



SereneBond

Empowering Parents Every Step of the Way



OUR INSPIRATION:

According to KFF, on average, giving birth costs around \$18,865, including pregnancy, delivery and postpartum care. This is without postpartum mental health care or weight loss programs.

In a generation where most of us are already addicted to our phones. We wanted to develop a solution to help a mother or any parent ease through a stressful and lifechanging journey of delivering a child.

Our platform provides a companion to mothers to support their journey all the way through.



BUSINESS MODEL



- **SereneBond** is an affordable, Easy to use and accessible way to service mothers.

With our verified NPI number, our services have **FDA approval**.

- **B2B commission based partnerships:**
 - we will partner with hospitals, birth centers and health care providers to promote our product and will get commission in exchange for each client sent to us.
- **B2C services & products:**
 - Doula services
 - Postpartum support services
 - Group Classes
 - 1-on-1 personal counselling

Forecasted Growth

TAM

20 % annual growth
\$10 billion MV
10% CAGR

\$100 million

\$1 million
 5 yrs
\$5 million

Revenues

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.

Based on US expectant and new parents, SereneBond's **TAM is \$100 million**, with the doula and postpartum support services costing \$2000 and \$1,000, respectively.

Revenues of 2021: \$500k
Revenues of 2022: \$700k

SereneBond is forecasting annual revenues of **\$1 million by the end of 2023**. Revenues are expected to grow to **\$5 million in five years**.

Investment

\$3 million

SereneBond is seeking **\$3 million** in investment to expand its business. The investment will be used to cover the costs of marketing, hiring, and technology and mainly licensing. We are Offering 10% equity of the company.

Leading team



Tangina Parvez
CEO

12 years experience with multiple start ups including the medical, educational and coaching industry.



Musabbeh Alyousefi
CFO

8 years experience with Ernst & Young. Has 4 years experience with the Central Bank of the UAE and negotiating with government entities.



Takumi Someya
CTO

Passionate about tech and has been in automotive industry and has been developing mobile applications for 6 years.



Arshita Aggarwal
COO

A professional in healthcare and is an experienced nurse and doula.



Thank you for
listening!



Contact us

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Questions?