



baby.link

We provide happiness.

Investor Day

May 2023



In 2022 there have been **305 thousand of births** in Poland.

Ultrasound examination is inseparable element of carrying out pregnancy and it should be carried out minimum **3 times** according to Polish Gynecology Association.





The visit in gynecological office is not only control of fetus health.

This is also a moment in which parents for **the first time** are able to see their child on the monitor of ultrasound scanner.

It is special, remarkably touching moment which needs to be immortalized, by keeping it as a **memory for life.**

However, is normal paper print, flat DVD record or pendrive a sufficiently attractive way to memorize?

Especially in nowadays digitalised World.



Present records of this special moment are **oldfashioned** and **nonecological**.

They also make it uneasy to share it with your friends or family.

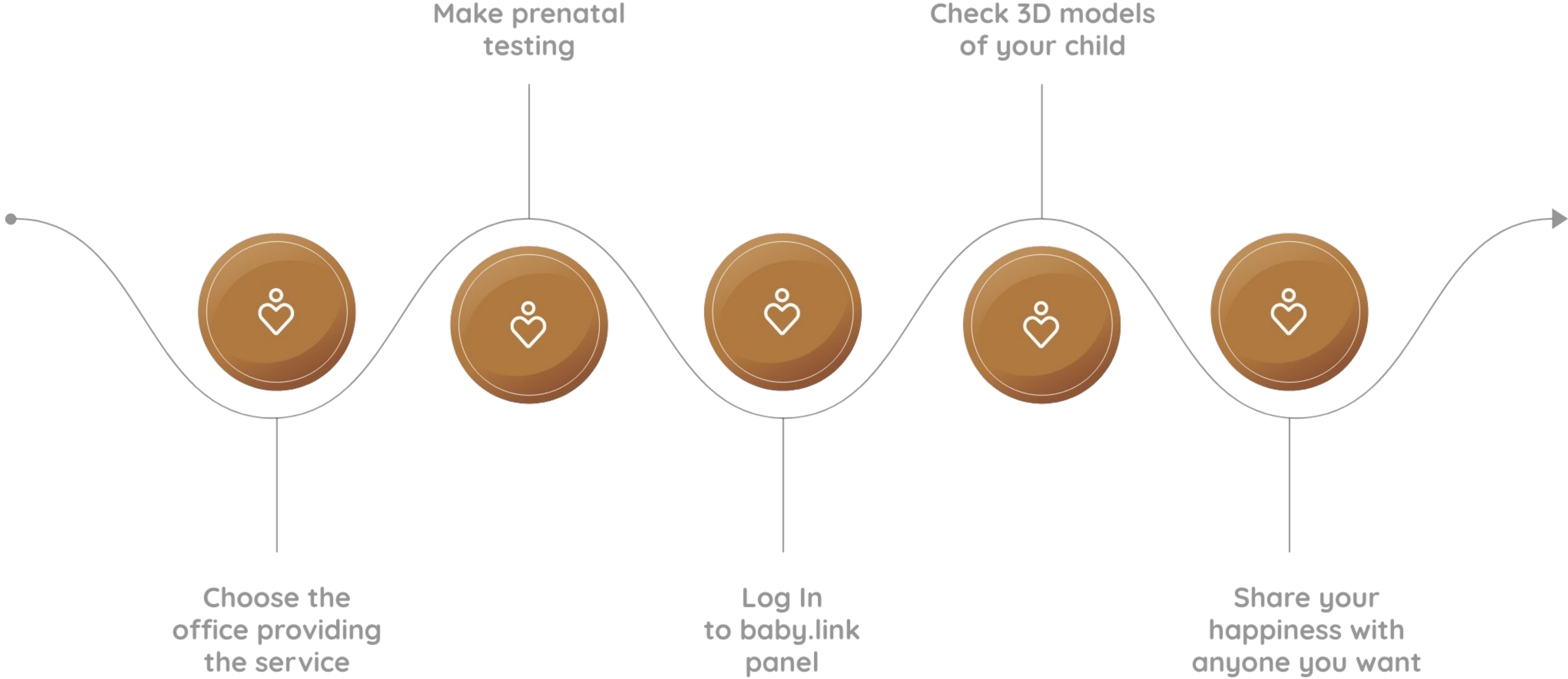
Baby.link is interactive model of fetus accessible on every each telephone.

No need of application.

The service give the access to models **visualizing an unborn child** along with making it possible for parents to **share** their joy in social medias and directly to closed ones.



How does the **baby.link** work?





We have made over 200 future mums happy.

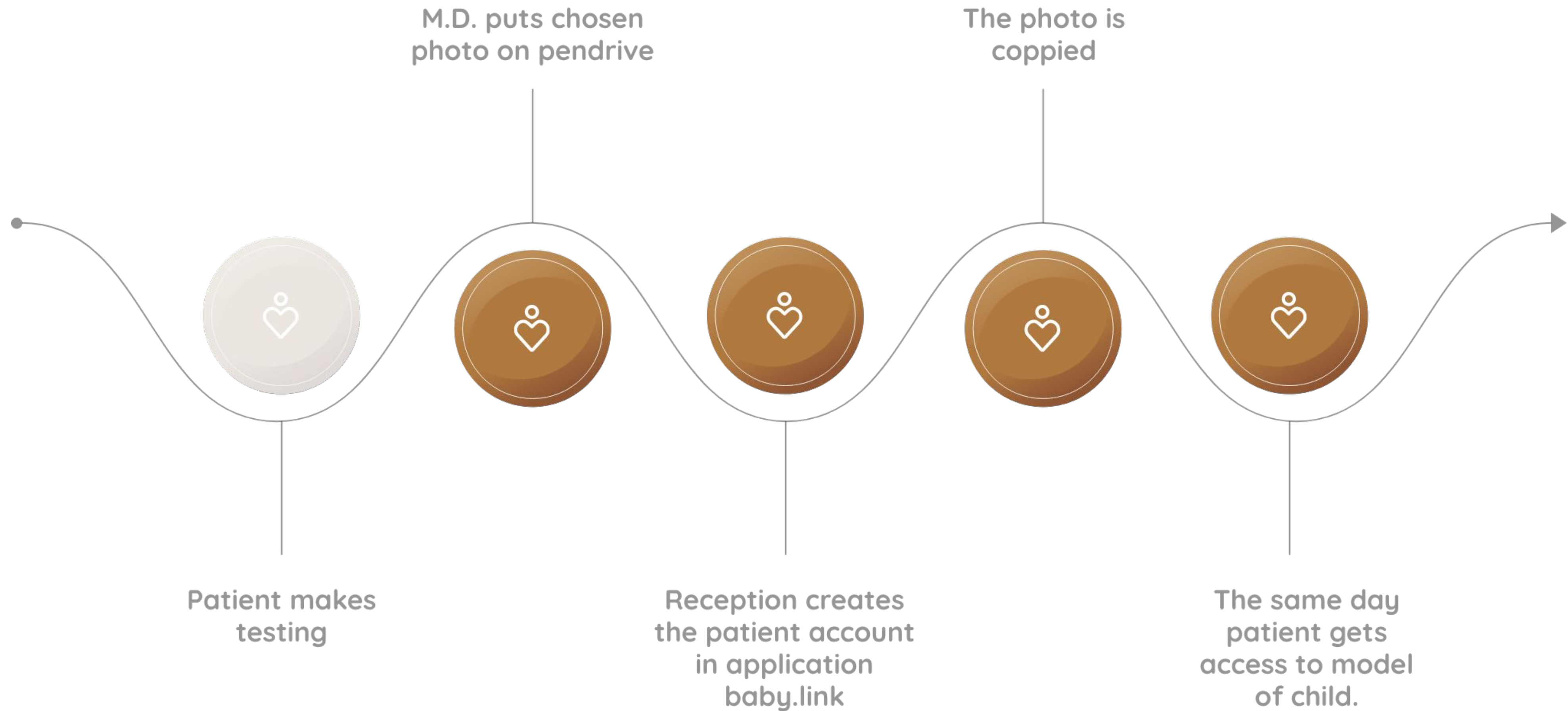
In march 2023 we have initiated tests of this service in Medical Clinic in Poznań. We have gained a valuable feed back, which we are going to use in developing Baby.link

Easy access for new gynecology offices.




Application is accessible for **every browser**, no need of additional programming. No need to train staff, based on **easy using**.



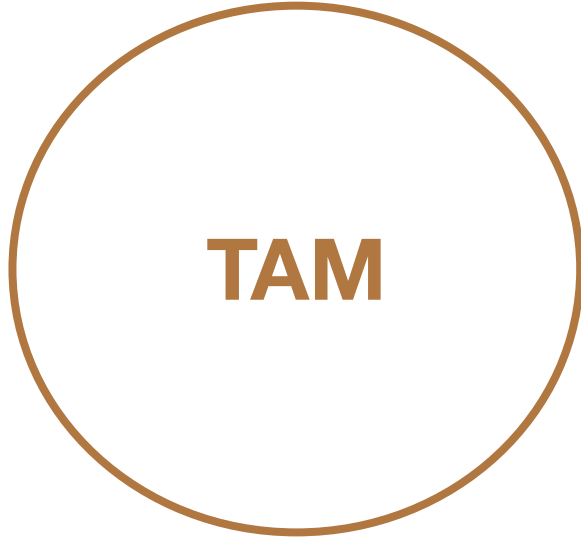
baby.link in office



Business model

-  **Service for free for clients** in gynecological office.
-  **No need to train staff.**
-  **Monthly payment of 450 Euro** by gynecological office with no limit of photos.

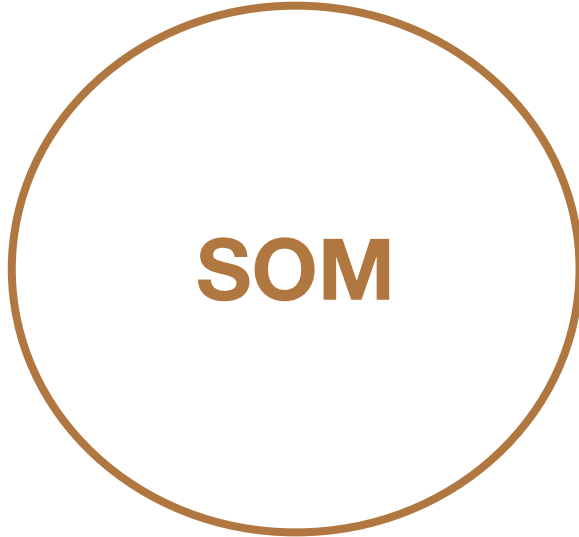
Polish market



300 000 births, 2 ultrasound scanner testing per pregnancy by price 300 pln will bring the value of **40 000 000 €** annually.



With analogy amounts of births and average amount of testing will bring the value of **2 700 000 €** annually.



Resources will allow to gain offices in west part of Poland which is **50% of the market** and the value of **1 800 000 €** annually.

Go to market



1st stage

In order to make it reliable we have made **contact with companies** leading sell of ultrasound scanner. We are on the level of signing partnership contract.



2nd stage

We are making our own **structure of sell.**

Baby.link bussiness developers cooperate with gynecological offices and search for new ones.



3th stage

We are initiating the sell on **new markets.**

We are negotiating with persons interested in distributing our service in Asia and Romania.

Competition

Applications such as Belly Scan have limited functionality and **do not create any community**. Applications such as Pregnancy Calculator, or Hi Mommy, they provide sets of advice for pregnant women.



Lifestyle

Semiprofessional applications help in monitoring pregnancy, and they provide basic health information (Pregnancy +) Application Pregnancy Tracker **does not provide photos** from ultrasound scanner testing.







Health

The project

- Ready **algorithm** responsible for creating models based on ultrasound scanner testing.
- Working administration **panel** in order to record photos at receptions of gynecological offices.
- Service** for parents which helps them to check and get models.
- Marketing:** Women`s Health, Money.pl and Forbes.
- We are negotiating tests and **distribution** in Emirates and the region of Asia and Pacific.

Basis of development

-  **Marketing:** Cooperation with children brands.
-  **Community:** Sharing the experience and advice among users.
-  **Knowledge:** Blog and Video consulting.
-  **Entertainment:** Generator of names, digital baby shower, gender reveal party.

Team



Agnieszka Drews

CEO

The idea maker of the enterprise, for years connected with medical branch. Owner of 2 Medical Clinics. Lawyer.

*“Long years of experience in the field of prenatal diagnostics have led me to initiate the project, in which I as a woman, and mother believe especially. **Baby.link** is the right answer for the development of new technologies, and common digitalization.*

The future which creates memories, special moments, and emotions”.

Agnieszka Drews

Team



Alicja Hełkowska

Business Developer Manager

For many years high level manager in PZU.
Huge experience gained throughout years
in dealing with clients.



Krzysztof Wegner

3D Developer

The scientist from Poznan University of
Technology, specializing in field of picture
optimization.



Kornelia Wiktorja Pałka

Marketing Manager

Manager with experience in Marketing, Public
relations, Content and Influencer Marketing,
Social media marketing.

Investment



Bridge Round

We need 100 000 € for Bridge Round to:

- Initiating and scaling the sell and reaching BEP.
- Project development.
- Development of service available for parents.



baby.link

Thank You for Your attention.

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