

BlossoMum

Blossoming of a mother

Prepared by -
Team Purple 09



Team



Content



Problem Statement & Market Opportunity



Customer Interviews



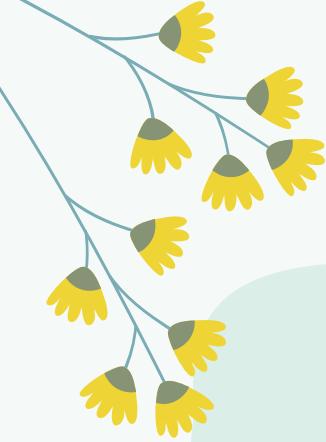
Product Overview



Prototype



Business Model & Summary



Problem

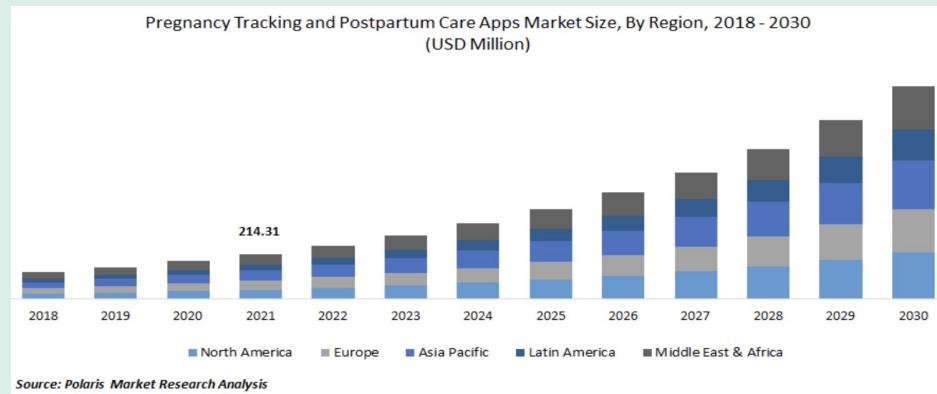
Motivation - pregnancy app to help pregnant families throughout their journey by providing access to adequate resources.

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
- 

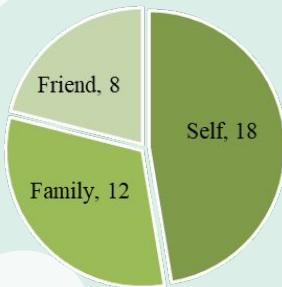
Market Opportunity

- 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.

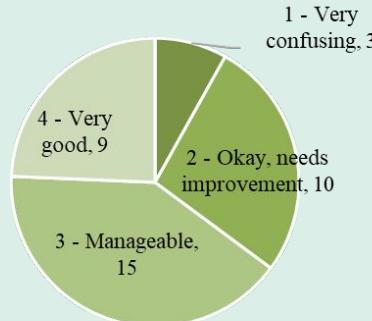


Customer Interviews

Identity



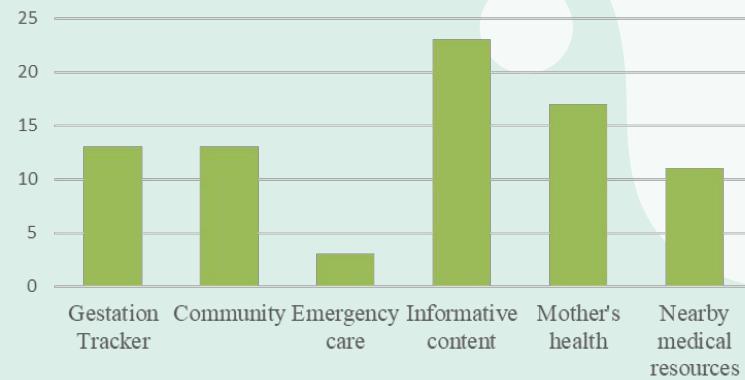
Rate the Resources



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

Helpful Features



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."

Customer Journey

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

Bio:

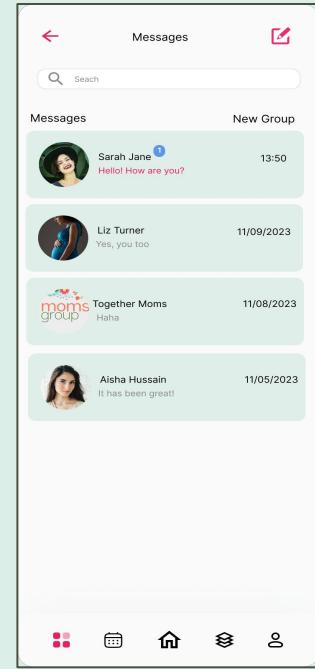
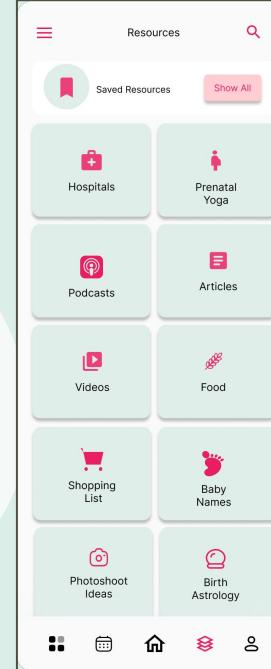
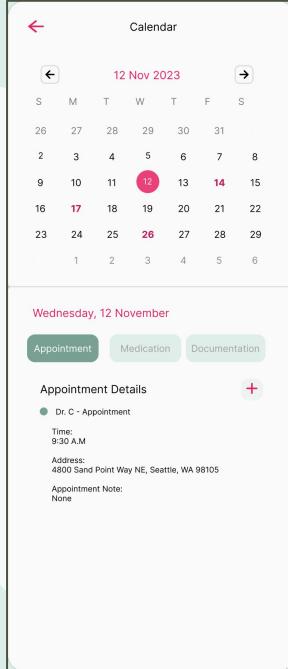
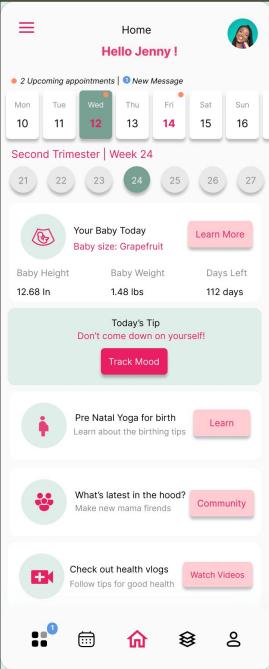
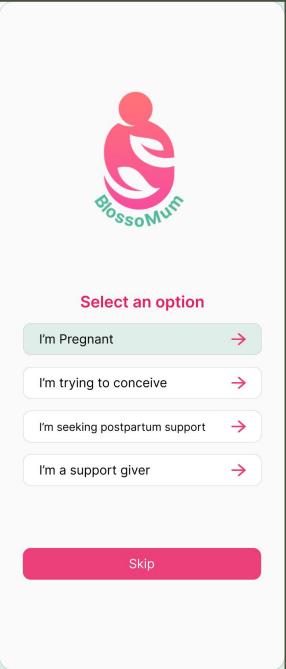
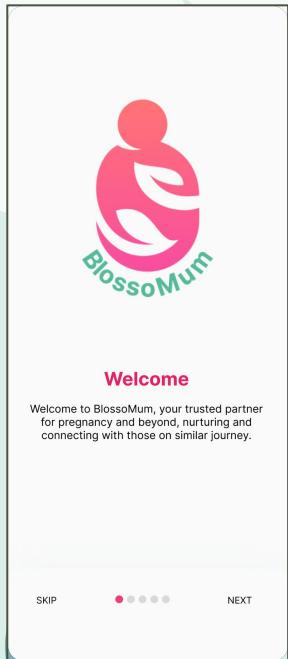
"Professor Ben is an accomplished college physics professor. Professor Ben's life took an unexpected turn recently when he received the joyful news that his wife is pregnant. This news has filled him with excitement and sense of responsibility. As he prepares to embark on the journey of fatherhood, he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



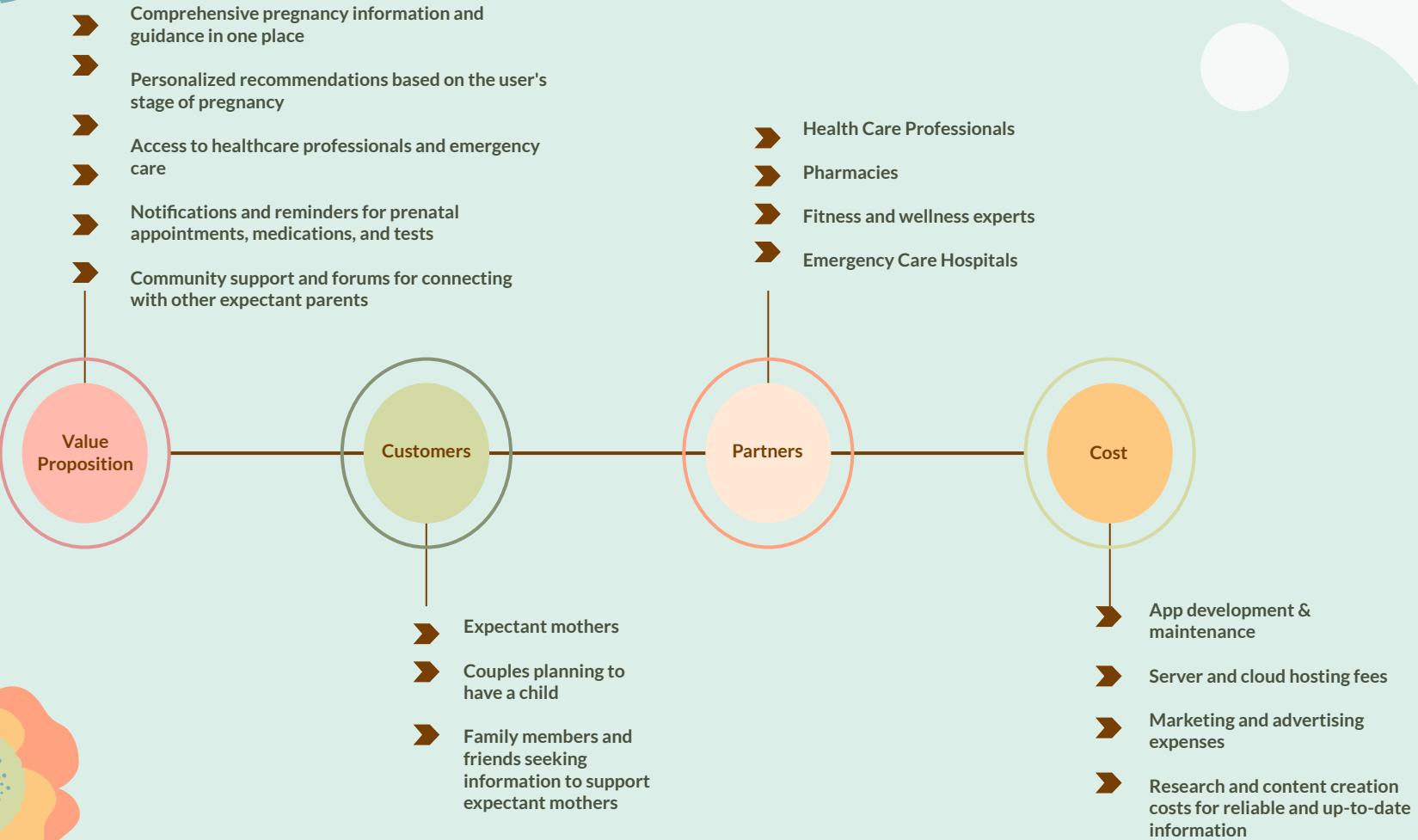
Ben

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

Prototype



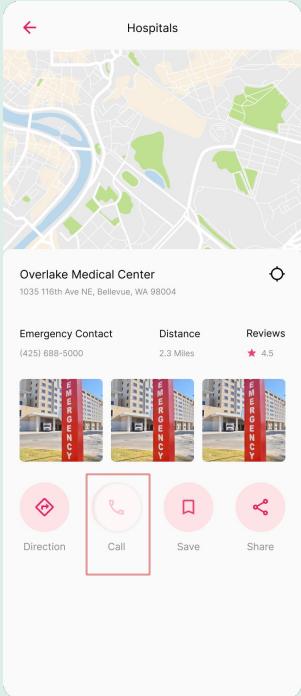
Business Model



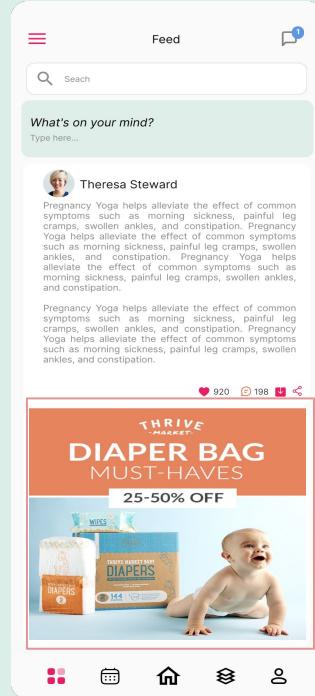
Monetization Plan

Revenue Plan Post Customer Acquisition

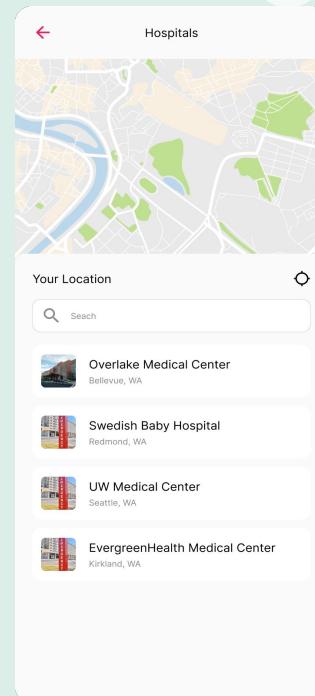
Freemium Service



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.

THANK YOU!



Product Overview

Things to talk about (Our Product Mission) -

Closing the gap - addressing pain points

First in market

Target audience

Persona Journey

Features (Tying to user needs from interview inferences)

P1: Discovery

P2: Onboarding

P3: Access to

P4: Community

P5: Postpartum

Timeline - phases, what will be built and how do we launch (may skip, need to discuss with team)

Growth Strategy

January

February

March

April

May

June

July

August

September

October

November

December

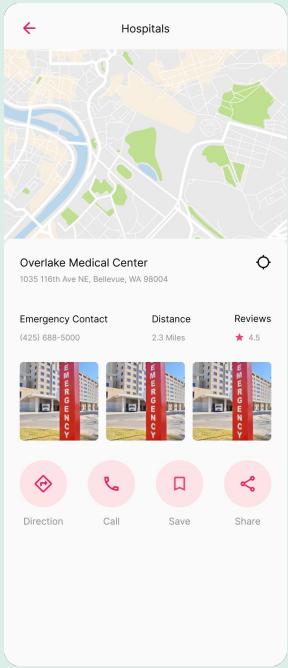


Let's collaborate!

What could have been better?

Revenue Plan

Revenue Plan Post Customer Acquisition



Freemium Model



Partnership with
health care providers
for referral
fees/commission

In-app
advertisements

Education

2010

Mercury is the closest planet to the Sun

2012

Venus is the second planet from the Sun

2014

Despite being red, Mars is a very cold place

2016

It's the biggest planet in the Solar System

2018

Saturn is the ringed one and a gas giant

2020

Neptune is the farthest planet from the Sun

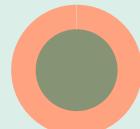
Institution

Institution name	Principal subjects	Years
Institution 1	<ul style="list-style-type: none">• List the subjects here• Sort them by relevance• Adapt this to your needs• Try to keep it short• Get straight to the point	2018 - 2020
Institution 2	<ul style="list-style-type: none">• List the subjects here• Sort them by relevance• Adapt this to your needs• Try to keep it short• Get straight to the point	2020 - 2022

Communication skills

Mother tongue 1

Mercury is the closest planet to the Sun



100%

Language 1

Venus is the second planet from the Sun



80%



75%

Language 2

It's the biggest planet in the Solar System



65%

Language 3

Saturn is the ringed one and a gas giant

Technical skills



Mars

Despite being red, Mars is a very cold place



Jupiter

It's a gas giant and the biggest planet in the Solar System



Saturn

It's composed mostly of hydrogen and helium

Volunteer work

Mars

Despite being red, Mars is a very cold place

Saturn

It's composed mostly of hydrogen and helium

Jupiter

It's a gas giant and the biggest planet in the Solar System

1

2

3



Hobbies

Mercury

Mercury is the closest planet to the Sun

Jupiter

It's the biggest planet in the Solar System

Saturn

It's composed of hydrogen and helium

Mars

Despite being red, Mars is a very cold place

Contact

Address	Your address here
Phone	001 664 123 4567
Cell phone	001 664 123 4567
Email	Email address here



A picture always reinforces the concept

Use an image instead of a long text



Awesome words

Because key words are great for catching your audience's attention



This is a map



Mercury

Mercury is the closest planet to the Sun



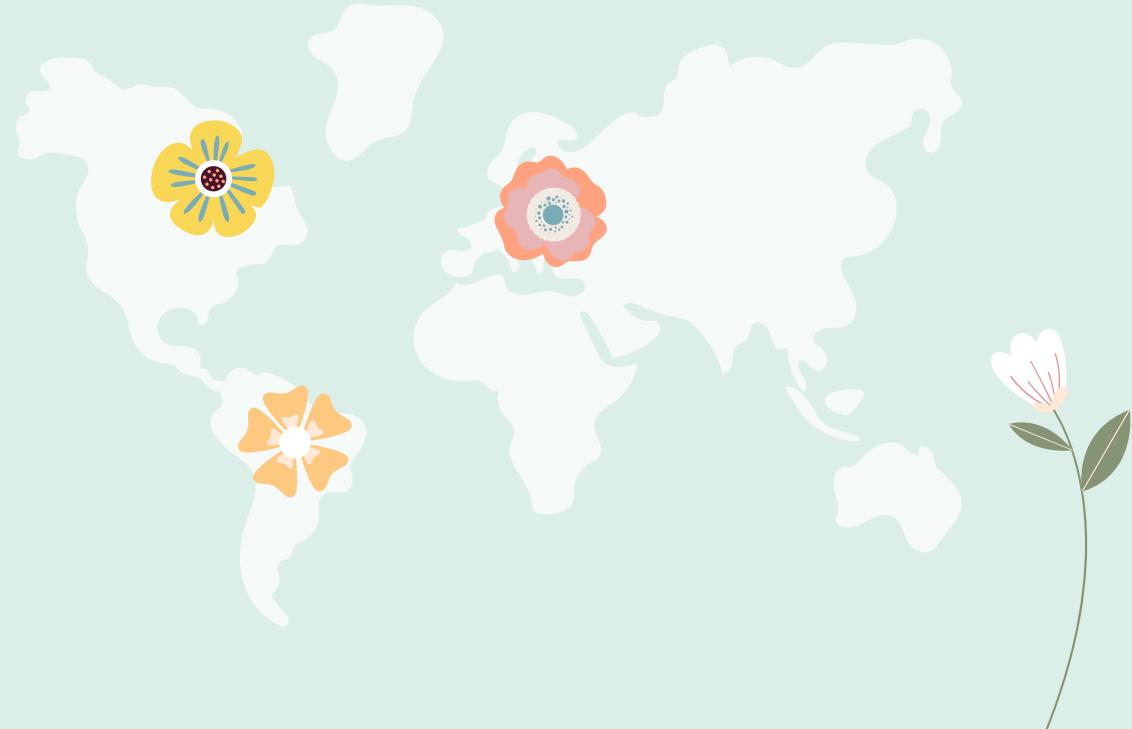
Saturn

It is composed of hydrogen and helium



Jupiter

It's the biggest planet in the Solar System



A photograph of a woman in a straw hat and plaid shirt holding a basket of vegetables in a field.

A picture is worth a
thousand words



10,000,000

Big numbers catch your audience's attention



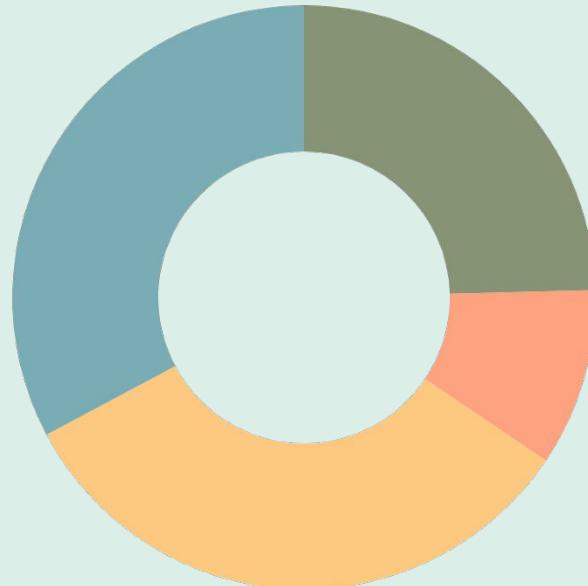
You can also use a graph

33% Mars

Despite being red,
Mars is a cold place

10% Saturn

Saturn is composed of
hydrogen and helium



Mercury 33%

Mercury is the closest
planet to the Sun

Jupiter 24%

It's the biggest planet in
the Solar System

Follow the link in the graph to modify its data and then paste the new one here. [For more info, click here](#)

333,000.00

Earths is the Sun's mass

9h 55m 23s

Is Jupiter's rotation period

386,000 km

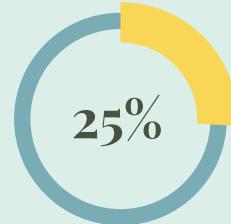
Distance between the Earth and the Moon

Computer skills



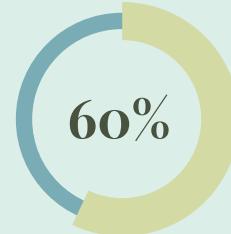
Earth

It's the third planet from
the Sun



Neptune

It's the farthest planet
from the Sun



Mars

Despite being red,
Mars is a cold place

Divide the content

Jupiter

Jupiter is a gas giant and the biggest planet in the entire Solar System



Venus

Venus has a beautiful name and is the second planet from the Sun



References



Elena James

“Despite being red,
Mars is actually a very
cold place”



Anna Doe

“Neptune is the
fourth-largest planet
in the Solar System”



Thanks!

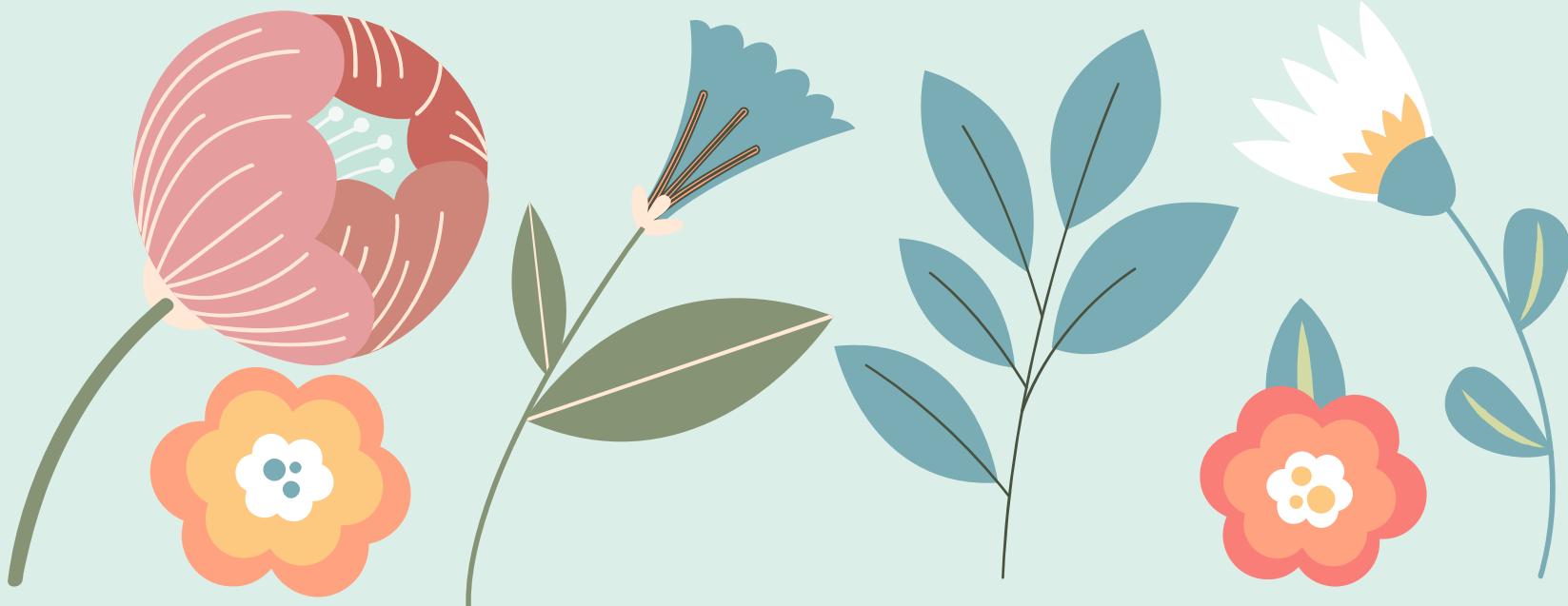
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Alternative resources



Alternative resources

Photos

- Close up smiley woman with stethoscope
- Mid section of male baker holding paper bag with breads
- A female doctor with stethoscope around her neck using laptop on desk
- Covid recovery center female doctor checking elder patient's heartbeat
- Doctor examining chest of patient
- Senior doctor sitting in office
- Front view of barista cleaning table
- Close-up hands cutting cucumber
- Medium shot delivery man talking on phone
- Man preparing a sushi order for a takeaway
- Young hostess standing near cash register
- Young woman opening restaurant
- Close up chef preparing food plate
- Old man sitting on wheelchair while talking to nurse

Alternative resources

Vectors

- Beautiful flat spring background with flowers
- Floral spring wallpaper with greeting



Resources

Photos

- Front view woman teaching from home
- Portrait of young female nurse standing in front of senior woman sitting on wheelchair
- Anonymous woman working in library
- Close-up hand holding fresh radishes
- Crop hands searching card in drawer
- Woman holding a basket full of vegetables with copy space
- Happy teacher sitting at her desk
- Nurse holding senior man's hands for comfort
- Medium shot woman helping child
- Close up woman hugging lamb
- English teacher doing her class with a whiteboard
- Retirement home concept with happy people
- People in circle at a group therapy session



Resources

Vectors

- Flat design spring background (I)
- Flat design spring background (II)



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Amico



Bro



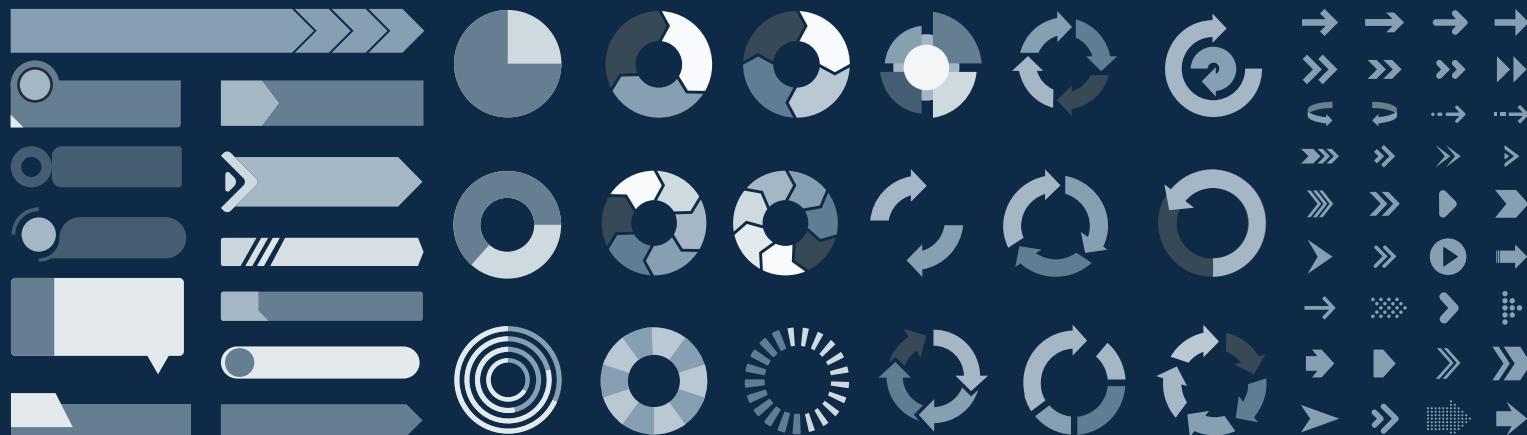
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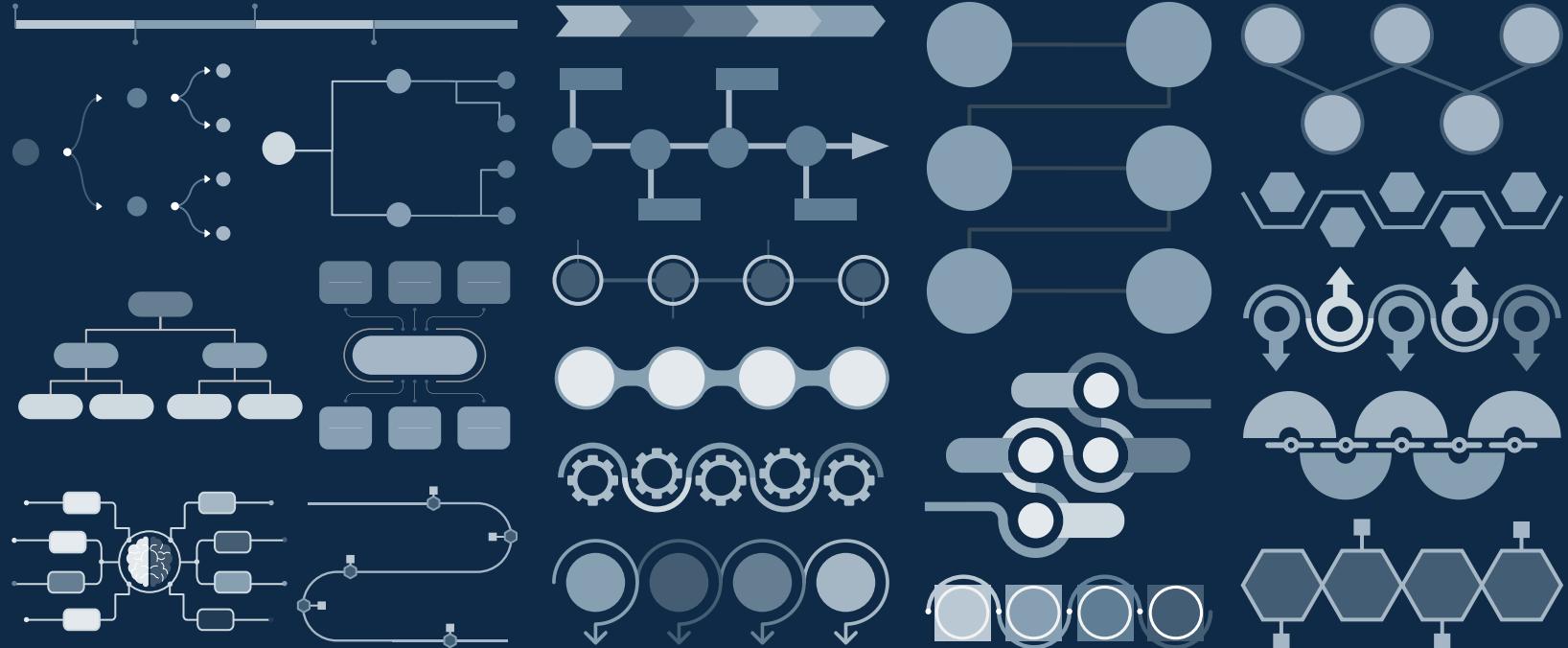
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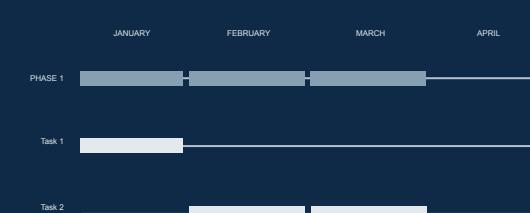
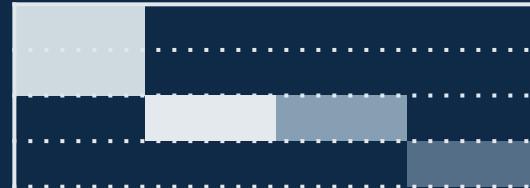
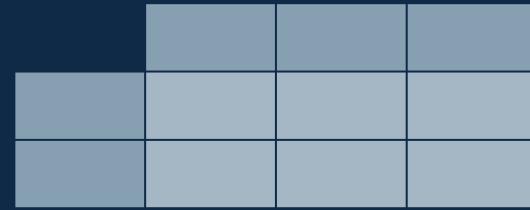
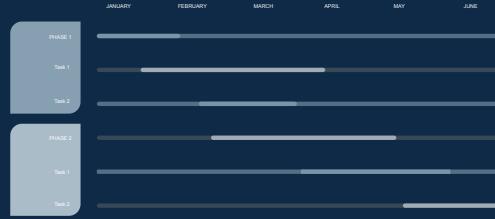
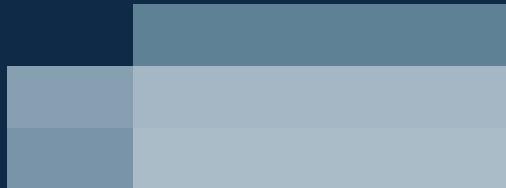
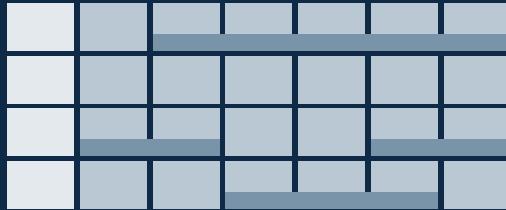
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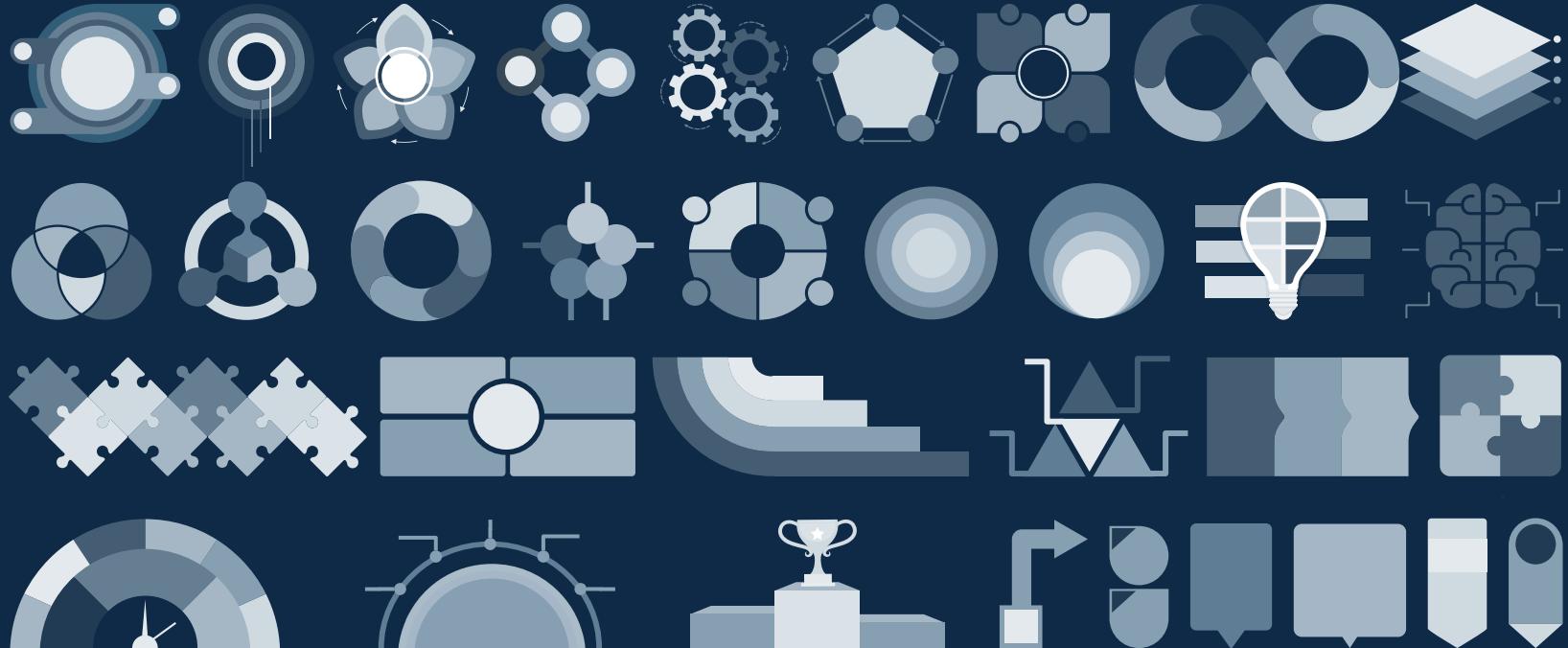
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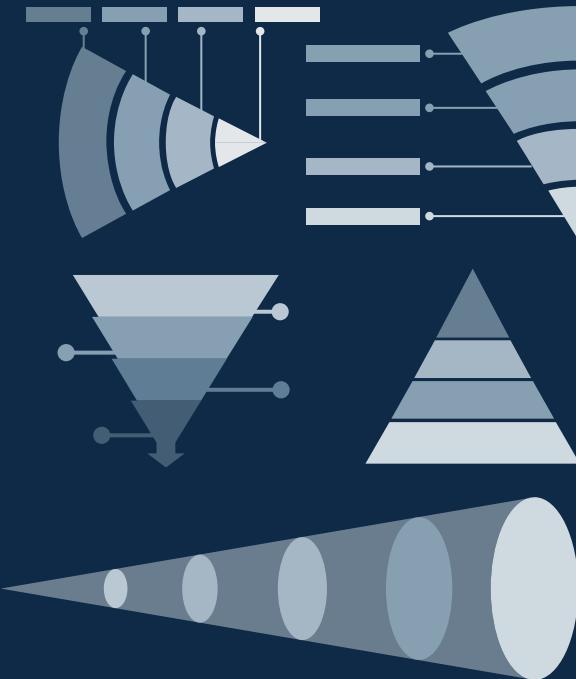
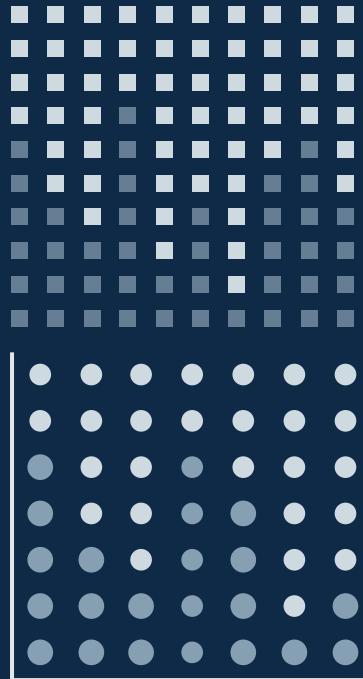












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Teamwork Icons



Help & Support Icons



Avatar Icons



Creative Process Icons



Performing Arts Icons



Nature Icons



SEO & Marketing Icons







Journey

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