



 **Baby Barista**

Formula made simple, finally.

It takes ~15 minutes to make one formula bottle.

That's a long time for a baby to cry.



With just the push of a button, Baby Barista's patented machine makes the perfect bottle in under 30 seconds.

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**3 patents issued!**  
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Watch demo video at: [youtube.com/watch?v=059lv3lts58](https://www.youtube.com/watch?v=059lv3lts58)

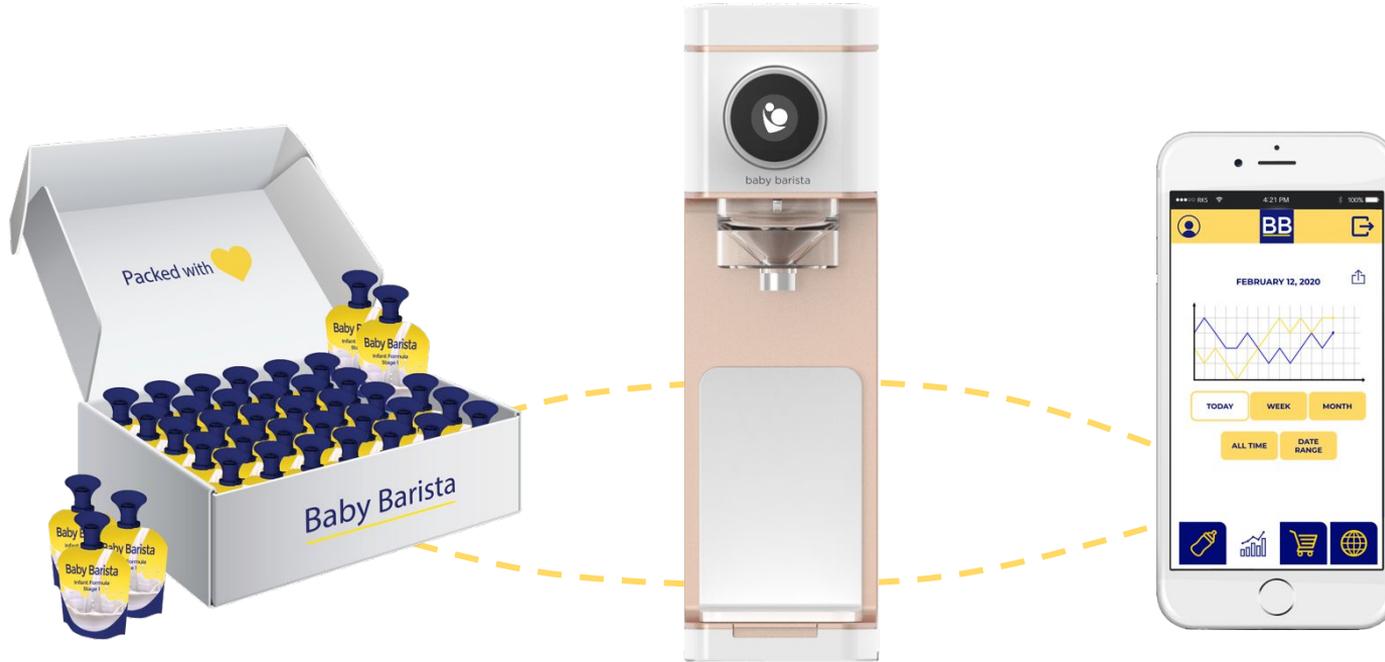
# Competition



To avoid contamination, users must disassemble and hand-wash multiple internal components after every 4<sup>th</sup> bottle.



# A Complete Feeding System



Formula by subscription box delivered in shelf-stable, aseptic pouches.

Prepare the perfect bottle in under 30 seconds.

Make bottles remotely, track feedings, and manage supplies.

# Manage Everything From Your Mobile Device



## Bottle Preparation

Prepare bottles remotely (even from your bed at 3am)



## Feeding Log

Track feedings automatically and share with your pediatrician



## Shopping Cart

Easily order formula and supplies



## Discover

Exclusive parenting content and community



## My Profile

Ability to create different user profiles for multiple babies (twins, triplets,

# Production Roadmap

## MACHINE



### Arrow Electronics Certification Program



Dedicated engineer expert at no cost to Baby Barista

Manufacturing, sourcing & supply chain guidance

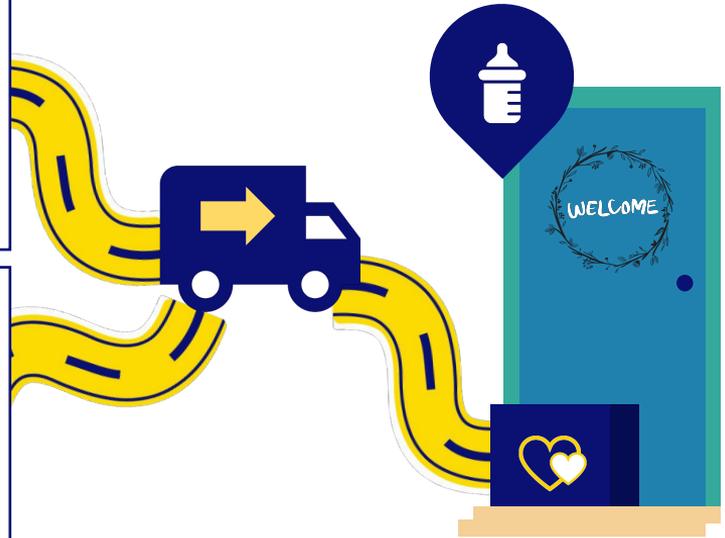
## CO-BRANDED FORMULA



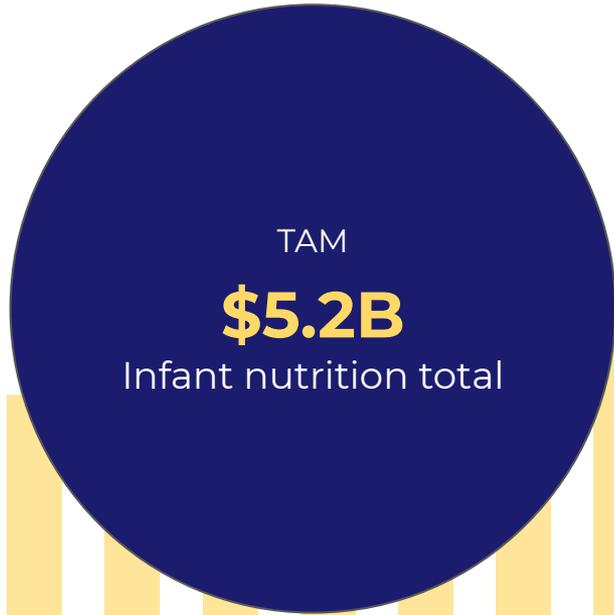
Premium, organic formula

Secured formula partnership

Aseptic pouch supplier secured



# US Market Size



8.3% CAGR

Sources:  
1\_ Fortune Business Insights, Infant Formula Market Size, Share & Industry Analysis, By Type, and Regional Forecast 2019-2026  
2\_ IBISWorld Reports, Infant Formula Manufacturing in the US, July 2019

# Business Model



**\$150 CAC**

**\$299 Purchase  
(63% Margin\*)**

**\$179 / Month  
(40% Margin\*)**

**\$3360 LTV**

\*DTC Ecommerce

# Projected Financials

	<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>2024</u>	<u>2025</u>
<b>Revenue</b>	0	1,074,564	13,951,799	53,015,903	109,729,6761
COGS	0	628,775	9,227,326	35,811,617	74,712,333
OpEx	546,408	1,846,573	6,478,528	12,418,828	17,353,448
<b>EBITDA</b>	<b>(546,408)</b>	<b>(1,400,784)</b>	<b>(1,754,055)</b>	<b>4,785,459</b>	<b>17,663,895</b>
<i>EBITDA Margin %</i>	<i>NM</i>	<i>NM</i>	<i>NM</i>	<i>9%</i>	<i>16.1%</i>

\*\* Product launches Spring 2022

# Traction by the Numbers

## Product

**\$800,000**

Raised from friends and family

**1**

Fully functioning prototype

**3**

Issued patents

## Business

**Formula**

Partnership secured

**5**

Retailers interested

**Millions**

Media impressions generated

# Baby Barista Buzz



[Click here](#) to read the article



# Social Impact Program



**Formula  
Donation**

**Recycled  
Pouches**

**Become  
Durable Goods**

**Helping Needy  
Children**

# Team



**Cara Armstrong**  
Founder & CEO



**Sho Guo**  
COO



**Lisa Silverstein**  
CFO



**Jud Currie**  
VP of Sales



**Doug Levinson**  
Business Strategist



# Strategic Advisors



**Timothy Morck, PhD**  
Infant Nutrition



**Teddy Zee**  
Technology



**Richard Nanula**  
Partnerships



**Libby Leffler**  
Strategy & Finance



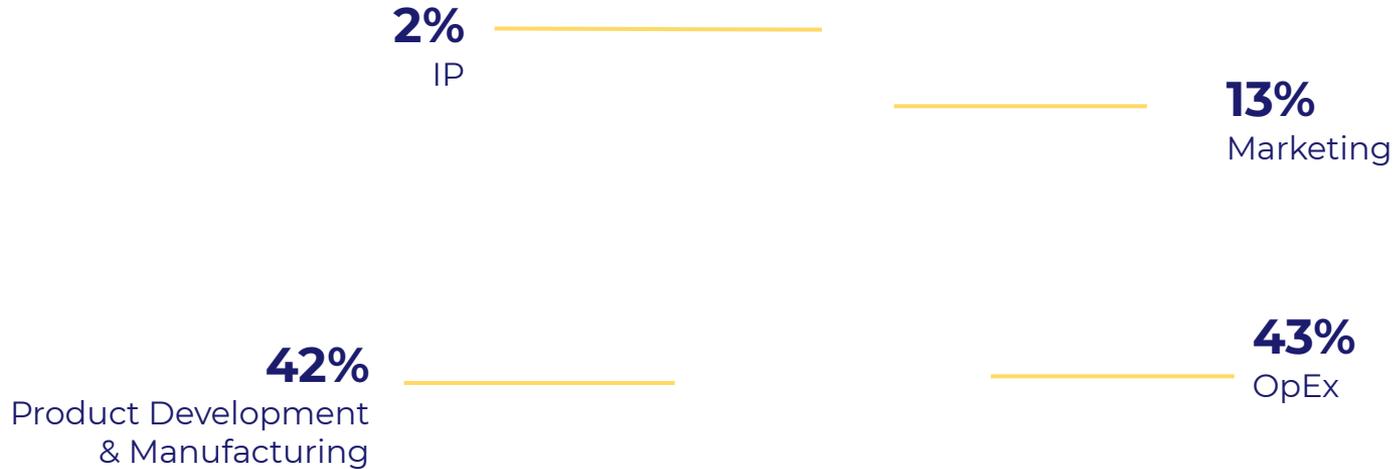
**Yvonne Johnson**  
Manufacturing



# Fundraising

## Raising \$2M Seed Round

### Uses of Funds





# **Baby Barista**

Formula made simple, finally.

**Cara Armstrong, CEO**

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