

# 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](http://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

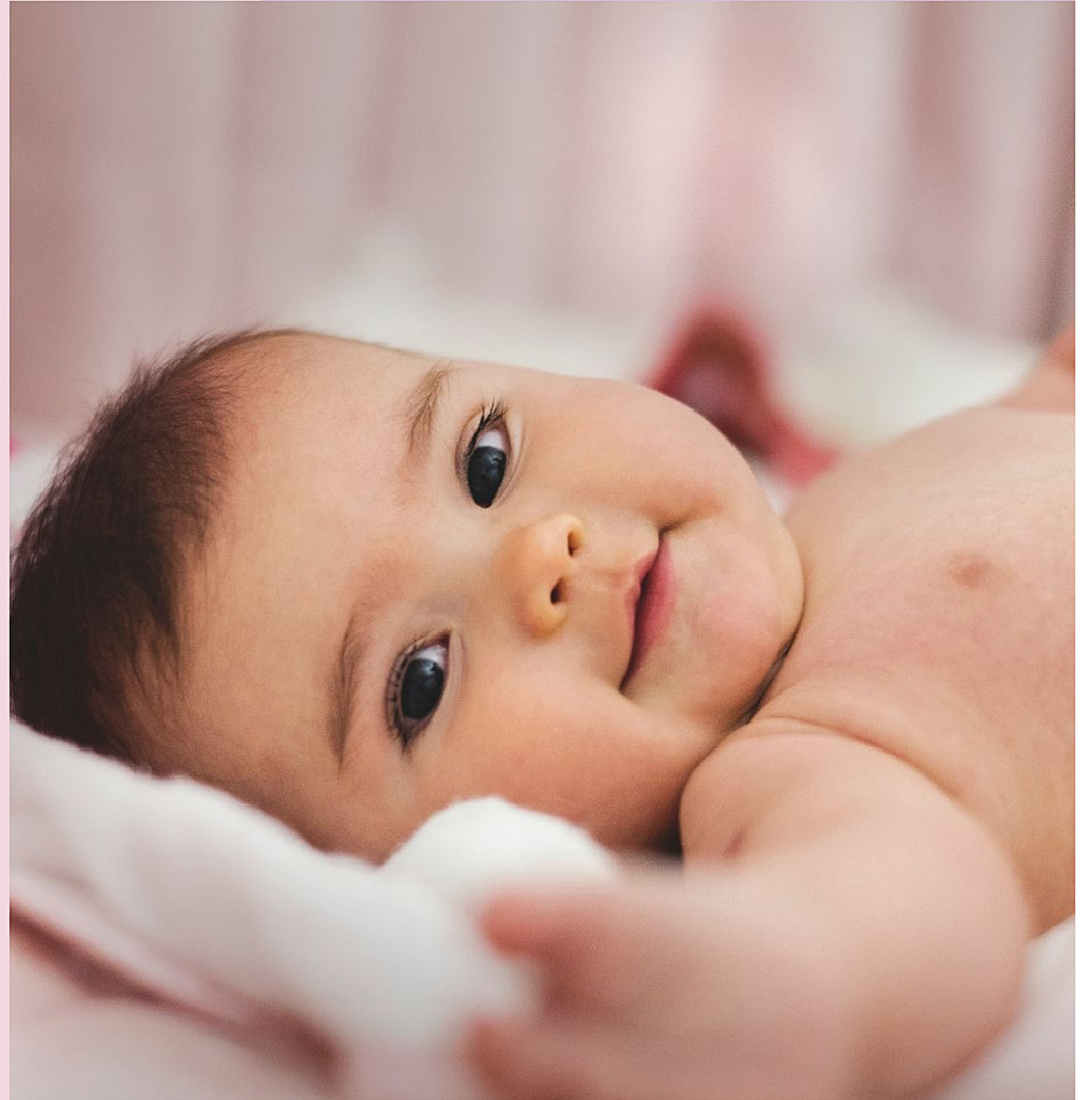
Mom connects pump to  
lightweight plastic bottle





# 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

# FINALIST S



## FEATURED





**medela** 



  
**Hygeia™**

 **Amēda®**

# Exit Strategy