



Manoula

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

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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.



50% of mothers stop breastfeeding by 2 weeks.

Why?

Anxiety their baby isn't receiving enough nutrition.

-Surgeon General's Call to Action to Support Breastfeeding Report 2011



The Problem (anxiety)

Anxiety over the baby's nutritional intake continues to derail breastfeeding because of a lack of immediate information and guidance.

Current guidelines to determine if a child is receiving enough milk are:

- Weight gain
- Diaper monitoring
- Evaluating infant mood
- Nursing frequency

For struggling, anxious mothers trying to breastfeed, those methods are **slow, non-definitive, and non-comforting.**

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.



Lactation Innovation's solution:

Manoula Device

A **patent-pending**, non-invasive sensor that detects the volume of milk a baby ingests at a feeding and provides feedback to the mother through a baby breastfeeding app

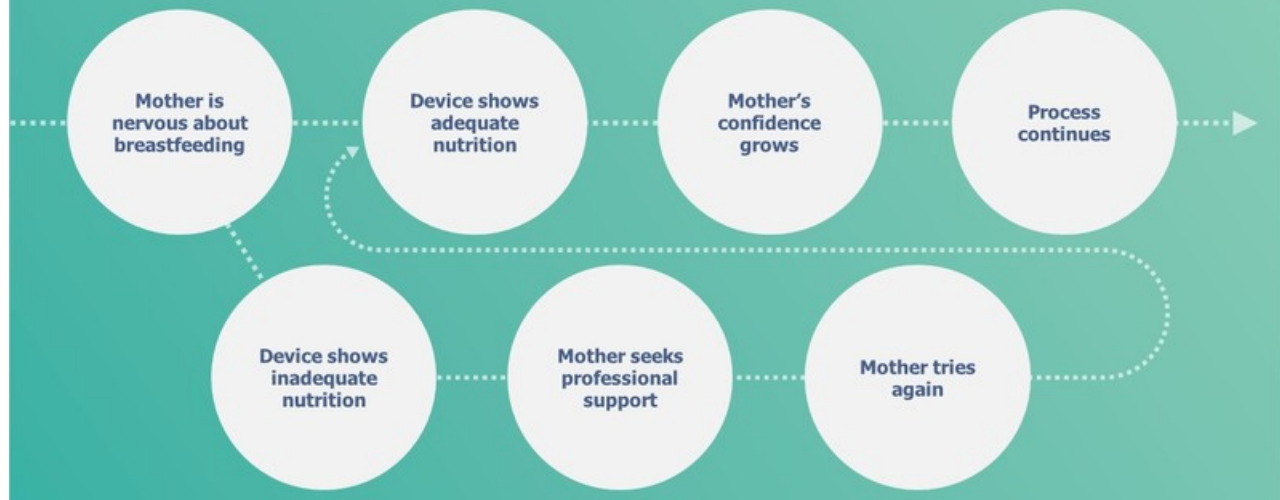
- 1 Slide the device into the pocket on the Onesie
- 2 Start Breastfeeding
- 3 Open App and monitor the progress
- 4 App will provide feedback on the quantity, duration time of feeding



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.




How does the device promote breastfeeding for longer?







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.



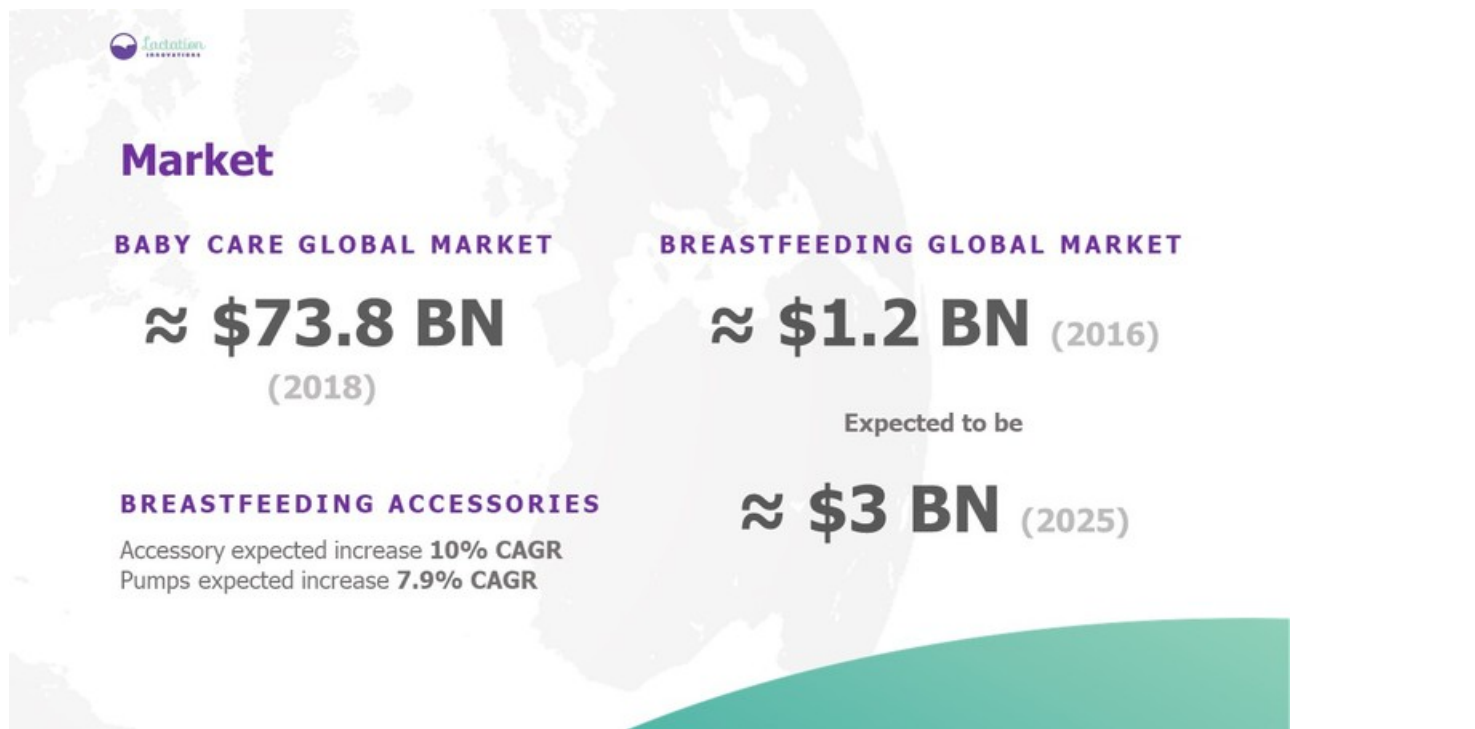
Benefits

			
Convenient	Accurate	Affordable	Safe
Non-distracting, and easily placed in pocket on onesie	Direct measurement	Our device is \$150 retail (Formula costs \$200/month)	Infrared widely utilized technology for all ages

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.



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, midwives/OBGYNs, and Lactation Consultants.



Target Customers

B2B

- Baby friendly hospitals
- Midwives/OBGYN's
- Lactation consultants

B2C

- All mothers interested in breastfeeding
- Gifts (shower purchases)

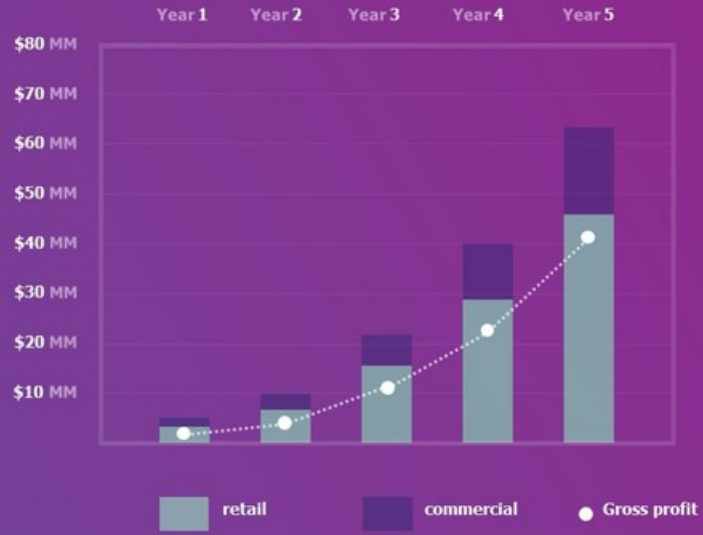




Revenue Model (projected 5 years)

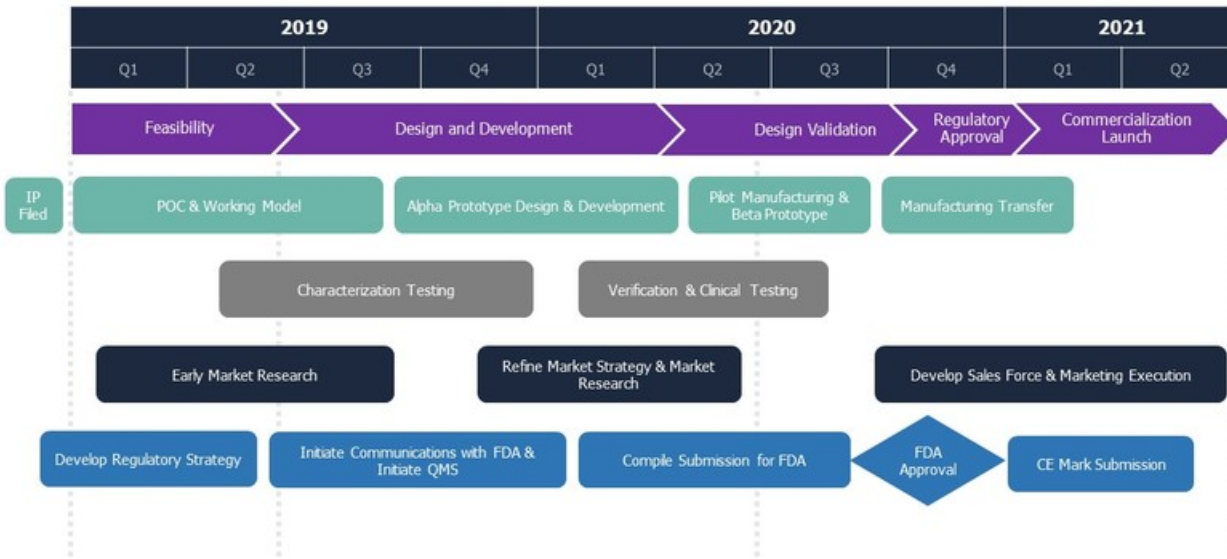
Assumptions

- 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





Product Road Map





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

