



SereneBond is an online digital platform that offers support to mothers through pregnancy and postpartum. We have a proof of concept that has generated an increase in revenue in its 1st 2 years of operation. SereneBond is an **affordable, easy-to-use, and accessible** way to service mothers. We currently operate in San Francisco, where the market provides expensive and complex services to mothers. We plan on expanding into new markets in Asia and the Middle East by leveraging our founders' connections and experience. Our goal is to partner with government agencies.

Our Background Story:

The challenging experience of pregnancy, especially for mothers, is well-known. It encompasses significant physical and mental changes, and during the pandemic, the vulnerability of expectant mothers became even more evident. The overwhelmed hospitals, filled with COVID-19 patients, posed a higher risk of infection for pregnant women with weakened immunity. Witnessing the struggles of family and friends, we were motivated to make a difference by establishing a startup that focuses on accessible doula and postpartum support services. Our goal is to provide comprehensive care and assistance during this critical time, emphasizing the importance of physical and emotional well-being.

Our Company Name: **SereneBond**

Address: 2101 O'Neil Ave. Cheyenne, WY 82001

Our website: www.serenebond.com

Download the SereneBond app on the App Store: [App Store [link](#)]

Operation start date: 07-12-2021

Business Model:

- Business Model Type: B2B and B2C
- Target Market: Expectant and new parents
- Current Market Location: USA. (Online service is available in Japan, UAE, India, and Bangladesh.)
- Value Proposition: SereneBond provides doula and postpartum support services to expectant and new parents. Doulas are trained professionals who provide

emotional, physical, and informational support to families during pregnancy, childbirth, and postpartum. Postpartum support services can include help with breastfeeding, newborn care, and managing stress. Also, will help with weight maintenance goals.

We are driven by our mission to enhance the well-being of expectant mothers, new parents, and families. By leveraging technology and human connection, we ensure that compassionate care and support are easily accessible to all. Our vision is to revolutionize how healthcare and support services are delivered, providing a seamless experience that empowers individuals during this transformative phase of their lives.

Revenue Model:

We currently charge all-inclusive subscription fees of **150\$** per month.

SereneBond generates revenue from a variety of sources, including:

Doula services: SereneBond charges a fee for doula services. The fee is based on the experience and qualifications of the doula.

Postpartum support services: SereneBond charges a fee for postpartum support services. The fee is based on the type of service and the number of hours of service.

Group classes: Subscription charges, SereneBond offers a variety of group classes on topics such as childbirth, breastfeeding, and newborn care. These classes are led by experienced professionals. Also, the AI-powered virtual platform enables real-time interactions, Q&A sessions, and personalized recommendations based on participants' needs.

One-on-one counseling: SereneBond offers one-on-one counseling to parents struggling with postpartum depression, anxiety, or stress. Counseling is provided by licensed therapists on session charge.

B2B partnerships: SereneBond partners with hospitals, birth centers, and other healthcare providers to provide their patients with doula and postpartum support services. SereneBond receives a commission for each patient who uses its services. We also offer

corporate partnerships.

Marketing Strategy: SereneBond marketing its services through a variety of channels, including:

- **Online advertising:** SereneBond will use online advertising to reach expectant and new parents. The ads will target people recently searching for pregnancy, childbirth, or parenting information.
- **Social media:** SereneBond will use social media to connect with expectant and new parents. The company will create and share content relevant to its target audience.
- **Word-of-mouth marketing:** SereneBond will encourage its clients to refer its services to their friends and family.

Forecasted Growth

SereneBond is forecasting annual growth of 20% over the next five years. This growth will be driven by the increasing demand for doula and postpartum support services. The global market for doula services is estimated to be worth \$10 billion. The market is expected to grow at a CAGR of 10% over the next five years.

TAM

The total addressable market (TAM) for SereneBond is estimated to be \$100 million. The TAM is based on the number of expectant and new parents in the United States. There are an estimated 4 million babies born in the United States each year. The average cost of doula services is \$2,000. The average cost of postpartum support services is \$1,000.

Revenues

SereneBond is forecasting annual revenues of \$1 million in its first year of operation. Revenues are expected to grow to \$5 million in five years.

Investment

Our initial investment was \$400,000. We are seeking \$1 million in investment to expand the business. The investment will be used to cover the costs of marketing, medical hiring,

customer service hiring, and technology. Offering 10% equity.

Leading Team

The leading team of SereneBond comprises experienced professionals with a proven track record in the healthcare industry. The team includes:

- CEO: Tangina Parvez has 12 years of experience with multiple start-ups and has a specialty in Business analytics. She is passionate about providing support to expectant and new parents.
- CFO: Musabbeh Alyousefi has 8 years of experience with Ernst & Young. Has 4 years of experience with the Central Bank of the UAE and negotiating with government entities. He is responsible for the day-to-day financial operations of SereneBond.
- CTO: Takumi Someya is passionate about tech, has been in the automotive industry, and has been developing mobile applications for 6 years. He is responsible for developing and executing SereneBond's tech.
- COO: Arshita Aggarwal is a healthcare professional and an experienced nurse and doula. She is responsible for the day-to-day operations of SereneBond.

Why invest in our company?

- We provide more cost-efficient and time-efficient service than our main competitor “Mahmee.”
- We have proof of concept as it has shown growth in revenue since the beginning of operations
- Verified NPI number, which allows us to follow FDA validation rules.
- SereneBond's AI-powered virtual platform allows real-time interactions, personalized recommendations, and group classes.
- Collaborating with hospitals, birth centers, and healthcare providers allows SereneBond to expand its reach and provide services to a broader customer base.
- SereneBond offers corporate partnerships as part of employee benefits or wellness programs.

Goals:

- SereneBond intends to serve the social cause and help people globally partner with UNICEF & MSF for Volunteering services.
- The ultimate goal is to work with US govt healthcare.