

Pitch deck

✓ MyBuBelly coaches parents in choosing their future baby's gender

A 100% organic coaching method

- Personalized follow-up** through MyBuBelly apps, including pH and cycle follow-up
- Day-to-day coaching** including online chat, tutorial videos, SMS, and emails
- A natural method** including tailored dietary supplements and a complete diet program specifically created by a nutritionist from our experts committee

Responding to a real need : a large market potential

- Many parents are eager to be supported when choosing their baby's gender : **each year more than 150 000 potential clients** in the 5 biggest EU countries
- MyBuBelly belongs to **3 bearer markets** : individual coaching, dietary supplements and childcare articles
- There are **no similar offers** in the EU and **no established competitors** worldwide

A whole range of assets

- Board of experts** : 4 doctors and 1 nutritionist
- Personalized support** : SMS, online chat, personal dashboard and diet program
- Strong brand universe** : simple concept, modern visual elements and easily identifiable image
- Convincing sales pitch** : money back guarantee system
- Scalable model** : a growth model that is applicable in all countries

Business plan 2017-2022
MyBuBelly Revenue (k€)

France
Abroad





1. MyBuBelly
2. Market study
3. Development plan
4. Organisation
5. Financials
6. Visual elements





MyBuBelly is the first complete coaching offer helping parents choose their future baby's gender

A traditional and universally recognised method adapted to our modern way of life

Helping women reach naturally the right pH and fertility period



✓ MyBuBelly is the first complete coaching offer helping parents choose their future baby's gender

Each month : MyBuBelly Box



Dietary supplements
Specifically designed by a French lab and 100% organic



pH tests
To measure daily pH evolution



Ovulation tests
To assess exactly the fertility period



A jeans pocket carrier
To bring anywhere future mum accessories

Anytime : MyBubelly personal coaching



Personal dashboard
To monitor pH, cycle and dietary supplements, and video explanations



Online chat
To be informed by specialists



Customized SMS
To follow exactly the method



Diet program
To find video recipes and simple advices created by nutritionist



Générateur de Succès

Une filiale du groupe SECA&B



MyBuBelly's keys to success



A personalized support
SMS, online chat, personal dashboard and diet program



Experts committee
4 doctors (1 paediatrician, 2 gynaecologist, 1 psychologist) and 1 nutritionist



Partner ecosystem
Many partners already supporting the project

A complete offer

Dietary supplements, diet program, pH and cycle follow-up, customised sms, online chat, app, partners, experts committee,...



An innovative solution

No competitors identified in Europe and only one located in the USA



A scalable model

Coaching and products that can be sold anywhere



A meticulous marketing

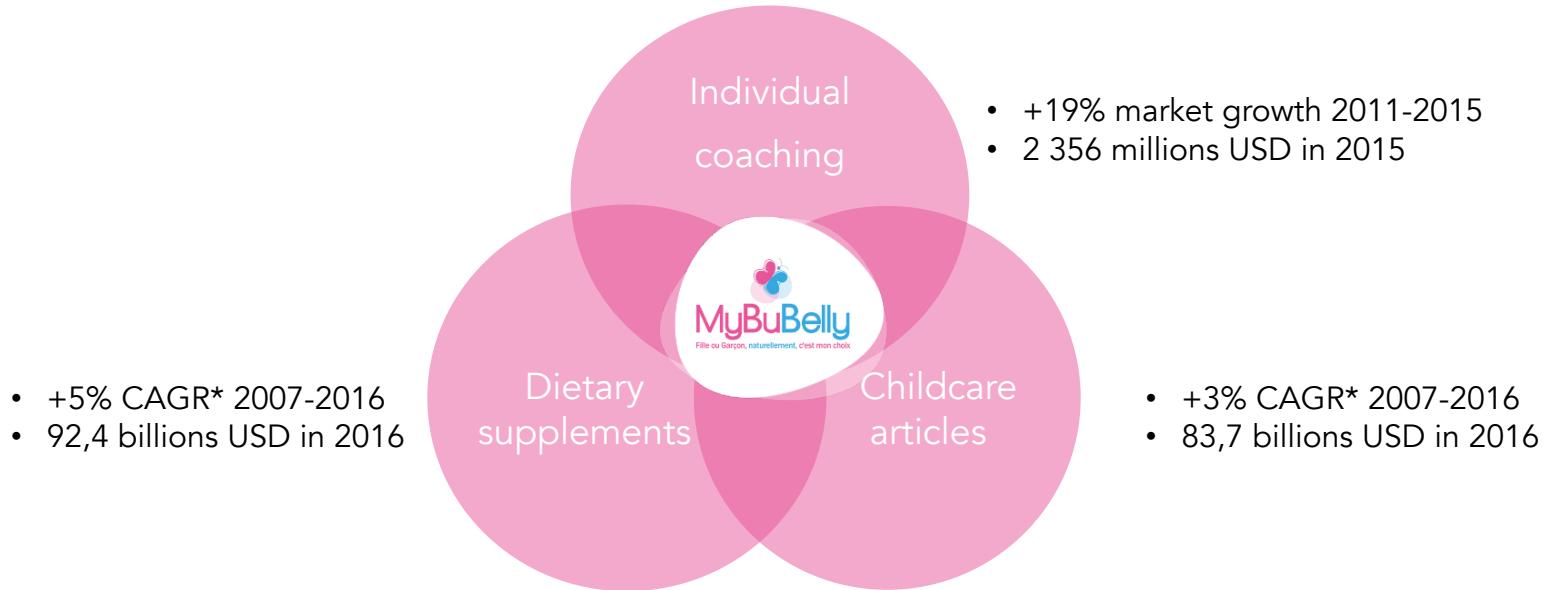
A simple concept, modern visual elements and easily identifiable image

Convincing sales pitch

Money back guarantee to reassure reluctant customers



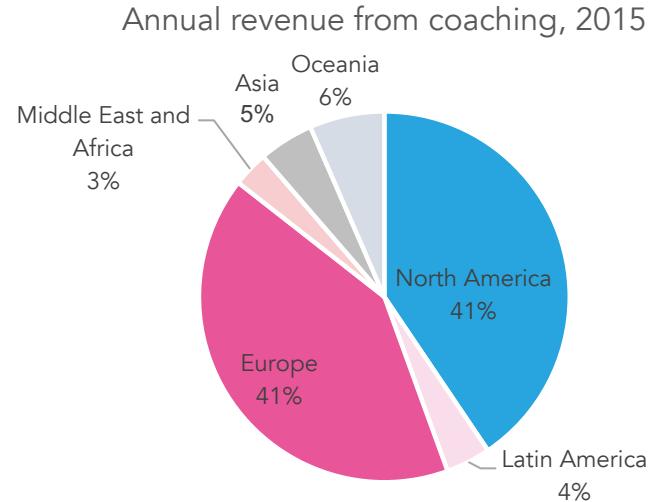
One service at the heart of three bearer markets



*Compound Annual Growth Rate in value



Individual coaching is focused on Europe and North America

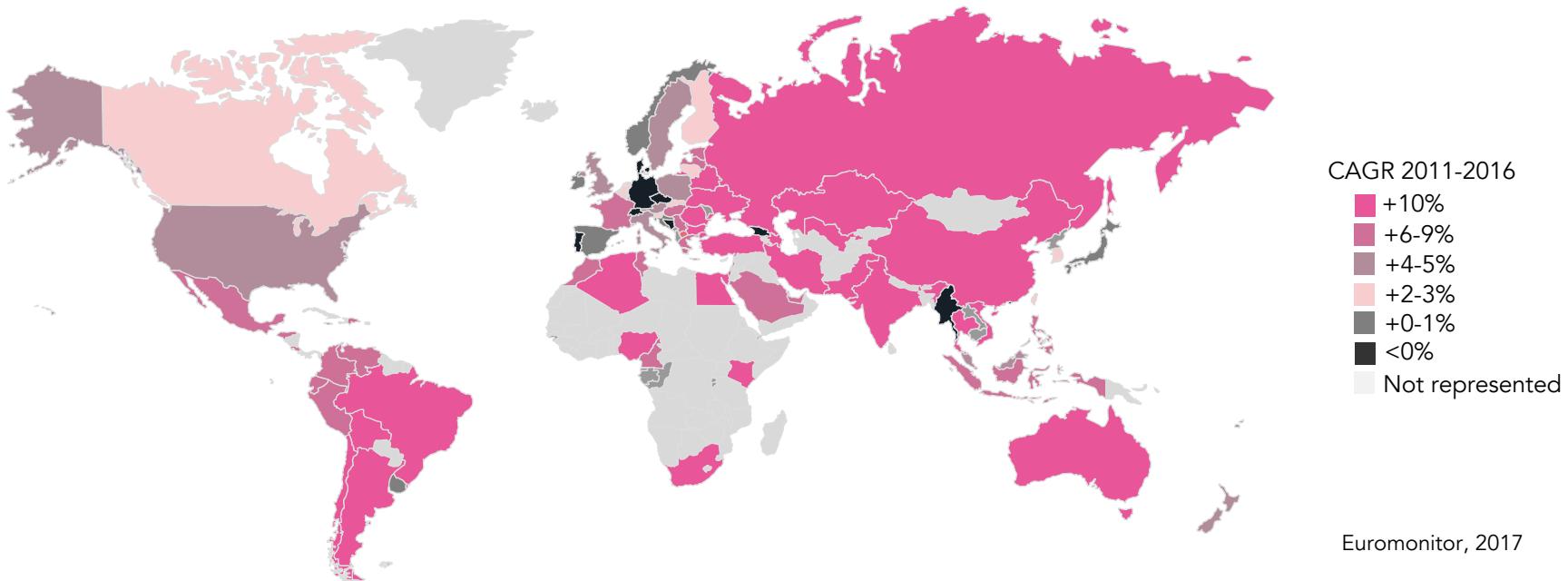


ICF Global coaching study, 2016

➡ Europe and North America represent the vast majority of activities with almost 1 billions USD each.



Dietary supplements, a growing market

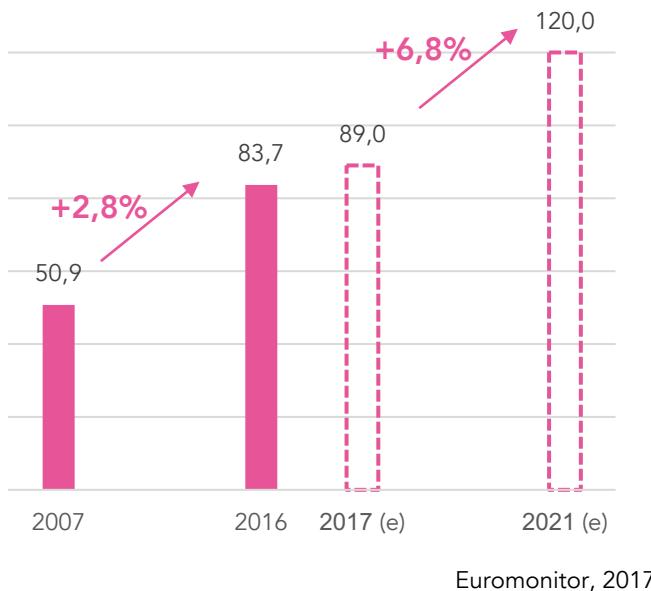


- Most countries have seen sales of dietary supplements and vitamins increase in the last 6 years.
- The USA is the largest market (more than 14 billion USD), followed by China (12 billion USD) and Japan (6 billion USD).
- Italy is the first European market (2 billion USD).



Childcare articles, a flourishing market

Childcare articles sales evolution
(bUSD)



Forecast trends and opportunities

Birth rates to remain low, while parents become older

Older hence wealthier parents, a rising number of dual-income couples, as well as doting relatives, all willing to spend more on each baby.

Celebrity culture

Celebrity pregnancies will continue to make headlines and influence shopping habits of future mums-to-be.

Interest in health and wellbeing

Growing health awareness in pregnancy and beyond will ensure ongoing demand for functional foods, vitamins and dietary supplements, pregnancy fitness and pampering packages.

Synthetic chemical avoidance

Consumers will increasingly turn to natural or organic consumer products (food, cleaning products, baby wear...).

Increasing use of websites and apps

Internet use is especially high among new parents and mums-to-be. Websites and pregnancy apps will continue to be an effective way to reach this audience.



Market sizing methodology



Target identification
Use cases of parents wishing to choose the gender of their children

Family balancing
a child of the other gender to complement the existing family

Personal choice for the first child
individual or cultural reasons for preferring a gender rather than the other

Target sizing

Number of births per year in a country

- Number of births of second child and more of same gender (T1)
- Number of first child births (T2)

Number of parents wishing to know the baby's gender

Number of parents who would be interested in using a gender selection program



A potential market of 44 000 clients per year in France

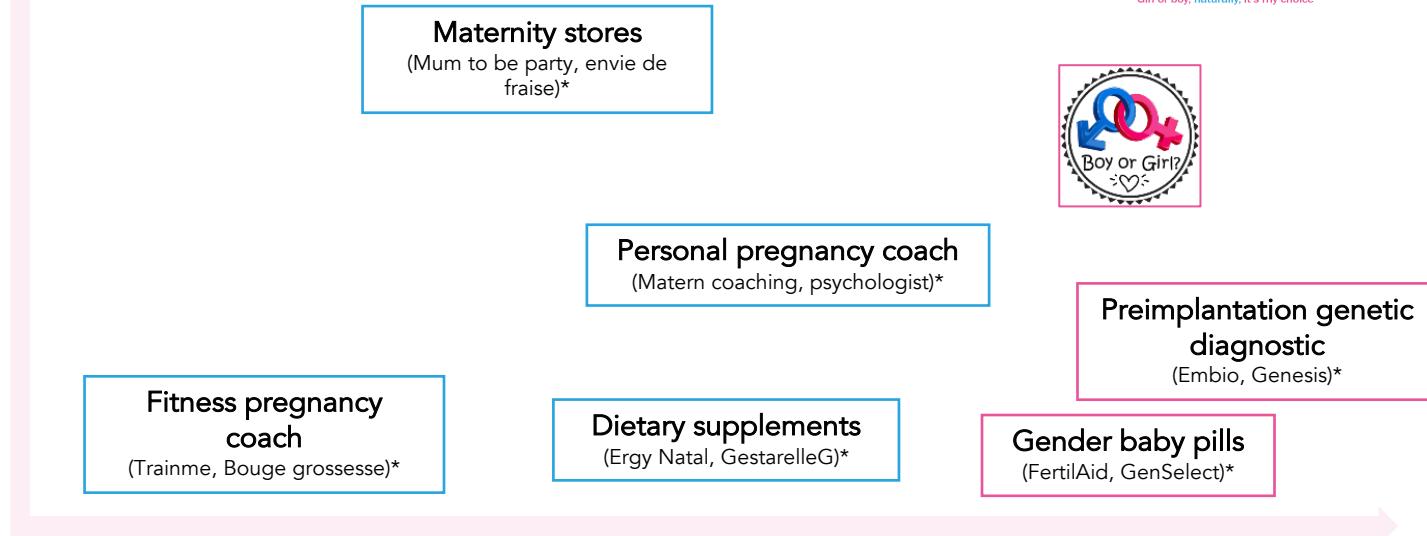
MyBuBelly potential market						
Country	Number of births per year*	T1	T2	Total T1+T2	Number of parents wishing to know the baby's gender	Number of parents who would be interested in using a gender selection program
Germany	737 575	157 658	361 412	519 070	467 163	46 716
UK	776 746	186 586	309 145	495 731	446 158	44 616
France	744 697	174 688	314 262	488 951	440 056	44 006
Italy	485 780	110 395	230 746	341 140	307 026	30 703
Spain	418 432	90 825	213 819	304 644	274 179	27 418
Poland	369 308	83 558	174 683	258 240	232 416	23 242
Holland	170 510	38 951	77 582	116 533	104 880	10 488
Belgium	122 274	27 964	53 189	81 153	73 038	7 304
Sweden	119 744	28 354	51 131	79 484	71 536	7 154
Portugal	87 093	18 251	45 724	63 975	57 577	5 758
Austria	87 675	19 085	42 347	61 432	55 289	5 529
Swiss	83 133	18 331	40 486	58 817	52 935	5 293
Denmark	58 205	13 301	26 774	40 075	36 067	3 607
Ireland	63 897	15 579	24 153	39 733	35 759	3 576
Norway	58 897	13 902	25 444	39 345	35 411	3 541
Finland	52 645	12 264	21 742	34 007	30 606	3 061
Croatia	37 503	8 505	17 064	25 568	23 012	2 301
USA	3 978 497	803 778	1 525 191	2 328 969	2 096 072	209 607
China	16 550 000	3 276 064	9 019 750	12 295 814	11 066 233	1 106 623
India	26 932 586	6 163 896	9 948 713	16 112 609	14 501 348	1 450 135
Singapore	41 251	8 701	19 392	28 093	25 284	2 528
Israel	178 723	48 801	53 935	102 736	92 463	9 246

*2016 or 2015



MyBuBelly, the most complete offer

Variety in services
(Based on the number of products/services)

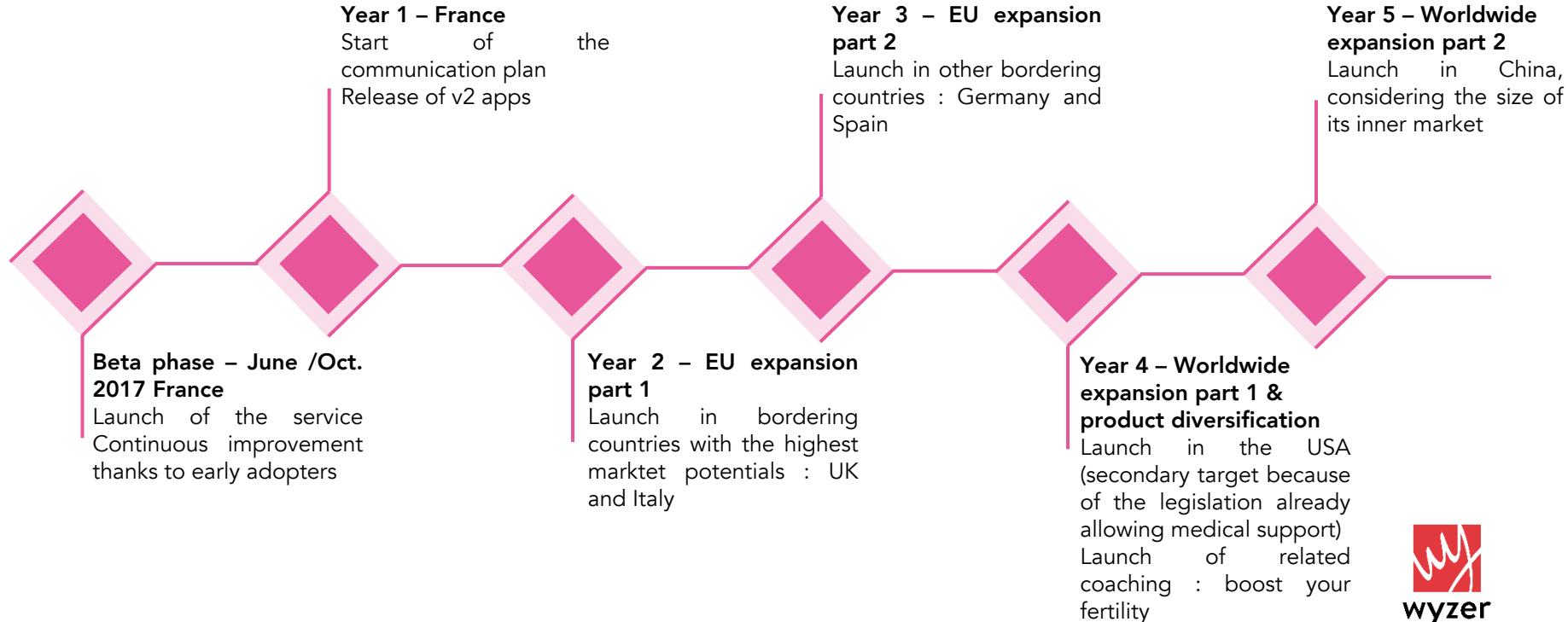


* Non exhaustive list

- French market
- Foreign market



MyBuBelly development strategy : a scalable model to build an international business





Create exposure as a primary concern



- (1) Only France
(2) Starting year 3 in France and year 1 abroad
(3) Starting year 2

Year 1 per country :
220 000€

Year 2 per country :
350 000€

Year 3 per country :
540 000€





A strong media coverage

TV



Web



Guide de l'infertilité

Magazines

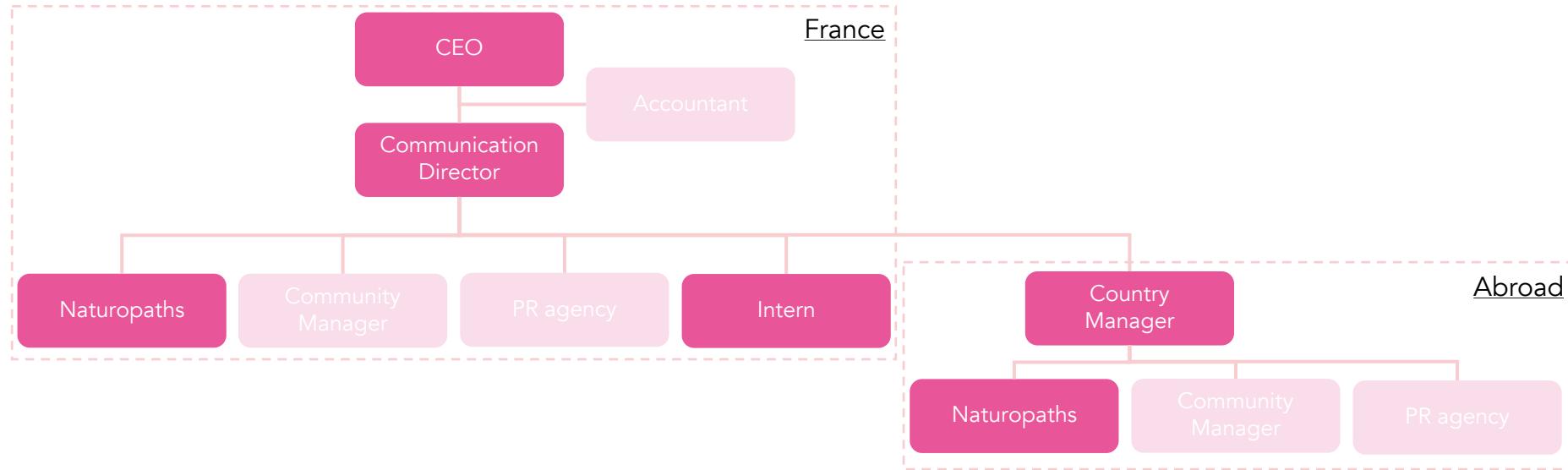


Radio





An agile organisation



In-house

External



Reach 25M€ in 2022

	Year 1	Year 2	Year 3	Year 4	Year 5
Total Turnover	673 881 €	2 101 853 €	4 969 728 €	10 983 864 €	25 309 117 €
Gross margin	575 385 €	1 807 438 €	4 274 282 €	9 487 920 €	21 943 289 €
% margin	85%	86%	86%	86%	87%
Total operating costs	-705 198 €	-1 382 611 €	-2 897 280 €	-6 041 262 €	-14 694 815 €
%	-105%	-66%	-58%	-55%	-58%
Total personnel costs	-25 609 €	-596 737 €	-1 210 224 €	-2 326 431 €	-5 038 605 €
%	-4%	-28%	-24%	-21%	-20%
Other	-6 739 €	-21 019 €	-49 697 €	-109 839 €	-253 091 €
EBITDA	-162 160 €	-192 928 €	117 081 €	1 010 388 €	1 956 778 €
% margin	-24%	-9%	2%	9%	8%

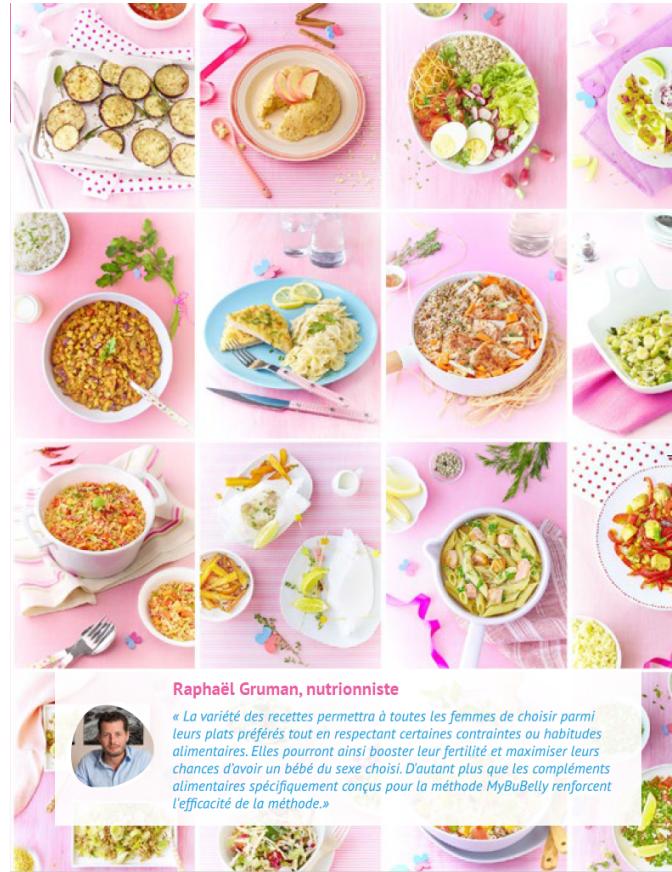


A special attention to visual elements (1/3)





A special attention to visual elements (2/3)



**PAPILLOTE DE TRUITE
ARC EN CIEL**

Recette pour

Temps de préparation : 20 minutes
Cuisson : 15 minutes

INGRÉDIENTS

- 160 g de penne
- 2 gousses d'ail
- 2 pavés de saumon
- 1 citron jaune non traité + pour le service
- 20 cl de crème fraîche liquide
- 5 cl de lait
- 1 cuillère à soupe de persil frais haché
- 1 cuillère à soupe d'aneth frais ciselé
- Huile d'olive
- Poivre

ETAPES

1

Faites cuire les penne dans de l'eau bouillante non salée selon le temps de cuisson (al dente) conseillé.

2

Pendant ce temps, dans une poêle, faites



A special attention to visual elements (3/3)





Contact - MyBubelly



Sandra IFRAH, Founder & CEO

E-mail: sandra@mybubelly.com
Tel: +33 (0)6 08 74 08 66



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