



MilkShaker™

An automated, physical therapist-backed wearable
to prevent and treat mastitis in breastfeeding women.

By Women, For Women.



20.8 Million

**breastfeeding mothers globally struggle
with clogged milk ducts and mastitis**

Never heard of it? *Neither had we.*

Postpartum Changes Can Develop into Painful Mastitis.

Postpartum changes (posture, mobility, injuries)



Lymph fluid collects in milk ducts, restricting flow



affects 1 in 5
breastfeeding women

Clogged Milk Ducts

Infection or Inflammation

affects 1 in 10
breastfeeding women

Mastitis

(high fevers, excessive pain, etc.)



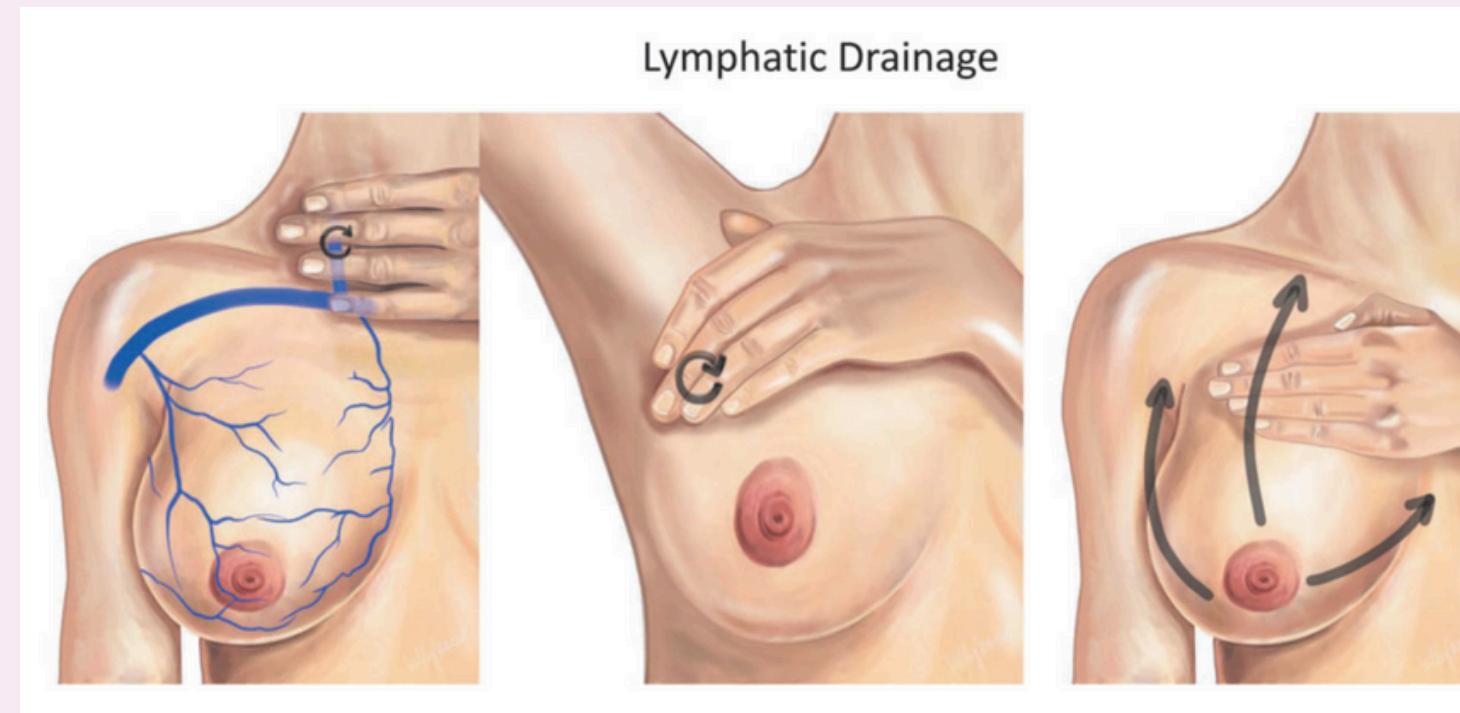
No product exists that provides complete, effective prevention and treatment.



**No Automation,
Requires Training**

**Not Proactive
or Targeted**

**No Mobility,
Not Breast-Specific**



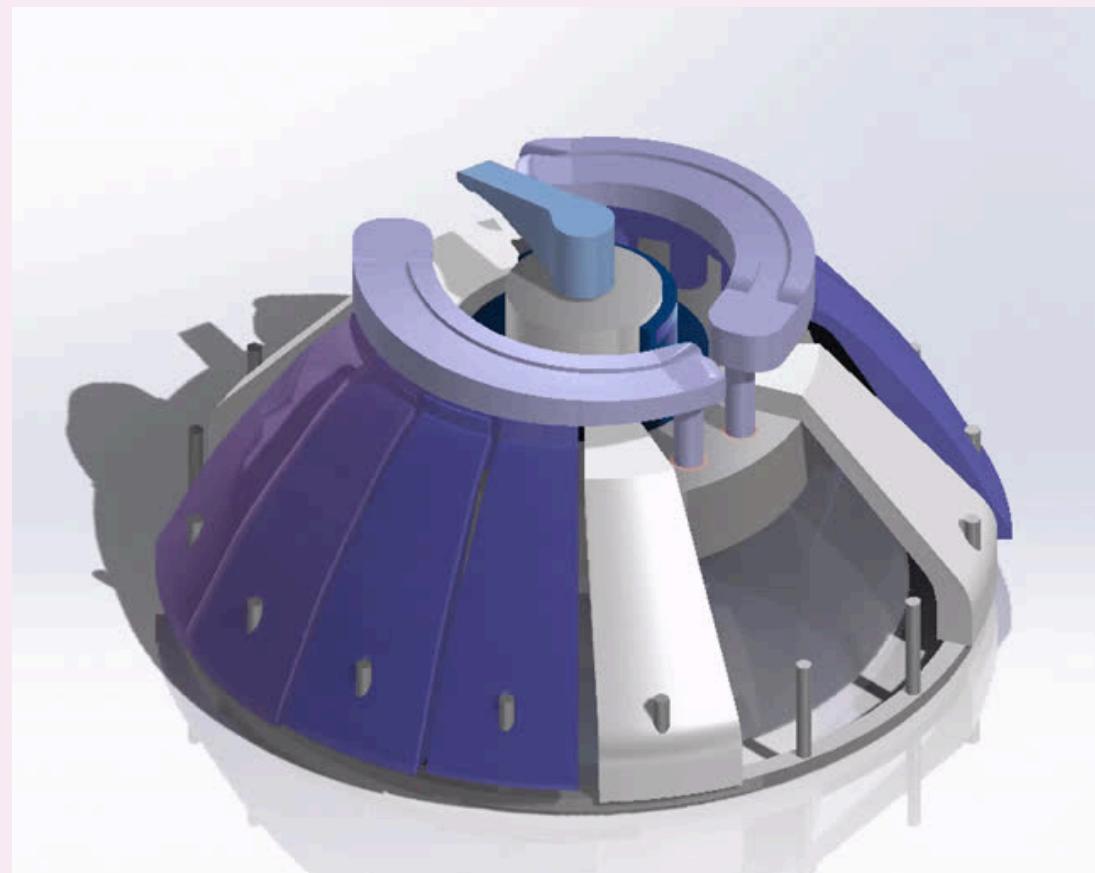
Certified Manual Lymphatic Drainage (MLD) massages are the **only proven treatment**, but remain **inaccessible and expensive**.

How can we automate this process?

MilkShaker™

***both preventative and a treatment device
targeting the root cause of mastitis***

- ✓ Accessible
- ✓ Affordable
- ✓ Automated
- ✓ Proactive
- ✓ Breast-Specific



Automated Professional Massage

*the first physical therapist-backed
breast massager for mastitis relief*

Direct “Pushing” Motion

*to painlessly guide fluid towards
underarm lymph node*



Washable, Removable Technology

*removable mechanical inserts for machine
washing and part replacement*

Portable & Hands-Free

*wireless, rechargeable battery and compact
design offer mobility for busy mothers*



Dr. Kristin Myers
Columbia University Mechanical
Engineering, Mother



Caitha Barr
OTR/L, CLT, occupational therapist
and Certified Lymphedema Therapist



Dr. Reena Parikh
MD, Obstetrics and
Gynecology

A product driven by professional and user input



Dr. Harry West
Columbia University Engineering
Professor



Fem First Health

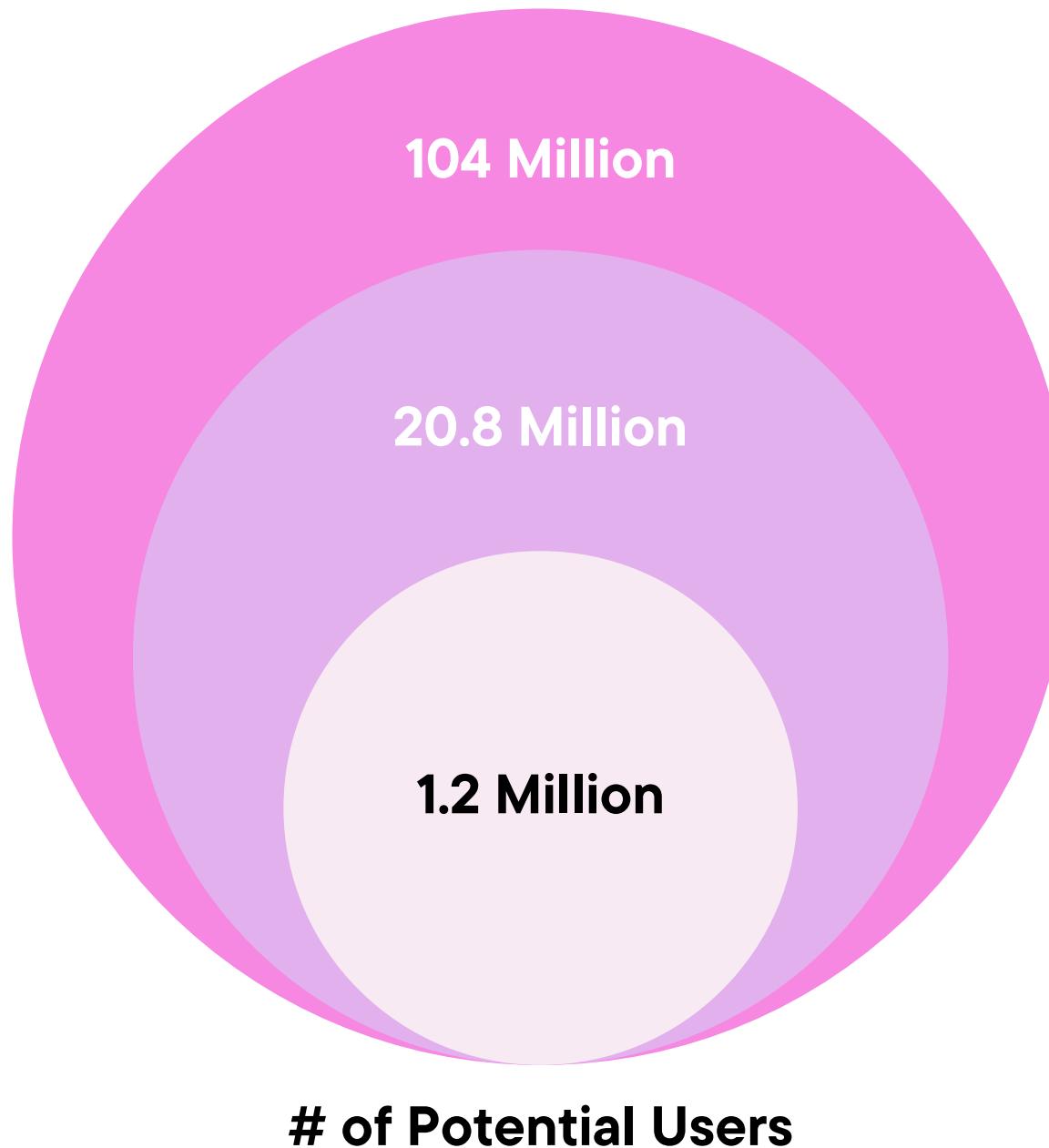


Dr. Yevgeniy Yesilevskiy
Columbia University Mechanical
Engineering Professor

... with a market to match.

First year: ~1% penetration → \$2.4M/year
Five years: 10% penetration → \$24M/year

(At projected \$200 price point, equivalent to a standard pump.)



* **Total Addressable Market (TAM):**

Potential Annual Revenue: 20.8 Billion USD

- Worldwide births: ~130M per year
- 80% attempt breastfeeding and face mastitis risk → 104M

* **Serviceable Addressable Market (SAM):**

Potential Annual Revenue: 4.2 Billion USD

- 20% experience clogged duct, likely to seek treatment → 20.8M

* **Serviceable Obtainable Market (SOM):**

Potential Annual Revenue: 240 Million USD

- Focusing on US/Europe Market → 1.2M
- (Likely to expand to other markets easily due to B2C approach)

Accomplishments to Date

- * Expert Input, Market Research, Initial Brainstorming
- * Mechanical Design and Concept
- * Physical Prototyping and User Input
- * Workable Integrated Prototype

Next Steps

- * Patent Application
- * Beta-Testing with FemFirst Patients
- * Further Design Improvement

Launch to Market



FSA/HSA Eligibility



**Insurance Coverage under
ACA Breastfeeding Clause**

Now is the time to get involved.



Pricilla Dua
Mechanical Engineer



Caitha Barr
OTR/L, CLT
Certified Lymphedema
Therapist at FemFirst in NYC



Valentina Marini Fichera
Mechanical Engineer

Our MilkShaker mission is to bridge the women's health gap, one device at a time.
We are committed to delivering affordable, effective treatments designed by women for women.



Kavita Parikh
Mechanical &
Sustainable Engineer



Hope Hersom
Mechanical Engineer



Elise Yang
Mechanical Engineer &
Computer Science