



"The only one that feels like a real baby..."

What is Annabella?

Annabella is the only breast pump in the world which imitates a baby's suckling motion. It has a patented mechanism which in the future will replace all the old breast pumps.

Annabella gets more milk, it is quiet, portable and rechargeable and it feels like a real baby according to all our tests.

THE PROBLEM

Current breast pumps are not very effective. They do not meet the mothers' basic needs:

they do not extract milk efficiently, they are unpleasant and can cause injuries due to unnecessary aggressive vacuum. Most pumps are loud and heavy, with multiple parts to assemble and sterilize.



[Link to the video here](#)

THE SOLUTION

Annabella imitates a baby's suckling motion in order to feel like the natural breastfeeding and be as effective as possible. Our tests showed that we can extract twice more milk as the best pumps on the market(!) In a shorter time.

Annabella's small size and simple assembly allows mothers to easily use it.

In the future we will have a mobile app which controls the pump, and it will record the human behavior and provide information or suggest better pumping modes.

Financial

Company Stage:
Prototype Ready.
Monthly Burn: \$50,000
Capital Seeking:
\$500,000

Use of Fund

Completion of the design, preparing for mass production, FDA and patents.

Team

CEO - Uri Yaffe - - 15 years experience as CEO and VP Sales/BD in technology and production companies
CMO - Senia Waldberg - 13 years experience in viral advertising and marketing strategy in the consumer and medical field
VP Product - Masha Waldberg - breastfeeding and breast pump expert. Defined the product requirements



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CURRENT STATUS

IP – PCT applied in June 2018, with all our main claims accepted.

Invested – 500,000\$

R&D – developed a working prototype that extract milk efficiently and feels like a baby.

Market demand – 1250 pre-order unites sold on Indiegogo for \$129 per unit.

Margins – production cost is estimated at \$30-\$35 while typical retail price is \$200-\$300.

MARKET

The global market size is estimated at \$3B with annual growth of 10%. Led by the US, with slightly over 50%, Europe with close to 25%, Asia Pacific with 12.5%.

Buying decision is mainly based on recommendations and opinion leaders and professionals. 38% of customers base their buying decision on recommendations. Baby market consumers have low brand loyalty with 70% of global customers have switched brands.



Looking to Raise:

500,000\$

BUSINESS MODEL

Sales of pumps and accessories through the internet and retail companies.

Recurrent revenue from sales of membranes (replaceable silicone part).

Monthly fee for app use.



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