

To Whom It May Concern:

Pumpndo LLC began in 2015 when a 30 something breastfeeding, working mom came across an incredible idea mid-pump session. After 8 months of research and development, the Pumpndo Hands-Free Pumping Accessory became available for sale, and has over 230 units sold in just 10 months.

Pumpndo LLC is built on an e-commerce platform to maximize profits and minimize overhead. Founded by a breastfeeding, working mom, Pumpndo LLC is positioned to understand customer needs and will evolve as our customer needs change.

The Pumpndo Hands-Free Pumping Accessory was created out of a need, and purely by accident. As a mom, life is already busy - add pumping to the mix, and who has time to drop everything and hold two funnels to their breasts for 30-40 minutes several times a day? Current products on the market did offer hands-free solutions, but at the expense of disrobing, wearing a bulky device or needing to fully change bras. Not only do they cause an inconvenience while wearing, they also typically range from \$40-\$60.

Breastfeeding and supporting women in their journeys as breastfeeding mothers is a cause that is near and dear to my heart, and will continue to be a lifelong cause I support. I have the skill, experience and drive to run any business, but Pumpndo LLC encompasses everything I believe in. The passion and knowledge I have developed during my own breastfeeding journey not only made me an inventor, but has developed me into an advocate and endless supporter for breastfeeding mothers everywhere.

I appreciate the opportunity to compete in the InnovateHer West Michigan competition.

Please find my business plan below.

Best,

Julie Burrell

## Pumpndo LLC Business Plan

### OUR PRODUCT

The Pumpndo Hands-Free Pumping Accessory is an innovative, user friendly design. The fabric panel clips directly on to any brand of nursing bra, converting it into a hands-free pumping bra in under 15 seconds. At under \$30, the Pumpndo is more affordable than most options, appealing to a larger segment of moms.

### CUSTOMERS

#### PAYING CUSTOMERS

Identify customer segments who will pay for the product.	What distinguishes them? (location, demographics, economics, psychographics)	What problem do they need solved? (What's their pain?)	Why don't existing products completely eliminate the pain? (barrier to satisfaction)
Pumping Moms	Women of childbearing age, who choose to breastfeed and also need to pump	Hands-free pumping, need discreet option, affordability	Expensive, cumbersome, difficult to use
Support System for Pumping Moms (Gifts)	Spouses, Partners, Parents, Friends	Need gift idea	Expensive, cumbersome, difficult to use
Retailers	Retailers who carry baby, pregnancy or breastfeeding items	Wider offering for customer base	Need more universal products, more affordable items for customers

#### USERS

Who will use the product?	Where are they located?	When do they use the product?	Why do they use the product?	What do they do with the product?	How do they use the product
Pumping Moms	Everywhere	While Pumping	To pump hands-free	Convert their nursing bra into a hands-free pumping bra	Clip on to their nursing bra, insert flanges, turn breast pump on.

#### COST STRUCTURE

Materials                      \$2.58

## Pumpndo LLC Business Plan

Labor \$1.00  
Shipping to customer: \$2.61 (Customer is charged \$3.00)

### COMPETITIVE ASSESSMENT

Brand	Clips Directly To Nursing Bra	Provides full coverage of chest	Put on with one hand	Fits up to G Cup	Under \$30	Quiet design (no velcro or zipper)
Pumpndo	x	x	x	x	x	x
Bravado	x			x		x
Pumpstrap				x		
Pumpease				x		x
Simple Wishes		x		x		

### Key advantages

Affordability, user-friendly design, universal concept (works with any pump or bra), allows for more discreet pumping, insight into the customer's needs.

### Areas for improvement

Additional size options to fit all sizes and/or universal size option. Improved marketing to better convey the benefits of Pumpndo products.

### MARKET RESEARCH PLAN

Data has been collected via social media targeting, and real life testing of new products and/or sizes. Feedback from actual users determines changes to products and additional products and sizes launched. Feedback from customers at expos provides live, in person dialog and conversations with customer base.

### PRODUCTION (FOR PHYSICAL PRODUCTS)

#### What are the main steps in producing your product?

1. Cut Flannel to pattern, and fuse 2 layers of flannel together.
2. Cut flange openings.
3. Sew edges, attach labels and attach clips with twill tape.

## Pumpndo LLC Business Plan

4. Package.

### What expertise or skills do you need for each step?

1. Basic measuring, cutting, sewing and operating heat press.

### Who will do each step?

1. Jacquart Fabric Products. (Home of Stormy Kromer).
2. Finkler's Contract Sewing
3. Pumpndo LLC (Packaging completed in house)

## DISTRIBUTION

Pumpndo LLC houses all inventory and ships direct to consumer via pumpndo.com. Inventory is shipped to Amazon for sales via Amazon Prime. Pumpndo LLC also ships inventory to approved wholesale vendors for sale to their customers.

## REVENUE MODEL

Describe how you will make money.

- Online sales through pumpndo.com
- Online sales through Amazon Prime
- Wholesale Orders.

## KEY MILESTONES

Description	Date
Size Testing - Size 1	Feb 2016
Provisional Utility Patent Application	March 2016
Website Launched	July 2016
Product in hand, for sale to consumer	August 2016
First Customer Sale	August 2016
First Wholesale Order	September 2016
Size 2 Launched	November 2016
First Expo (Mommycon) Completed	March 2017
Non-Provisional Utility Patent Application	March 2017
Successful Facebook Ad Campaigns - Video reaching over 21k people	April 2017

## Pumpndo LLC Business Plan

Amazon Prime Launched	April 2017
Trademark Application	April 2017
Size 3 Launched	
300 Units sold	
5 Retailers	
15 Retailers	
Trademark Paperwork Approved	
Utility Patent Approved	

### KEY ASSUMPTIONS OF PLAN

Assumption	Monitoring Plan
Moms want to pump.	Monitor customer interactions via social media and in person at expos
Moms want to pump hands-free	Direct feedback from customer interactions
Moms find Pumpndo valuable and will buy it online	Sales trends, and feedback from customer interactions.

### CRITICAL TESTS

What tested	Test method	Target performance
Physical products tested by breastfeeding/pumping moms	Send free product to moms to test	90% success rate

### OPERATIONAL PLAN

#### OPERATING HOURS

E-commerce platforms are open 24/7. Customer service via email and facebook messenger open 24/7, with response time within 24 hrs.

#### HUMAN RESOURCES

Julie Burrell, owner, cares for all aspects of onboarding personnel or contractors.

## Pumpndo LLC Business Plan

### Management Team

Julie Burrell manages everything on a day-to-day basis from big picture strategies to shipping products. Business coaching is contracted through the Muskegon Innovation Hub. Marketing and branding is contracted through Envigor.

### INSURANCE REQUIREMENTS

Liability insurance is needed, but not yet acquired.

### OFFICE AND ASSET REQUIREMENTS

As an e-commerce business, office space requirements are minimal. With a laptop, internet connection and printer, work can be accomplished almost anywhere. Storage space is required to house inventory, with a minimum 300 sq feet at current capacity, and will grow as needed.

### BASIC OPERATIONAL WORKFLOW

1. Order supplies/product from Suppliers.
2. Ship product to Sewing Contractor
3. Customer engagement (via advertisement, word of mouth, social media, trade shows)
4. Customer takes action to purchase; pays for item.
5. Order fulfillment & Shipping
6. Delivery

### FINANCIAL PROJECTION

These projections assume no direct employees, nor a salary for the owner. Sales data for 2017 Q1 reflects actual numbers, with the remaining being projected.

	2017	2018	2019	2020	Total
Total Sales/Revenue	21,871	89,885	263,360	782,385	1,157,501
Cost of Goods Sold	5,466	28,818	85,103	253,660	373,047
Gross Profit	16,405	61,067	178,257	528,725	784,453
Overheads & expenses	6,321	7,216	8,139	9,277	30,953
Net Income	10,084	53,851	170,118	519,448	753,501