



- Smart and complete solutions for parenting -

Company History



- 2019 Founded in September
- 2020 Launched the world's first vest-style baby carrier in
- 2020 Won the Gold Prize at the Women Inventors Expo in
- 2020 Received the Minister of Gender Equality and Family Award in
- 2024 Awarded the Korea Consumer Brand Award in
- 2024 Began exports to Japan in
- 2024 Korea Brand Award – 1st Place
- 2025 KCBI Korea Consumer Award
- 2025 Established Bebeswan Co., Ltd.
- 2026 U.S. Market Entry Contract Confirmed
- 2026 Q1 Scheduled Launch of Premium New Product “Eternity”

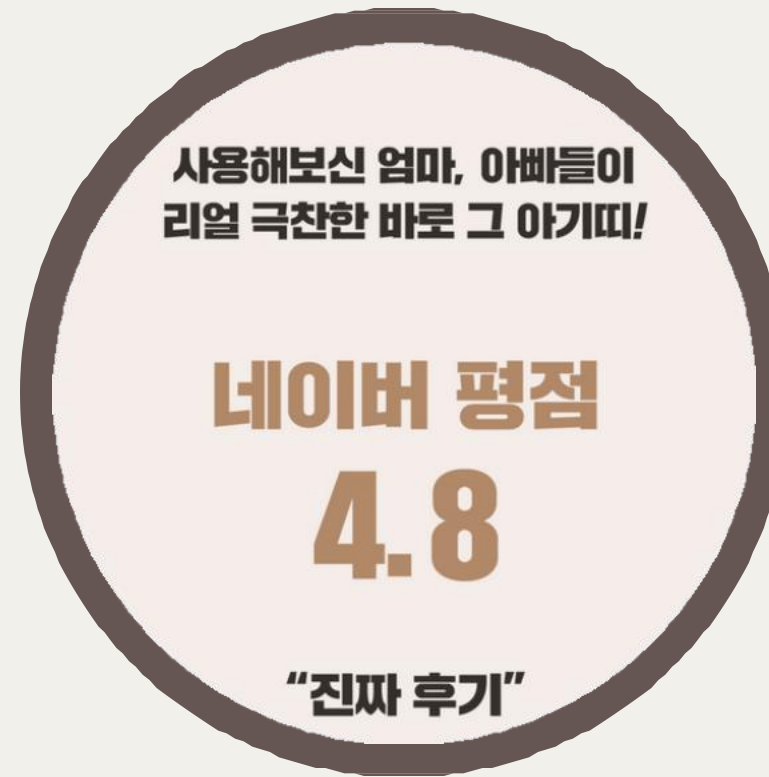


Business Value



Business Vision

World's First Vest-type
Baby Carrier
Design Registration
Patent Registration



Potential Assessment

A Baby Carrier Receiving
Great Praise!
A Baby Carrier Praised
Highly by Real Users!



Meeting the Needs of Parents

A Baby Carrier that Protects
Your Shoulders and Waist,
and Allows You to Easily Carry
Your Baby on Your Own

World's First Vest-type Baby Carrier!

6 Key Benefits(1~3)

-Just having a comfortable baby carrier
makes parenting so much easier!-



A Baby Carrier that is Comfortable for Shoulders and Waist

The vest-type baby carrier
distributes the baby's weight
evenly across the mother's
<shoulders + back + waist>,
making it comfortable even
for extended use



A Baby Carrier You Can Use to Carry Your Baby on Your Own

Most moms are handling
childcare alone during the day
when their husbands go to
work. If you can carry your baby
easily on your own, you don't
have to give up on either
parenting or household chores



A Baby Carrier that Transforms into a Booster

When you visit your in-laws or your
parents' house, you might have
struggled to enjoy a comfortable
conversation while holding your baby
during meals. Now, with just a vest-
type baby carrier, meal times will turn
into a comfortable and enjoyable
experience



World's First Vest- type Baby Carrier!

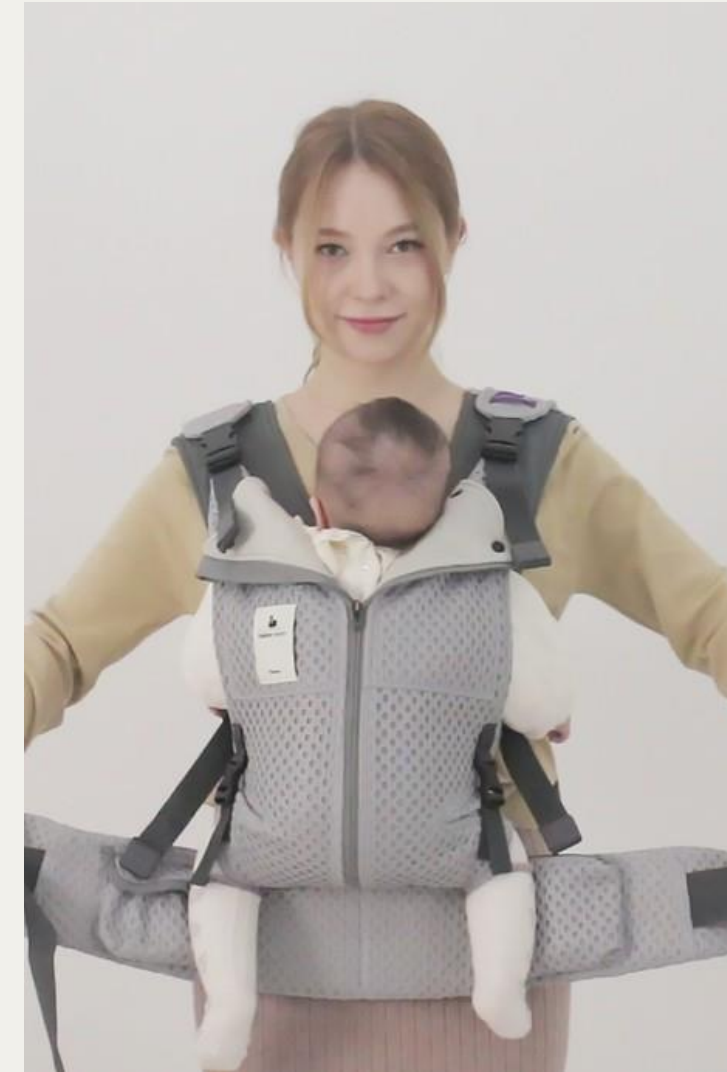
6 Key Benefits (4-6)

-Just having a comfortable baby carrier makes parenting so much easier!-



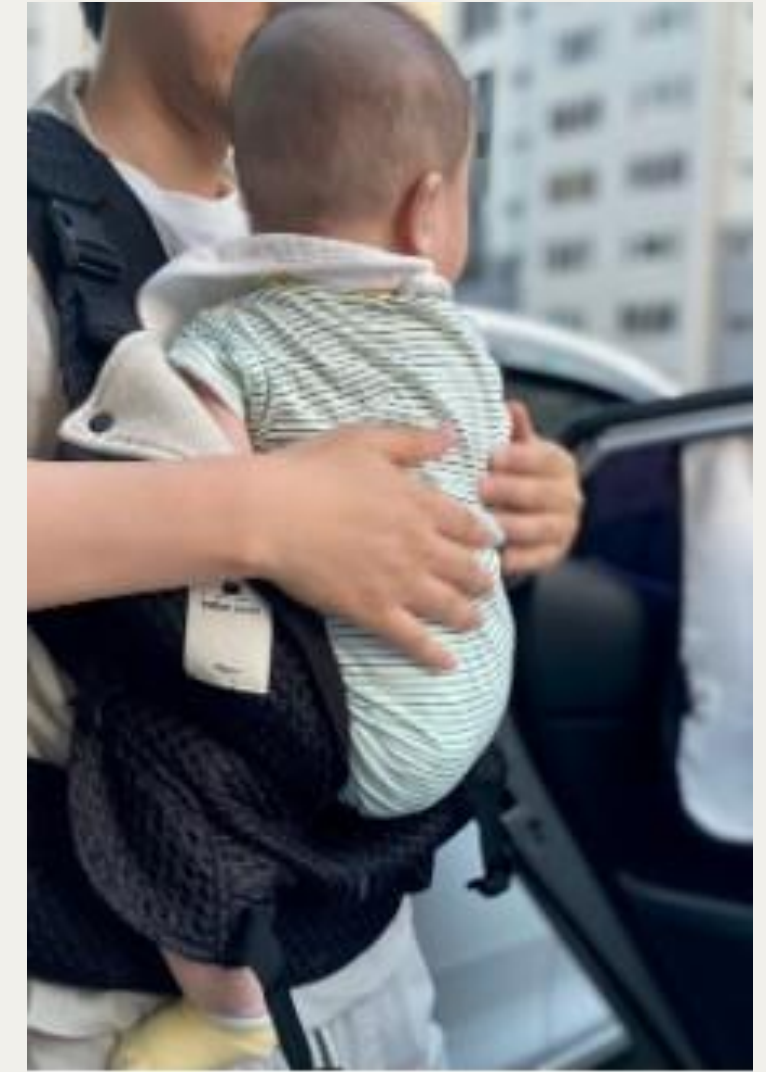
The convenience of easily lifting and putting down your baby!

You don't need to take off your outerwear, undo the buckle on your back, or lower the shoulder straps! Just zip down and you can easily lift and put down your baby!



A Vest-type Baby Carrier that Makes Using the Restroom Convenient!

Even if you undo the waist belt, the baby stays securely in place with the vest-type baby carrier, making it convenient to take off and put on your pants when using the restroom!



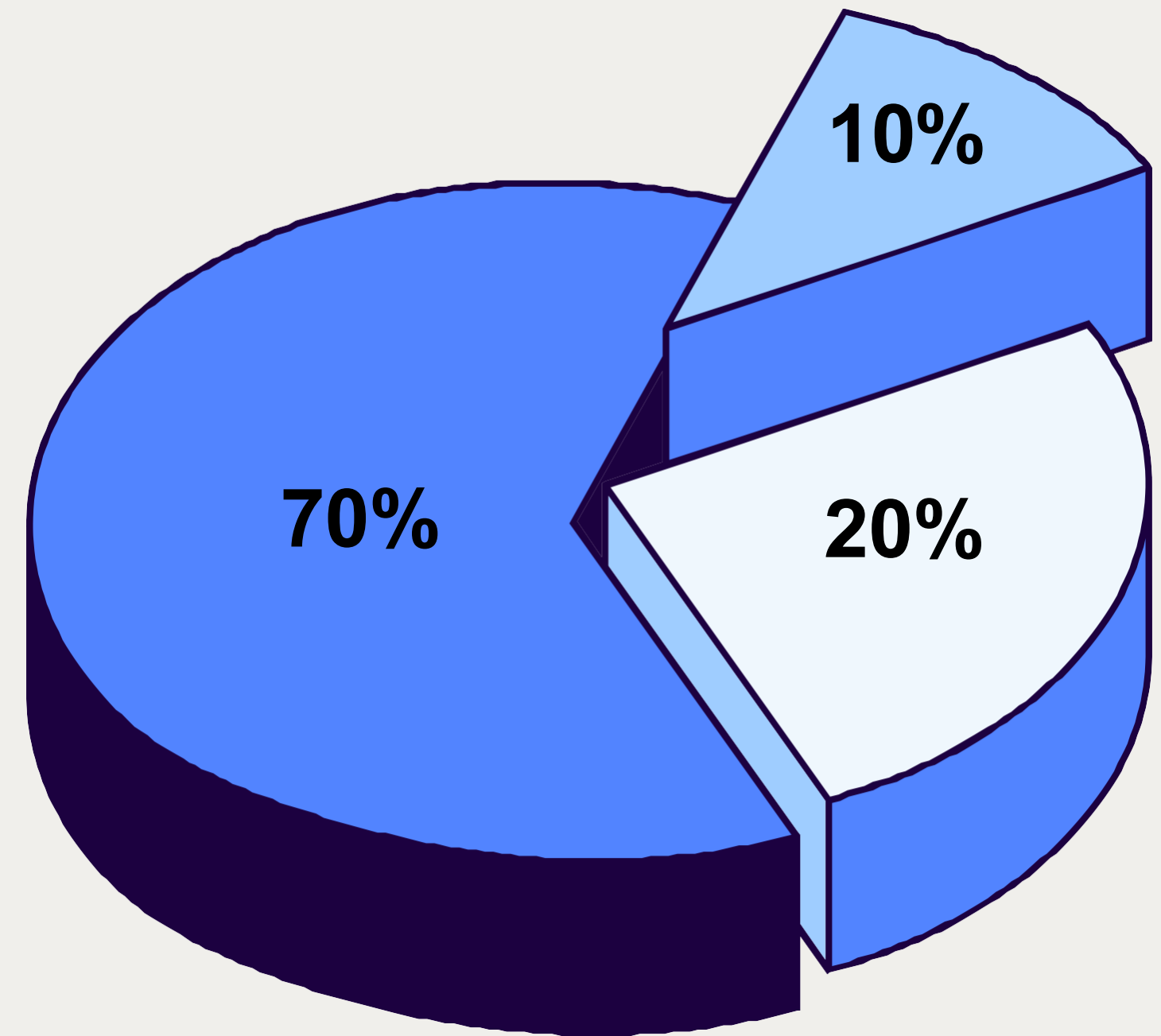
A Vest-type Baby Carrier That Can Be Easily Transferred to a Car or Stroller!

Just zip down, put your baby in the car, and you can drive right away without having to remove the baby carrier or store it separately—wearing it comfortably as is!

Satisfaction of Parents Using Other Brands of Baby Carriers

- "Over 70% of users report shoulder and back pain.
- Over 20% of users complain about the weight and discomfort.
- Only over 10% of users are satisfied.

This information is based on a statistical analysis of 100 baby carrier users at the 2022 COEX Baby Fair.



Our Company vs Competitor

Model Comparison



SLING BABY CARRIER

- ✓ Comfort for Shoulders and Waist
- ✓ Convenience When Using the Restroom!
- ✗ Cannot Be Used as a Booster
- ✗ Difficult to Lift and Put Down
- ✗ Cannot Be Carried on Your Own



STANDARD BABY CARRIER

- ✗ Discomfort in Shoulders and Waist
- ✗ Discomfort When Using the Restroom
- ✗ Cannot Be Used as a Booster
- ✗ Difficult to Lift and Put Down
- ✗ Cannot Be Carried on Your Own



HIP SEAT BABY CARRIER

- ✗ Discomfort in Shoulders and Waist
- ✗ Discomfort When Using the Restroom
- ✗ Cannot Be Used as a Booster
- ✗ Difficult to Lift and Put Down
- ✗ Cannot Be Carried on Your Own



VEST-TYPE BABY CARRIER

- ✓ Comfort for Shoulders and Waist
- ✓ Convenience When Using the Restroom!
- ✓ Can Be Used as a Booster!
- ✓ Easy to Lift and Put Down
- ✓ Can Be Worn Alone

VEST-TYPE BABY CARRIER

REAL REVIEWS

FROM CUSTOMERS!

RATING: 4.8

The Vest-type Baby Carrier Praised
by Real Buyers!



aman****

I was using a newborn baby carrier, but my back started hurting, so I looked for other carriers and decided to buy this one, trusting the free return policy. First of all, my baby seems comfortable, and neither my husband nor I have any back pain, so I regret not buying it sooner!



kinm***

My baby seems comfortable and sleeps well! And when I need to put my baby down while sleeping, it's so convenient to just unzip and take the baby out. With the previous baby carriers, I had to struggle with unbuckling the straps on the back... I managed to lay my baby down, but the sound of the Velcro would wake them up! I still have the hip seat baby carrier and the sling carrier from when I had my first child, but for now, I think I'll be reaching for the vest-type baby carrier the most!



mins*****

I've found the most comfortable baby carrier! When I was taking care of my nephews and nieces, I used a hip seat carrier, but after wearing it for a long time, my back and shoulders would hurt so much. This one is a vest-type, so the weight is distributed, and it's so comfortable! It's even better than I expected!



bm****

This is a baby carrier that is comfortable for both the baby and the parents! I bought it because my baby developed a rash on the bottom while using the hip seat carrier. I wish I had known about this sooner. I'll use it well!



on****

I was using another baby carrier, but I bought the Bebe Swan baby carrier because my husband has a herniated disc. There weren't many reviews, so I was a bit skeptical, but he says it's much easier on his back when carrying the baby! We've been using it for two weeks now, and my baby has no issues being held and sleeps well. We're very happy with it!



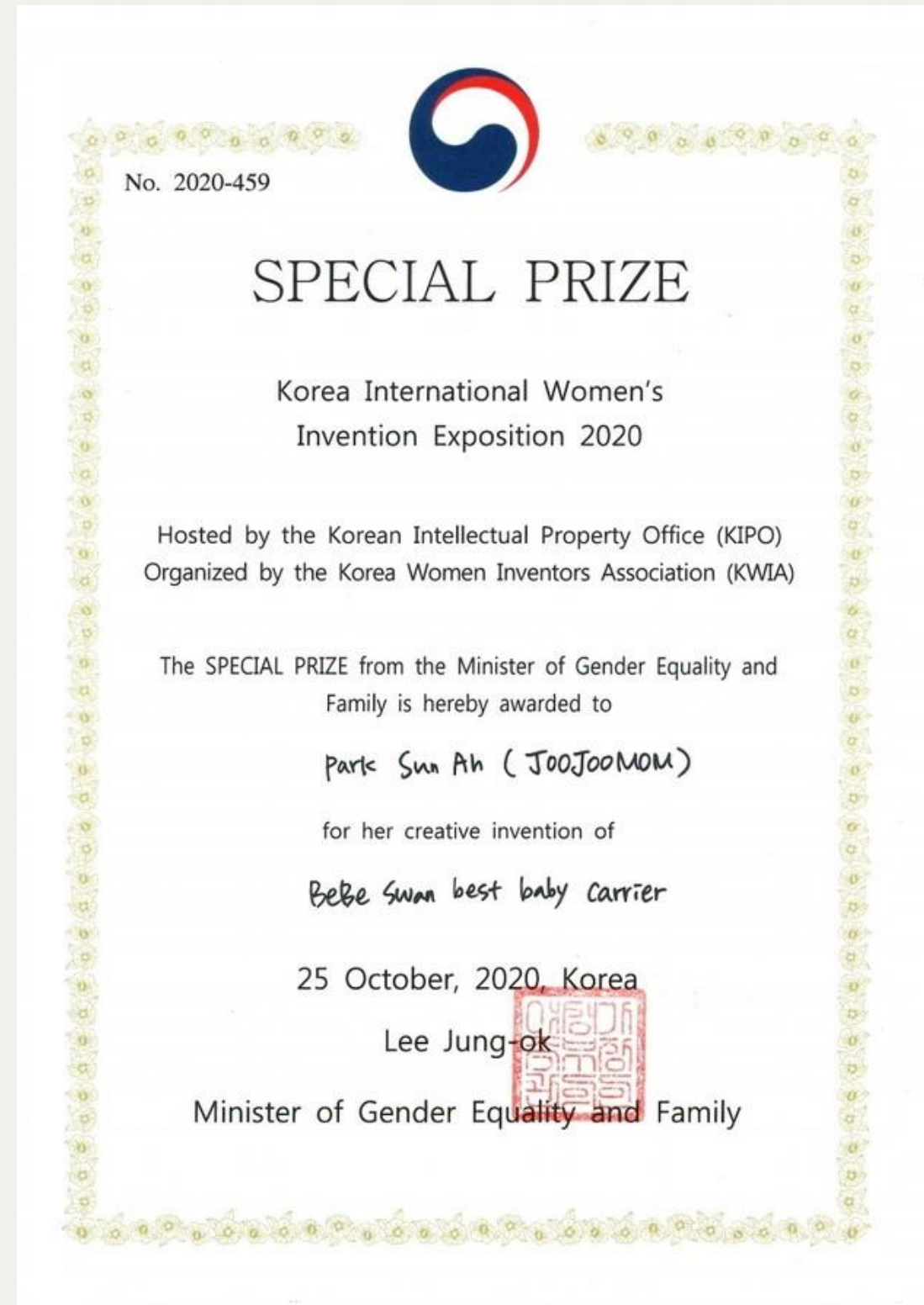
khj1*****

My husband strongly recommended that we get this, so I bought it. Haha, my baby quickly got used to it and falls into a deep sleep, which makes me feel more comfortable too! I'll need to wear it a bit longer, but so far, I'm very satisfied!!



Award-winning

- Won the Gold Medal at the World Expo
- Won the Minister of Gender Equality and Family Award



Won the Minister of Gender Equality and Family Award



Won the Gold Medal at the World Expo

Patent

Design Patent

Technology Patent

디자인등록증

CERTIFICATE OF DESIGN REGISTRATION

등록

제 30-1086989 호

Registration Number

출원번호

제 30-2020-0013535 호

Application Number

출원일

2020년 03월 26일

Filing Date

등록일

2020년 12월 09일

Registration Date

등록의 구분

심사등록

Type of Registration

물품류 Class

제03류

디자인의 대상이 되는 물품 Product

아기띠

디자인권자 Owner

박선아(850412-*****)

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창작자 Creator

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위의 디자인은 「디자인보호법」에 따라 디자인등록원부에 등록되었음을 증명합니다.

This is to certify that, in accordance with the Design Protection Act, a design has been registered at the Korean Intellectual Property Office.



특허청

Korean Intellectual Property Office

2020년 12월 09일

특허청장

COMMISSIONER,

KOREAN INTELLECTUAL PROPERTY OFFICE

김용래



QR코드로 현재기준
등록사항을 확인하세요



Design Patent Registration

특허증

CERTIFICATE OF PATENT

특허

제 10-2684472 호

Patent Number

출원번호

제 10-2021-0151218 호

Application Number

출원일

2021년 11월 05일

Filing Date

등록일

2024년 07월 09일

Registration Date

발명의 명칭 Title of the Invention

아기띠

특허권자 Patentee

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특허청

Korean Intellectual Property Office

2024년 07월 09일

특허청장

COMMISSIONER,

KOREAN INTELLECTUAL PROPERTY OFFICE

김완기



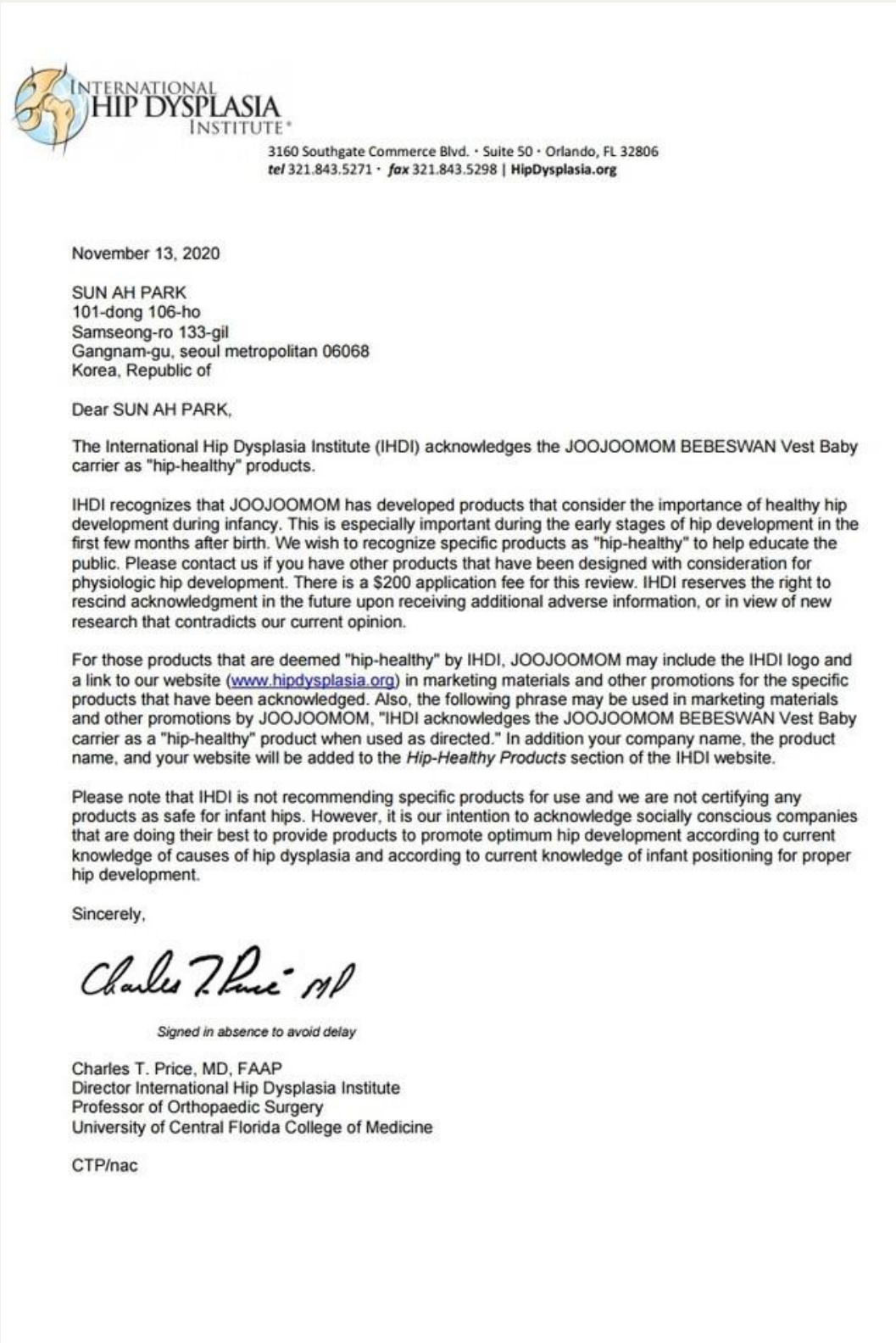
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등록사항을 확인하세요



Technology Patent Registration

Product Certification

- International Hip Joint Association
Safety Certification
- Korea Certification (KC) Safety Mark



International Hip Joint
Association Certification



Korea Certification
(KC) Safety Mark

MOQ

UNIT PRICE

Product	Regular price	MOQ 40 units	MOQ 50~500	MOQ 501~2000	MOQ 2001~5000
V5 Vest Baby Carrier	\$195	\$93	\$87	\$80	\$76

For orders up to 100 units: 100% prepayment is required at the time of order.
For orders over 100 units: 70% prepayment upon order, and the remaining 30% after shipment.



THANK YOU

감사합니
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