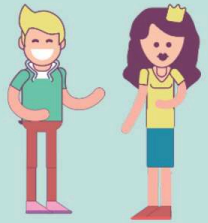
JUST A BABY

Find People, Make Babies

The Family Dilemma



Everyone has the right to raise a family.

But **over 100m people** are unable to

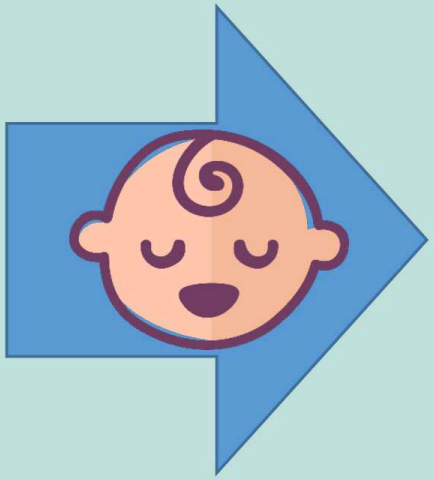
Single People

Fertility Issues

LGBTQIA+ community

Other Lifestyle Choices

A New Approach



Want to start a family?

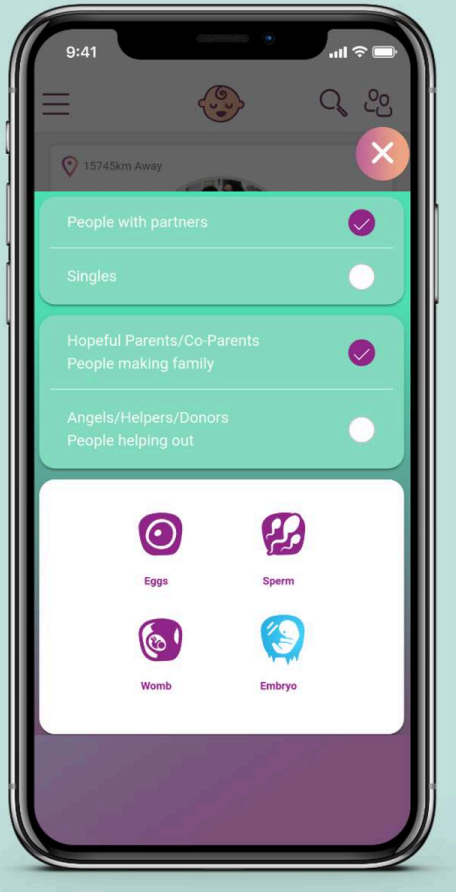
Just a Baby connects you..

..with others who can help..

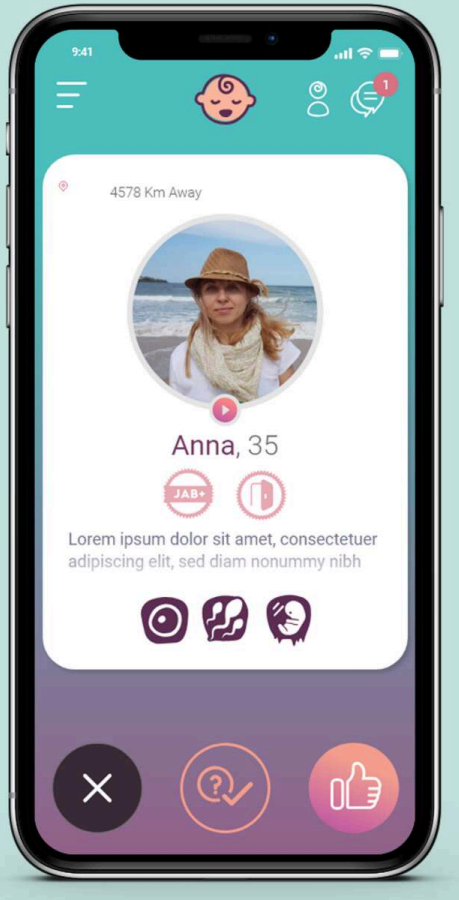
..so you can start your family!

Find People

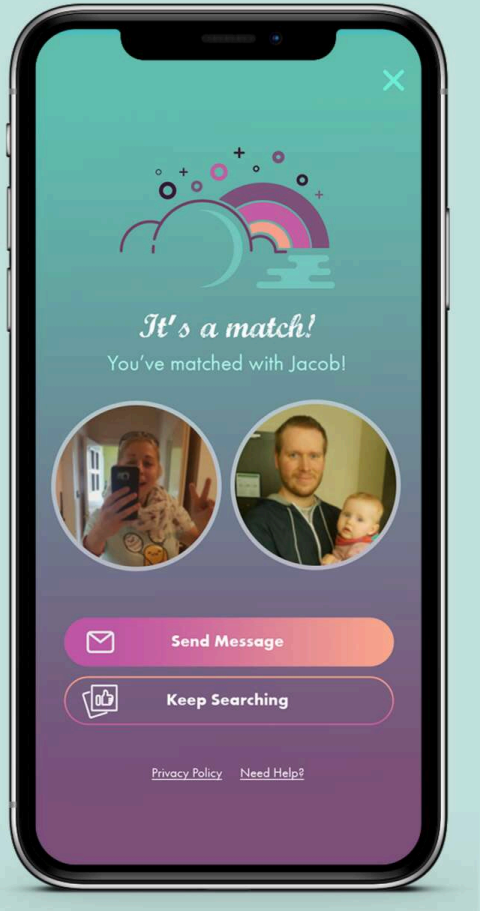
FIND
Sperm/Eggs/Womb



SWIPE

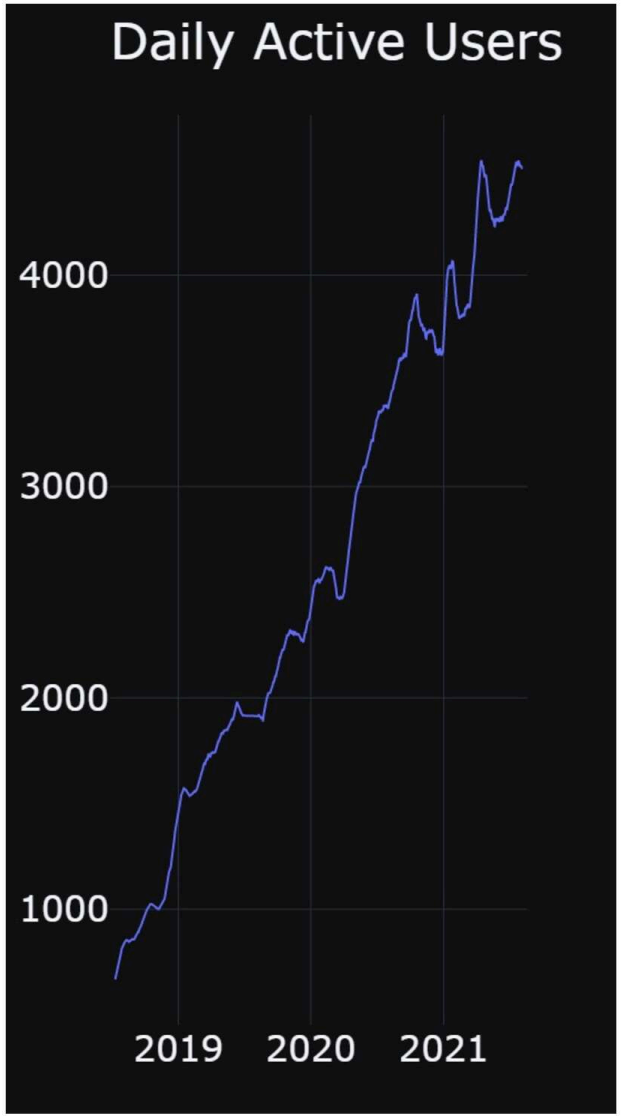


CONNECT



MAKE BABIES!

Our Story So Far



Early 2017
Publicity

Sep' 17
1st Pregnancy

2018
month on month user growth

Early 2019
Subscription Revenue Starts

Apr'19
new features encourage more subscriptions

Sep 2021
Upgrade Entire Code Base

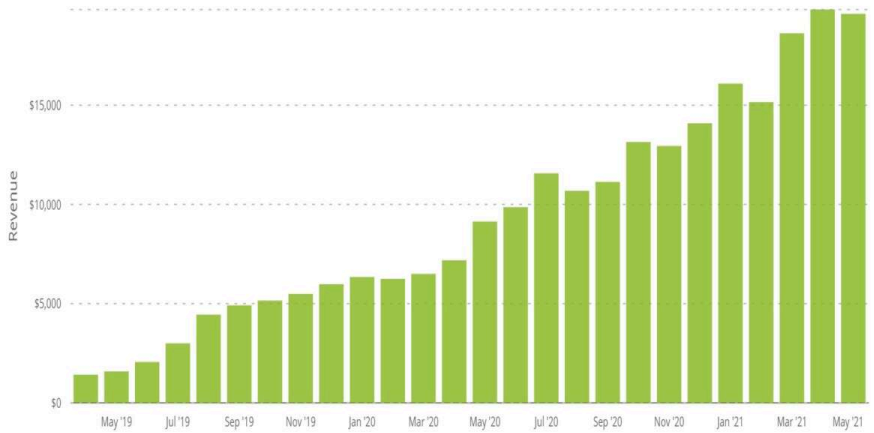
SCALE UP

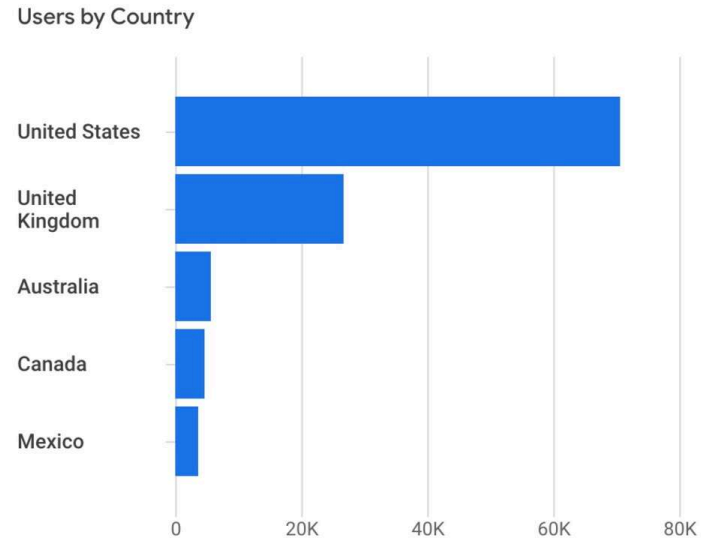
2022
Raise 1st Investment
Expand Growth Team
Engage Fertility Industry

Dec 2020
Ad Revenue Starts
20k Monthly Users

2019
10k Monthly Active Users

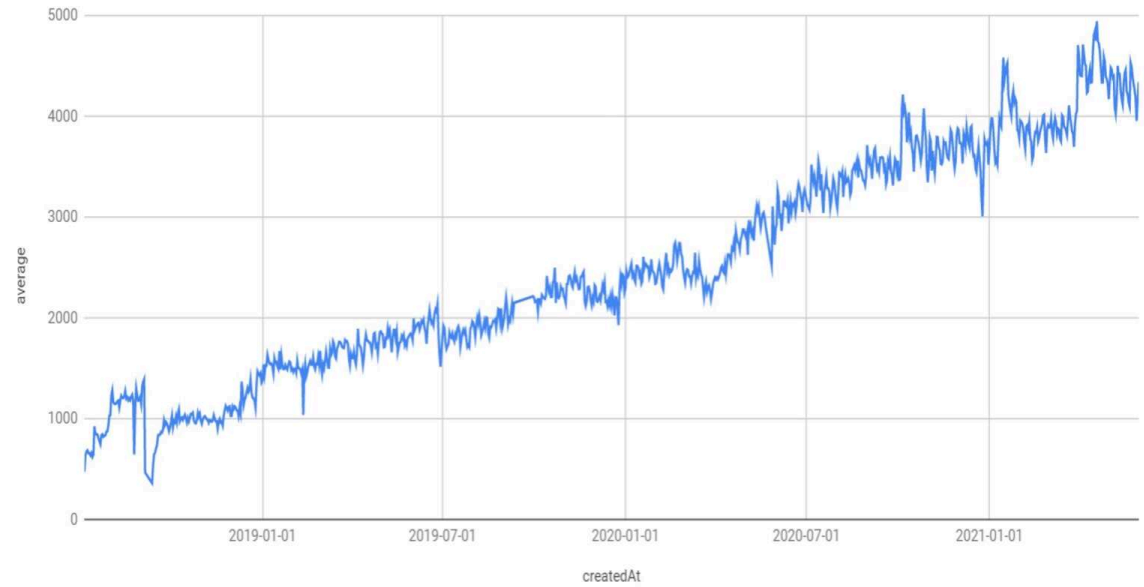
TRACTION





Revenue

30 days	$21k
90 days	$61k
365 days	$225k



Zero dollars spent on marketing

BUSINESS MODEL

- CAC – Customer Acquisition Cost

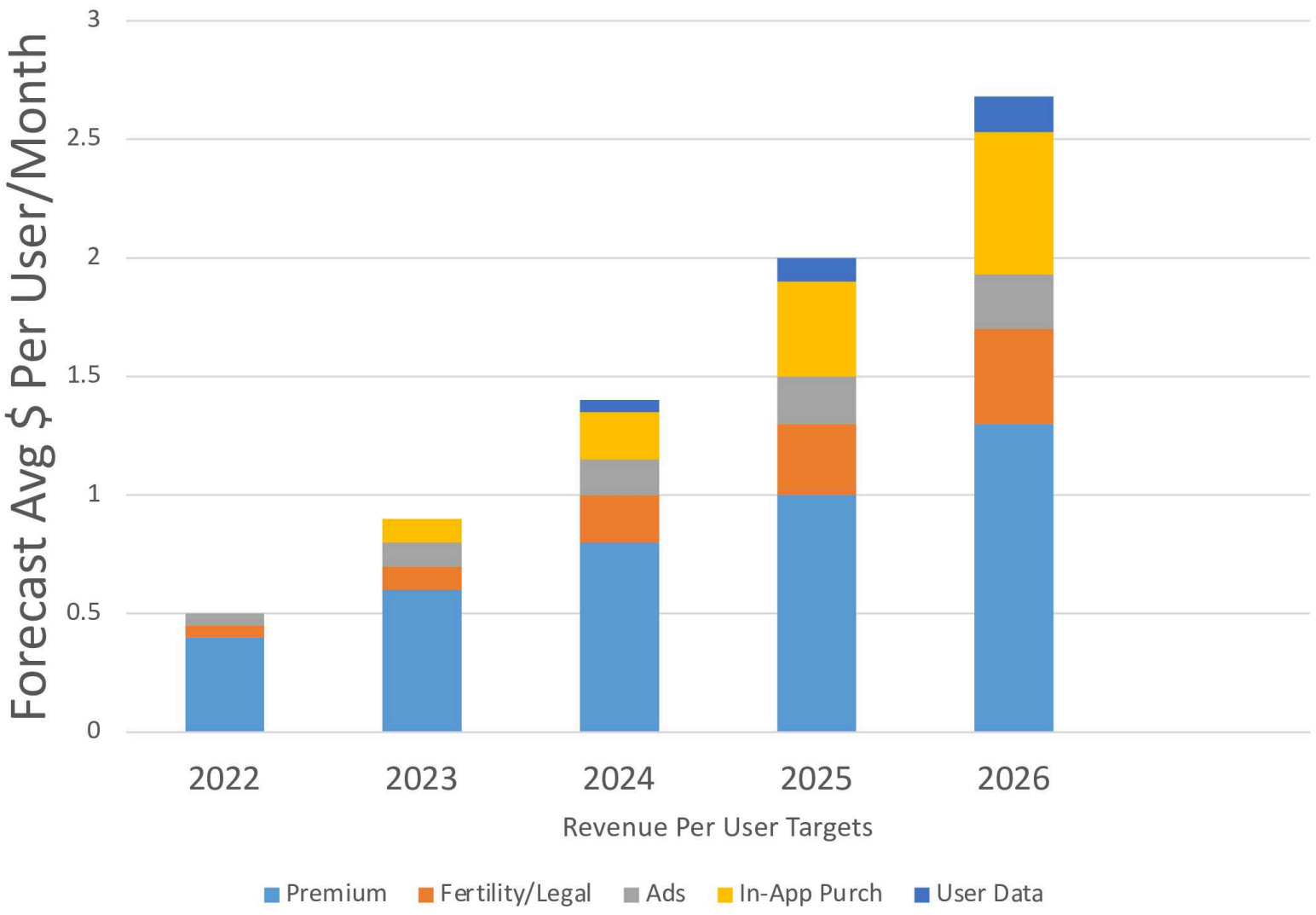
$4.98

(Projected CAC < $1)

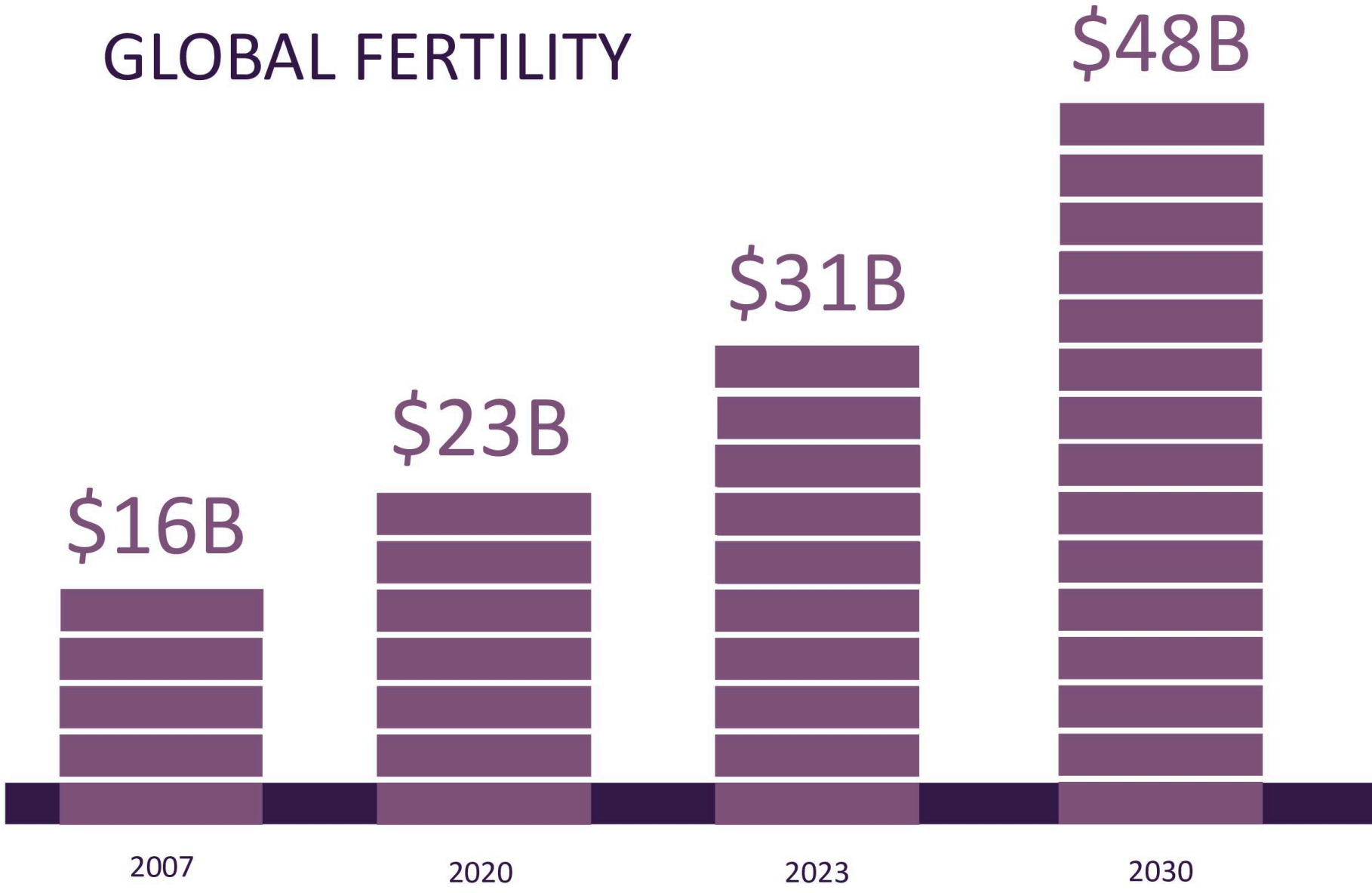
- Premium Monthly Subscription

$16.99

- **In-app purchases**
- **Direct Partnerships** w/fertility clinics, & lawyers
- **Ad Revenue**
- **Monetise User Data**



MARKET SIZE: GLOBAL FERTILITY



TEAM

Founders

CEO + Strong Tech Duo

Paul Ryan
CEO / cofounder

- CEO Software Co 20yrs
- Product Manager

Vision, People, Processes, Principles.
Paul founded and was CEO of a tech company for the past 20 years, spending much of that time in Product Management.

His success comes from building & mentoring amazing teams and always returning to the customer as the guiding light.

15 year working relationship

Erick Haryono
CTO / cofounder

- Senior Developer
- 20yrs Experience

A senior problem solver, entrepreneur, software architect. Erick brings people together to create a better world. He loves working in a team to share ideas, opinions and solutions.

Erick has over 20 years of full-stack dev experience across a range of technologies. Paul and Erick have been working together on various projects since 2004.

Dual Tech CoFounder

Daniel Campagnoli
SeniorDev / cofounder

- Senior Developer
- 23yrs Experience

I've worked for the past 20 years in large enterprise, financial, defence, telco.
Also been working my butt off with a few startups & mobile apps.
I wrote the base code for JaB and help with scaling as we grow.

Advisors

Stephen Page
International Fertility Lawyer

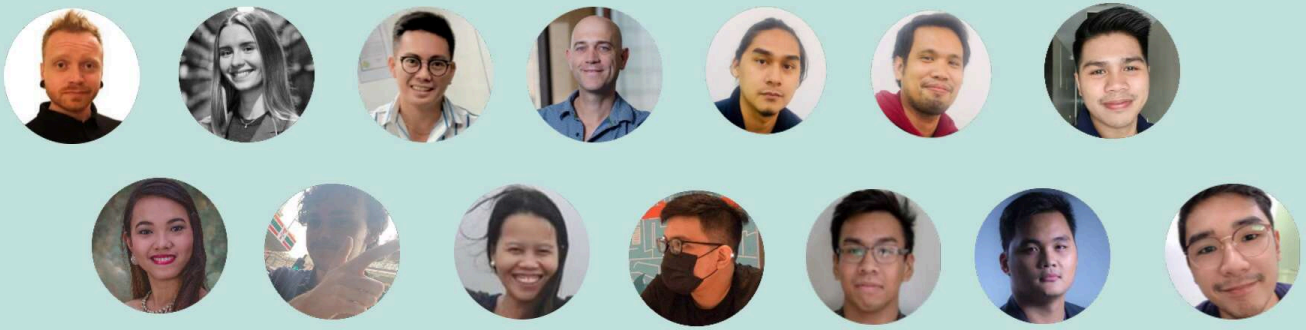
- Fellow of Intl Academy of Family Lawyers
- Representative of American Assoc Artificial Reproductive Treatment
- CoFounder of Assoc. of Family & Conciliation Courts

Dr Mike Cadogan
Physician & Med-Tech Innovator

- Founder LITFL.com
- Expert in Medical Informatics, Social Media & SEO
- Infomatics consultant for Elsevier, BMJ, HealthEngine, Popfossa and FutureHealth
- Passion for med-tech & mobile technology

Support Team

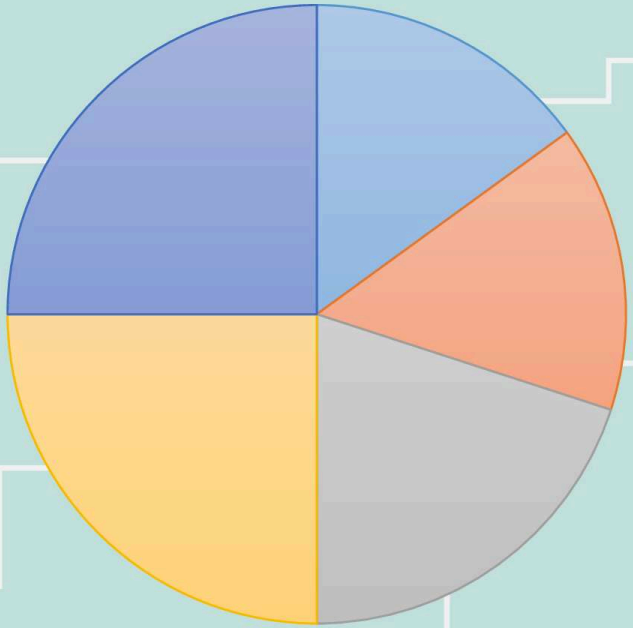
UX · Legal · Marketing · DataScience · Dev



Competition around Fertility

Use of Funds

Sales



Marketing (25%) 1

- App Store Promo
- Publicity
- Content & SEO
- Exploit 1st mover adv

2 **Onboarding (15%)**

- Reduce friction @ onboarding
- increase successful signups

New Revenue Channels (25%) 5

- Pricing Strategies
- Engage Fertility & Legal Industry
- Exploit revenue opportunities, eg: new features.

3 **Referrals (15%)**

- Increase Referrals
- Growth Marketing
- AB Testing new features

4 **Retention (20%)**

- Extend the User Journey
- AB Testing new features

Round info

Valuation (pre-money)	$12M
Round Size	$1M

Exit Opportunities

- Acquisition by Large Fertility Provider
- Match.com/Bumble
- Fertility Industry focused VC
- IPO

JaB Strategic Traits

- Large Diverse Community
- Specific Demographic
- Rapid Growth
- First to market niche
- Audience: ready-to-go parents

How to Invest

We're raising $1M to grow

- Equity CrowdFunding (RegCF)
- Delaware C-Corp
- Seed Round

Paul Ryan
Founder
paul@justababy.com

+1 (424) 402-1066

/in/paul-justababy

Be part of the journey.

Investment Portal: https://wefunder.com/justababy