



LullaFeed™

Transforming feeds into moments of magic –
LullaFeed™ plays the lullaby of a parent's love,
promoting growth and connection.

Michael Detmer & Rebekah Gossom | Co-founders

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LullaFeed.com

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Feeding problems affect

3 in 5
infants,

74M

annually worldwide

Prematurity

Developmental delay

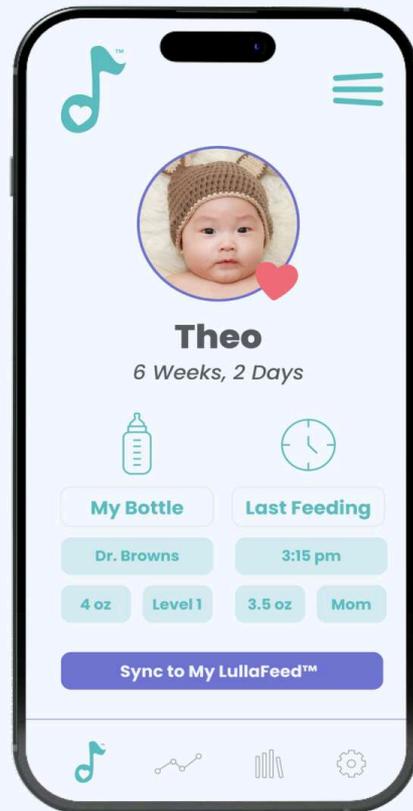
Structural issues, tongue tie

Difficulty with feeding transitions

Breast→Bottle after maternity leave

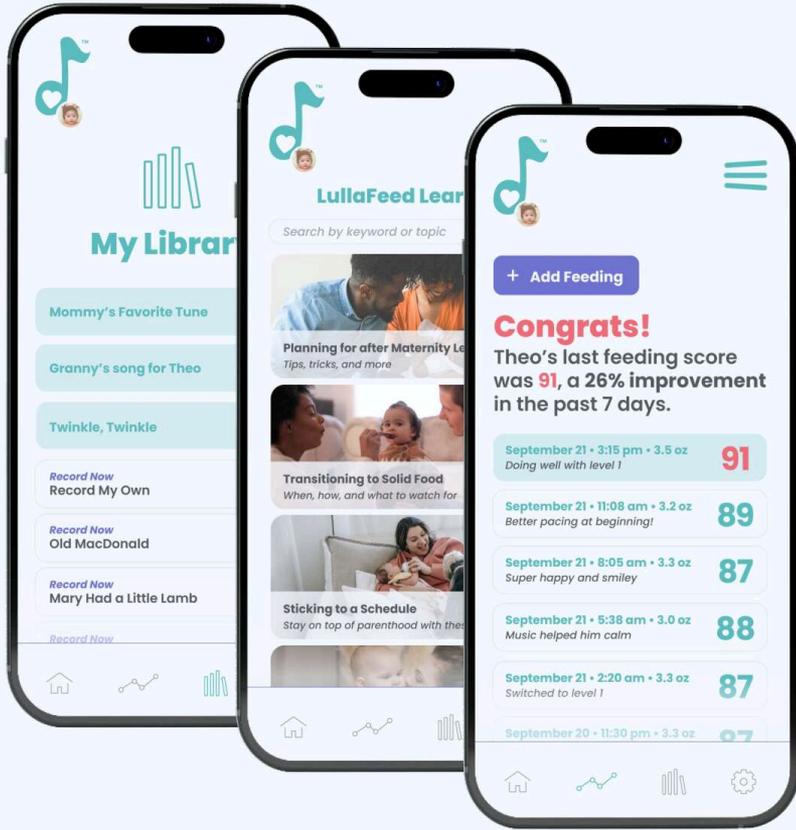


LullaFeed™



- Bottle attachment **plays music** to baby as a reward upon detection of feeding via embedded **sensor**
- Stores **data** for tracking, syncs to mobile via cloud
- Baby-safe, easy to clean, flexible material attaches to **any bottle**





- Karaoke-style platform for parent to **record lullabies**, syncs to device via BLE
- **Tracks** infant feeding behavior for **insights** and **analytics**

Waitlist Launch



sign-ups



1,125 likes



387 comments



457 shares

Nikki Farrugia Heekin

This is amazing! I wish you had it when you were feeding Jake!! Congratulations!

in the NICU
blems and

Melissa Lamboy-Unseld

Cheryl Swanson Stephenson

My daughter is expecting her first child in a month. Do you know when this will be available?

AMAZING! No



Amber Price

This is incredible!!! Would have loved to use this when my now 3 year old refused to take a bottle! Definitely will buy one for the next babe!

ple I think babies
eat. haha This is

Jocelyn Crist

Michael

? I have

Tonya Short Hyde Anderson

Rebekah Recktenwald Gossom so excited for you and Michael

Detmer and all of the babies and families that will benefit from

Sara Doyle

such a families!

incredible baby feeding product!

Two great minds working together for the best for our littles

Amanda Turnbull

Would also love to test any if you have some available. I'm due

) worl

Amber Price

I should also say, thank you! My little guy was a NICU baby and I'm so grateful to be able to use this product myself. This is beyond a great product but connection and co

Mandy Morris Motter

Michael Detmer I'd love to test and give feedback! My little girl starts daycare in November, and idk how she's going to do. I'm the only one who ever feeds her! 🥺

Oh this is so amazing!! Thinking about all the Nicu babies that can't hear mom or dad when they can't be there for feeds 🥺❤️

of these when L

Sarah Katherine

So incredible. Congrats on your launch!

was small...but they will make great gifts for our friends starting families!

wish I had this when my son was born

be a reality for more families

Missy Hydes

You are amazing!!! A little bummed I'm done having babies 🥺🥺🥺🥺

LullaFeed™ is built on
30 years
of clinical research

Contingent Music with Infants

- Significantly increases feeding rate, volume, # bottles taken/day
- Mother's singing = longer attention, improved bonding
- Significantly less crying, longer sleep
- Decreased parental stress

\$15.47B

SOM

US non-Medicaid
families w/ feeding
challenges

\$46B

SAM

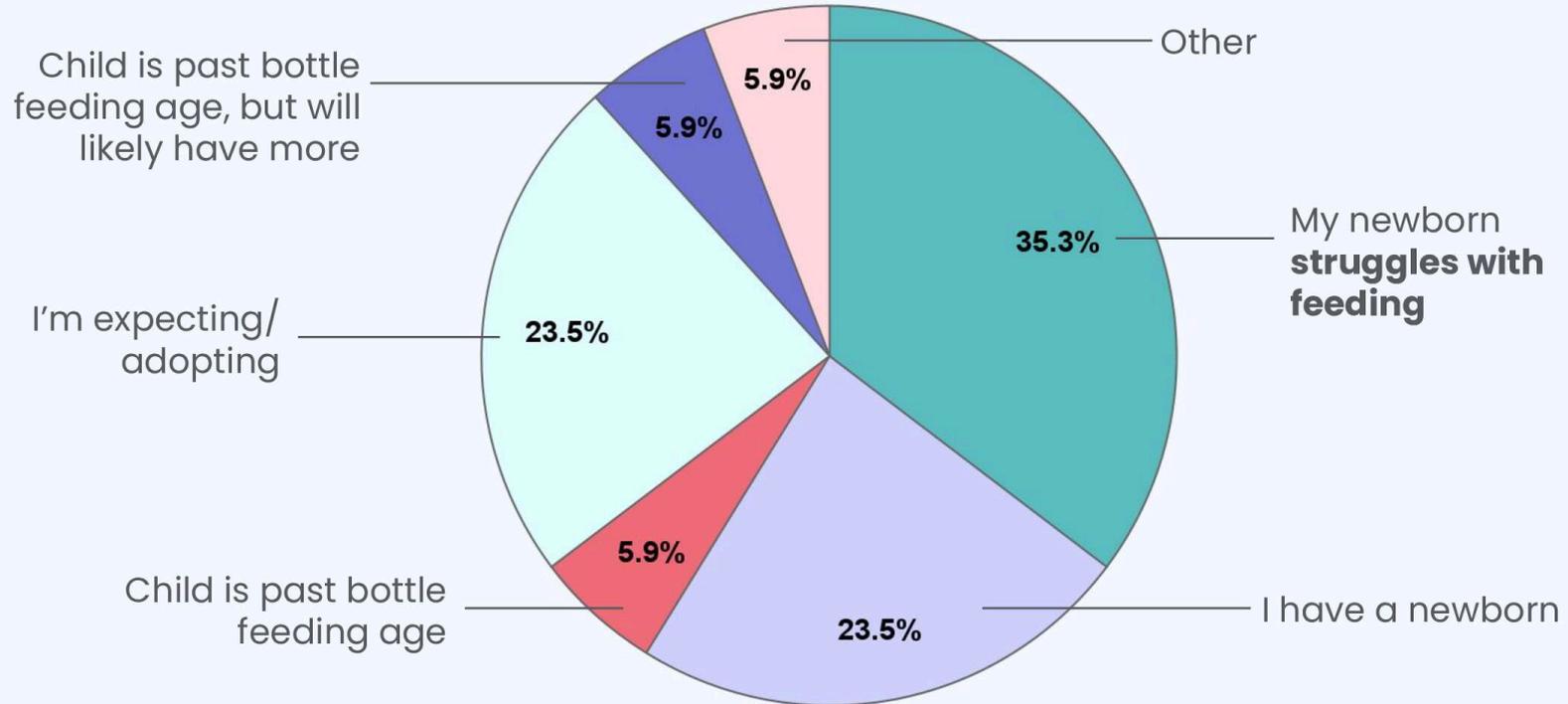
US Baby Tech
Industry

\$197B

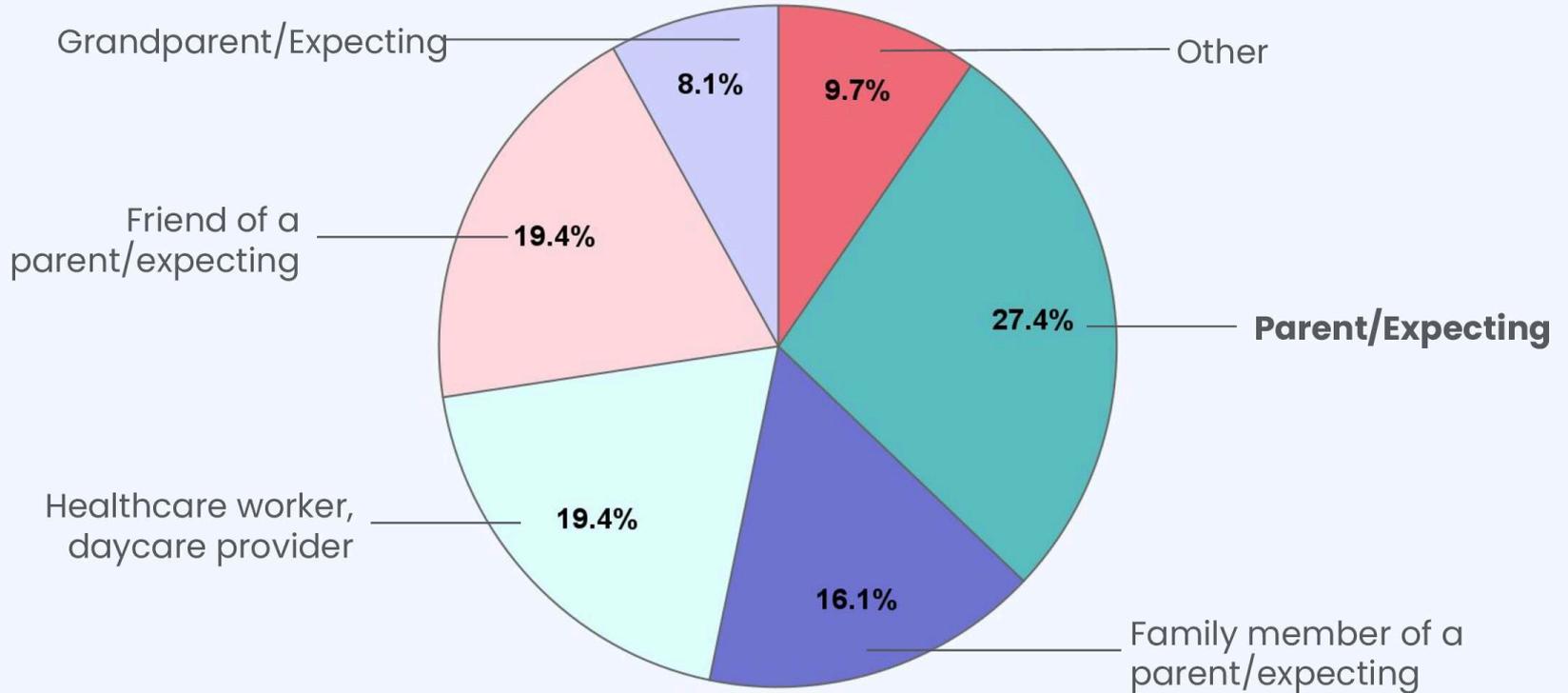
TAM

Global Baby Tech
Industry

Even parents of babies **without** feeding issues are interested...



...and more than *just* parents are interested in LullaFeed™



Price point



Hatch Rest+
baby sound machine

\$89.99



Ubbi Diaper
trash can

\$75.99



Owlet
smart sock

\$299.99



LullaFeed™

\$79.99

\$84.6 M

in year 5



66%

gross margin

COGS =

\$22.85

/10,000 units

BOM, procurement, setup, test, package, delivery

Forward-looking projections cannot be guaranteed.



Michael R. Detmer, MME, MT-BC
Chief Executive Officer and Co-founder
NICU Music Therapist



Rebekah R. Gossom, MS, CCC-SLP (CNT)
Chief Clinical Officer and Co-founder
Infant Feeding Specialist



Progress Highlights

- Founded Innovative Therapeutix, Inc. June '17
- Participated in *XLerateHealth* Fall '17
- Raised over \$150 K in NIH-backed grants
- Won crowdfund for “Best Business Pitch” and first place at VentureSharks
- Won 1st place in 5Across Business Pitch Semi-Finals
- Won 1st place at 2019 Startup Week Louisville Business Pitch Contest
- Conducted over 100 customer interviews
- 1 patent allowance issued, 1 pending patent (US and Europe), trademark pending
- MVP complete and in alpha trial
- Won 2021 Render Capital Competition, a \$100K investment
- Raised \$250 K seed (match) investment from KSTC (\$600+ K total to date)
- Top 4 national finalist to pitch at NIH Proof of Concept Showcase, Dec '21
- Nominated & invited to pitch - Philadelphia Coulter Investment Forum, Apr '22



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