



JUST A BABY

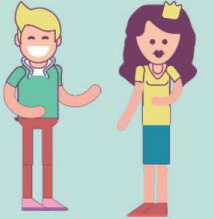
FIND PEOPLE.
MAKE BABIES

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



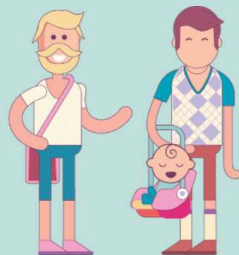
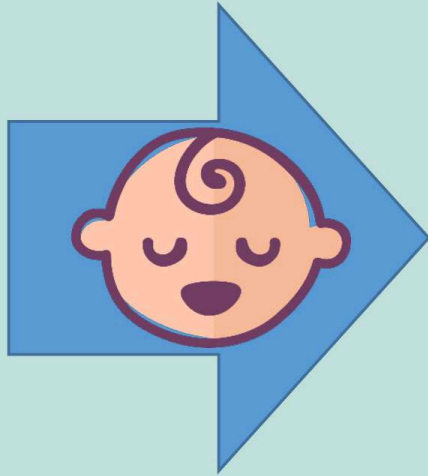
A New Approach

Want to start a family?

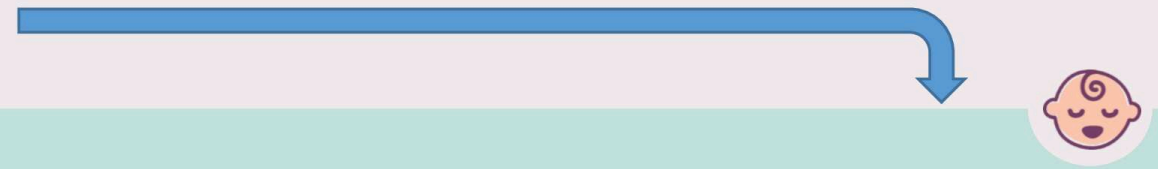
Just a Baby connects you..

..with others who can help..

..so you can start your family!

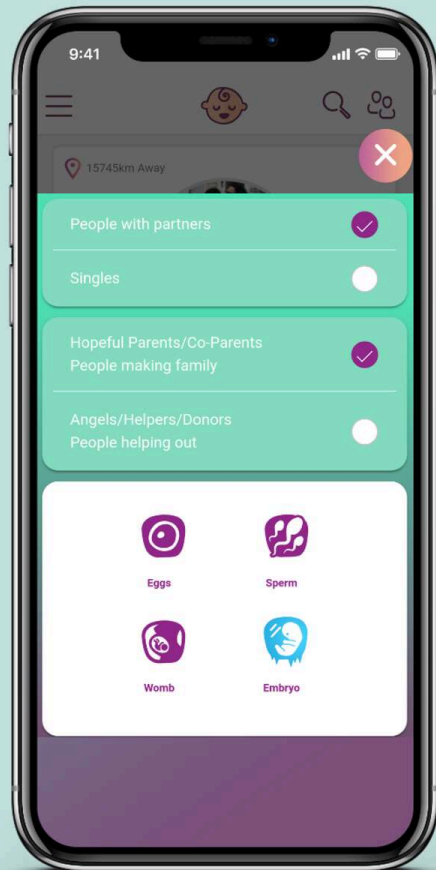


Find People



FIND

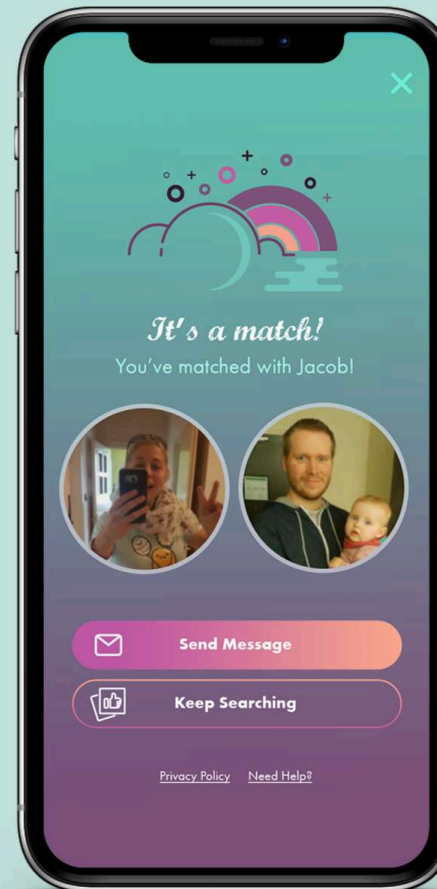
Sperm/Eggs/Womb



SWIPE

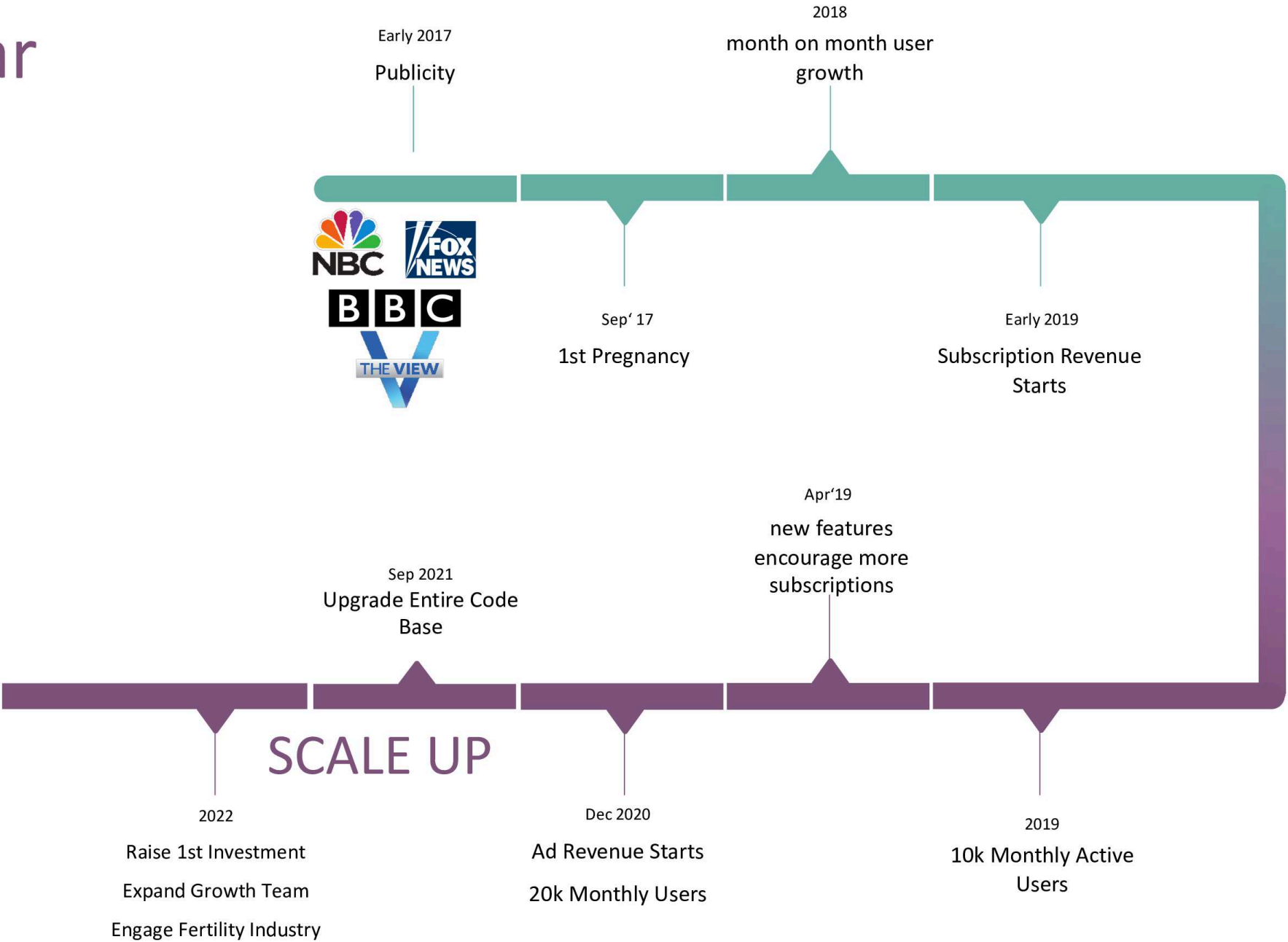
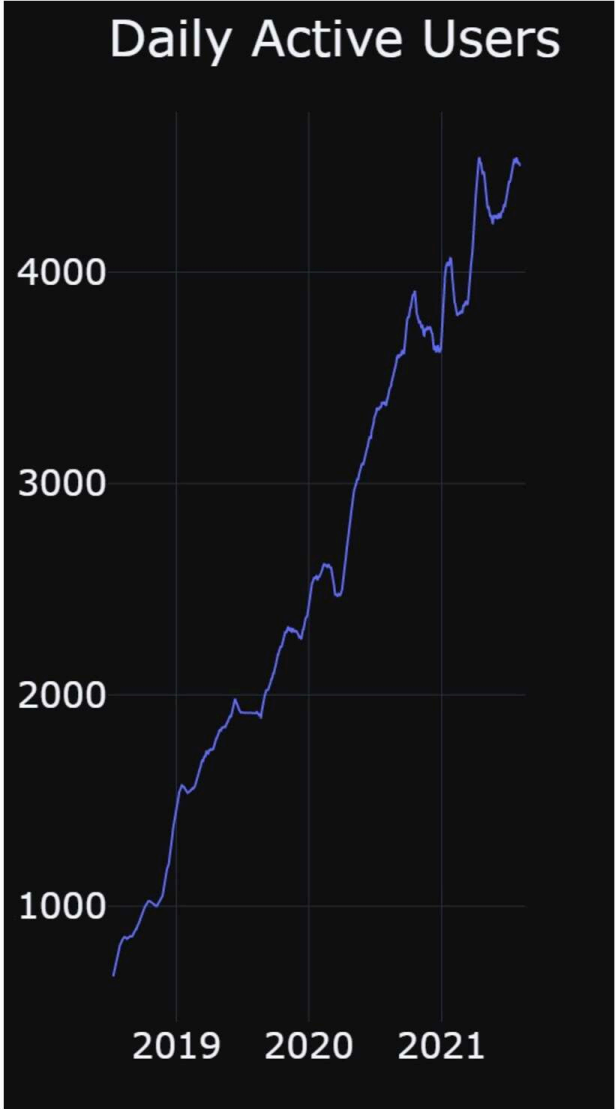


CONNECT

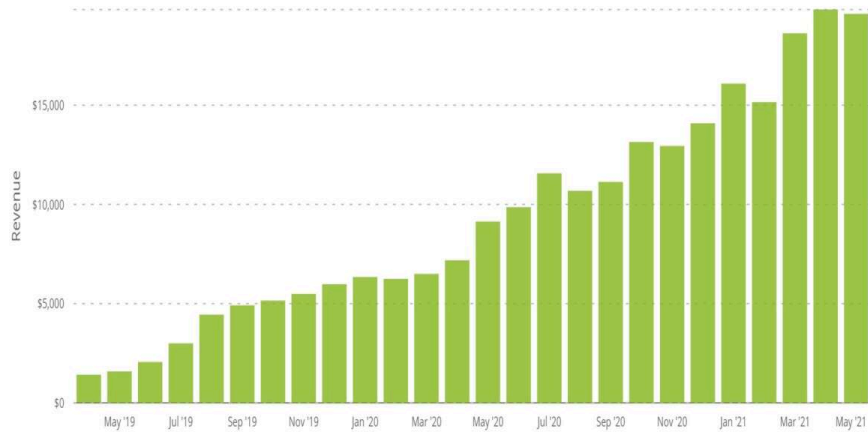


MAKE BABIES!

Our Story So Far



TRACTION



Revenue

30 days

\$21k

90 days

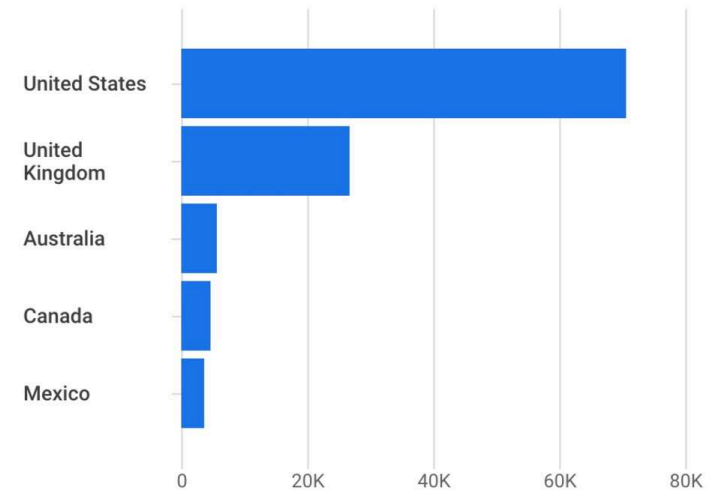
\$61k

365 days

\$225k

Zero dollars spent on marketing

Users by Country



BUSINESS MODEL

CAC – Customer Acquisition Cost


 **\$4.98**

(Projected CAC < \$1)

Premium Monthly Subscription

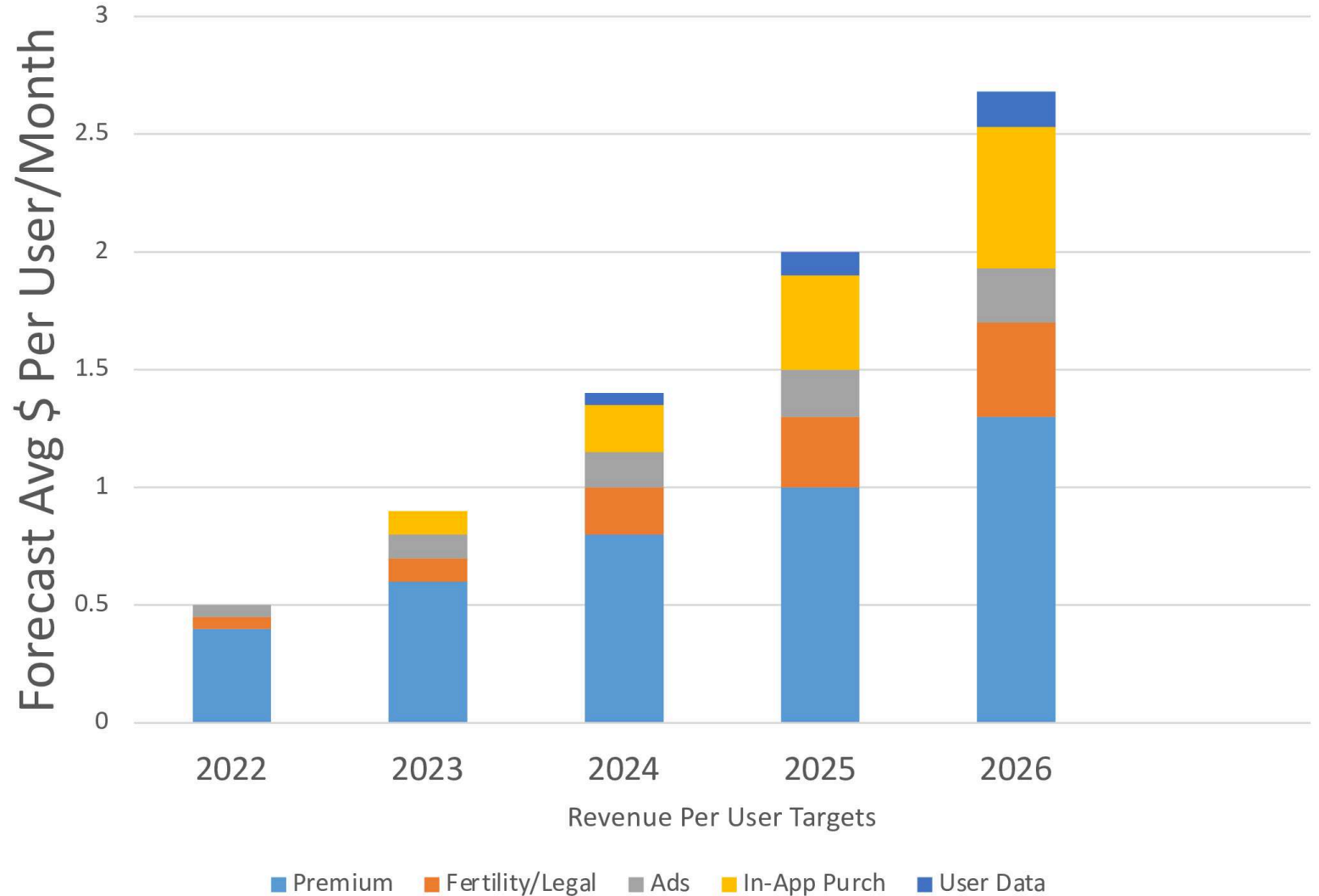
 **\$16.99**

 **In-app purchases**

 **Direct Partnerships**
w/fertility clinics, &
lawyers

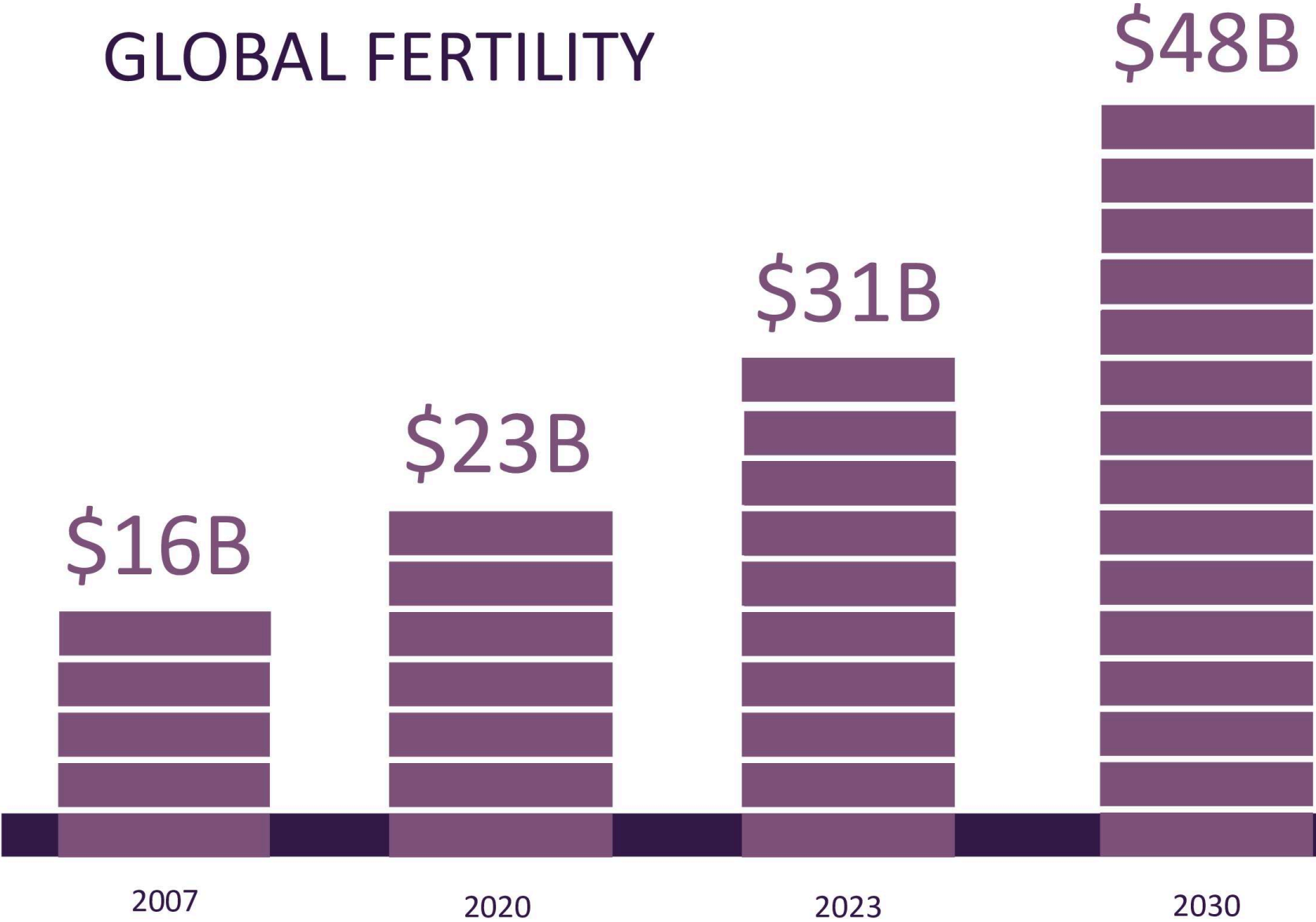
 **Ad**
Revenue

 **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
- Informatics consultant for Elsevier, BMJ, HealthEngine, Popfossa and FutureHealth
- Passion for med-tech & mobile technology

Support Team

UX · Legal · Marketing · DataScience · Dev



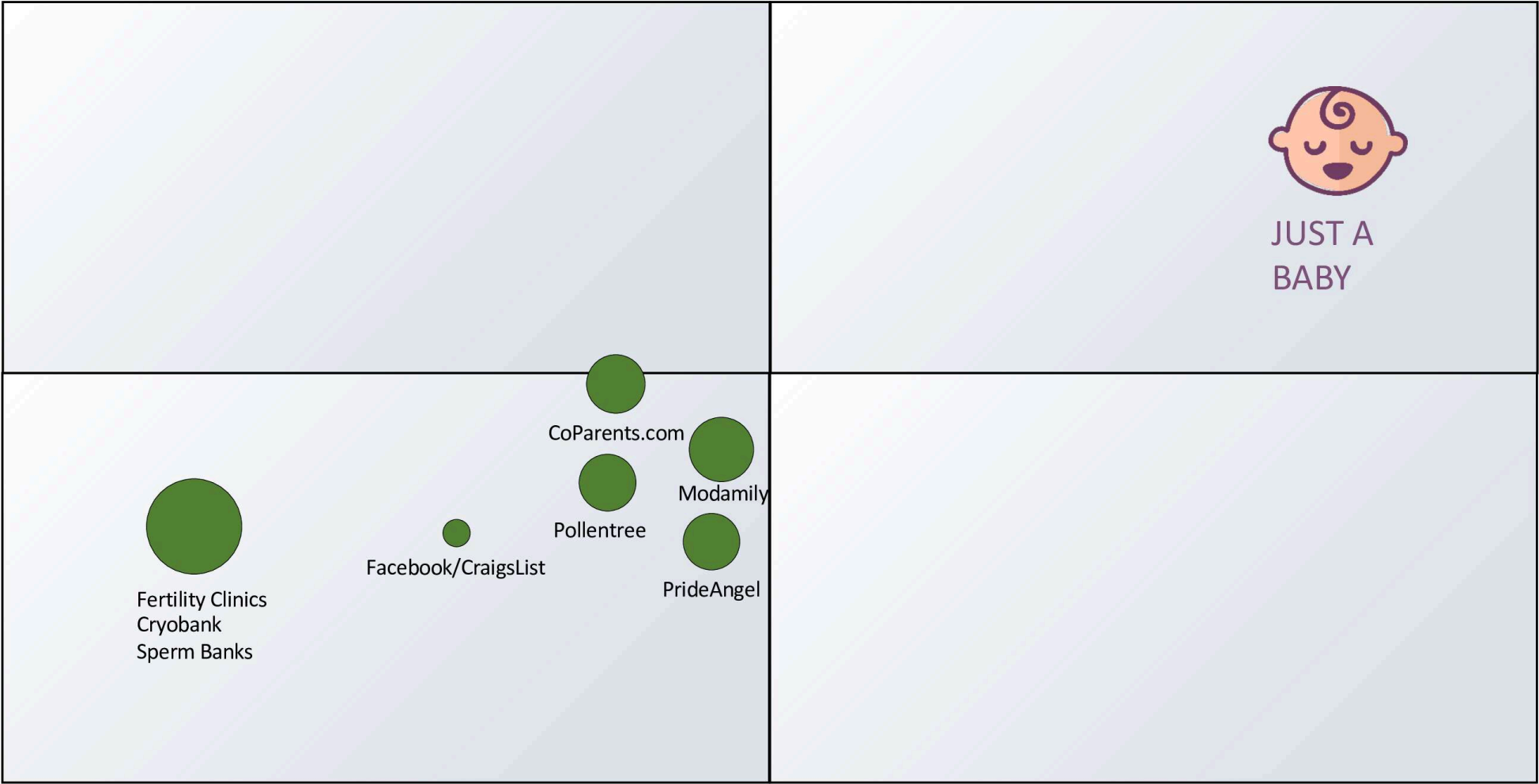
Competition around Fertility

Mainstream Audience
(single people, partners, the wider LGBTQIA+ community, and more!)

Limited Audience
(people with fertility issues and gay couples)



JUST A
BABY

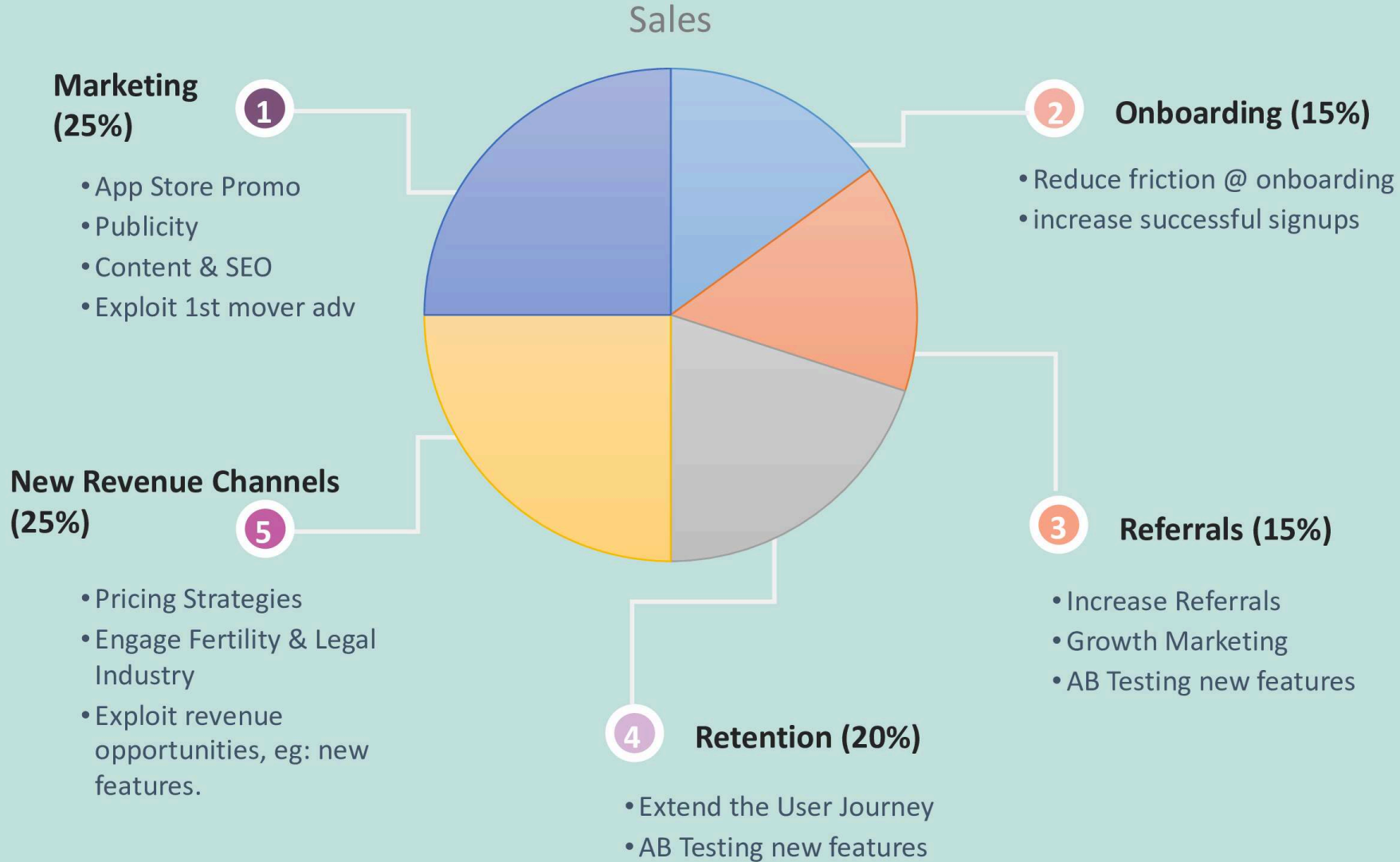


Daunting - Stigma - Covert

Easy - Fun - Open

Barriers to Entry

Use of Funds



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

Be part of the journey.

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

Paul Ryan

Founder

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