

Pitch

Memory books for babies are popular all over the world. These books are something almost every mother is using to document first steps of her child by taking pictures, writing notes etc. But we think it's finally time to modernize this book. And that's what we did. Everybody has a phone in their pocket at every moment, so it is so much easier, if you could have this book with you and fill it out anytime you want and with that it would become much more popular.

That's why we designed an app, called First Steps.

This app is basically designed for documenting your memories and important moments (all firsts).

It's in your pocket + you can show it to all your friends anytime you want + you can update it anytime and anywhere you want and fast

It's easier and more fun because it's interactive and we guide you through the process

HOW DOES IT WORK?

Just like the real baby book, but you have it on your phone. You are adding moments that you capture and with that create a timeline of important events of your baby's life. But at the end of the day everybody wants to have something so personal in a physical form, so they can hold it and flick through the pages. That is why we can also get a printed version of your digital memory book, that would contain all the entries. You can print this book multiple times and give it as a gift to grandparents and other relatives.

We want to make this experience perfect and for that we will carefully follow our early adopters and learn from them.

And we also learn from our competition.

Let me explain with an example: I will never buy a car, if I can't find a car with 4 wheels. It just doesn't cut the minimal standards. Why would mothers then use an app that offers only a half of experience they could have?

When the number of our users will be big enough, we will know all about their demands. With those informations we will know exactly when and what they need for their children. For example: We know the child is 6 months old and he needs 15 diapers per week so we can offer them weekly subscription on diapers.