



MaybeMOM, Inc.
Executive summary
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Business Overview:

MaybeMOM, Inc. seeks to become the premier supplier of oral ovulation prediction kits in the United States of America. In its second year of full operations MaybeMOM, Inc. projects \$3.7 million and profit before tax of \$650,000. Initially MaybeMOM, Inc. will offer one core product – the Mini Ovulation Microscope to be sold to individual consumers, beauty and healthcare providers, and mass marketers of ovulation predictors and health and beauty products. It is a non-prescription in-vitro diagnostic medical device that uses saliva to determine the most fertile period in a woman's ovulation cycle. It presents an affordable alternative to other methods.



Incorporated in the State of New Jersey in 2001 MaybeMOM, Inc. introduced its Mini Ovulation Microscope in 2001 via direct sales methods, internet website, and limited retail distribution both in the US and internationally. In 2003 the FDA approved of the use of this product as a medical device. To date sales in the US have totaled over \$1,000,000. Additional products in the area of feminine hygiene/cosmetics will be added. MaybeMOM offers superior advantages and improvements over competitors.

Target markets:

The US Market for home diagnostic ovulation kits is estimated to be \$2.5 billion. In 2005 Statistics reported that over 60 million women in the US between the ages of 14 to 50 will use home diagnostic ovulation predictor kits, and the market is continuing to grow at around 6% per annum. Approximately 10 percent of women between the ages of 15 and 44 become pregnant annually. Almost all women of childbearing age use home testing products for ovulation prediction. Some use them to follow their normal hormonal rhythm, some use them to determine the optimal time at which to have a baby, and some use them to determine the optimal time at which not to become pregnant. 5 to 7% of American women use fertility awareness as a family planning strategy.

It is a safe and inexpensive method and is also the only acceptable method for many religions. Despite the range of available planning methods, over 50% of pregnancies in the US are unintended. It is unclear whether dissatisfaction with available methods leads to misuse or abandonment of effective methods or whether these methods are too inconvenient, too expensive, or too complicated. A critical need for methods that better fit the diverse needs of all women throughout their reproductive lives is needed.

Sales and Marketing Strategy:

The market is estimated at \$57 million and the average cost of a test is \$7.50. Approximately 7.6 million test kits are sold each year. Assuming each user purchases 7 kits a year, then the number of consumers in this market is 1.1 million. If every user buys a \$ 50 MaybeMOM device, the total market would be \$ 44 million. MaybeMOM hopes to capture 10 % of that market, or \$4.4 million

MaybeMOM's primary market will be the direct consumer, but additional markets of the medical professional and fertility/family planning clinics will be explored with additional marketing efforts.

Target markets – Channels:

Mainstream Retailers: In 1998 over \$48 million was spent on ovulation predictor kits at mainstream retailers in the United States, mainly pharmacy and grocery chains. MaybeMOM, Inc. intends to penetrate this market as its prime focus.

Health Services: Doctors and gynecologists and fertility clinics will be targeted. We plan to display MaybeMOM at professional and trade conferences and solicit letters of testimonies as well as features in professional newsletters/publications.

Direct Sales: This includes Party sales, sales through the MaybeMOM, Inc. Website (www.maybemom.com) and catalog sales. The success of selling through this channel will be directly proportional to the level of resources targeted towards mass media advertising.

Competition:

The overwhelming majority of urine “in vitro” ovulation testing kits that are currently available on the market use Urine to detect the presence of luteinizing hormone in the urine. Some of the kits require the use of a cup to capture urine flow, then a dip stick as used as an indicator, or a dropper is used to deliver a certain amount of urine to an indicator. Some use the direct flow urine into which an indicator stick is placed. If luteinizing hormone is detected in the urine, a woman knows that within 24 – 48 hours she will be ovulating. Another device uses saliva on a litmus type stick that changes color to detect. This device is not accurate and or effective tracking ovulation daily as it is sold in packs 5 – 7 sticks that does not allow for daily testing.

MaybeMOM Financial Projections

