

# BlossomMum

*Blossoming of a mother*

Prepared by -  
Team Purple 09



# Team



# Content



**Problem Statement &  
Market Opportunity**



**Customer Interviews**



**Product Overview**



**Prototype**




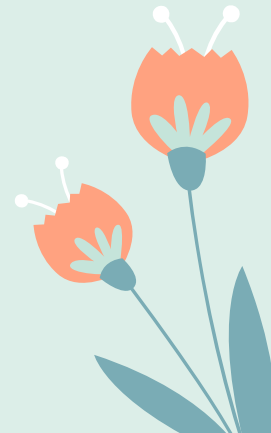
**Business Model & Summary**



# Problem

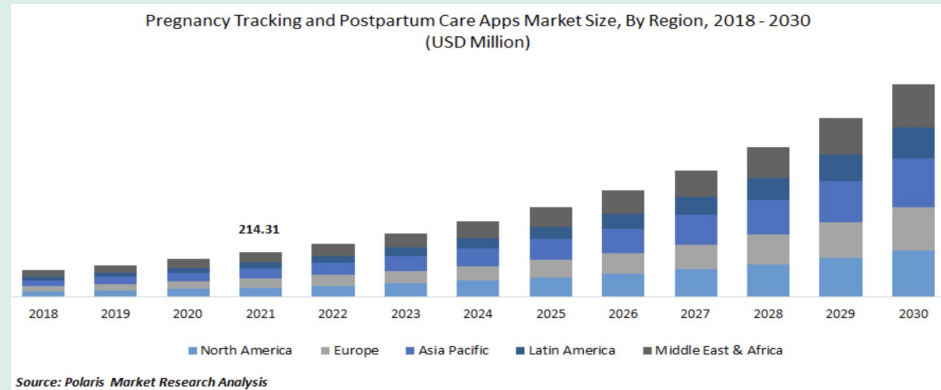
**Motivation** - pregnancy app to help pregnant families throughout their journey by providing access to adequate resources.

**Market Gap -**

- Lack of one comprehensive solution for end to end journey
  - Lack of options for loved ones involvement
  - Missing access to crucial and personalized resources
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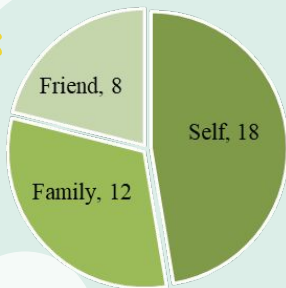
# Market Opportunity

- According to a report by Biospace, global pregnancy tracking and postpartum care apps market size was valued at **USD 217.3 million** in 2022 and is expected to expand at a CAGR of **19.1%** from 2023 to 2030.
- As per a report from Northwestern university, birth rate increased in US among women with college education post pandemic.
- Key market trends like increasing demand for personalized and interactive features, rising adoption of smart phones, growing awareness and education about maternal and child health and expanding partnerships and collaborations with health care providers and organizations.



# Customer Interviews

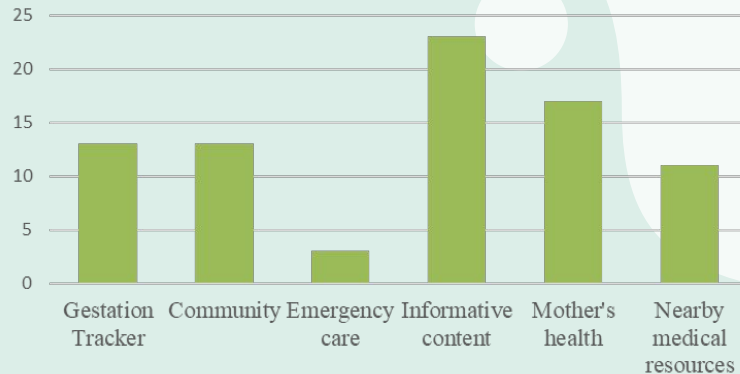
## Identity



## Rate the Resources



## Helpful Features



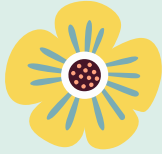
## How could the resources be improved?

1. An easy way to find resources with authentic information
2. More postpartum-related content
3. One platform for all information
4. Personalized follow-ups and customized programs

## Quote from a new mother from Kirkland:

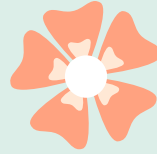
*"All the apps I had focused more on the fetus and baby after birth, I would have preferred some resources useful for mom like therapists, postpartum care etc"*

# Product Mission



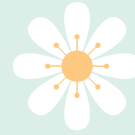
## Mission

Our mission through this app is to nurture and connect women before, during and after pregnancy by providing them support through community, educational resources.



## One-Stop Solution

- Appointment Scheduler
- Curated Resources - Podcasts, Videos, Articles
- Emergency contacts
- Social Media/ Interaction
- Baby Tracker
- Mood Tracker



## Closing the Gap

Offer a comprehensive solution for end to end journey of embracing motherhood.

# Personas



## Jenny

- **Persona: Pregnant Woman**
- Age : 32
- Occupation: Marketing Manager
- Marital Status: Married
- Education: Bachelor's Degree
- Location: Urban Area

### Bio:

“Jenny is a vibrant and determined woman who recently discovered the joyous news that she is pregnant. With an inquisitive mind, she embarked on a journey of self-education, diving into the vast world of pregnancy-related information.”

### Bio:

“Professor Ben is an accomplished college physics professor. Professor Ben’s life took an unexpected turn recently when he received the joyful news that his wife is pregnant. This news has filled him with excitement and sense of responsibility. As he prepares to embark on the journey of fatherhood, he is increasingly focused on creating a nurturing environment for his growing family.”



## Ben

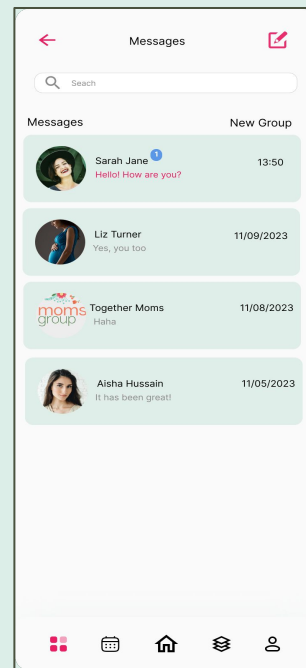
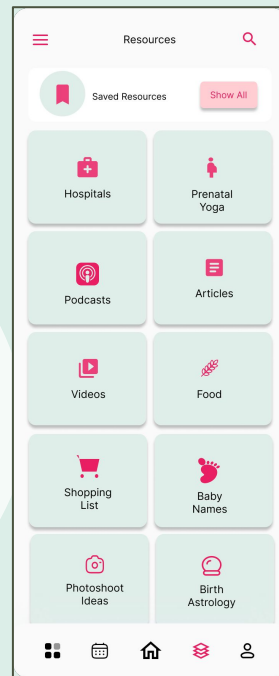
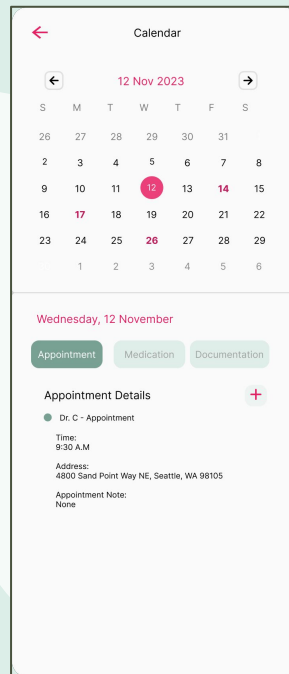
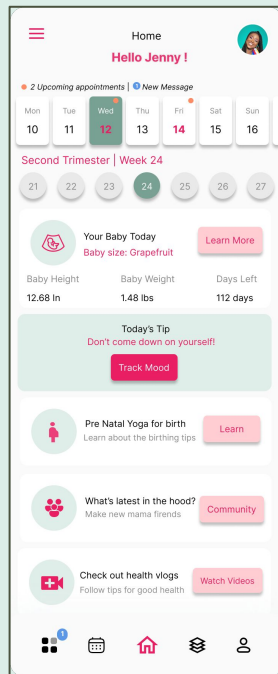
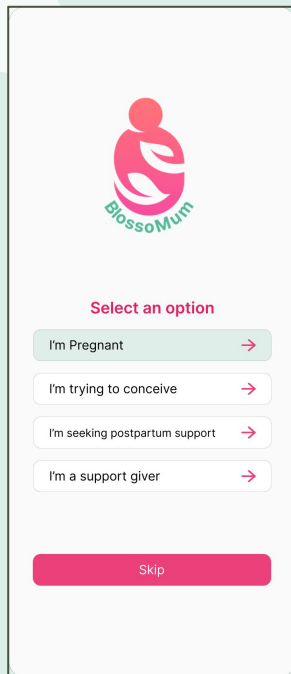
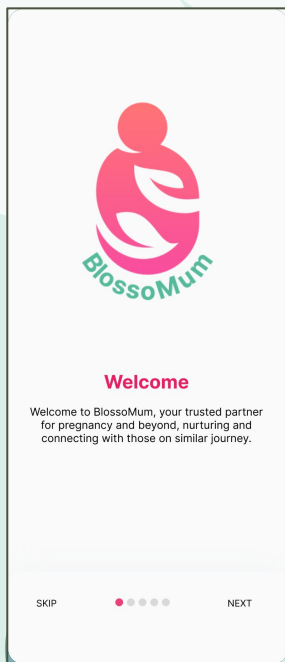
- **Persona: Support Giver**
- Age : 36
- Occupation: College Professor
- Marital Status Married
- Education: Doctor's Degree
- Location: Urban Area

## Customer Journey

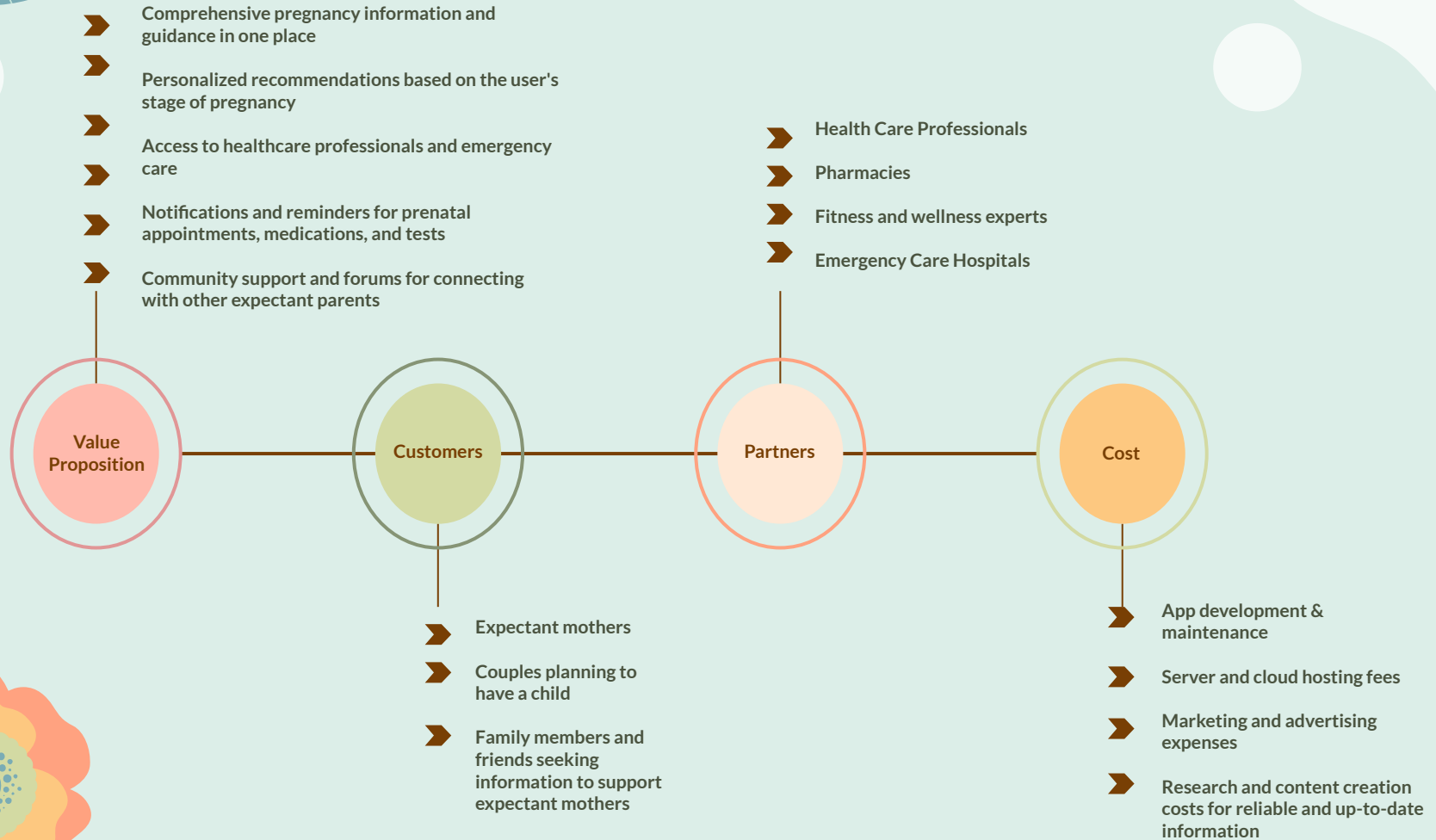
Stage 1	Stage 2	Stage 3	Stage 4	Stage 5
Discovering	Onboarding	Access to Resources	Community	Postpartum



# Prototype



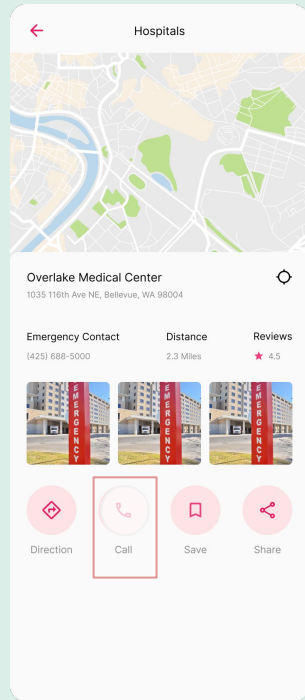
# Business Model



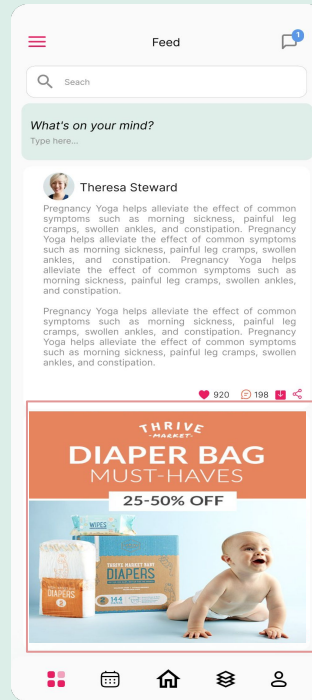
# Monetization Plan

## Revenue Plan Post Customer Acquisition

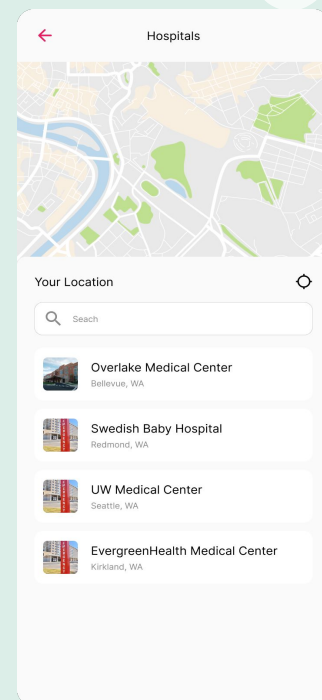
### Freemium Service



### In-app Advertisements



### Partnership Fees





**Let's join hands today and build  
a tribe for mothers to be, new  
mothers and the wonderful  
people who help them.**

**Thanks!**

We are open for questions.