

MAIA

The first all-in-one cooling and monitoring system for breastmilk.

Amberlee Venti & Joe Venti
Co-Founders of Pippy Sips



Real Problems Real Women

“ I hate that I have to have ice packs, and I stress about milk getting too warm.”

“ [I’m] always paranoid if coolers would keep it cold enough for the whole duration [of the day].”





Real Women Real Problems

“ I wish I knew for sure what temp, and how long milk is fine for.”

“ With the shared fridge, I prayed no one was sick enough to tamper with it or leave the door slightly ajar.”

Why Start Nursing?

- Increased attachment with baby
- Benefits for Mom – reduces risk of certain cancer, osteoporosis, and more!
- Benefits for baby – reduces risk of asthma, obesity, SIDS, and more!
- Saves time and money (think free food!)
- Linked to higher IQs in later childhood



Why Do Moms Stop?

- Medical Reasons (pain, illness, low supply)
- Inadequate options to TRANSPORT + STORE milk
- Inadequate TIME + SPACE
- Inadequate support

[Sources: *Baby Milk Action*, Cambridge, England; *Center for Breastfeeding Information*, Schaumburg, IL]





Upgrade to One System



Sleek &
Fashionable



Easy To
Carry



All-In-One



Cools for
12+ Hours



Discreet



Internal
Thermometer

Market Validation

“I was pleasantly surprised at how easy Maia made storing and cooling my milk! If you’re a pumping Mom, you need this product.” -A.P. [tested prototype]

Crowdfunding Success (107% of goal)

72.6% of women surveyed would “likely” or “very likely” buy a product like Maia

The Market for MAIA

3,015,851

nursing moms in the
United States (2017)

2,563,473

of those moms have
used a pump (85%)

640,868

of those moms
regularly pump
(21%)

GLOBAL BREAST PUMP MARKET

- Valued at **\$1.8 Billion** in 2018
- Projected value is **~\$3 Billion** by 2024
- Over 75% of global sales are **domestic**

[source: www.grandviewresearch.com]

Target Audience = 487,059 U.S. moms annually

Competition

Ceres Chill

Safely store milk for
“over 16 hours”

No milk monitoring

Mom must fill with ice cubes at
least once a day

Made cheaply overseas after 6-
9 months of development

Mom connects pump to large
steel bottle

Maia

Safely store milk for at
least 24 hours

Check the temperature of
the milk anytime by
tapping the lid

Mom needs one “Cooling
Puck”
the whole time she’s nursing

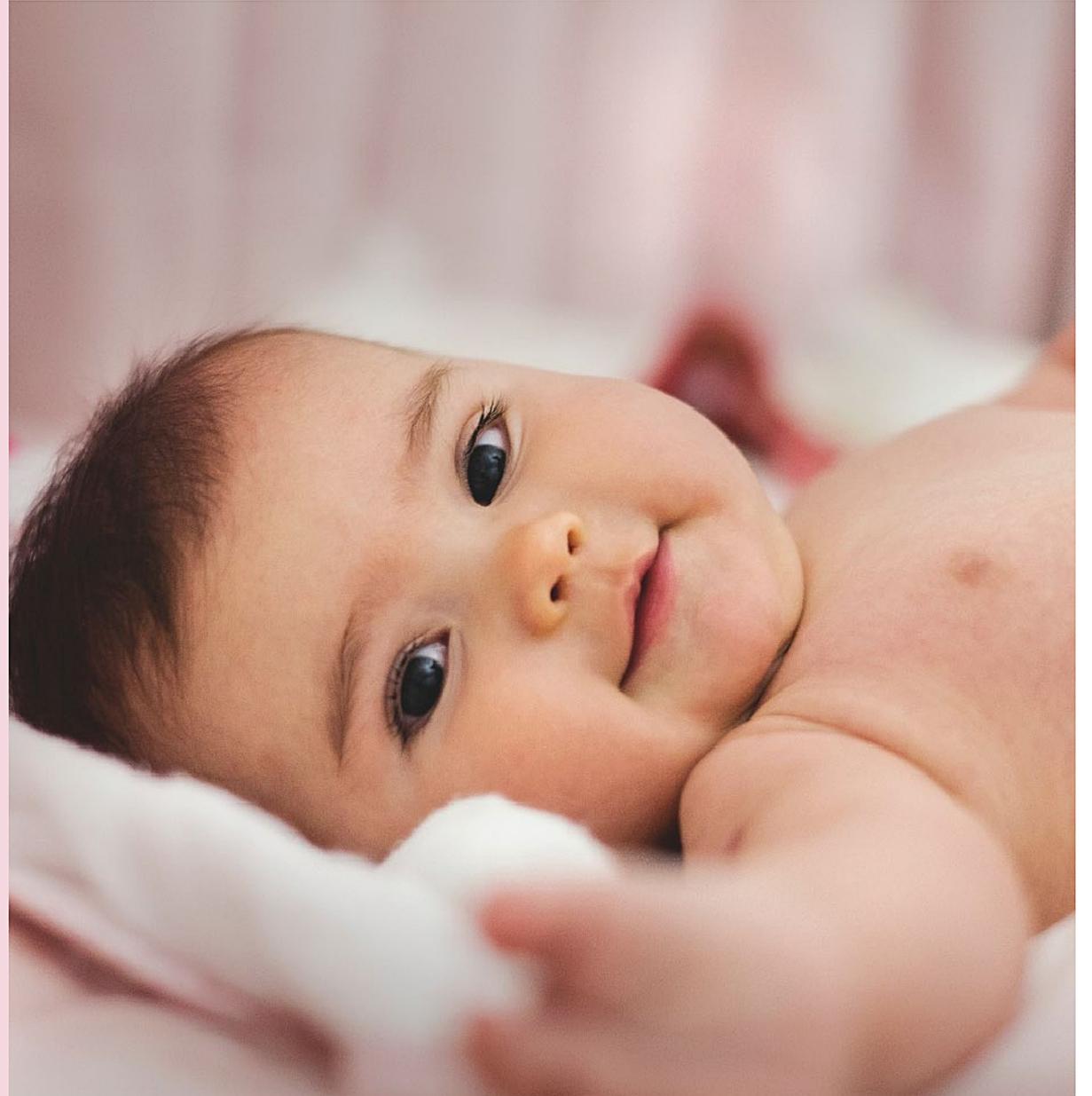
High-end product made in
USA
after ~3 years of
development

Mom connects pump to
lightweight plastic bottle



Business Plan

- BTC – direct online sales
- B2B – connect to HR dep'ts
- FSA and HSA eligible
- Position as high-end product for a price-indifferent audience





Giving Back

- Products donated to non-profit breastfeeding advocacy organizations serving low-income populations.
- Percentage of sales proceeds given directly to breastfeeding resource centers.
- We want all women to #pumpanywhere!

Meet The Team



Amberlee Venti
Chief Executive Officer & Co-



Joseph Venti
Chief Operating Officer
& Co-Founder



Peter Venti
Chief Strategy Officer

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FEATURED

medela 




HygeiaTM

 **Amēda.**

Exit Strategy