

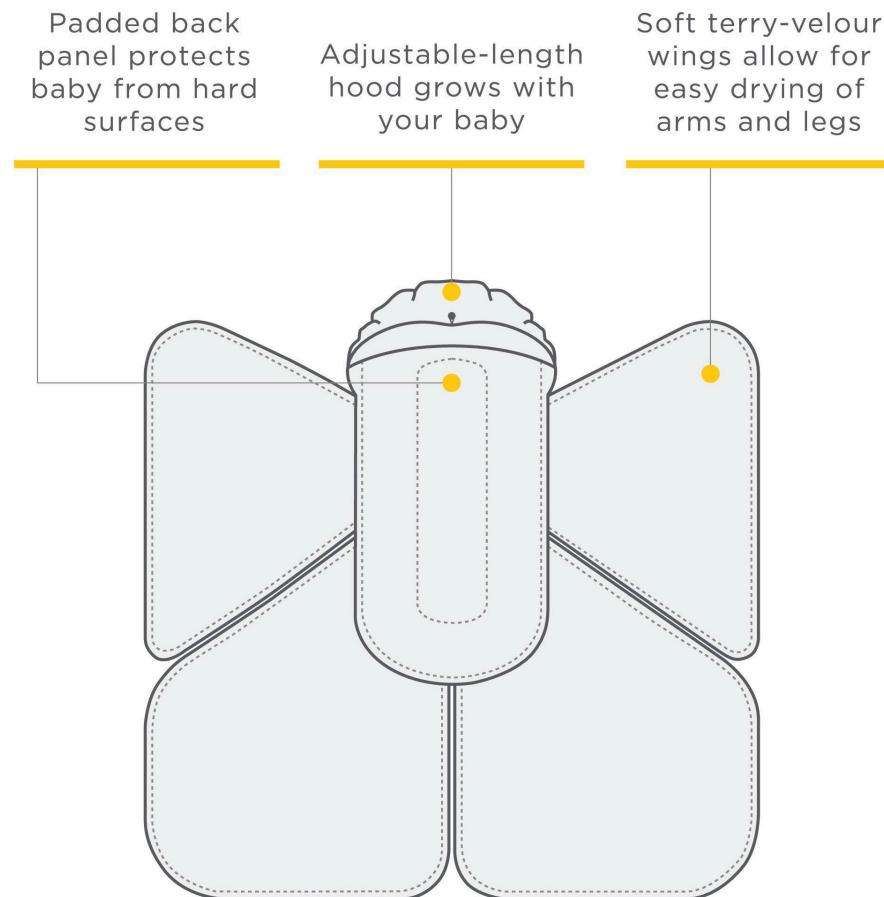
Snow Angel Cushioned Baby Bath Towel

The Problem & Our Solution

One of the first challenges new parents face is how to safely dry a screaming, squirming baby after their first bath, or first 100 baths. You don't want to put the baby on a cold floor or counter, but holding the baby while juggling a towel with one hand is a bit of a circus act—and very unsafe.

And so the **Snow Angel Cushioned Baby Bath Towel** was born. The Snow Angel offers a completely new twist on the conventional baby towel, and is designed with baby's safety in mind. It has a thickly cushioned back panel to protect baby from hard surfaces—allowing you to safely place baby directly on a countertop or floor after bath. Its four large "wings" quickly and easily dry arms and legs, and cover up some parts while drying others so there is no cold air hitting the baby and prompting the screaming. And it has an adjustable hood so the towel can grow with the child.

"We were lucky that our daughter loved bath time, but she hated being dried. Who could blame her? She was uncomfortable and cold. For the sake of her happiness and our ears, we knew we had to make the process quicker and more comfortable," said Snow Angel creator Amy Leinbach. "What we really needed was a baby towel with some cushioning in the back and a little more available fabric—I just couldn't find one. So although I couldn't sew, I set out to create a special towel for my daughter. And that's how the Snow Angel towel was born."



How It Works

Before bath, place your Snow Angel on the hard surface upon which you'll be drying your baby. After you take your baby out of the bath, lay them down directly on the center cushion of the towel; then use the panels to pat your baby dry. Your Snow Angel is designed to help you safely and easily reach and dry arms, legs, and all the bits in between. While you use one of the panels to dry, you can use the other panels to cover and keep your little one warm and cozy. For younger babies, fold and button the hood to shorten its length. Unbutton when your baby's head is big enough to fit the fully extended hood. After use, it will air dry overnight, and it's washing machine/dryer safe.

Business Model

The Snow Angel is currently sold on Amazon as well as on our own website at \$22.95 in Frustration-Free Green Packaging and \$24.95 in a Gift Box.

Target Market

Our target market is comprised of expecting parents and parents of infants.

The Snow Angel is set at a very affordable price point, and offers so many more features than traditional towels priced within range. It resonates with experienced parents who understand the challenges related to bath time routine. We frequently see parents purchasing this product for their second or third child, even when they already own traditional baby towels. It's also a phenomenal baby shower gift since it's innovative, attractive, affordable, and beautifully packaged.

Competitive Advantage

Traditional towels typically do not offer sufficient fabric to help you dry baby quickly and efficiently, and they certainly do not have safety features like our padded back panel. Bath swaddles are designed to wrap baby after bath, but not get them out of the wet fabric swiftly. Our product helps parents dry their babies quickly, easily, and safely, so they may get them into dry clothes without delay. After use, it will air dry overnight, and it's washing machine/dryer safe.

Management Team

All work is currently managed by the creator of the Snow Angel: Amy Leinbach.

Financial Summary

We currently generate approximately \$250 per week in sales through Amazon alone. We have recently been approached regarding placement in two big box stores, and that will be our first venture into wholesaling.

Funding Required

We currently have sufficient funds to cover the cost of an additional production run of Snow Angels to keep up with our current sales. We will require additional funding to be able to cover the production costs for sales into the big box stores: \$10K for each 1K towels.



