

Infant Innovators®, LLC

"Providing Hands-Free Solutions To All"

THE ESCAPE LOUNGE

SBA InnovateHer 2016 Business Challenge

Dr. Ervin Asomani

October 11, 2015



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Executive Summary

Mission and Vision

Infant Innovators® mission is to become a household name in the market noted for quality innovations with a patented hands-free product to assist parents in the feeding and holding process. This invention relates to a parental convenience item, but more specifically a holder and warmer for a baby feeding bottle to afford hands-free attendance of an infant. Our vision is to reduce at least 15 minutes the feeding and holding process by individuals.

Market Analysis

Infant Innovators® believes that the market for the Hands-Free Bunny Bottle Holder will generate \$4,788 in revenues in year 1, growing to \$10,773 by year five. *Infant Innovators®* market includes 4.2 million new births in this country. According to the National Center for Health Statistics (NCHS) data shows the fertility rate is slightly rising. The general fertility rate has risen nearly 1 percent, 68.6 live births per 1,000 women aged 15-44 years, compared with 66.7 live births per 1,000 women. The management team has identified some competitors, SaviBaby and Baby Bottle Hugger Dexter. *Infant Innovators®* competitive advantage is no other product exists in the market with an enclosed *Energy Star®* rated bottle warmer. This distinctive market niche will put *Infant Innovators®* in a prime position.

Products

Infant Innovators® has developed a unique, green-tech gadget, for infants and parents alike, having created a product which allows parents to feed infants without holding their bottles. This multi-tasking instrument allows parents to complete other tasks and chores which makes time for an array of other activities, while promoting more independence among toddlers and older infants. For parents, on-the-go, we've combined a built-in bottle warmer with the calm and comfort of a soothing stuffed animal. The enclosed warmer is a form of Green Technology, and also happens to be *Energy Star®* rated. Most parents use the microwave or stove top to warm their children's bottles, but this bottle warmer allows parents to warm the bottle through a car's cigarette adapter. The bottle warmer has a temperature cut-off fuse, which never allows the contents of the bottle to overheat, allowing users to save time and energy.

Business Strategy

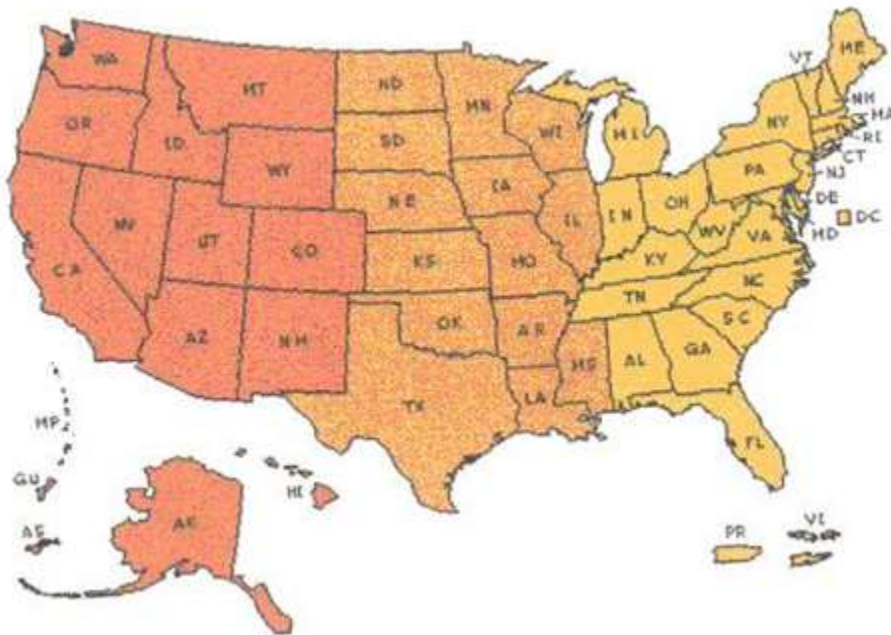
As a new company in the infant product market, *Infant Innovators®* will incur higher than average promotional costs for the Hands-Free Bunny Bottle Holder. *Infant Innovators®* is looking to establish partnerships with interested parties who will manufacture *Infant Innovators®* products, enabling *Infant Innovators®* to provide highly safe durable customized products. This will permit *Infant Innovators®* to achieve significant market share in a short period of time.

Financial Goals

Infant Innovators® will incur higher than average promotional costs and manufacturing costs because we are a new company. *Infant Innovators®* anticipates generating \$10,773 in revenues by Year 5, with \$5,439 of net profit. Annual revenue growth during Year 1-5 time frame is projected to increase.

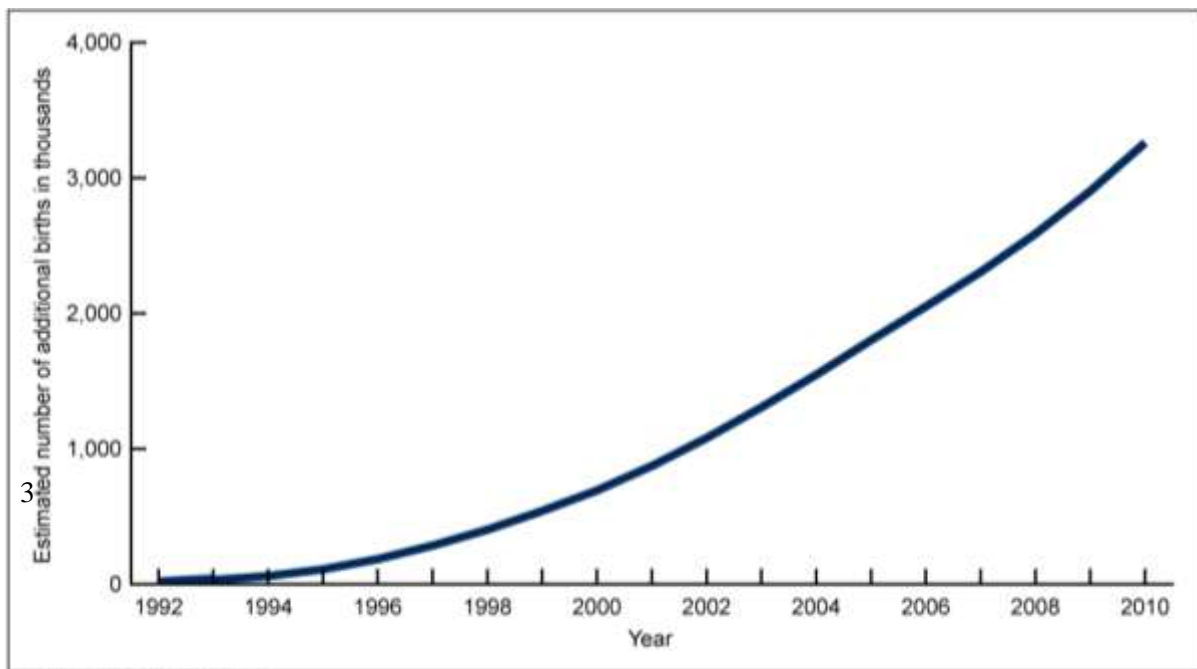
Marketing Analysis

Infant Innovators® will market the Hands-Free Bunny Bottle Holder products throughout the United States. An extensive market search has revealed that no other product on the market exists or compares with the Hands-Free Bunny Bottle Holder in terms of features, benefits and affordable price. These distinct features will help propel the Hands-Free Bunny Bottle Holder as one of the newest innovations in the infant product market. Data from the NCHS, finds in the state of Maryland more than 75 thousand new births has occurred. Now that Maryland has been saturated with the Hands-Free Bunny Bottle Holder. *Infant Innovators®* will expand into the DC Metro Area because of the number of new births each year. According to the U.S. Census Bureau, in the DC Metro Area more than 117,736 new births occurred. Research by American Baby Magazine show the average new parent spends between \$5,000-\$7,000 on their baby's first year of life. The growing numbers of new parents who are older and have more disposable income have fueled that kind of spending. The average age of women when they give birth for the first time is 25.2 a record high. This level of growth presumably applies to the Hands-Free Bunny Bottle Holder. This will have a considerably higher than normal growth in the U.S. market because of its distinct feature and usefulness. *Infant Innovators®* will focus its target region in the state of Maryland before expanding to other regions.



The statistics for birth rates are very impressive for our target region. According to the NCHS, in 2009 the state of Maryland produced more than 75 thousand new births. The market for the Hands-Free Bunny Bottle Holder will grow because of the number of new births each year. Research by American Baby Magazine show the average new parent spends between \$5,000-\$7,000 on their baby's first year of life. The growing numbers of new parents who are older and have more disposable income have fueled that kind of spending. The average age of women when they give birth for the first time is 25.2 a record high. This level of growth presumably applies to the Hands-Free Bunny Bottle Holder. This will have a considerably higher than normal growth in the U.S. market because of its distinct feature and usefulness.

Total U.S. Births



NOTE: Data for 2010 are preliminary.
SOURCE: CDC/NCHS, National Vital Statistics System.

Customer Advantage

Infant Innovators® customers will have an advantage because of our product, our knowledge of the product, and our long-term commitment to customer satisfaction. This multi-tasking instrument allows parents to complete other tasks and chores which makes time for an array of other activities, while promoting more independence among toddlers and older infants. For parents, on-the-go, we've combined a built-in bottle warmer with the calm and comfort of a soothing stuffed animal. The enclosed warmer is a form of Green Technology, and also happens to be *Energy Star®* rated. Most parents use the microwave or stove top to warm their children's bottles, but this bottle warmer allows parents to warm the bottle through a car's cigarette adapter. The bottle warmer has a temperature cut-off fuse, which never allows the contents of the bottle to overheat, allowing users to save time and energy.

Customers that use the Hands-Free Bunny Bottle Holder will be able to have advantages:

- Bottle warmer available at their fingertips.
- Bottle holder available at their fingertips.
- Assistance in the feeding process.
- Less time required on holding and feeding.
- Fewer crying infants.

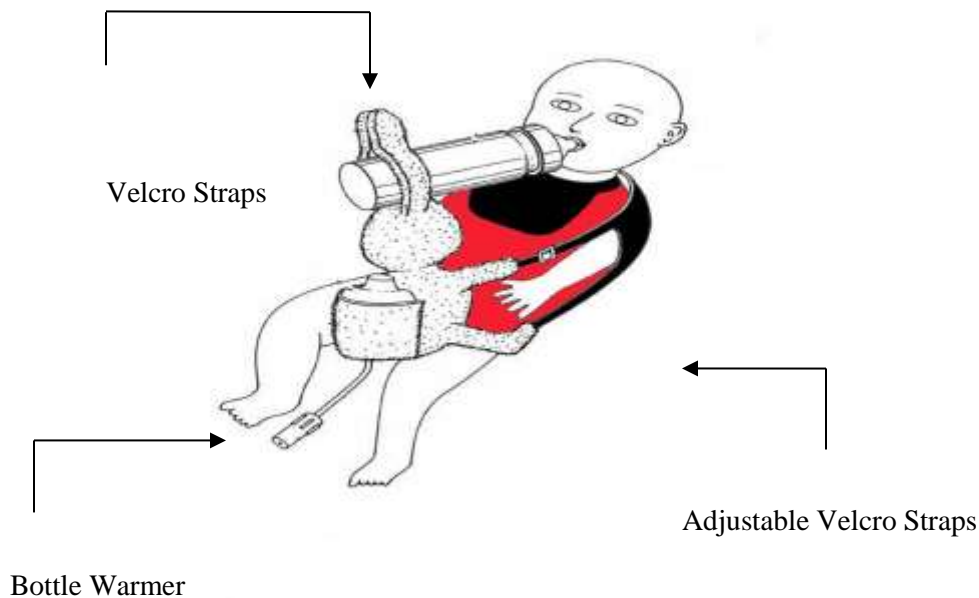
Competitive Advantage

Infant Innovators® has a competitive advantage in the market because no other product exists in the market. The key physical factor that makes the Hands-Free Bunny Bottle Holder unique is its ability to safely attach to the infant, while holding the bottle and assisting in the feeding process. The enclosed warmer is a form of Green Technology, and also happens to be *Energy Star®* rated. The bottle warmer has a temperature cut-off fuse, which never allows the contents of the bottle to overheat, allowing users to save time and energy. *Infant Innovators®* will supply all necessary technical design materials to the manufacturing companies of the Hands-Free Bunny Bottle Holder.

Product and Supplies

Infant Innovators® will have the following components linked together to assist the guardian in the feeding process. The bottle warmer will be enclosed in the back of the bunny.

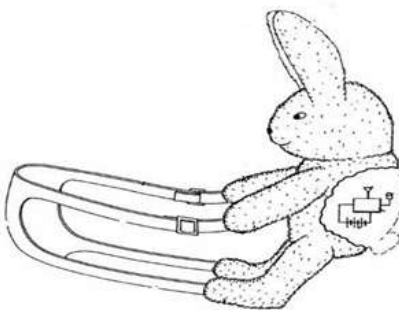
(Below are Hands-Free Bunny Bottle Holder Prototypes)



Infant Innovators® general overview is to develop and provide products for infants. The Hands-Free Bottle Bunny (“the product”) will help relieve the parent or individual of the responsibility of holding the baby to feed. The bottle will fit securely in the ears of the bunny freeing the hands of the individual, to perform other tasks. The adjustable velcro straps will fit securely around the infant. Enclosed in the back of the bunny is an electric bottle warmer for parents who are on the go and need to warm the bottle before serving. The Hands-Free Bunny Bottle Holder is a very user-friendly product, no assembly required three quick steps, infant and parent are now enjoying the hands-free feeding process.

Back View of enclosed Bottle Warmer

This new distinctive feature gives the parent two options of serving the bottle to the infant. The first option is to secure the bottle between the ears of the bunny and let the feeding process begin, the second option is to place the bottle in the stretch-neoprene material which is a unique heating element design. The bottle warmer provides instant heat and remains warm for hours and can be used again and again. Fits all regular and disposable bottles and baby food jars



(Bottle Warmer enclosed in the back of the bunny)

Product Architecture

The pictorial illustration below will demonstrate how to use the Hands-Free Bunny Bottle Holder.

Step 1: Remove the bottle warmer from the back of the bunny.



Step 2: Place the bottle inside the bottle warmer.



Step 3: The Hands-Free Bunny Bottle Holder safely attaches to the infants chest.

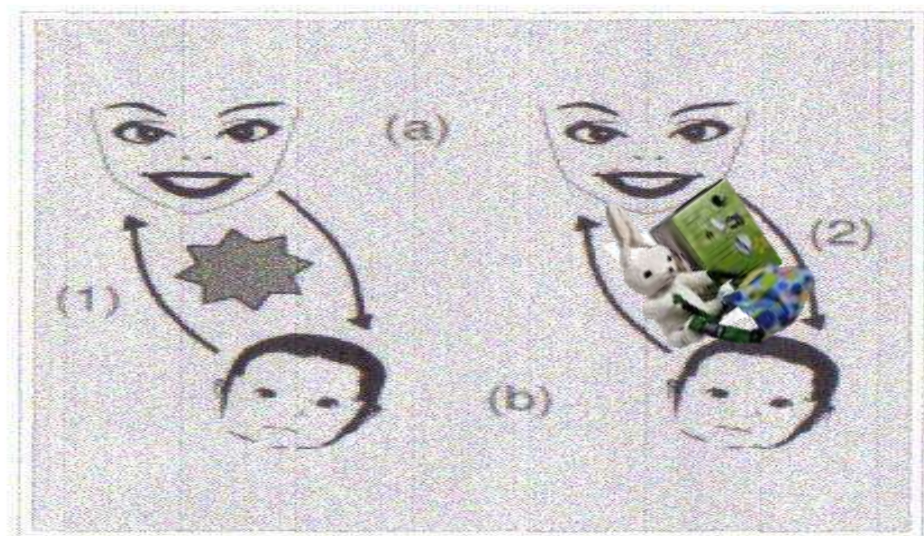


Step 4: Bottle is secured for feeding and the Hands-Free process begins.

Positioning

Infant Innovators® believes that the position of the Hands-Free Bunny Bottle Holder is unique because no other similar product exists. *Infant Innovators®* has researched the product and believes it has found the safest and most affordable product materials in the market that will best suit the needs of our customers. According to renowned psychologist, Donald Woods Winnicott stuffed animals can be considered a comfort or transitional object to children. A comfort object is defined as an object used to provide psychological comfort, especially in unusual or unique situations or at bedtime for small children. Though many infants prefer a stuffed animal, a doll or a favorite blanket could be a comfort object at some stages. The notion is that the familiarity of the said object will help the child feel better, go to sleep faster, or feel less stress in a new situation.

(Transitional Object Chart)



Legend

Mother	Child	Illusion	Transitional Object
(a)	(b)	(1)	(2)

Market and Sales

Infant Innovators® feels all individuals should have a chance to experience this life changing and time saving invention. As a result of our beliefs we plan to make the Hands-Free Bunny Bottle Holder affordable to all of our consumers. *Infant Innovators®* has researched the technology and believes it has found the safest and most affordable materials on the market that will best suit the needs of our customers which is time conservation and comfort. The suggested retail list price for the Hands-Free Bunny Bottle Holder will be \$19.95 U.S. The discount required by the major retail outlets for the consumer market is between 20% and 50% off the list price. The selling price to the industrial and commercial wholesale distributor will be the same as the retail outlets and will be established at 25% below the retail price.

Net selling price for the Hands-Free Bunny Bottle Holder Manufacturing:	\$6.10
Cost of Sales (Product Cost) per unit:	\$19.95
Gross Profit per unit:	\$13.85

Marketing

Infant Innovators® will market the Hands-Free Bunny Bottle Holder throughout the United States. An extensive market search has revealed that no other product on the market exists or compares with the Hands-Free Bunny Bottle Holder in terms of features, benefits and affordable price. These distinct features will help propel the Hands-Free Bunny Bottle Holder as one of the newest innovations in the infant product market. According to the NCHS, in 2009 the state of Maryland produced more than 75 thousand new births. Once Maryland has been saturated with the Hands-Free Bunny Bottle Holder. *Infant Innovators®* will expand into the DC Metro Area because of the number of new births each year. According to the U.S. Census Bureau, in 2010 the DC Metro Area produced 117,736 new births. Research by American Baby Magazine show the average new parent spends between \$5,000-\$7,000 on their baby's first year of life. The growing number of new parents who are older and have more disposable income have fueled that kind of spending. This level of growth presumably applies to the Hands-Free Bunny Bottle Holder. This will have a considerably higher than normal growth in the U.S. market because of its distinct feature and usefulness.

Infant Innovators® plans to market and advertise the Hands-Free Bunny Bottle Holder to the masses by using the following:

- The Escape Lounge Business Plan Competition 2016
- Small Business Administration InnovateHer 2016 Business Challenge
- My Cool Inventions Radio Talk Show
- The Dream Big America Entrepreneurial Radio Show
- Quality Value and Convenience Sprout Program (QVC)
- Home Shopping Network Genesis Partnership Program (HSN)
- Juvenile Products Manufacturers Association (JPMA)
- Infant Product Trade Shows
- Comcast Cable Spotlight
- Public Broadcast Station (PBS)
- Public Broadcast Radio (PBR)
- Small Business Association (SBA)

Infant Innovators® has researched many Angel Network Companies and Venture capitalist interested in new safe infant products. These companies are as follows:

- Virginia Active Angel Network (VAAN)
- Minority Angel Investor Network (MAIN)
- Robin Hood Ventures
- Blue Tree Capital Group, LLC
- Rochester Angel Network
- New Vantage Group
- Jump Start NJ Angel Network
- 1 to 1 Ventures
- AAVIN Equity Partners, L.P.
- Abell Venture Fund
- Alex Brown & Sons Capital Partners (ABS)
- BankAmerica Corp.
- Baring Americas Partners LLC

What begins as a customized product, tailored to the needs of infants, can eventually become a niche product that will fit the needs of similar parenting conditions across the country. We are building our marketing infrastructure so that we can eventually reach infants across the world. We are focused on satisfying the needs of parents, infants and product innovation that can take the Hands-Free Bunny Bottle Holder to the masses.

Competitive Comparison of Companies and Products

Companies Comparison Chart

Companies:	<i>Infant Innovators®</i>	<i>Savi Baby</i>	<i>Baby Bottle Hugger</i>
Product Names:	Hands-Free Bunny Bottle Holder	Pacifeeder	Dexter the Dalmation
Features:			
Enclosed <i>Energy Star®</i> rated bottle warmer	√		
Attaches safely to infants body	√		
Hands-Free Feeding	√	√	√
Holds bottle with stuffed animal	√		√
Assists with the feeding process	√	√	√
Multi-functionality	√		√
Safe for infant use	√	√	√

Possible New Entrants

The management team has identified some competitors at this time. According to the comparison chart above *Infant Innovators®* is the only company whose products meets the needs of the customer in all categories. *Infant Innovators®* will be in a prime position for its particular market niche. We are entering the marketplace with a product, which is infinitely expandable. Our Hands-Free Bunny Bottle Holder has distinctive advantages, providing hands-free access with a built in *Energy Star®* rated bottle warmer for parents on the go.

Challenges and Core Competencies

Infant Innovators® expects the following challenges. Economic changes, management changes, social challenges, third party involvement and supply and demand. *Infant Innovators®* plans to respond to these challenges by continued research and product enhancement. *Infant Innovators®* will solve these challenges by establishing exemplary service leading to a respectful and credible name in the market place. Our diverse and experienced management team is a core competency that can help *Infant Innovators®* gain third party involvement and help propel our products to the masses. *Infant Innovators®* fully believes that the Hands-Free Bunny Bottle Holder is the turning point of infant product innovation.

Business Strategy

Business Model

In 2010, according to the United States Department of Labor 74% or 66 million women in the US worked a full-time job, while 26% worked on a part-time basis. Imagine driving or riding the bus home from a long day of work. Some individuals have to cook, clean and feed their infant. *Infant Innovators®* will help relieve some of these duties by introducing the patented Hands-Free Bunny Bottle Holder. The Hands-Free Bunny Bottle Holder safely attaches to the chest of the infant and the ears hold the bottle in place for feeding. *Infant Innovators®* business model is to provide exemplary and matchless top quality service, featuring our combination of superb product innovation for the buyer who wants to have a peace of mind during feeding time. Tactics underneath this strategy include research and development related to new designs and new product innovation, choosing the right channels of distribution, and displaying our exemplary service to the market. Programs that will help the Hands-Free Bunny Bottle Holder, include new product design programs, new equipment, new product marketing channels, direct sales, and our continued presence at children tradeshows and expos. *Infant Innovators®* plans to provide peace of mind to individuals who suffer from crying infants during feeding time. Through the use of our products, *Infant Innovators®* intends to greatly reduce the amount of time spent holding and feeding the infant. With our product, individuals will be able to have their hands free to perform other tasks. *Infant Innovators®* is committed to the continued development of great service in the pursuit of peaceful and restful society.

Revenue Streams

Infant Innovators® will generate its revenues from the sales of the Hands-Free Bunny Bottle Holder. *Infant Innovators®* will sell its products in multiple channels and regions. *Infant Innovators®* revenues will grow once funding is increased. *Infant Innovators®* will be able to expand distribution channels and marketing channels generating more revenue.

Sales of Hands-Free Bunny Bottle Holder			
	Unit Sales	Average Selling Price	Total Sales (\$)
2013	240	\$19.95	\$4,788
2014	360	\$19.95	\$7,182
2015	420	\$19.95	\$8,379
2016	480	\$19.95	\$9,576
2017	540	\$19.95	\$10,773

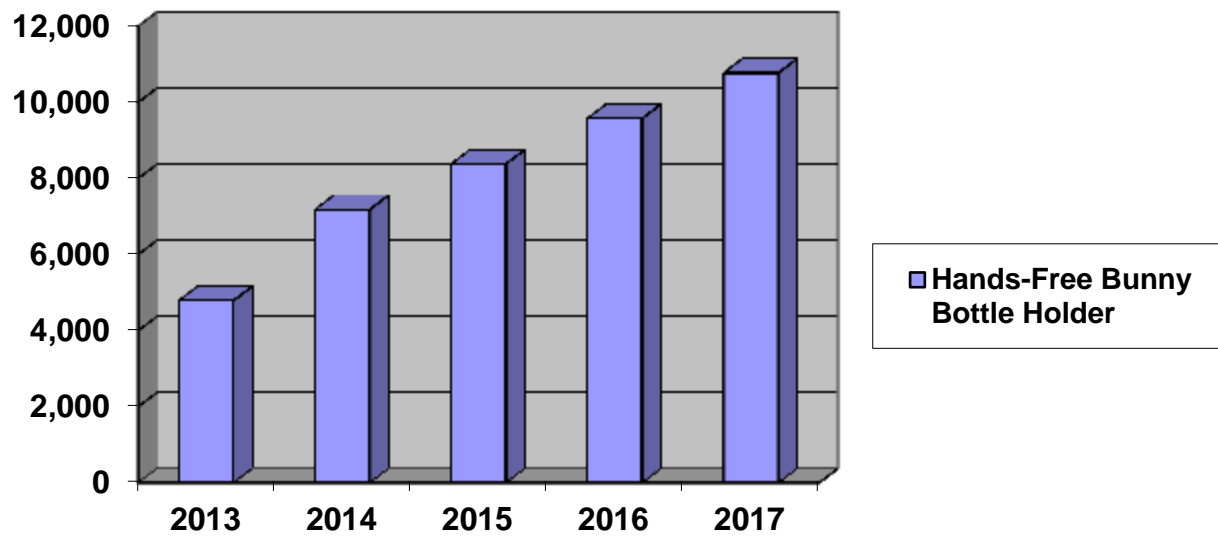
Infant Innovators® has researched the product materials and believes it has found the best, safe and most affordable goods on the market that best suit the needs of our customers. The discount required by the major retail outlets for the consumer market is between 20% and 50% off the list price.

Gross Profit per unit (Hands-Free Bunny Bottle Holder):	\$13.85
Gross Profit yearly for (Hands-Free Bunny Bottle Holder) (Year 1):	\$2,034
Profit Margin (Year1):	69%

Exiting Options

Infant Innovators® management fully believes in the products that we sell. Due to the unique product features, it is highly probable that a larger toy and bottle feeding developer would be interested in a acquisition. Barring this possibility, *Infant Innovators®* may in the future consider a public offering only if it is in the best interest of the company, its customers, and its investors. *Infant Innovators®* will also partner with infant product companies to bring the best and safest product to our customers.

Revenue Stream Projections



Timeline

All materials and components for the product are readily available “off-the-shelf” from suppliers. *Infant Innovators®* will oversee development and implementation of the Hands-Free Bunny Bottle Holder. Inventory is developed, patented and retailed to consumers.

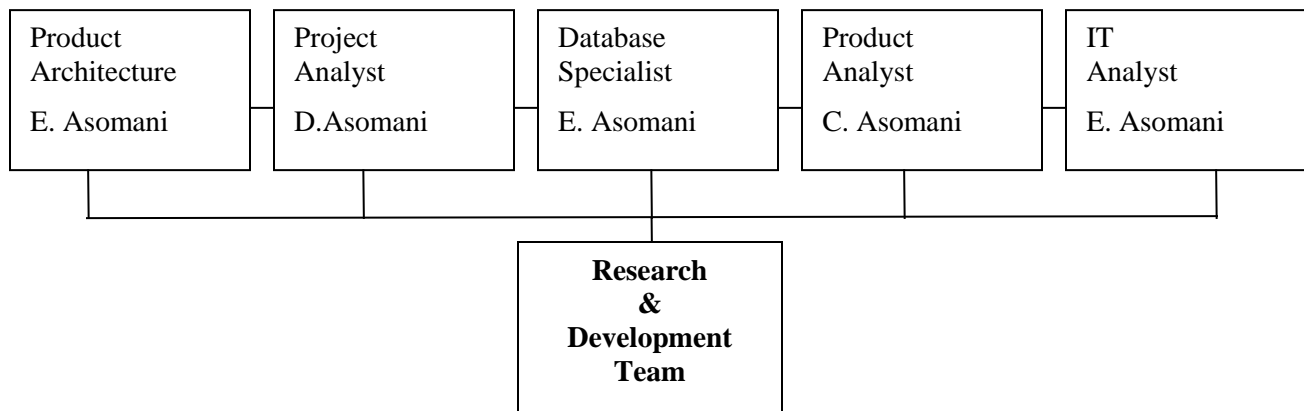
The following is a list of additional development work that is required before the Hands-Free Bunny Bottle Holder is ready for mass production. The expected time column is the suggested estimated number of months to complete each task.

<i>TASK</i>	<i>Suggested Time</i>
1. Refine design concept and structure to improve operations and reduce costs.	1 month
2. Build ten redesigned Hands-Free Bunny Bottle Holders for testing and evaluating.	1 month
3. Conduct performance and reliability tests on the redesigned Hands-Free Bunny Bottle Holder.	1 month
4. Conduct experimental testing for willing participants to evaluate the Hands-Free Bunny Bottle Holder.	1 month
5. Modify design and repeat performance test as required.	1 month
6. Prepare formal Hands-Free Bunny Bottle Holder drawings, design and packaging.	1 month

Organizational Structure

Organizational Structure

The individuals listed below are diverse in their professional experiences and have brought much into the development of *Infant Innovators®* products. Currently, we are interested in bringing aboard skilled individuals to help *Infant Innovators®* expand. The organizational structure is as follows:



Advisory Personnel

Dr. Nixon Asomani
Dr. Cecil Ramsundar
Lawrence Harbin, Esq.

Obstetrics & Gynecology
Neurophysiologist
Patent Attorney

Financials

Revenue Projections

Infant Innovators® gross profits are a result of the projected sales. *Infant Innovators®* income statement is based on the first 5 years of operation.

<i>Income Statement</i>	(Year 1)	(Year 2)	(Year 3)	(Year 4)	(Year 5)
Gross Sales (Gross Revenues)	\$4,788	\$7,182	\$8,379	\$9,576	\$10,773
Returns	\$0	\$0	\$0	\$0	\$0
Net Sales (Net Revenues)	\$4,788	\$7,182	\$8,379	\$9,576	\$10,773
Cost of Goods Sold (COGS)	\$1,464	\$2,196	\$2,562	\$2,928	\$3,294
Gross Profit	\$3,324	\$4,986	\$5,817	\$6,648	\$7,479
Gross Profit Margin	69%	69%	69%	69%	69%
Net Profits	\$2,034	\$3,546	\$4,177	\$4,808	\$5,439
Operating Expense					
Salaries (Wages)	\$0	\$0	\$0	\$0	\$0
Advertising	\$100	\$200	\$300	\$400	\$500
Marketing	\$50	\$100	\$200	\$300	\$400
Website	\$20	\$20	\$20	\$20	\$20
Product Insurance	\$856	\$856	\$856	\$856	\$856
Pre-Paid Legal	\$204	\$204	\$204	\$204	\$204
Pay-Pal	\$60	\$60	\$60	\$60	\$60
Total Operating Expenses	\$1,290	\$1,440	\$1,640	\$1,840	\$2,040

Balance Sheet			
Assets		Liabilities	
Current Liabilities			
Cash	\$2,462.40	Accounts Payable	\$1,360
Marketable Securities	\$0	Notes Payable	\$1,360
Accounts Receivable	\$0	Interest Payable	\$0
Inventories	\$6,100		
	\$0		
Total Current Assets	\$8,562.40	Total Current Liabilities	\$2,720
Long-Term Assets		Long-Term Liabilities	
Building	\$0	Long-Term Notes Payable	\$0
Equipment	\$15,000	Taxes Payable	\$0
Land	\$0		
Long-Term Investments	\$0		
Total Long-Term Assets	\$15,000	Total Long-Term Liabilities	\$0
Total Net Worth			\$20,842.40
Total Assets	\$23,562.4	Total Liabilities	\$2,720

<i>Cash Flow Projection</i>					
	2013	2014	2015	2016	2017
Cash on Hand	\$2,576.02	\$1172.02	\$1,132	\$0	\$0
Cash Receipts	\$920.70	\$2,000	\$2,400	\$0	\$0
Total Cash Available	\$2,576.02	\$1,172.02	\$1,132	\$0	\$0
Cash Paid Out	\$1,290.00	\$1,440	\$1,640	\$0	\$0
Cash Position (end of year)	\$1,172.02	\$(268)	\$(508)	\$0	\$0

Desired Financing

Infant Innovators® is seeking \$100,000 to enhance the functions of the product, to set up manufacturing and to establish a sales and marketing division. The \$100,000 will be supplemented by revenue generated from sales of the product to cover the total financial requirements for the first year of operation. The business will be self-sustaining by the end of the 5th year of operations.

Return On Investment

Infant Innovators® will work closely with the investors to determine which return on investment option will better meet their needs. The industry standard for this type of return on investment is Earnings Before Interest, Taxes, Depreciation and Amortization (EBITDA) widely used among private capital firms calculating what to pay for a business. Another option is the Price to Earnings Ratio (P/E Ratio) this is a valuation ratio of a company's current share price compared to its per-share earnings and helps in measuring market performance. *Infant Innovators®* plans to pay in full all investors returns by the end of the 5th year of operation.

Appendices

Intellectual Property

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Harbin & Hein PLLC

February 17, 2011

Mr. Kwabena Asomani
9716 Indian Princess Drive
Fort Washington, MD 20744

Re: U.S. Patent Appln. Serial No. 11/889,626 (Now U.S. Pat. 7,883,391)
Warner and Holder for Baby Bottle
Filed: 8/15/2007

Dear Kwabena:

I am pleased to enclosed the referenced, original U.S. patent for your safekeeping.

Please let me know if you have any questions.

Sincerely,

A handwritten signature in blue ink, appearing to be 'L. Harbin', written over a horizontal line.

Lawrence Harbin

United States Patent



US007883391B1

(12) **United States Patent**
Asomani

(10) **Patent No.:** **US 7,883,391 B1**
(45) **Date of Patent:** **Feb. 8, 2011**

(54) **WARMER AND HOLDER FOR BABY BOTTLE**

(76) **Inventor:** **Kwabena Asomani**, 9716 Indian Princess Dr., Fort Washington, MD (US) 20744

(*) **Notice:** Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 204 days.

(21) **Appl. No.:** **11/889,626**

(22) **Filed:** **Aug. 15, 2007**

(51) **Int. Cl.**
A63H 33/00 (2006.01)
A63H 3/00 (2006.01)

(52) **U.S. CL.** **446/28; 446/74; 446/227; 446/304; 446/369**

(58) **Field of Classification Search** **446/26; 446/28; 71-76, 81, 227, 297, 304, 369, 484**
See application file for complete search history.

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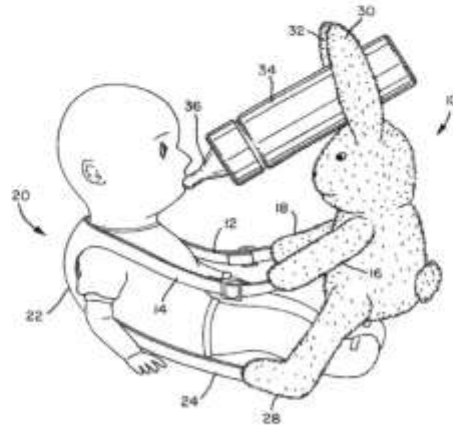
* cited by examiner

Primary Examiner—Gene Kim
Assistant Examiner—Scott Young
(74) **Attorney, Agent, or Firm**—Harbin & Hein PLLC

(57) **ABSTRACT**

A stuffed animal or doll that holds, stores, or warms a feeding bottle of an infant. The stuffed animal or doll includes adjustable straps extending forwardly from arms and legs thereof to adjustably embrace the infant in a face-to-face posture; flexible appendages in the form of rabbit ears having a Velcro fastener to circumscribe, clamp, and hold the feeding bottle in a feeding position relative to the infant when embraced by the adjustable straps; a battery-powered warmer pouch disposed at a posterior region of the animal doll to provide storage and/or warming of a feeding bottle when not in use by the infant, and a voice-activated record/playback to record and repeatedly playback an audio track recorded by a caretaker of said infant. In addition, a speaker may be embedded inside the stuffed animal to playback a music track for the infant.

8 Claims, 3 Drawing Sheets



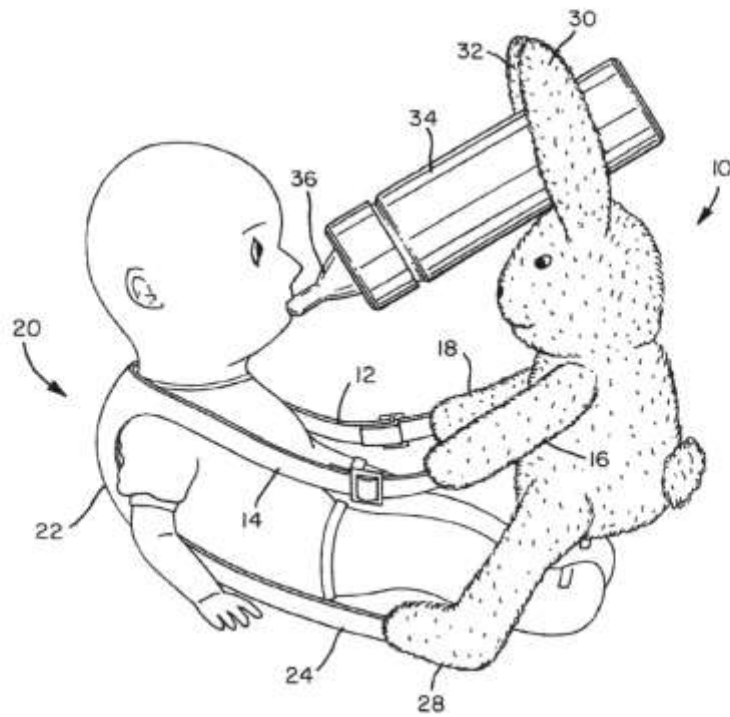
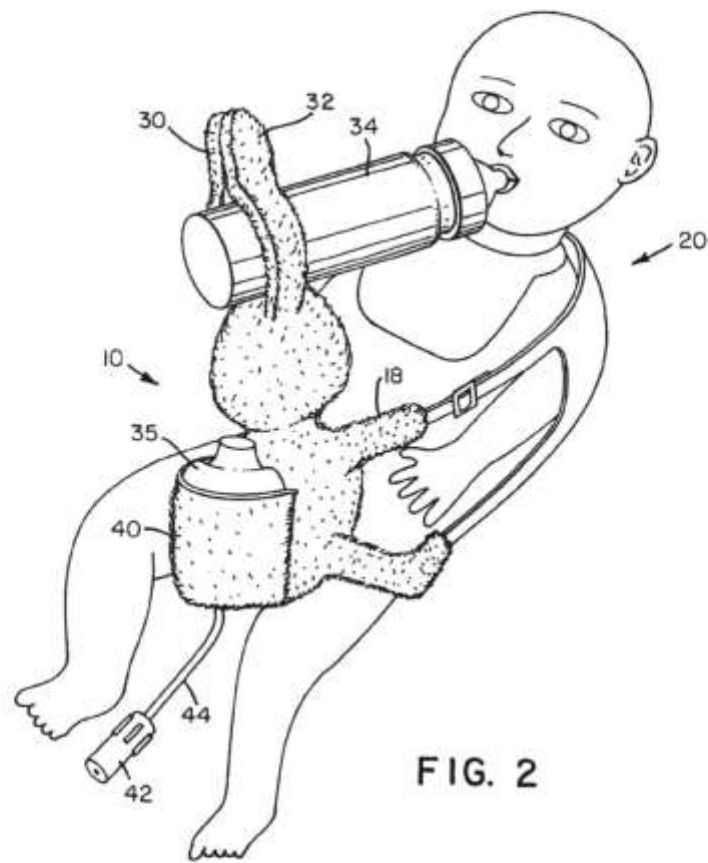
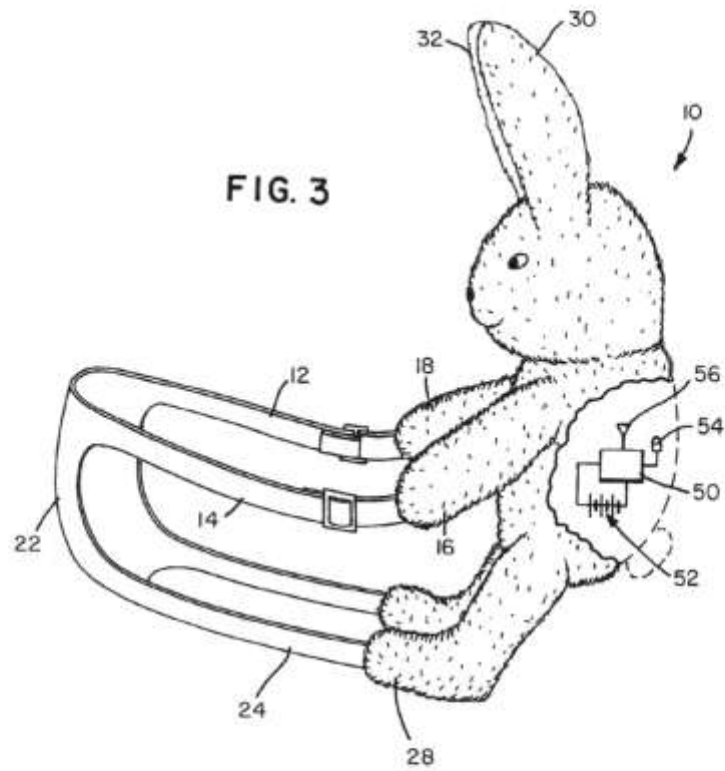


FIG. 1





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1 WARMER AND HOLDER FOR BABY BOTTLE

BACKGROUND

This invention relates to a parental convenience item, but more specifically a holder and warmer for a baby feeding bottle to afford hands-free attendance of an infant. Since human infants prefer to feed on warm milk, many parents typically utilize a bottle warmer to achieve and maintain a desired temperature prior to feeding. The parent usually feeds the infant by holding the bottom of the bottle upright in a position to enable to infant to draw milk (or other liquids) from a nipple at the top of the bottle. This requires two hands, i.e., one to hold the child and the other to hold the bottle. Because the parent often has other chores requiring use of a hand, feeding often becomes inconvenient.

To alleviate the inconvenience, infant bottle holders have previously been used. Examples are shown by U.S. Pat. Nos. 6,003,821; 5,092,549; 5,953,816; 6,082,681; 5,979,843; and 5,326,300. It is also evident that a stuffed animal, toy, or doll may be configured to serve as a bottle holder. U.S. Pat. No. 5,217,192, for example, additionally discloses a music player associated with a stuffed doll bottle holder, as well as a looped ear of a rabbit to hold an infant bottle in a feeding position. Apart from warming the milk in a microwave oven or on a stovetop, bottle warmers have also been used in the prior art. The combination of a bottle holder and a bottle warmer, however, has not previously been provided.

In accordance with an aspect of the present invention, such combination affords greater convenience to the parent, greater parental mobility, and may free the parent to attend other chores while attending the infant.

SUMMARY OF THE INVENTION

In accordance with a first aspect of the invention, there is provided a stuffed animal (e.g., a doll, animal, toy, or other item) that holds, stows, and/or warms a feeding bottle of an infant. The stuffed animal includes adjustable straps extending from an anterior region thereof to encircle and adjustably embrace the infant in a face-to-face posture; flexible appendages extending from an upper region of the stuffed animal to circumscribe, clamp, and hold the feeding bottle in a feeding position relative to the infant when embraced by the adjustable straps of the stuffed animal; and a warmer pouch attached to the stuffed animal to provide stowage and/or warming of a feeding bottle. In an illustrated embodiment, the stuffed animal comprises a bunny rabbit and the flexible appendages include elongated ears of the bunny rabbit. The warmer pouch may be disposed on the rear portion of the bunny, and may be battery-operated or obtain power from a cigarette lighter adapter and umbilical cord.

In a further embodiment, said stuffed animal includes a voice or manually activated audio device to record and repeatedly playback a parental voice in order to soothe the infant with a familiar voice. A pacifier may also extend from the upper portion or mouth of the bunny rabbit and a music player may be incorporated into the bulk of the stuffed animal to play soothing music or a familiar voice of a parent or caretaker.

In accordance with another aspect of the invention, there is provided a stuffed animal to hold, stow, and/or warm a feeding bottle of an infant wherein the stuffed animal comprises adjustable straps extending forwardly from arms of the stuffed animal to adjustably embrace the infant in a face-to-face posture with said stuffed animal; flexible appendages disposed on said stuffed animal having a Velcro fastener to circumscribe, clamp, and hold a feeding bottle in a feeding

position relative to the infant when embraced by the adjustable straps of said stuffed animal; and a battery-operated warmer pouch disposed about a posterior region of the stuffed animal to provide stowage and/or warming of a feeding bottle when not in use by the infant.

In yet an additional embodiment of the invention, there is provided a stuffed animal doll that holds, stows, or warms a feeding bottle of an infant wherein the doll includes adjustable straps extending forwardly from arms and legs of the stuffed animal to adjustably embrace the infant in a face-to-face posture; flexible appendages disposed on a head of the animal doll having a Velcro fastener to circumscribe, clamp, and hold the feeding bottle in a feeding position relative to the infant when embraced by the adjustable straps; a battery-operated warmer pouch disposed about a posterior region of the animal doll to provide stowage and/or warming of a feeding bottle when not in use by the infant, and a record/playback device to record and repeatedly playback an audio track recorded by a caretaker of said infant. This embodiment may also include a voice-activated or manually-controlled record/playback device to record an audio track for subsequent playback. Playback may be repeatedly or periodically activated. In addition, this embodiment may include a music playback device and a speaker embedded inside the stuffed animal to playback a music track for the infant.

Other aspects, features, and embodiments of the invention will become apparent upon review of the following description of illustrative embodiments taken in connection with the accompanying drawings. The invention though is pointed out with particularity by the appended claims.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 shows a first aspect of the invention comprising a stuffed animal having flexible appendages to hold a feeding bottle and adjustable straps to embrace and cradle an infant.

FIG. 2 shows a second aspect of the invention further including a warmer pouch disposed on the animal doll to stow and/or heat a feeding bottle.

FIG. 3 shows another aspect of the invention wherein the stuffed animal includes a battery-operated audio device to record and playback a parental voice to calm an infant.

DESCRIPTION OF ILLUSTRATIVE EMBODIMENTS

In FIG. 1, an embodiment of the invention is illustrated in the form of a stuffed bunny rabbit 10 having a pair of adjustable straps 12, 14 extending from arms 16, 18 of rabbit 10 and extending over shoulders of an infant 20. The stuffed animal itself is rather conventional in being a soft, comfortable, and sometime furry creature suitable for cuddling by an infant. The straps may be integrated with the stuffed animal to form a cradle 22 embracing the back of the infant 20, which includes strap extensions 24 (only one shown) that couple the legs or feet 26 (only one shown) of rabbit 10 so that an anterior side of the rabbit 10 straddles the infant. The adjustable straps 14 extend from an anterior side of the rabbit, for example, from the arms 16, 18 of the stuffed animal to adjustably embrace the infant 20 in a face-to-face posture. Adjustment may be accomplished by conventional Velcro fastening elements on the straps, or by friction coupling clamps through which the straps are inserted. In essence, the adjustable straps extend from arms (i.e., front legs of the rabbit) and rear legs of the stuffed animal to embrace and/or cradle the infant over shoulders.

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To hold a feeding bottle 34 so as to place the nipple 36 in an accessible feeding position, the rabbit 10 includes a pair of flexible appendages in the form of elongated ears 30, 32 having Velcro (or other) fasteners on the tips thereof in order to circumscribe, clamp, and hold the feeding bottle in an appropriate feeding position relative to the infant when embraced by the adjustable straps of the bunny rabbit. Suitable flexibility and clamping may be achieved by fabric material having Velcro or by a fabric material having embedded therein a soft malleable wire stiffening element.

Although a bunny rabbit is illustrated, it is understood that such a stuffed animal may comprise any type of animal, toy, or stuffed creature—the objective being to accommodate the comfort of a child or infant.

In FIG. 2, wherein like reference numerals indicate like elements, there is shown a stowing and warming pouch 40 disposed on a posterior or rear side of the rabbit 10 to stow and/or warm the primary feeding or a secondary feeding bottle 35. The warmer pouch includes a battery-operated heater element to warm the bottle. The heating element may include a cigarette lighter adaptor 42 and power cord 44 to energize the heating element while traveling in a motor vehicle. Pouch 40 may also include a conventional thermostat to regulate the temperature of feeding bottle 35 (e.g., at or near body temperature, typically 98-100° F.) and to prevent overheating. Safety measures may also be implemented, such as providing a break-away or tangle-free power cord 44 to prevent entanglement/choking, and/or providing a fuse to prevent burns, overheating, or electrical shock.

In yet a further embodiment of the invention, as shown in FIG. 3, the stuffed animal includes a conventional battery-operated audio device 50 embedded within the corpus of stuffed animal to record and playback a parental voice to calm or soothe the infant with a familiar voice. The audio device is powered by a battery 52, and includes a microphone 54 and a speaker 56. In a typical operation, a parent may speak, hum, or sing into microphone 54, which device records and periodically or repeatedly plays back through speaker 54 a soothing voice that is familiar to the infant. This may help quiet an otherwise distracted or agitated infant. The record function of the audio device may be voice-activated or manually controlled.

In addition or alternatively, the stuffed animal may include a battery-operated music player to play music for the infant. The player also includes a speaker embedded in the stuffed animal to playback a music track.

In a further embodiment, the stuffed animal may include a pacifier extending from an upper region of the stuffed item or mouth of the bunny rabbit.

Variation and adaptations may come to those skilled in the art based on the above teachings. As such, the invention covers such extensions and extrapolations as may fall within the scope of the appended claims.

I claim:

1. A stuffed animal that holds, stows, and/or warms a feeding bottle of an infant, said stuffed animal comprising: a cradle having adjustable straps extending from an anterior region of the stuffed animal to embrace the infant in a face-to-face posture; flexible appendages extending from an upper region of the stuffed animal to circumscribe, clamp, and hold a feeding bottle in a feeding position relative to the infant when embraced by said cradle; and

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a flexible warmer pouch having a battery-powered heating element disposed on a rear of said stuffed animal to provide readily accessible retrieval, stowage and warming of a feeding bottle when not in use by said infant, said heating element further including a thermostat to control temperature of said bottle, an automobile cigarette lighter adaptor and cord to receive power, and a fuse to limit current supplied thereto.

2. The invention of claim 1 wherein said stuffed animal comprises a stuffed bunny rabbit and the flexible appendages comprises elongated ears of said stuffed bunny rabbit.

3. The invention of claim 2, wherein said stuffed bunny rabbit further includes a pacifier extending from mouth of the bunny rabbit.

4. The invention of claim 1 wherein said adjustable straps extend from arms and legs of the stuffed animal to embrace the infant over shoulders of the infant.

5. The invention of claim 3 wherein said stuffed animal further includes an audio device to record and playback a parental voice of said infant in order to soothe the infant with a familiar voice.

6. A stuffed animal to hold, stow, and/or warm a feeding bottle of an infant, said stuffed animal comprising:

a cradle having adjustable straps extending forwardly from arms and legs of the stuffed animal to embrace the infant in a face-to-face posture with said stuffed animal;

flexible appendages disposed on said stuffed animal having a Velcro-type fastener to circumscribe, clamp, and hold a feeding bottle in a feeding position relative to the infant when embraced by the adjustable straps of said stuffed animal; and

a warmer pouch having a battery-powered heating element disposed on a rear of said stuffed animal to provide readily accessible retrieval, stowage and/or warming of a feeding bottle when not in use by the infant, said heating element further including a thermostat to control temperature of said bottle, an automobile cigarette lighter adaptor and cord to receive power, and a fuse to limit current supplied thereto.

7. An animal doll that holds, stows, or warms a feeding bottle of an infant, said animal doll comprising:

a cradle having adjustable straps extending forwardly from arms and legs of the animal doll to adjustably embrace the infant in a face-to-face posture;


flexible appendages disposed on a head of the animal doll having a Velcro-type fastener to circumscribe, clamp, and hold the feeding bottle in a feeding position relative to the infant when embraced by the adjustable straps;

a battery-operated warmer pouch disposed on a rear of the animal doll to provide readily accessible retrieval, stowage and/or warming of a feeding bottle when not in use by the infant, said warmer pouch further including a thermostat to control temperature of said bottle, an automobile cigarette lighter adaptor and cord to receive power, and a fuse to limit current supplied thereto, and a record/playback (voice-activated) to record and repeatedly playback an audio track recorded by a caretaker of said infant.

8. The animal doll of claim 7, wherein said record/playback device is voice activated to record an audio track for subsequent playback.

* * * * *

Informational Brochure




STOP LOSING SLEEP OVER CRYING INFANTS!

If your infant cries during holding and feeding time and you would like to free your mind and hands to complete other tasks, the Hands-Free Bunny Bottle Holder (HFB8H) can provide you with the freedom you desire.


- * Bottle warmer available at your finger tips.
- * Assistance in the feeding process.
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Have peace of mind today, tonight and tomorrow!

Infant Innovators (II) has developed a patented unique, stuffed animal rabbit with adjustable straps that can attach to the infant and provide assistance during feeding time to millions of parents.

Now parents can feed their crying infant while having their hands free to perform other tasks.


With a twist of the wrist and a simple placement of the bottle, The Hands-Free Bunny Bottle Holder (HFBBH):

- * Reduces constant anxiety and stress
- * Attaches safely and easy to infants' chest
- * Secures the bottle safely for feeding
- * Serves as a toy, once feeding is complete
- * Offers a round-the-clock assistance

THE ONLY DISTINCTIVE FEATURE ON THE MARKET WITH:


Enclosed bottle warmer for those individuals who are on the go.

HFBBH Means Hands-Free Solutions To All




How It Works


Step 1: Remove bottle warmer from the back of the bunny.



Step 2: Place the bottle inside the bottle warmer.




Step 3: The HFBBH is attached safely to the infants chest.




Step 4: Bottle is secured for feeding and the Hands-Free process begins.

Included Accessories


Cradle Pouch



Slide Release Buckles



Bottle Warmer



Helping you with the holding and feeding process and letting you live your life free, flexible and with no limitations.