



# 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

[hello@LullaFeed.com](mailto:hello@LullaFeed.com)

[LullaFeed.com](https://LullaFeed.com)

(618) 974-8907



Feeding problems affect

**3 in 5**  
**infants,**

**74M**

annually worldwide

**Prematurity**

**Developmental delay**

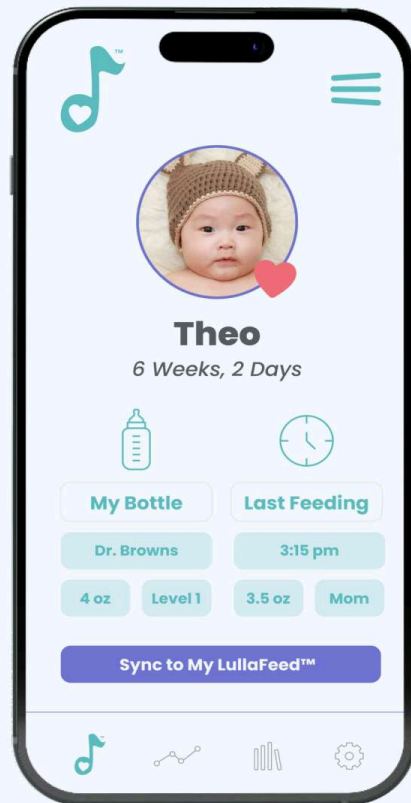
**Structural issues, tongue tie**

**Difficulty with feeding transitions**

**Breast→Bottle after maternity leave**

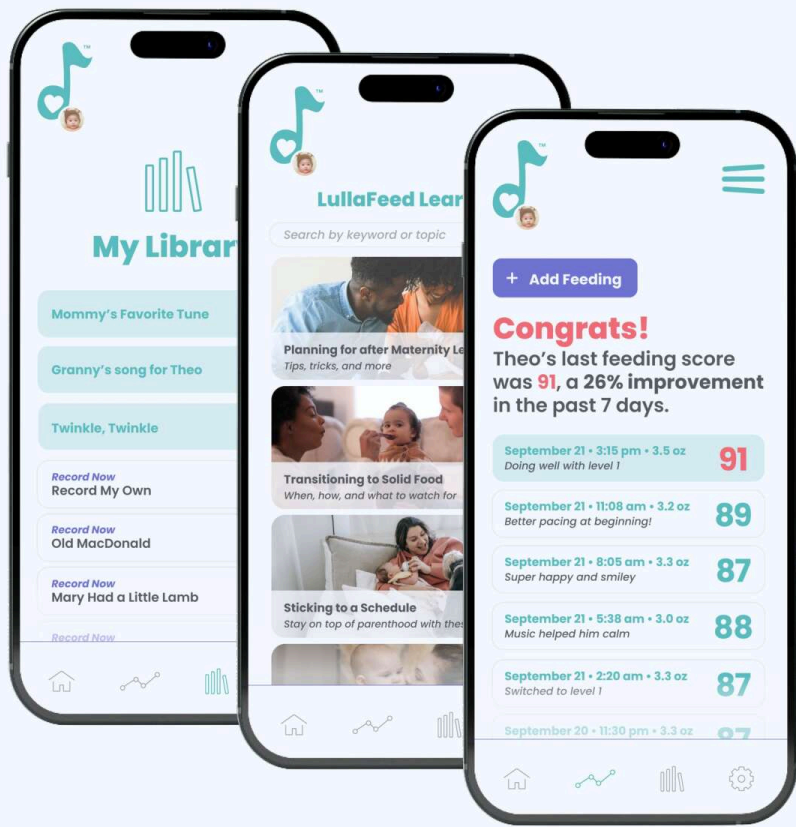


LullaFeed™



- 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

2 6 9  
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!

Melissa Lamboy-Unseld

Cheryl Swanson Stephenson

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

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!

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

incredible baby feeding product!

Two great minds working together for the best for our little ones

Sara Doyle

such a families!

Amanda Turnbull

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

Amber Price

I should also say, thank you! My little guy was a NICU baby to be able to use this product myself. This is beyond incredible but connection and comfort

Mandy Morris Motter

Michael Detmer I'd love to test and give feedback! My little 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 hear mom or dad when they can't be there for feeds

Sarah Katherine

So incredible. Congrats on your new family!

wish I had this when my

be a reality for more

Missy Hydes

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

in the NICU  
blems and

AMAZING! No

😊

ple I think babies  
eat. haha This is

world

of these when L

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

😊😊😊😊😊

**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

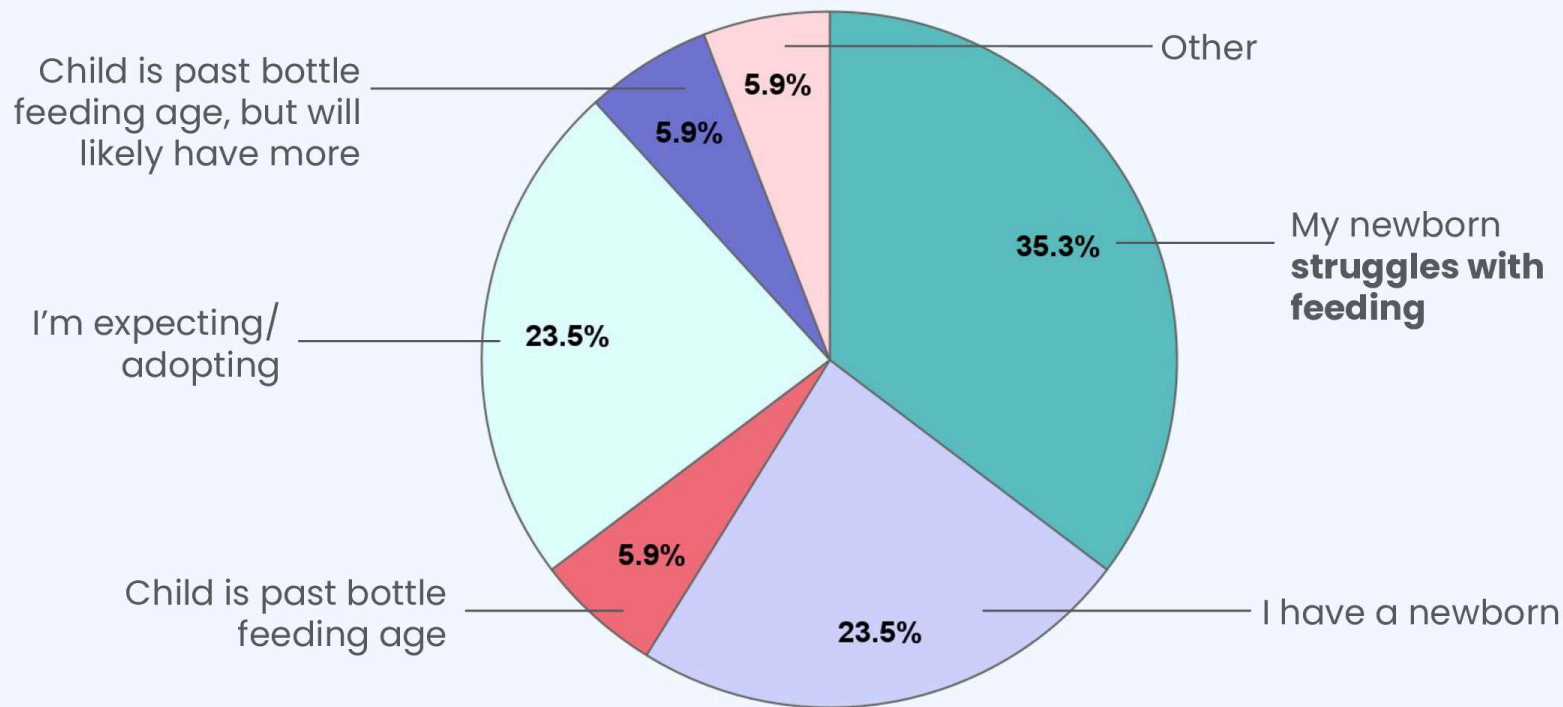
**\$197B**

**TAM**

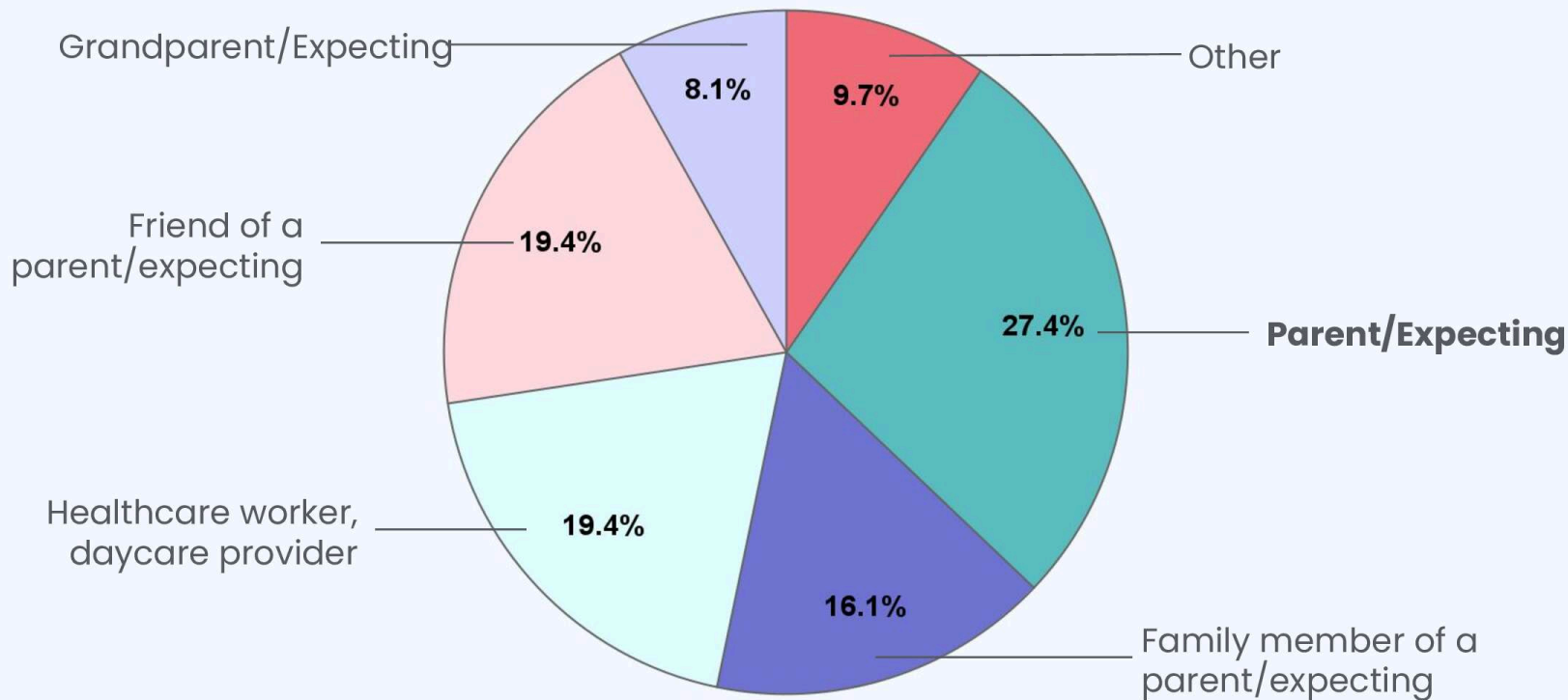
Global Baby Tech  
Industry



# 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





# 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  
[LullaFeed.com](https://LullaFeed.com)