

casa

make breastfeeding natural again

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The Team



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THE ISSUE

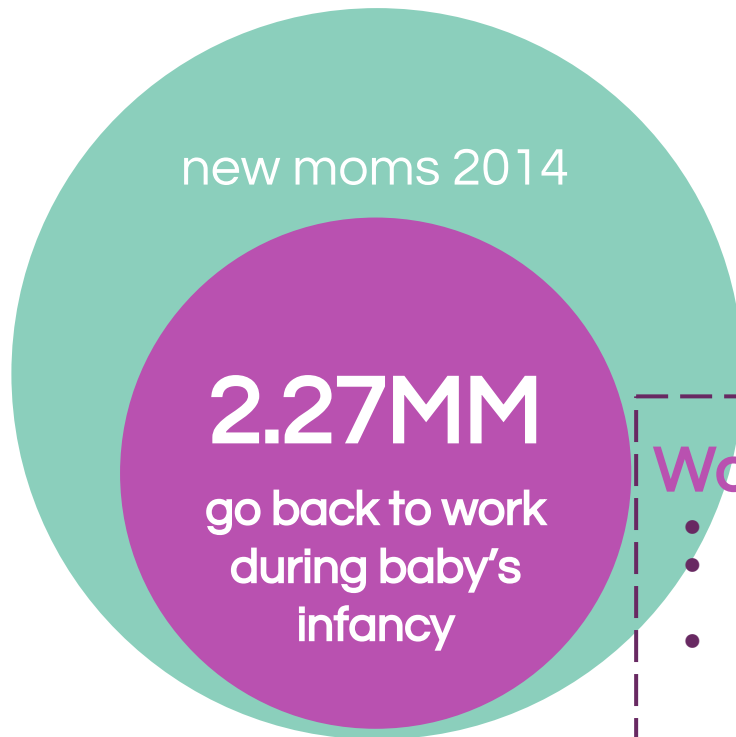
Breastfeeding + working is difficult

WORKING MOTHERS ARE

2.1x

MORE LIKELY TO QUIT
BREASTFEEDING IN THE
MONTH RETURNING TO
WORK THAN HER
NONWORKING
COUNTERPARTS

THE MARKET

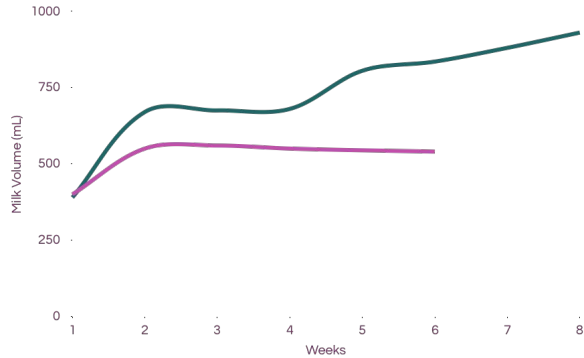


Working moms

- 1-2% increase / year
- Need to multitask while pumping
- 66% of 550+ women we surveyed complement pumping with hand expression

Solution: soft robotic compression bra

STUDIES SHOW THAT PUMPING
COMBINED WITH HAND EXPRESSION
INCREASES MILK OUTPUT



 Pump only  Pump & hand expression

Source: Newborn Nursery at Lucile Packard's
Children Hospital at Stanford



Our compression bra **simulates hand expression actions**, which 66% of nursing mothers [sample of 550] perform on themselves while using an electric suction pump to **yield a higher volume of milk output**.

Our product is a **soft silicone actuator embedded into a pumping bra**, which mothers can wear and use in tandem with the suction action of their existing breast pump.

Timeline to MVP

Beta prototype

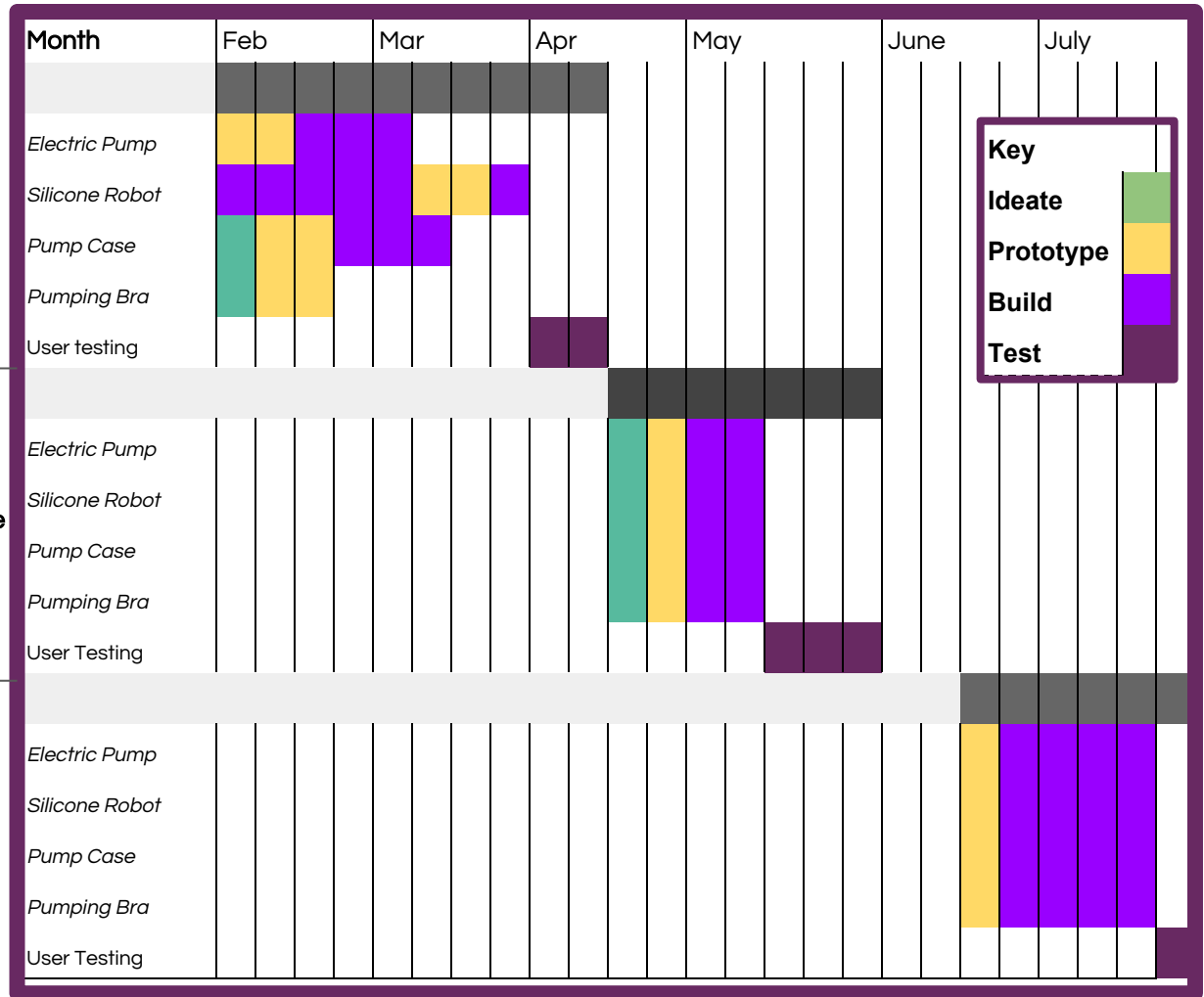
User experience prototype

Functional prototype

Cost per prototype:
\$2,000

6 month expenses
excluding labor
costs:
\$6,000

Est. cost per unit in
production:
\$50





Thanks!

