

CONFIDENTIAL BUSINESS OUTLINE



mamavaTM

**Mamava, Inc.
47 Maple Street Suite 110
Burlington, Vermont 05401**

Dated: October 23, 2015

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Some of the information contained herein contains forward-looking statements that involve substantial risks and uncertainties. You can identify these statements by forward-looking words such as “may,” “will,” “expect,” “anticipate,” “believe,” “estimate,” “forecast,” “project” and “continue” or similar words. You should read statements that contain these or similar words carefully because they (1) discuss the Company’s expectations about its future performance; (2) contain projections of the Company’s future operating results or of the Company’s future financial condition; (3) state other “forward-looking” information. The Company believes it is important to communicate its expectations to its investors. There may be events in the future that the Company is not accurately able to predict or over which the Company has no control.

I. EXECUTIVE SUMMARY

Industry:

Lactation room
design/production.

Current Distribution:

Private business, shopping
mall, federal gov't buildings,
colleges, hospitals, public
arena

Highlights:

Experienced entrepreneurial
management team with
deep domain expertise.

Numerous opportunities for
product line expansion and
acceleration.

Mamava, Inc. is an early stage company based in Burlington, Vermont.

Mamava has designed, developed, and is now selling solutions for nursing mamas on the go. Its primary product is a free standing lactation pod that provides a clean, comfortable, secure place for women who need to use a breast pump or want to nurse in private. The first Mamava Lactation Suite was introduced at Burlington International Airport (BTV) in August of 2013. The Mamava Lactation Suite is the first and only product of its kind currently available.

The idea for Mamava was born when Mamava cofounders Sascha Mayer and Christine Dodson faced the challenges of breastfeeding while away from home. Women who work away from their babies need to use a breast pump every few hours. For many women, the only private place to do that is in a restroom or car. Neither of which are particularly private or sanitary. Mamava believes women deserve better. Mamava is based in Burlington, Vermont, and was incubated at world-renowned design agency Solidarity of Unbridled Labour (formerly Jager Di Paola Kemp Design).

Sascha is CEO of Mamava and Christine is Chairperson of the Board. They, along with Michael Jager, co-founder of JDK Design and Solidarity and Mamava's Chief Creative Officer, together bring to the Company more than sixty years in brand management, design and communications experience across Fortune 500 as well as smaller socially driven start-ups. The management team is rounded out by Liz Adams as CFO; Janet Stambolian, Sales Manager; and David Jaacks, Design Engineer and Manufacturing Consultant.

In 2010, the passage of the Affordable Care Act (ACA) made it federal law for employers to provide nursing mothers who are hourly wage-earners ("non-exempt" employees) with reasonable break time and a private, non-bathroom location to express breast milk for one year after their child's birth. This federal mandate and cultural shifts toward womenomics, along with the company's experience in culture-creating brand design, and expertise in sales, marketing, distribution, and operations are converging to position Mamava not only as a successful and lucrative brand and business, but one that will also make a positive social impact in the world.

The business is targeted to employers and public facilities that need to offer lactation solutions to their employees and/or guests. Human resource executives and facility

managers within these businesses appreciate the simple one-stop solution that Mamava Lactation Suites provide to bring them quickly and easily into ACA compliance. Mamava also provides an excellent media platform for advertisers who want to reach the highly targeted, captive audience who will visit the Mamava Lactation Suites (each year 3,000,000 new moms initiate nursing in the United States). The “new mom” audience of women aged 20-40 is highly desirable to many brands and non-profits

Breastfeeding is a media juggernaut, and the company has already experienced an overwhelmingly positive response via national and international media coverage. Along with its focus on strategic brand design and management, the Company is using PR, and social/traditional media to establish Mamava as a helpful resource for breastfeeding mothers and their advocates. The Mamava Lactation Suite Finder App (IOS and Android) allows for another indispensable touch point with end users and brand evangelists.

Mamava, Inc. is a C corporation, registered in Vermont. The Company funded its initial launch with friends & family capital, and successfully closed a Series Seed round for \$435,000 on Sept. 1, 2015.

We are dedicated to transforming the culture of breastfeeding, making it a more accepted, optimistic, realistic, accommodating, and inviting experience for all mamas. The passion for the cause and the Company’s deep experience in culture-creating brand design will allow the Company to generate wealth and improve lives while creating good quality jobs, protecting the planet, and contributing to our community. We seek patient investors whose commitment to our mission is as strong as the desire to earn an attractive rate of return. It is our intent in 3-5 years to create an exit opportunity for our initial investors through a significant transfer of ownership to any or all of the following: Mamava employees, a Vermont based manufacturing company/collaborative, or a values-driven company that will continue the Company’s mission.

II. BACKGROUND

Mamava makes freestanding Lactation Suites and other design solutions for nursing mothers on the go. We are dedicated to transforming the culture of breastfeeding, making it a more accepted, optimistic, realistic, accommodating, and inviting experience for all mamas. We seek to move culture beyond the mommy wars, beyond the pain points, beyond the setups to fail, to a place where nursing mamas are celebrated, supported, and given every accommodation to meet their breastfeeding goals — whatever they might be. Mamava does this with empathy, humor, and style. Our logo is a perfect expression of this mission—happy breasts—and we think you will soon be seeing it everywhere.

The idea for Mamava was born when Mamava co-founders, Sascha Mayer and Christine Dodson, faced the challenges of breastfeeding while away from home. As the mothers of five kids between them, Sascha and Christine know a thing or two about being working, nursing moms. The concept for Mamava was motivated not only by their personal experiences, but also by friends, colleagues, and the thousands of women who have shared their experiences and frustrations.

Mamava Mission

A healthier society due to a changed cultural perception of pumping/nursing that affords every woman the opportunity to nurse her child regardless of her circumstances.

Mamava Vision

A private, clean, safe, comfortable place to pump/nurse anywhere a woman may need it.

III. PRODUCTS

The Mamava Lactation Suite

Mamava's freestanding kiosks provide a clean, comfortable, secure place for women who need to use a breast pump or want to nurse in private. They feature seating, a fold-down table, and a power supply to comfortably use a breast pump, as well as space for bags or a stroller. A digital tablet inside the unit will stream beautiful content relevant to moms.



In addition to providing a much-needed amenity, the Lactation Suite offers an ideal medium for sponsors to connect to a highly targeted, highly engaged, captive, and grateful audience via branding/messaging inside and outside the unit, and digital content via tablets inside the unit. Advertising/media sales and fulfillment will continue to generate revenue to Mamava long after the initial Lactation Suite is placed. More detail on Mamava Media is provided below.

The Mamava logo is a registered trademark, and the curved design is a trademark/service mark of Mamava, Inc.



Product Highlights

- Made in the USA
- Meets federal guidelines for sustainable materials
- Space and comfort for mamas, luggage, families
- Customizable exterior/interior panels
- Intellectual property rights on both the logo and unit design
- Plans for integrated digital tablet for content delivery
- ADA-compatible version

Production and Delivery

The Mamava Lactation Suite was designed with an intricate level of detail and specific focus on both providing a comfortable, inviting space for mamas, and delivering an easily installed/maintained amenity. The units are manufactured at Orion RED in Smithfield, Rhode Island. Orion is a design/engineering/manufacturing firm with over 25 years experience delivering interior design solutions for businesses such as Hilton Hotels & Resorts, Swarovski and the San Diego Airport.

The Mamava Manufacturing/Design team is also researching other manufacturers to complement Orion and diversify our manufacturing portfolio. The Management team is committed to manufacturing in the USA as long as it is financially viable, and in fact is researching the potential to bring manufacturing jobs to Vermont.

Mamava Media

The exterior/interior panels of the Mamava Lactation Suite provide a highly desirable “billboard” for advertising and communications, and the addition of a tablet inside the unit will deliver an avenue for digital content. The Mamava Media team will sell these media opportunities directly to advertisers or through partnerships with key Out Of Home (OOH) media organizations. Mamava recently signed a Master Service Agreement with Clear Channel and is in active negotiations with another OOH media company, both of which will create access to the major airports across the U.S., and contribute to a lucrative on-going revenue stream for Mamava.

IV. MARKET ANALYSIS

Four million babies are born in the United States yearly. Of those babies’ moms, 79% (over 3,000,000 women) start out nursing their babies. Unfortunately, many quit breastfeeding early in their babies’ lives because they don’t have the space or needed support to continue breastfeeding after they return to work.

In 2010, the passage of the Affordable Care Act (ACA) made it federal law for employers to provide nursing mothers who are hourly wage-earners (“non-exempt” employees) with reasonable break time and a private, non-bathroom location to express breast milk

for one year after their child's birth. While this is a sign of progress, many businesses remain non-compliant, or at best under-compliant -- only providing space in broom closets, storage rooms and similarly unsuitable areas. There remains a large and unfulfilled need for lactation room solutions within U.S. businesses.

Beyond the business world, the ACA makes no requirement for providing similar facilities in public areas such as airports, malls and retail stores, which leaves breastfeeding mamas to fend for themselves when trying to find a private, clean space to pump/nurse when away from home or work. News reports abound with stories of women who have been asked to leave or "cover up" when attempting to breastfeed in public areas such as bookstores, public pools, convention centers and department stores. These incidents are often followed by "nurse-ins" and other activism which result in negative publicity for the facility and leaves human resource managers and PR executives scrambling for solutions.

The 2013 Breastfeeding Report Card published by the Centers for Disease Control and Prevention (CDC) shows that exclusive breastfeeding drops from 37.7% at three months to 16.4% at six months. While causality can not be determined, this statistic implies the difficulty faced by breastfeeding women who want to express milk for their babies after returning to work.

Clearly there is a need for lactation solutions in the U.S. to support breastfeeding moms.

Customer Profile

Each of Mamava's products – the Lactation Suite and Mamava Media – have distinct customer definitions.

The Lactation Suite is targeted to employers and public facilities that need to offer lactation solutions to their employees and/or guests. Human resource executives and facility managers within these businesses will appreciate the simple one-stop solution that Mamava Lactation Suites provide to bring them quickly and easily into ACA compliance. Additionally, they will benefit from productive, happy, healthy, loyal workers/customers who appreciate this amenity. Mamava's list of target customer groups includes, but is not limited to:

Businesses with 50+ hourly employees	Hospitals
Airports	Arenas and convention centers
Retail stores	Fulfillment centers
State governments and municipalities	Manufacturing facilities
Colleges/Universities/Schools	Museums/Zoos/Other public bldgs

Mamava Media, on the other hand, is targeted to sponsors/advertisers who want to reach the highly targeted, captive audience who will visit the Mamava Lactation Suites.

The “new mom” audience of women aged 20-40 is highly desirable to many brands and non-profits. Couple that with the fact that the average Mamava visitor will spend 10-20 minutes inside a Lactation Suite, and you have a lucrative opportunity to communicate and connect with these mamas who are also the main purchasers for their households.

Competitive Risk

Mamava is the first and only free-standing, kiosk-type lactation solution readily available for sale and installation. The only alternative for businesses or venues that want to provide a dedicated, private area for nursing mothers is to renovate an existing space such as a bathroom, storeroom or small office. The average cost to renovate a 10’x10’ room to lactation room standards is estimated at 47% more than the cost to buy, ship and install a Mamava Lactation Suite. Add to that the time-cost and loss of productivity during construction, and the ease and cost of a Mamava unit becomes easily apparent. Mamava provides a superior option to renovating an existing space.

There is certainly a risk that another manufacturer could design and market a free-standing kiosk-type unit. However, the intricate level of design detail, trouble-shooting and market testing that went into the Mamava prototype will create a significant time barrier to any competitor hoping to quickly replicate the quality and performance of the Mamava Lactation Suite and steal market share. The true barrier to entry for competitors, however, is the intellectual property of the brand and Mamava’s first mover advantage. The Company has taken precautions to mitigate the risk of knock-offs by trademarking its design and logo. More importantly, the Mamava Management team is steeped in branding/marketing expertise which it has already put in motion to establish Mamava as the “go to” solution for a woman’s away-from-home pumping/breastfeeding needs.

V. STRATEGY AND IMPLEMENTATION**Distribution Strategy**

During the initial launch and growth phase of the Company, Mamava’s Sales team will target high impact venues with good public visibility of its Lactation Suite and/or strong PR potential. The Lactation Suites will be “skinned” with custom-branded graphics of the purchaser or with generic Mamava graphics. The goal of this phase is to place as many Lactation Suites as possible to build awareness of the Mamava brand and generate leads for future sales of both units and advertising.

Concurrently, the Mamava Media team will engage like-minded brands, companies and non-profits with the opportunity of buying advertising space on the exterior and interior of the units, not unlike the advertising/sponsorship opportunities of a bus shelter or even taxi cab. Mamava has already demonstrated success in this area with the Zutano sponsorship of the Burlington Airport Lactation Station (see photo above in Products

section) and more recently with Seventh Generation sponsorship of units in LaGuardia, JFK and Newark International Airports. Advertising sales represent significant revenue generation potential for the Company over the long term, increasing the profitability of each unit well beyond its initial sale. The recently signed Master Service Agreement with Clear Channel gives Mamava's Sales Team access to the all the airports in Clear Channel's portfolio to sell in units and initiate Mamava's media revenue stream.

Pricing

Straight unit sales (i.e. without sponsorship/advertising) are priced at \$11,250 per unit. When sponsorship/advertising is an option, the unit price will be re-couped from the initial months of advertising payments which are set by and paid to Clear Channel under multi-year contracts. Once Mamava has recovered its capital expenditure, advertising revenue will be shared between Clear Channel, the airport and Mamava for the remaining life of the multi-year contract. At current advertising rates, Mamava expects to re-coup its cap ex within 2-3 months.

Communication Strategy

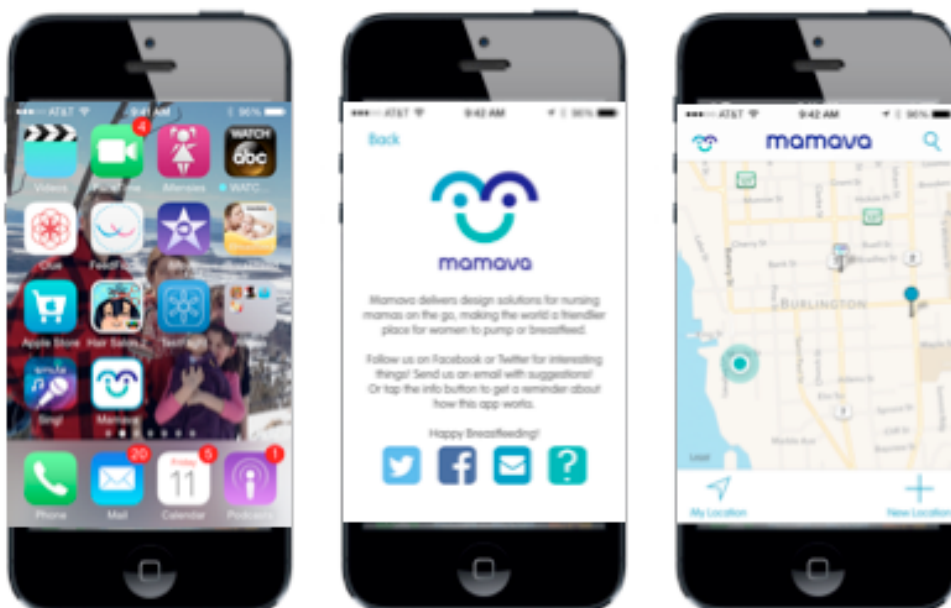
We believe marketing is really about building relationships, and the foundation of a good relationship is open, honest and frequent communication. Our communication strategy is designed to make this kind of communication not only easy, but fun too.

Strong brand design is an important part of the Mamava communication strategy. Every representation of the brand – from the logo and design of the Lactation Suites, to the website, printed materials, etc. – will consistently communicate our values and brand proposition, and do so in a way that is approachable and meaningful. The logo was designed to be fun, inviting, memorable and full of implied meaning.

The Company will use PR, and social/traditional media to establish Mamava as a helpful resource for breastfeeding mothers and their advocates. The website features curated breastfeeding news, facts and information, plus Mamava's picks for the most useful on-the-go nursing supplies and the latest on nursing rights. Through speaking tours and a strong focus on policy issues and compliance, Mamava has already begun to establish itself with breastfeeding advocacy groups such as Working Mother magazine, the March of Dimes, the Juvenile Products Manufacturers Association and parenting blogs like MomTrends.com, TheLeakyBoob.com and the New York Times' Motherlode.

Mamava Mobile App

The Mamava Mobile App, launched in September 2014, is designed to help mamas-on-the-go find Mamava Lactation Suites and other pumping/breastfeeding locations when away from home. The App includes all Mamava locations currently in place, plus will allow users to populate the search feature with suitable lactation spots along with referrals/comments.



VI. MANAGEMENT

Sascha Mayer (Co-Founder & CEO)

Sascha has been with Solidarity of Unbridled Labour (Mamava's birthplace), since 1995. She helped to develop the Living Brand®, Solidarity's philosophy on brands and brand creation. As a Strategy Director, Sascha has participated in the creation of many brands, has provided account planning services and has designed and facilitated multidisciplinary creative-collaborative sessions with numerous brands, including HP, Levi's, Neuton Mowers, Merrell Apparel, and Vermont Teddy Bear. She has worked on brand strategy for Seventh Generation, Merrell Footwear, Nike Women, Lululemon, SkullCandy, and others. Before joining Solidarity, Sascha worked for the office of Congressman (now Senator) Bernard Sanders (I-Vt.), where she served as staff assistant and then assistant press secretary.

Sascha is a founding board member of Mobius, a mentoring nonprofit, and has a BA in sociology with a minor in Women's Studies from the University of Vermont. She lives in Williston, VT with her husband, and two children where she gardens, cooks, and tends to her five chickens.

Christine Dodson (Co-Founder & COO)

Christine is Managing Director of Solidarity of Unbridled Labour with over 25 years of experience in design, and advertising, working on brands like Pantene, Wolverine World Wide, Patagonia, Black Diamond. Christine's experience includes management positions at Grey Advertising in NYC, and Bank Street Corporation in Boston.

Christine is a breastfeeding/pumping veteran and mother of three.

Liz Adams (CFO)

Liz is a 30-year veteran of the financial world, and carries the designation of CPA and CGMA. She received her Associates Degree from Champlain College in Burlington, VT. She started her career in public accounting but quickly found her passion in industry accounting. When she was young and silly she opened a restaurant with 2 partners and that restaurant (Loretta's in Essex Junction) was in business for about 20 years. She has been an employee of Jager Design for 24 years. She helped grow it from a 12-person operation in Burlington, VT to 120 people in three locations- Burlington, Portland, OR and New York City. Subsequently, when the partners parted ways, she helped wind it down to the smaller organization it is today, dba Solidarity of Unbridled Labour.

Liz loves being outside and loves a good project of any kind. She also has secret ambitions of hiking the Long Trail some day. Liz lives in Essex Junction VT with her wife and her son.

Michael Jager (Chief Creative Officer)

As a founding partner and COO of Solidarity of Unbridled Labour, Michael Jager has directed the creative and design efforts of a studio whose process is informed by the balance of emotional, rational, and cultural forces and whose focus centers on the idea that design distinction matters most. Working in collaboration with internal and external partners, Michael has helped to create proprietary processes, experiences, and exploratory environments like Living Brand®, the Collaboratory, Exquisite Corpse Artsite, and Iskra Print Collective. Guided by Ezra Pound's simply but elegantly stated principle, "Make it new," his collaborative output for a multitude of today's most recognizable and relevant brands—including Burton Snowboards, Microsoft's Xbox, Nike, Levi's, Incase, SRAM, Phish, MTV, Virgin, Lululemon, Yara, Seventh Generation, and Patagonia—is recognized worldwide by design magazines, books, blogs, competitions, exhibitions, and his peers. He is a member of the council for Champlain College's Division of Communication and Creative Media (CCM), as well as an ambassador for 1% for the Planet. Through Solidarity's own brand-design incubation platform, Michael has helped create unique home, sport, and lifestyle brands, such as Mamava and Maglianero. And he is also the cofounder of The Karma Birdhouse, a creative-economy work space now home to more than 40 inspiring entrepreneurial entities. Michael lives in Burlington, Vermont.

David Jaacks (Design Engineer, Manufacturing Consultant)

David has achieved 21 years of successful design and fabrication of retail store fixtures, trade show exhibits and point of purchase displays. David has a Bachelor's of Architecture and BFA from Rhode Island School of Design. Post-graduation he founded Exhibit A, a multiple award winning exhibit design company which helped

establish the business-to-business brand identity exhibits for SoBe Beverage, Nantucket Nectars, Stonyfield Farm, Seventh Generation, South Pole Clothing, American Power Conversion, Athena Health, Light Life, and Swarovski.

After selling Exhibit A in 2004 David moved to Vermont to become the Director of Business Development with Kiosko Inc. During this period, Kiosko transitioned from building mall-based specialty retail kiosks to nationally branded programs for Oakley, Post Net, Cinnabon, Wrapsol, Cumberland Farms, AT&T, Fast Signs, and Sunglass Hut. After Kiosko was acquired by G3 Display, David was promoted to Senior Vice President of Design and Engineering. During this period he oversaw the domestic and international production for major in-store rollout programs for Foot Locker, Foot Action, Champs, New Balance, Puma, Oakley and Adidas. In June of 2014, David joined Orion RED as an executive and is currently developing major expansion programs for Adidas, Travelex.

David lives in Vermont with his wife, Lela, and their three children. He serves his community as Lieutenant with his local Volunteer Fire Department.

Janet Stambolian (Sales Manager)

Janet Stambolian has 40 years experience in construction, project management, marketing, sales, and business development. With two degrees from Boston University, Janet moved to Los Angeles at the age of 27 and became a carpenter and general contractor. For nine years she was employed as Project Manager for Construction at one of the country's pre-eminent medical facilities, Cedars-Sinai Medical Center. She holds a California General Contractors License (B414034), and Ben and Jerry's Homemade hired her as Construction Project Manager when she moved to Vermont in 1992. Since then, she has done business development and marketing for builders, architects, and developers throughout her 22 years in Vermont. Janet has devoted her career to creating healthy environments that improve well-being, enhance the quality of life and promote more sustainable living.

Janet holds a B.S. in Public Relations and an M.Ed in Educational Media and Technology from Boston University. An actor, singer, and producer, she is the Co-Founder and Chair of the Board of Directors of Girls Nite Out Productions, which offers theatrical production and performance opportunities for women in Northern Vermont. She is the author of numerous articles, and was published in a 2013 anthology called "Aging in Community" by Janice Blanchard. She lives in Burlington, Vermont and goes to Los Angeles whenever possible.

VII. FINANCIAL PLAN

Mamava, Inc. is C corporation, registered in Vermont, with offices in Burlington, Vermont.

The Company initially raised \$105,000 of “friends and family” capital in the form of convertible notes. With the closing of the recent Seed Round in September 2015, these notes were converted into preferred stock. Cash proceeds of the Seed Round were \$435,000.

The Company is on track to achieve over \$800,000 in revenue in 2015. Over time it is anticipated that deals with larger customers will result in manufacturing efficiencies and, along with the addition of greater advertising revenue, will improve profit margins to the goal of 50+% by 2016. Over the course of 2015-2017, the Company expects to add four full-time employees and one part-time employee in sales support, marketing and logistics/operations management.

With these assumptions, Mamava projects to achieve profitability in 2016.

MAMAVA						
Pro Forma P&L						
	2014		2015		2016	2017
Income						
- Unit Sales	\$96,654		\$715,095		\$2,775,000	\$3,145,000
- Advertising	\$2,500		\$99,000		\$2,307,500	\$5,850,000
Total Income	\$99,154		\$814,095		\$5,082,500	\$8,995,000
COGS	\$58,682		\$524,284		\$2,458,125	\$2,615,625
Gross Profit	\$40,472		\$289,811		\$2,624,375	\$6,379,375
Gross Margin	41%		36%		52%	71%
R&D	\$988		\$49,795		\$75,000	\$82,500
Sales & Marketing	\$18,551		\$92,116		\$1,110,640	\$1,986,000
General & Administrative	\$57,292		\$232,570		\$675,526	\$1,000,907
Expenses	\$76,831		\$374,481		\$1,861,166	\$3,069,407
Net Income	(\$36,359)		(\$84,670)		\$763,209	\$3,309,968
Net Margin	-37%		-10%		15%	37%

VIII. CAPITALIZATION

The common stock of Mamava, Inc. is 78% women-owned, plus 42% of preferred stock is held by women. A complete capitalization table is available on request.

IX. ADDITIONAL INFORMATION

The information herein does not purport to be complete. Rather, it is a summary and overview of certain key aspects of the Company and its business. Prospective investors are invited to review any materials available to the Company relating to the Company and any other matters relating to a possible investment in the Company. The Company's officers will answer all reasonable inquiries from prospective investors. All such materials will be made available at any mutually convenient location and after reasonable prior notice. The Company will afford prospective investors the opportunity to obtain any additional information necessary to expand upon or verify the accuracy of the information contained herein to the extent that the Company possesses such information or can acquire it without unreasonable effort or expense.