



[m]otherboard  
birth preferences made simple

IMPROVING BIRTH  
Education, Communication,  
and Informed Choice

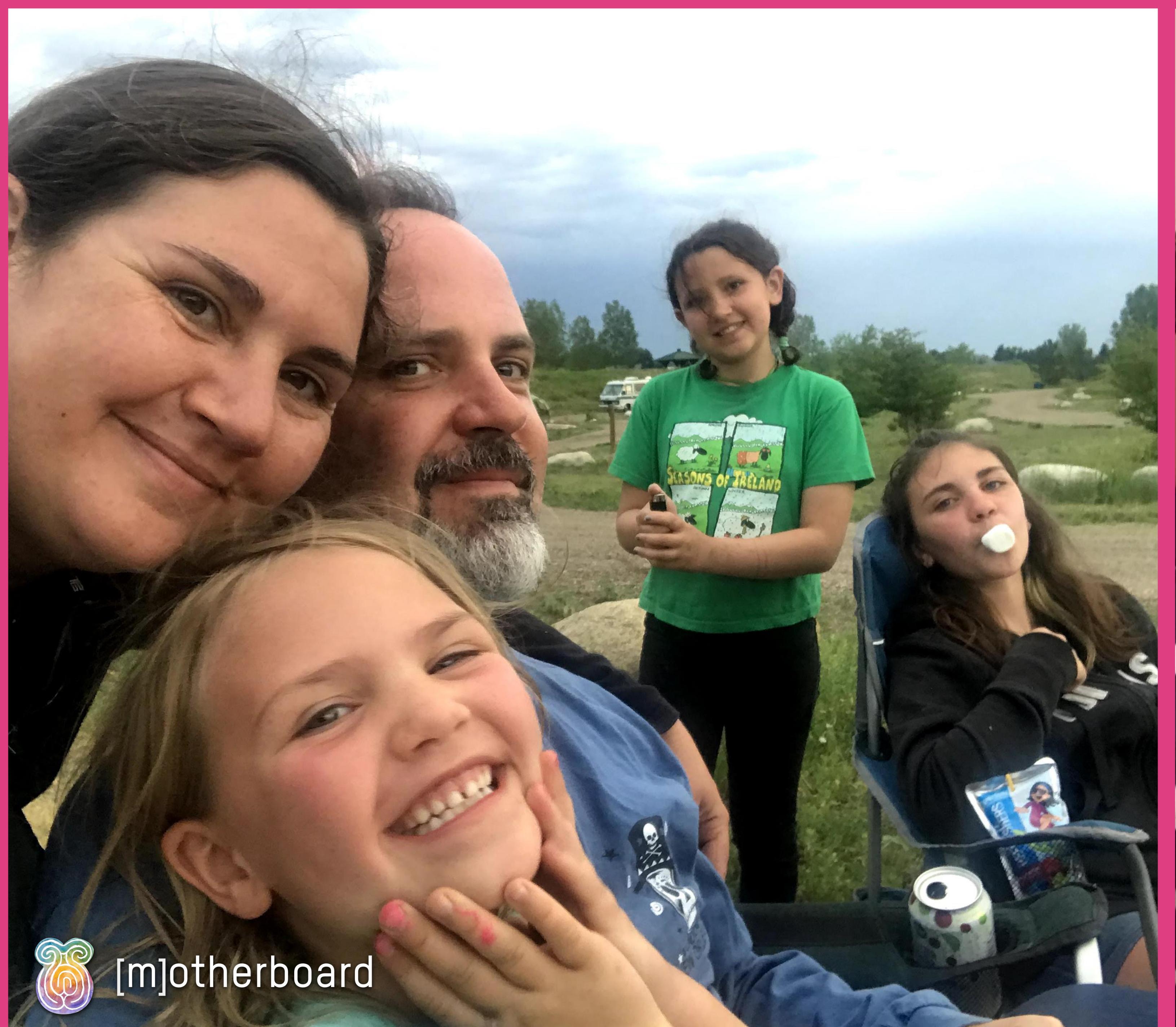


# ABOUT AMY

DOULA - HANDS ON CHILDBIRTH ASSISTANT



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# MATERNITY CARE IN CRISIS

Deaths per 100,000 live births



"Global, regional, and national levels of maternal mortality, 1990-2015: a systematic analysis for the Global Burden of Disease Study 2015," *The Lancet*.

Only data for 1990, 2000, and 2015 was made available to ProPublica.

Source: *The Lancet*

Credit: Rob Weychert/ProPublica



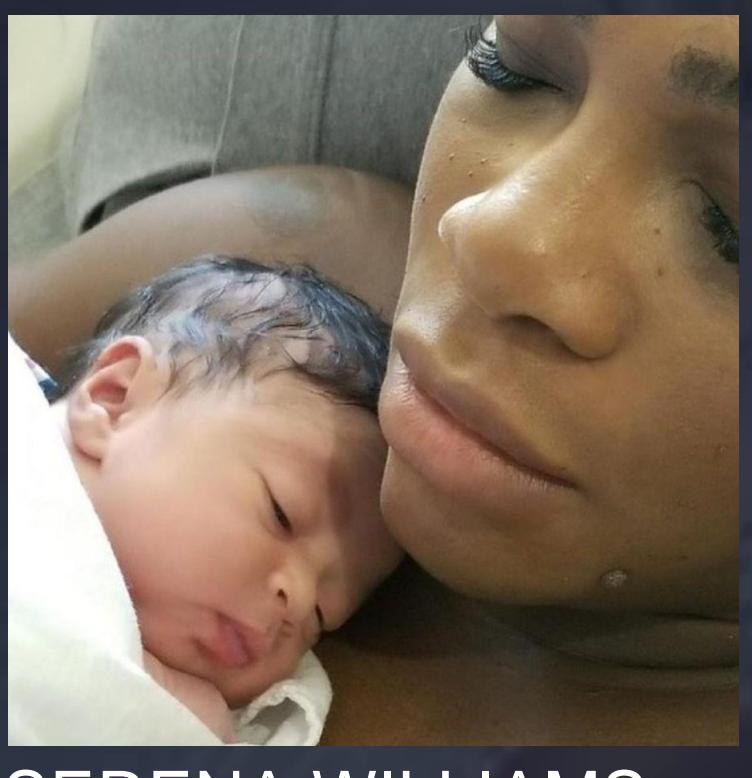
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# MATERNITY CARE IN CRISIS

## THE ICEBERG EFFECT

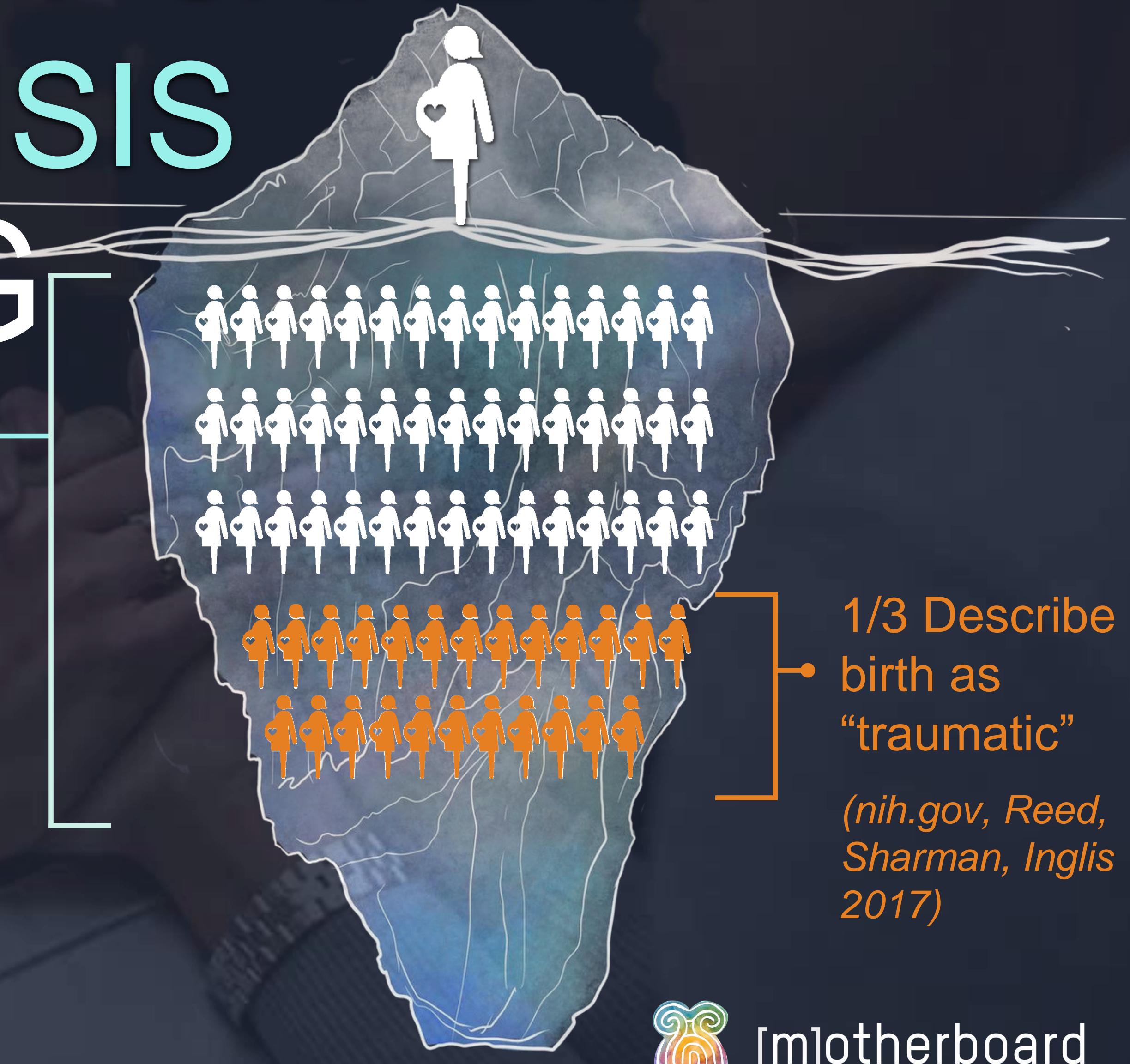
For every person who dies in childbirth, 70 almost die.

(Alliance for Innovation on Maternal Health, ACOG)

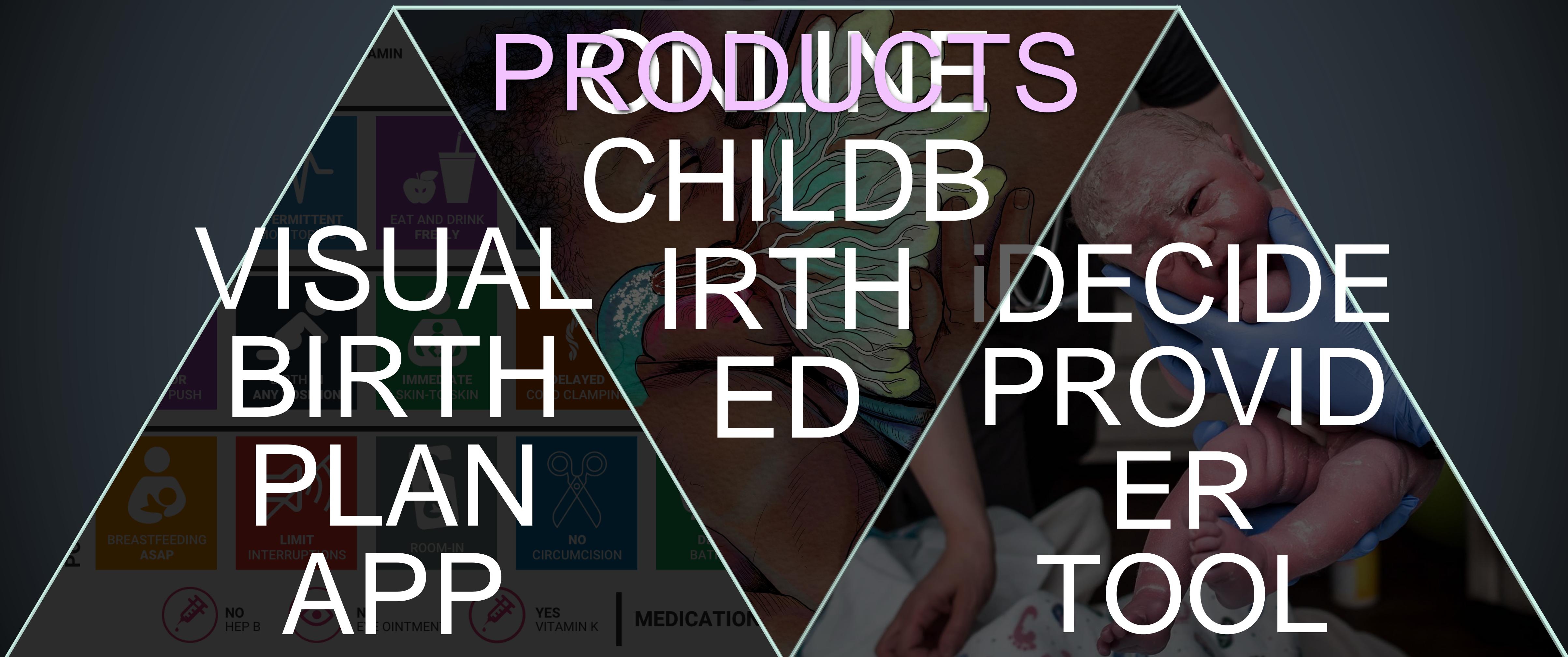


SERENA WILLIAMS

Black women are 3-4x  
more likely to die.  
(CDC.gov)



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# CORE PRODUCTS CHILDbirth iDECIDE PROVIDER TOOL

# VISUAL BIRTH PLAN APP



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**1 RESEARCH**



PREVIOUS TOPIC NEXT TOPIC

## GBS+ and Antibiotics

Dig Deeper

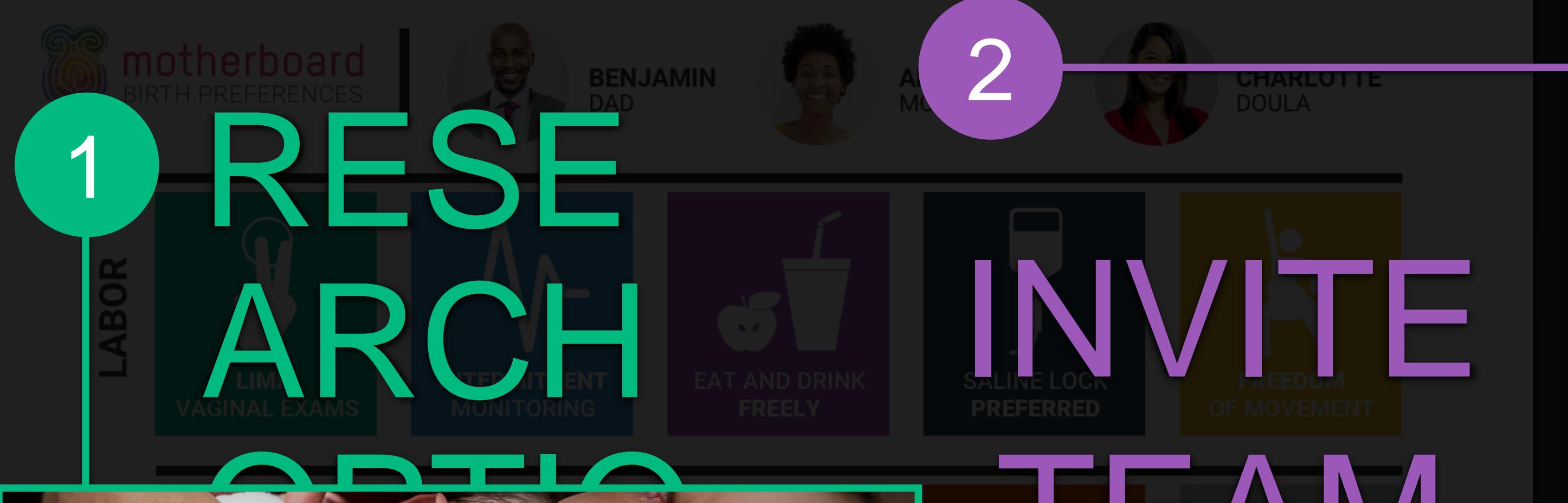
**GBS+ FAQ**

**What is GBS?**  
Group B Streptococcus (or GBS) is a bacteria that lives in the intestines, rectum, and sometimes vagina. People can sometimes be "colonized" with GBS without having any symptoms, it's a transient bacteria (which means sometimes you have it, sometimes you don't). Occasionally GBS can cause urinary tract infections (UTIs). Being colonized does not necessarily mean you have an active infection or will develop one.

**How do you test for GBS?**  
A swab around the vaginal and rectal area is sent to a lab and cultured to determine if GBS is present. If you tested negative at 35/37 weeks you have a 91% chance of still being negative at birth and a 9% chance of becoming positive. If you test positive you have an 84% chance of being positive at birth and a 16% chance of becoming negative. ([adapted from Evidence Based Birth ® - GBS](#))

**What does GBS mean for my baby?**  
Just because GBS is present does not mean your baby will become infected. Most healthy, full

**2 INVITE TEAM**



**Jude's Birth**

Download Share More

5 of 5 • [View Topics](#)

**Labor**

- Limit Vaginal Exams
- Nitrous
- Freedom Of Movement
- Intermittent Monitoring
- Induction Avoided

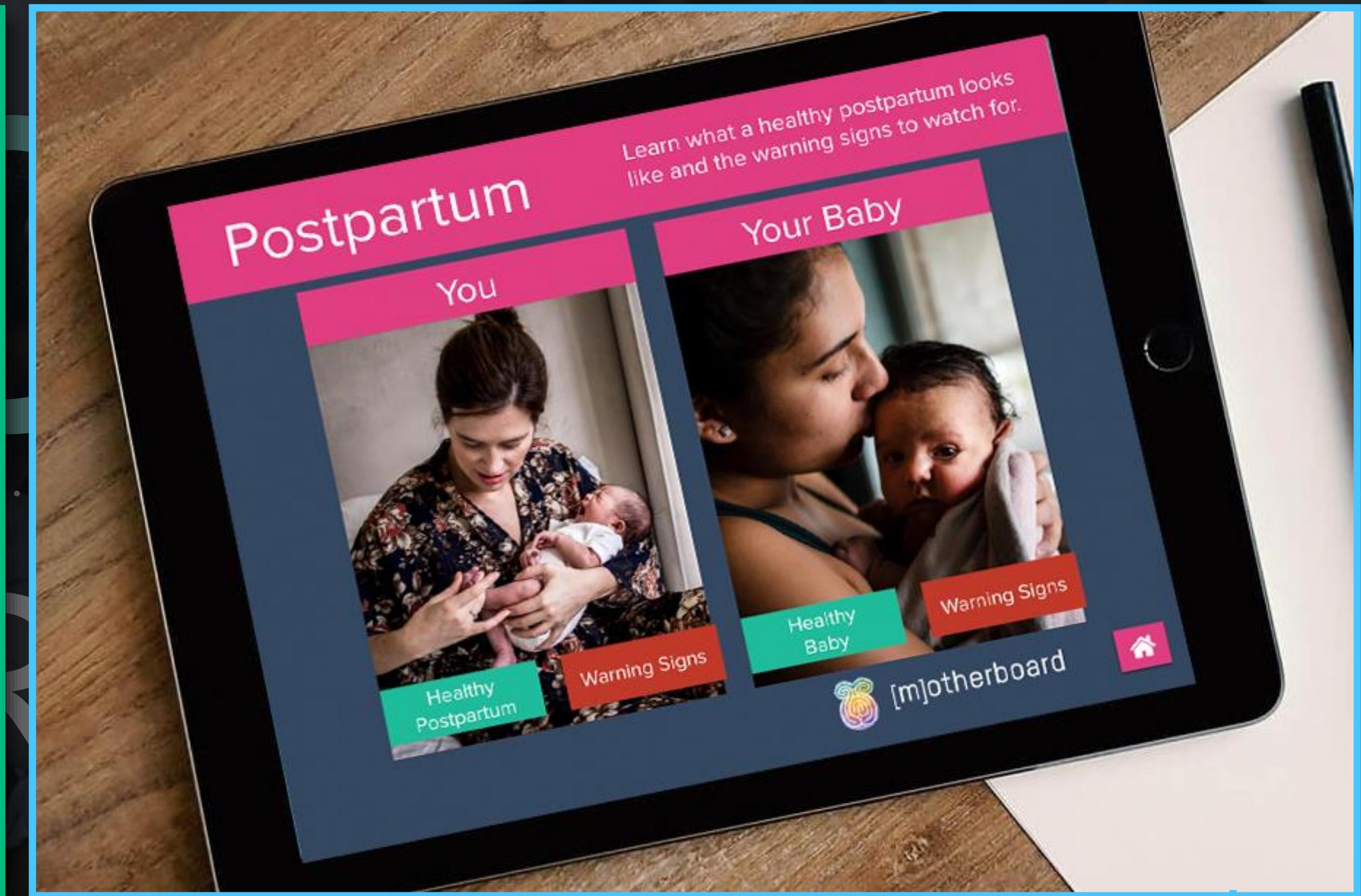
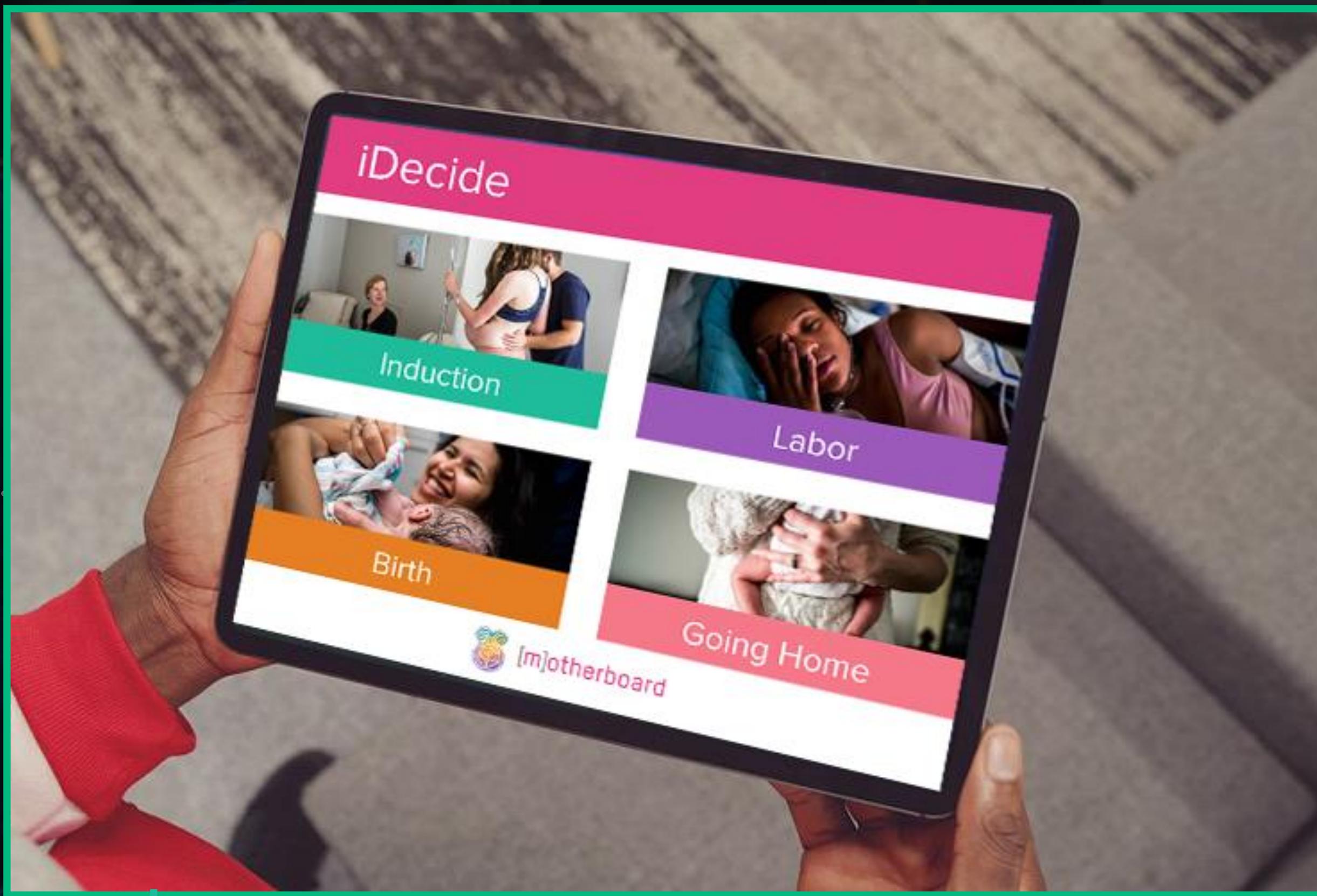
**Team**

- Amy Haderer MOTHER
- Paul Fisher PARTNER REMOVE
- Geneva Montano DOULA REMOVE
- + Add

**3 EXPORT AND SHARE**



**PLAN** [m]otherboard



# EDUCATE TO DISCHARGE

★ 5 PILOT SITES AND COUNTING!



# [M]OTHERBOARD BUSINESS MODEL

PAID APP ACCESS  
PARTNER PROGRAM  
LICENSING CONTENT



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# [M]OTHERBOARD

## COMPETITORS

### TELEHEALTH



## ITORS



### [m]otherboard

- ★ Enterprise-Ready
- ★ Scalable
- ★ SAAS Platform
- ★ Turns education into communication tool

## CONTENT



### getwell:)network®



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# PERINATAL HEALTH MARKET

4 months/year

- ★ \$155B spent  
(Truven Health Analytics Marketscan® Study)
- ★ Value-Based Care Initiatives



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# STRATEGIC PARTNERSHIPS



# BIRTH TEAM



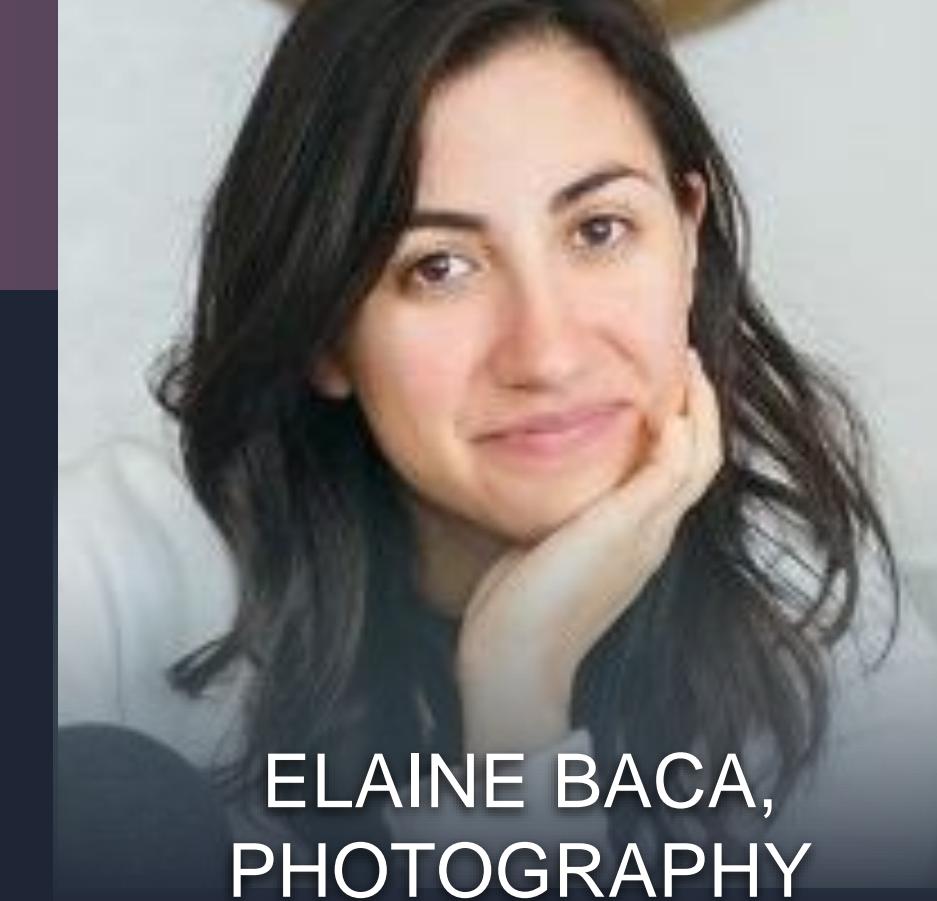
AMY HADERER, CEO



MANDY IRBY, RN +  
VIDEO

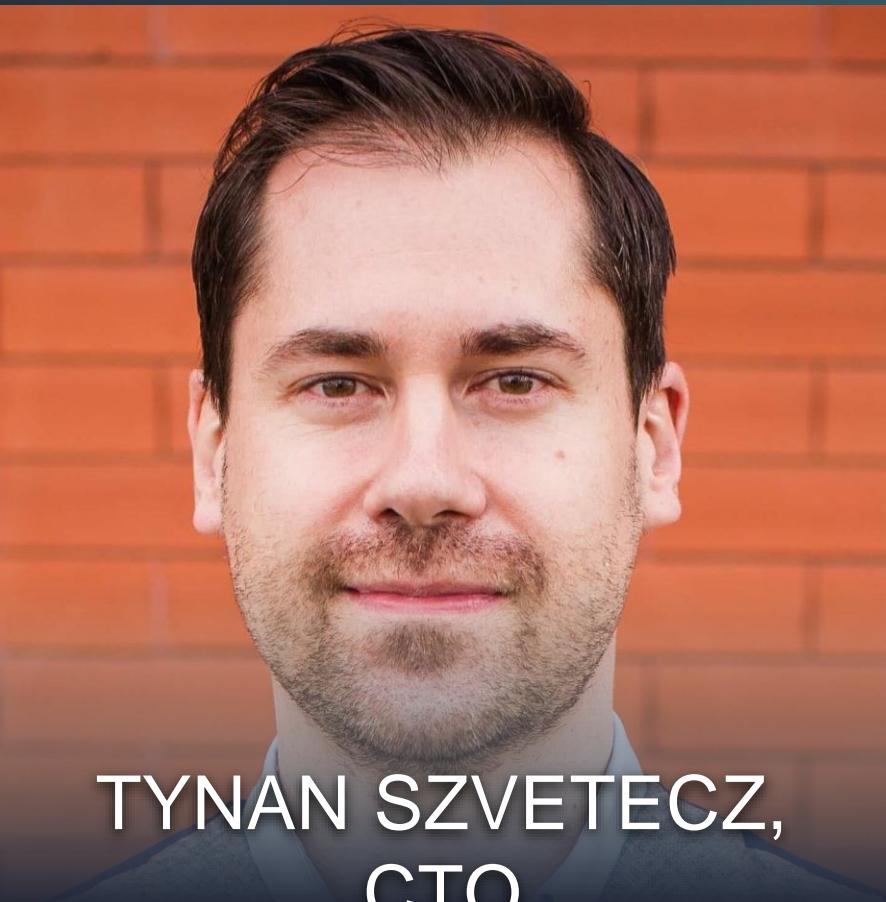


KIRSTEN FREEMAN,  
CHILDBIRTH ED



ELAINE BACA,  
PHOTOGRAPHY

# TECH TEAM



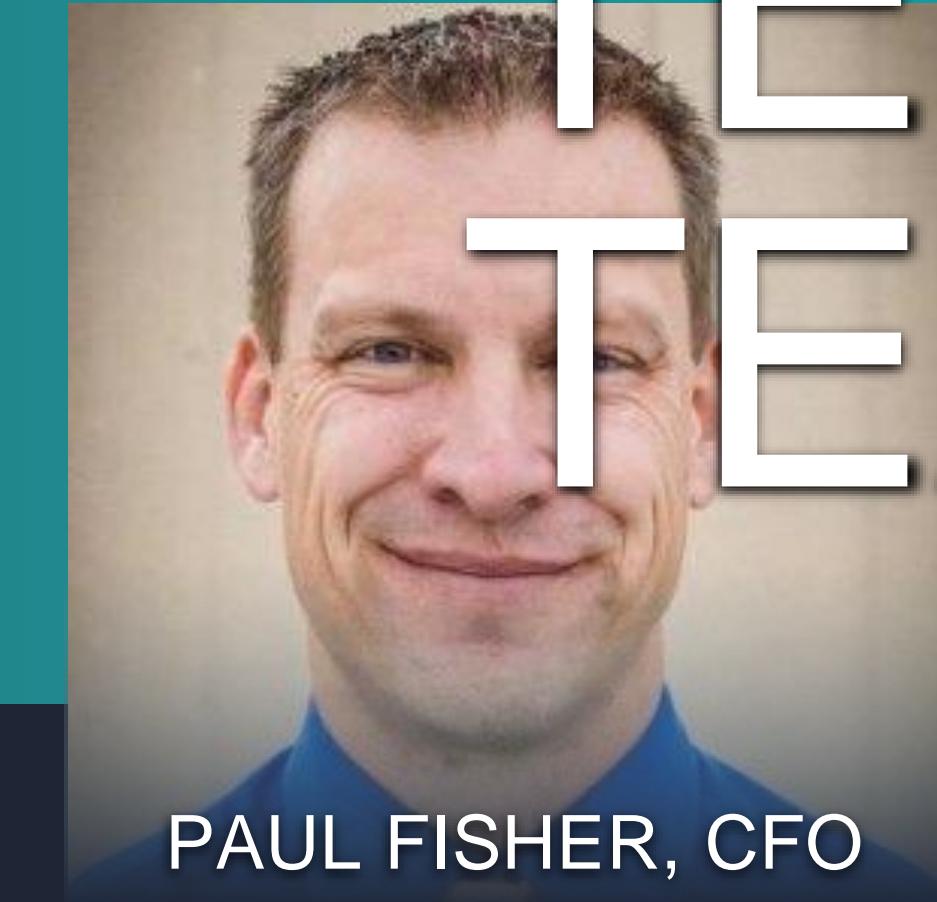
TYNAN SZVETECZ,  
CTO



ANDY DROGO, UI/UX



ANNIE STENSETH,  
PRODUCT OWNER



PAUL FISHER, CFO



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# TRACTION IN A YEAR

As a Birth Professional, I highly recommend Motherboard Birth! This website is packed full of evidence-based information, and very user-friendly birth planning tools. I cannot recommend this product enough to expectant parents and birth professionals alike.

**Fabulous resource!**  
**Awesome work**  
**creating an easy to**  
**birth plan generator**  
**that thinks of**  
**everything so you**  
**don't have to.**

An amazing resource for a new mom to know what to expect.

amazing

- 1200+ TOTAL USERS
- 140 PAID PARTNERS
- \$34k IN REVENUE (CASH POS)
- 5 PILOTS SITES
- 6 STRATEGIC PARTNERSHIPS
- 50+ POSITIVE REVIEWS



thorough, well researched and beautifully presented. Thank you Amy!

what's most important to them.

all my educator classes nearly  
Motherboard Birth helps you simply create a visually appealing birth plan with tons of useful information about all of the options a pregnant person has for their birth, baby, and postpartum.

The website is beautiful and has so many wonderful nuggets of information available. I highly recommend this site for easily building your birth plan.



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# [M]OTHERBOARD HOW YOU CAN HELP

★ \$35k used for App Development

★ Portal Platform Serving: Insurance, Hospitals, Providers, Systems, and Current Partners

The screenshot shows the [m]otherboard platform's user interface. On the left, there is a sidebar with navigation links: 'My Board', 'MY TOPICS', and 'RESOURCES'. The main area is titled 'Current Users' and displays a table of users. The table has columns for Status, First Name, Last Name, Email, Due Date, and Join Date. There are five rows in the table, all of which are for a user named 'Amy Haderer' with the email 'amy@email.com'. The first row shows a status icon with a checkmark and a lock symbol, indicating the user is added. The second row shows a status icon with a lock symbol, indicating the user is pending. The third, fourth, and fifth rows show status icons with checkmarks, indicating the user is added. The 'Due Date' column for the second row shows a redacted value ('--'). The 'Join Date' column for the second row shows a redacted value ('RESEND INVITE'). The 'Edit' button is visible in the last two rows.

Status	First Name	Last Name	Email	Due Date	Join Date
	Amy	Haderer	amy@email.com	--	09/22/2019
	--	--	amy@email.com	--	<a href="#">RESEND INVITE</a>
	Amy	Haderer	amy@email.com	12/25/2019	09/22/2019
	Amy	Haderer	amy@email.com	--	<a href="#">RESEND INVITE</a>
	Amy	Haderer	amy@email.com	12/25/2019	09/22/2019





# MARSUMMARY

## KET

- Patients
- Educators
- Providers
- Hospitals
- Insurance
- Employers

## ENTS

- 4M births / year
- \$155B annually
- Prioritize Value-Based Care

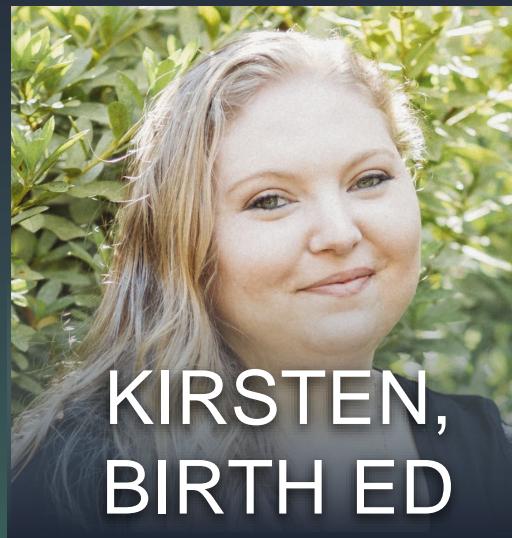
## TEAM DIVERSE, COMPETE NT.



AMY, CEO



MANDY, RN



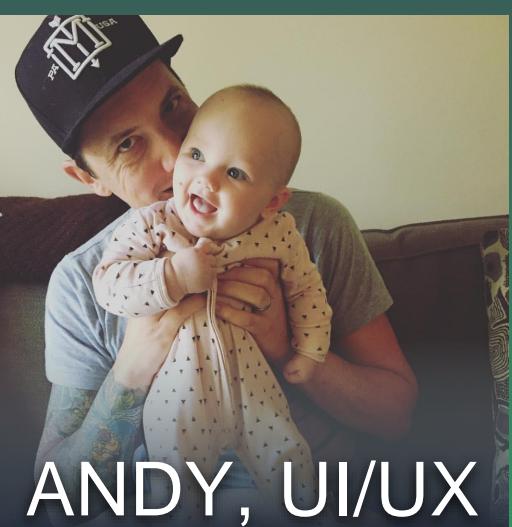
KIRSTEN,  
BIRTH ED



ELAINE,  
PHOTO



TYNAN, CTO



ANDY, UI/UX



ANNIE,  
PRODUCT



@motherboardbirth

[motherboardbirth.com](http://motherboardbirth.com)

## INTELLIGENT TUAL PROPE



- Interactive SaaS
- 100s of pages of copy
- 180+ Medical Illustrations
- Photo and video content



CONTACT  
[amy@motherboardbirth.com](mailto:amy@motherboardbirth.com)

## BUSINE S

## MODE

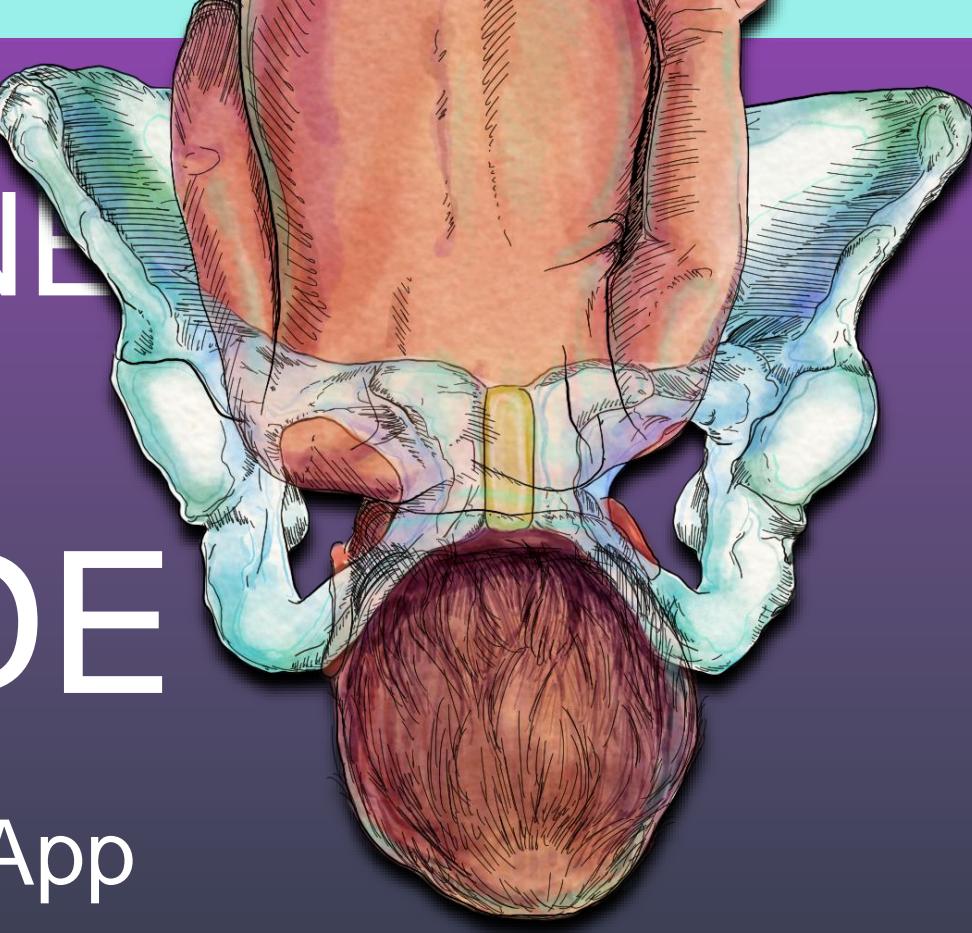
### Fee for App

- Online Childbirth Ed
- License content to entities

## TRACTI

## ON

- 1200+ users
- 140 Paid Professionals
- Cash positive
- 55 5-Star Ratings
- 5 Pilot Sites
- Kindara Partnership
- Frontier School of Nursing PhD Students

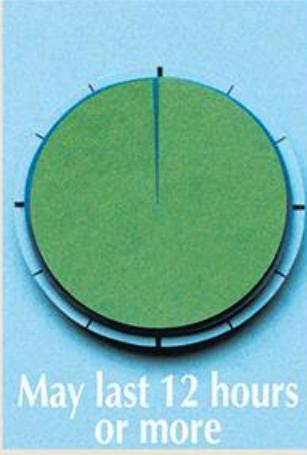


# THE PAST.

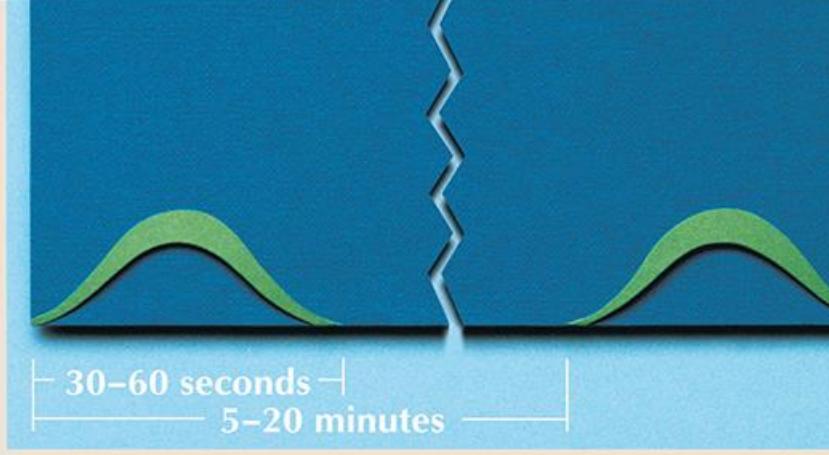
## Stages of Labor

### Stage One: Labor

Latent (Early) Labor



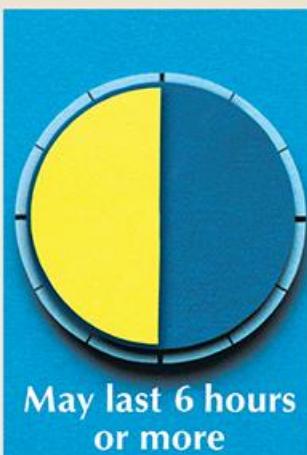
May last 12 hours or more



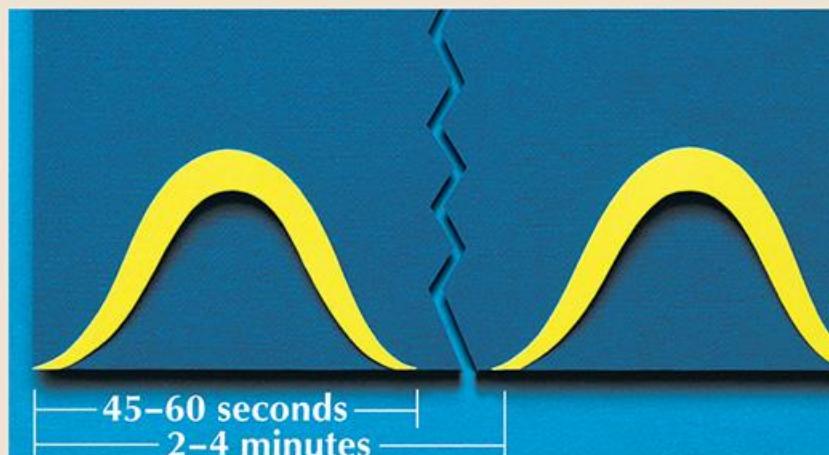
30-60 seconds  
5-20 minutes



0-6 cm



May last 6 hours or more



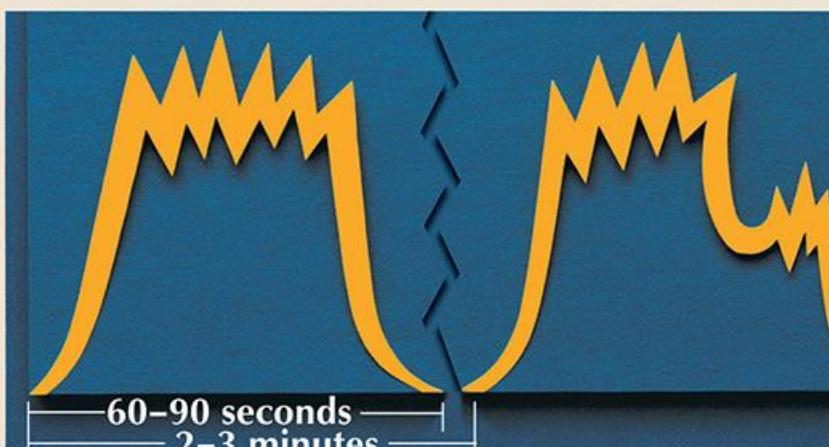
45-60 seconds  
2-4 minutes



6-8 cm



May last a few minutes to a few hours



60-90 seconds  
2-3 minutes



8-10 cm



# THE FUTURE

