



LAITDY JO - BUREAUX AGENCE NOVAM

Laitdy Jo

ALLAITEMENT

One line pitch:

Laitdy Jo, French brand to accompany breastfeeding. Products/services, innovating, eco designed and connected to assist and encourage breastfeeding.

Market Analysis:

Breastfeeding is not ined! 562800 french women breastfeed, 45% for the 1st time. Among the mothers who have given birth, 70% breastfeed in the maternity, after a month 53.8%, this drops to 19% after 6 months. To compare, they are 60% Japanese, 35% in Norway, 27% US and only 5% for French, after 6 months. Nursing mother have high revenue, executive position, high degree education, and with a parental leave. The 1st reason to stop breastfeeding in France is the lack of information and physiological problems. Breastfeeding reduces the number of breast cancer at 20 000, for children 36% reduction of SIDS, protection against obesity and diabetes. By some months, 10 million mothers will be digital mums.

Value proposition:

To offer our range of products, We meet mothers and health professionals in a co-design approach with users. The support needs will first months of pregnancy information and preparation, assistance in setting up the breasts and dietary diversification. Therefore we offer a range of organic textile made in France, services with a blog forum "allaite.fr" , a breastfeeding guide, the development of other media and a range of products connected in an innovative approach. We want to reassure and enhance the women.

Business Model:

Our business model is based on: 1. e-commerce, 2. pure players and e-shop retailers. 3. stores, concept stores, in France and in some foreign countries. 4. Creating an ambassador network among the circles of female expatriates 5. A study, subscriptions as scalable boxing (products / services different each month of early pregnancy to the output of breastfeeding)

IP and Regulatory situation:

The idea was incubated for 3 years by the NOVAM agency to test the market and the needs of uses. Today, LAITDY JO becomes the Start Up.

COMPANY PROFILE

- **Website:**
www.laitdyjo.com
- **Field:**
- **Contact:**
LAETITIA Le Maner
magali@novam.fr
- **Location:**
METROTECH, Bâtiment 6
42650 saint-jean-bonnefonds
France
- **Founded in:** //09/2016
- **Employees:** 5
- **Financial information (€):**
 - **Company stage:**
Commercial availability
 - **Capital raised to date:**
previous december
 - **Monthly burn rate:**
previous december
 - **Capital seeking and date:**
previous december
- **Investors:**
NOVAM, capital accumulation