade sensor technology; comes in a less cumbersome package; and does not require adhesives, calibration, or other preparation for use. In addition, the Manoula will receive FDA approval for at home use.

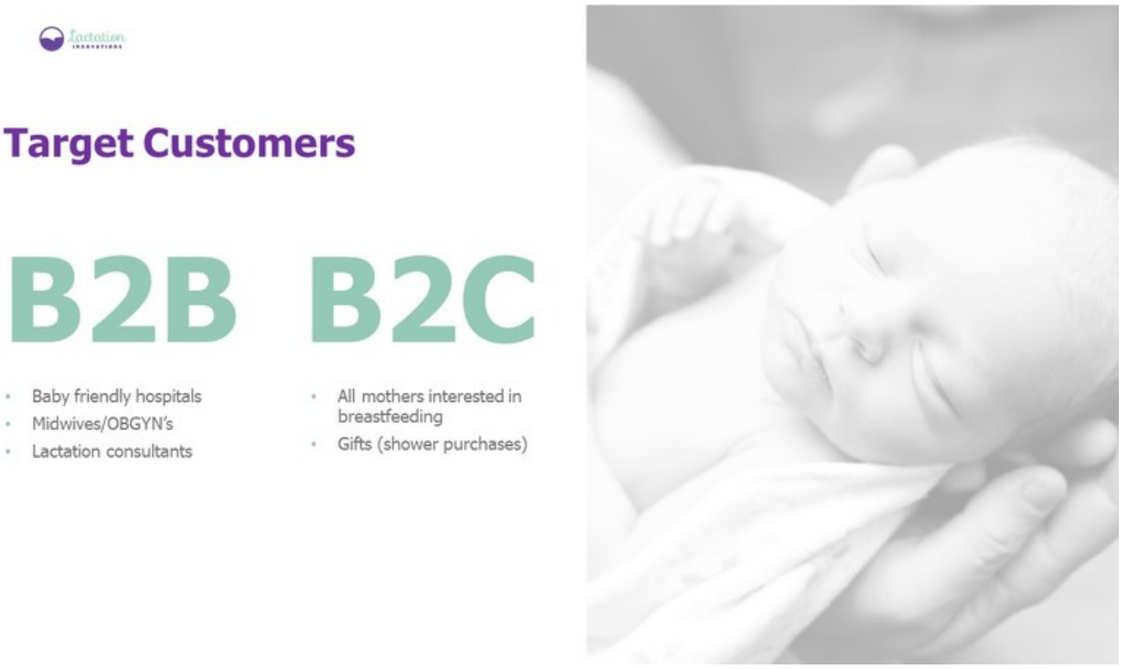
Market Opportunity



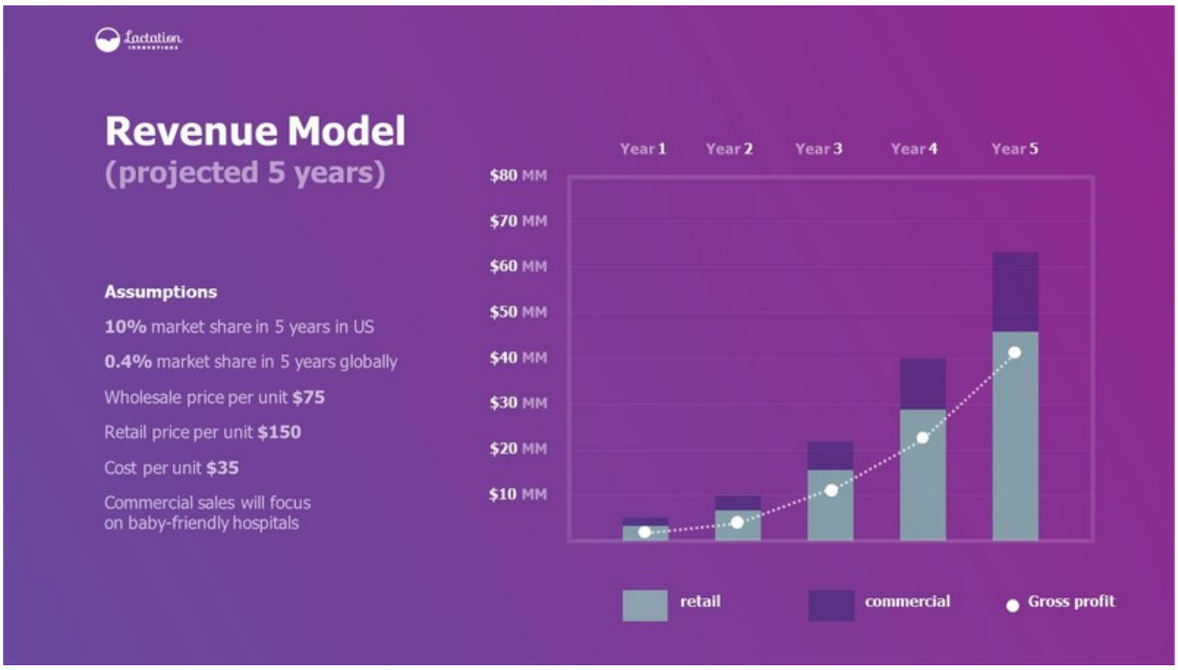
The global baby care market in 2018 is approximately $73.8 Billion. The global breastfeeding market was 1.2 Billion in 2016 and is expected to be $3 Billion in 2025. The Manoula is an affordable breastfeeding accessory which will provide support and peace of mind for women as they begin breastfeeding.

Channels

The Manoula device will be sold at retailers as well as on a business to business basis to baby friendly hospitals, midwifes/OBGYNs, and Lactation Consultants.

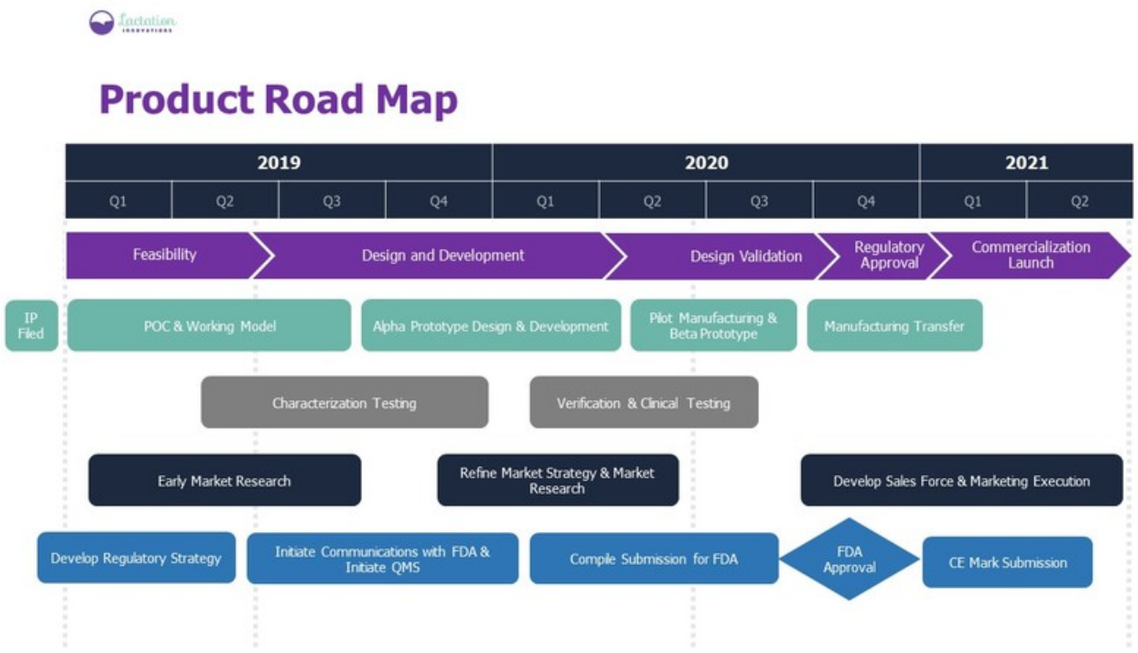


Revenue


Lactation
Revenue Model
(projected 5 years)
Assumptions
10% market share in 5 years in US
0.4% market share in 5 years globally
Wholesale price per unit $75
Retail price per unit $150
Cost per unit $35
Commercial sales will focus on baby-friendly hospitals
Year 1
Year 2
Year 3
Year 4
Year 5
$80 MM
$70 MM
$60 MM
$50 MM
$40 MM
$30 MM
$20 MM
$10 MM
retail
commercial
Gross profit

.

Development Timeline



Executive Team



Brittany Molkenthin BSN RN
Chief Executive Officer, Founder
Pediatric Intensive Care clinical background



Jayme Coates, MBA, MS BME
Chief Operating Officer, Co-founder
15+ years in Medical Device design, development and manufacturing

Advisors



Kevin Bouley
President, Nerac Inc



Christine Meehan, BSN, MA
Entrepreneur in Residence, Founder & Former CEO CADImplant, Inc, Member, Goldenseeds



Elizabeth Brownell PhD MA
Perinatal Epidemiologist, Director Connecticut Human Milk Research Center