

## SUMMARY

Mama.cademy is a **virtual teaching/learning marketplace for moms and the experts** who support them.

The platform provides access to a large number of experts over all stages of birthing and parenting.

## BUSINESS MODEL

### The pain

Long-term psychological impacts of pandemic parenting are huge. Health, Wellness and Parenting Pros can help, but are struggling to be seen.

### The gain

Mom side: connect with experts they need, 24 hours a day. They enjoy a community and self-paced study for all stages of your mom-life  
Expert side: opportunity for parenting experts/professional to earn passive income and further their reach

### Revenue streams:

40-60% course commission

### Key KPIs:

- # of experts offering courses
- # of courses sold
- # of members
- # of testimonials

## MARKET

The mama/health industry **has never been bigger**, and now operates **almost exclusively online**.

### In Canada & USA alone, there are:

- 4M new millennial moms
- 185K Experts/Pros -> Supply market

### Worldwide:

- Baby Market - 67.8 Billion \$
- Parenting Market - 46.8 Billion \$

## TEAM

### Mary Bratko - Founder / CEO

Neuroscience, Serial Entrepreneur, Solo World Traveler, Birthed two humans at once. Marketing, Communication Strategy

### Mark Wilson - Co-Founder/CCO

Global Business, Corporate Finance, Tech, Logistics + Strategy, Graphic design

### Linda Trace - Communications

Marketing administration, Director of Expert Onboarding, Overseer of User Happiness, Top-notch Research of EVERYTHING

### Michael Ros - Advisor

CEO + Co-founder at [Bidroom.com](http://Bidroom.com)

## TRACTION

### Up to date, Mama.cademy has achieved:

- 7 Experts live
- 48 Experts onboarding
- 40 Students
- 14 Courses available

Furthermore, the founder team has also built a **successful booking platform for mothers - Lella**.

## NEXT STEPS AND NEEDS

We are currently looking for the **right investor(s) & strategic partners**.

We are seeking a **250.000,00 € investment**

- for a 12-18 month runway
- to be used for Tech (40%), Advertising (30%), Marketing & Sales Staff (20%), and Operational expenses (10%).