



1. Product/Service

mimijumi provides natural and elegant solutions to the challenges of modern parenting.

Designed by two Nashville doctors, mimijumi's patented baby bottles are designed to replicate the breast in form, feel and function. They allow moms to breast and bottle feed interchangeably so now mom has the freedom to CHOOSE how best to feed her baby:

When possible, she can breastfeed.

When she's at work or needs to be away from her baby, the mimijumi bottle can step in from mom.

mimijumi is often called the back-to-work bottle because it provides a solution during that critical (and often very stressful) period when moms are returning from maternity leave.

The key is that the baby will happily go back and forth from breast to bottle. Now mom has options and freedom!

Most moms have to try between four and five different bottles before finding one that works for their child. Not anymore. Over the past year, we've proven that mimijumi bottles work with more than 97% of babies! The natural and life-like nipple technology is so close to mom that even the choosiest baby takes the bottle, so mimijumi takes the guesswork out of choosing a baby bottle.

For the first time ever, a baby bottle gives moms the freedom to feed, live and excel exactly as they choose!



mimijumi baby bottles were designed in the USA. Medical and food grade raw materials are sourced in Switzerland and Germany and sent to our world-class manufacturing partners in the foothills of the Austrian Alps, where mimijumi bottles are made in the same facilities as high-performance silicone parts for Porsche, Mercedes-Benz and BMW. The components are then shipped to Wolverhampton, UK and Wilmington, NC, USA, where packaging and instruction inserts are made and bottle assembly, order fulfillment and distribution take place.

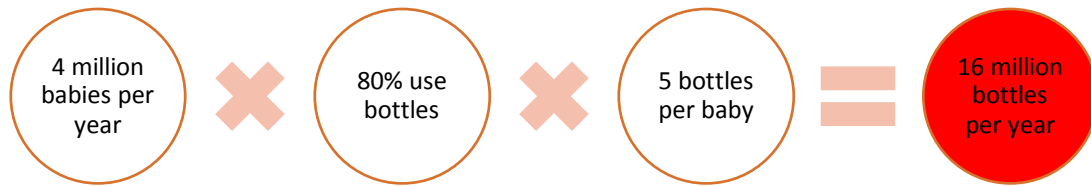


mimijumi bottles are used by mothers to feed their babies in more than thirty countries around the world.



2. Market Opportunity

The baby bottle market is evergreen. In the USA alone,



Given the ease-of-use and ease-of-cleaning benefits of the mimijumi bottle and the fact that 97% of babies take our bottle, we have an opportunity to address the entire bottle market, but our highest response rate is with our core target market:

The 60% of moms who want to breastfeed but for whatever reason can't.

The World Health Organization recommends breastfeeding for at least the first six months of life and ideally for the first year.

Here are the statistics in the USA:

80% breastfeed in the first month.

By three months, that number is down to 40%.

By six months, only 20% of mothers are continuing to breastfeed.

Time and time again, we hear the same refrain from mothers:

“I want to breastfeed but I have to go back to work. I want to breastfeed but I can't be with my baby every two hours.”

mimijumi enables mothers to achieve their breastfeeding goals and improve the nutrition of their child. mimijumi solves the first critical parenting challenge faced by young families. Nothing is more important than the health and nutrition of a child in its first year. With a data set of more than 200,000 babies using the mimijumi bottle, we know the bottles work (and work better than any other bottle on the market). Our challenge now is to distill our message and spread the word. Moms who know about us, swear by us. We now need more moms to know about us!

The baby market today is changing. In addition to consulting with their own mothers, mothers today get their parenting information from review websites, blogs and online forums. 75% of mimijumi online traffic comes via smartphone or tablet. For this reason, we have invested significantly in making our website mobile-responsive and making the online purchasing experience as easy as possible for the busy mother with her hands full. We are also engaging with online forums and thought leaders in the mommy blogosphere.

3. Strategy/Operations

Our growth strategy for our current products is multi-layered:

1. **Direct-to-Consumer in North America:** through online engagement via our website, social media, review sites and the mommy blogger community, we will grow our 20,000 mother community and establish a trusted relationship with more mothers;
2. **US retailers:** we will grow and support our network of US retailers with merchandising and educational marketing materials. We have recently hired a US salesperson;
3. **US healthcare professionals:** we will cultivate relationships with lactation specialists, pediatricians, OB/GYN professionals, milk banks and not-for-profit groups; and
4. **International distribution partners:** we will expand and support our network of international distributors with marketing materials and brand assets and share global best practices between partners.

Because we have such a strong relationship with our customers, we have an opportunity to grow our company as each mimijumi family grows. We have a strong pipeline of complementary products that solve other parenting challenges and allow us access to a larger proportion of the \$23 billion US baby goods market (and the \$68 billion global market). To protect brand integrity, we must ensure that our follow-on products have the same design sensibility and problem solving functionality as our first products.



4. Company History & Milestones

2008

- mimijumi founded by two doctors, a designer and a lactation specialist.

2009-11

- Product design, development and testing phases.
- Materials and manufacturing partners sourced and tested.
- First domestic and international sales.

2012

- Current nipple design perfected.
- IP protection secured.
- Global safety testing performed.
- Manufacturing established in Austria.
- Assembly outsourced to the Czech Republic.
- Doctors by day. Trying to run a global business by night.

2014

- Seahawk Innovation invests in inventory and streamlining supply chain.
- Seahawk Partner Brendan Collins named CEO.
- Headquarters, assembly, packaging and fulfillment centers moved to Wilmington, NC and Wolverhampton, UK.
- Markets studied and customers surveyed.
- MSRP established at \$30.
- 45,000 bottles sold.

2015

- Supply chain reconfiguration largely completed.
- Moved into larger Wilmington assembly and fulfillment center.
- Marketing message distilled and mobile-responsive website launched.
- New distribution agreements signed in France, Belgium, Japan, Turkey & Indonesia.
- Launched in Intermarché, France's 2nd largest retail chain.
- Hired US Sales Representative, Operations Manager, Digital Marketing Specialist and Warehouse/Assembly Workers.
- Attended world's two biggest baby industry trade shows in Germany and Las Vegas.
- Recruited the former Chief Strategy Officer at Universal McCann to join as mimijumi Chief Marketing Officer in 2016

- 2x year-on-year sales growth to over \$1 million based on word-of-mouth and almost no advertising. Reinvested all cash flow back into inventory.
- Started to get the word out. mimijumi bottles won multiple awards and the team was honored as the Coastal Entrepreneur of Year 2015.



5. Risks

Although the company's technology is patent-protected, there is a risk that a larger and better-funded company infringes on our patent and we do not have the financial resources to litigate. Similarly, a competitor could develop bottle technology that surpasses the benefits that our bottles offer. As with any feeding product, there are always safety risks but we have mitigated these by exceeding every current safety test in every market and we have had zero safety claims.

6. Entrepreneur & Management Team

Brendan Collins (CEO)

- Partner in Seahawk Innovation taking startup and early stage companies global in collaboration with UNC-Wilmington (www.seahawk.biz)
- Co-Founder of Windrose Capital based in London focused on early stage energy and infrastructure projects in Africa & South America
- 10 years' experience growing companies through private equity investment
- Former Associate, DLJ Merchant Banking Partners (CSFB Private Equity)
- MBA, INSEAD (#1 ranked business school outside of the United States)
- Undergraduate degrees:
 - Business, Richard Ivey School of Business, University of Western Ontario (#1 ranked business school in Canada)
 - Kinesiology, University of Western Ontario

Lauren Fuhrer (VP of Customer Development)

- Principal in Seahawk Innovation taking startup and early stage companies global in collaboration with UNCW
- Former Director of Business Analysis and Development for USA InvestCo- conducted feasibility studies, developed business and strategic plans.
- MBA, UNCW
- Undergraduate degree:
 - Business Management, Saint Vincent College (Latrobe, PA).

Dr. Frank Drummond (Founder & Board Member)

- Practicing psychiatrist & Chief Medical Officer of Mental Health Cooperative, Nashville
- Founded, funded and exited Bazile, a one-button cellular phone business for older users.
- Former CEO of Georgia Regional Hospital, Savannah
- MBA, INSEAD (#1 ranked business school outside of the United States)
- MD, Medical University of South Carolina
- Anthropology and French degree from Emory University

Lukas Scherrer (Founder & Director of Design)

- Founder of Shibuleru, a studio focused on innovative industrial design
- Former Senior Industrial Designer at IDEO, Palo Alto California
- Undergraduate degree:
 - Industrial & Product Design, University of Art and Design Zurich

7. Financial Details

	2014	2015	2016	2017
\$	Actual	Budget	Projected	Projected
<u>Revenue</u>				
mimijumi.com		80,000	128,000	191,521
US Retailer/Amazon		495,600	818,400	1,224,539
International		462,120	908,880	1,359,920
New Products				750,000
Total Revenue	474,600	1,037,720	1,855,280	3,525,980
COGS	214,700	425,886	778,158	1,414,326
Gross Margin	259,900	611,834	1,077,122	2,111,654
Expenses	85,691	474,920	534,201	934,201
Net Income	174,209	136,915	542,921	1,177,453