



# Pacifier

## Business Plan

**Team name:** Marcy Applications

**Team member names:** Ariyana Azadparvar, Mariam Namoune, Selma Lakhadri, and Malak El Madi

**Business name and location:** Marcy Applications, Montreal, Quebec, Canada

**Product name:** Pacifier

---

### Company Description

#### Mission statement

*“ Because caring for a baby starts with caring for you ”*

#### Company Overview

Pacifier is a nonprofit organization that provides an application developed to assist postpartum mothers by offering a comprehensive, accessible, and community-oriented digital platform. Our mission is to support early childhood development and maternal mental health through modern technology. Pacifier’s core features include sleep and feeding trackers, expert-verified resources, real-time Q&A with midwives, and peer support communities. Our funding strategy combines a pay-what-you-can model with a contributor model that will seek funding grants, donations, and community based outreach campaigns. Starting in Quebec, we aim to expand across North America, building an inclusive support ecosystem for every new mothers.

#### Our Team

<b>Ariyana Azadparvar</b>	Director of Research and Outreach	Focuses on maternal health content and local engagement
<b>Mariam Namoune</b>	Program Developer	Leads app design and coordinates volunteer club
<b>Selma Lakhadri</b>	Director of Finance	Oversees budgeting, fundraising, and grant applications
<b>Malak El Madi</b>	Community Manager	Moderates user forums and manages event planning

Pacifier was created by four high school students based in Montréal, Canada. We are daughters, sisters, friends, and community members who have witnessed the emotional and physical challenges new mothers face, and too many silently. Whether it was a relative struggling after giving birth or a friend feeling lost in the early days of motherhood, we noticed a recurring issue: many women did not feel supported, especially

when they left the hospital. That is where Pacifier comes in.

The idea for Pacifier started with a simple question: What would have helped these mothers feel less overwhelmed and better supported? The answer was not just another baby tracker, it was a safe, accessible and emotionally intelligent space built with the needs of real moms in mind, putting the focus on the parent rather than just their babies. Our research showed that while there are many apps out there that track feeding times or sleep, very few address the mental health of mothers or offer reliable guidance from professionals. We wanted to build something that was not just functional, but genuinely supportive and accessible, even for moms who cannot afford a fee based app

## Product Overview

Pacifier, is above all else a community that connects new moms with their first child, with experienced moms who need support or who can provide advice or insights, and to ensure that there is a team of experts who can respond to a variety of moms needs, Pacifier will also recruit a network of professional midwives to the community, available to respond to quick questions or to be there there to provide a compassionate ear to moms who are feeling alone.

Upon opening the app, users are directed to the login page, where midwives and postpartum mothers can create or access their accounts separately. New mothers are guided through a brief questionnaire to gather important information about themselves and their babies.

After completing the setup, mothers are brought to the main dashboard, which includes four key sections:

- **Sleep Tracker:** A stopwatch feature to record and monitor the baby's sleeping times to help moms monitor and log their baby's sleep patterns to identify routines.
- **Feeding Tracker:** A stopwatch to log and track feeding sessions which allows accurate tracking of feeding times and durations, ideal for breastfeeding or bottle-feeding.
- **Resources:** A library filled with significant information about postpartum care and infant development. , offering reliable information on postpartum health, mental wellness, baby development, and more.
- **Q&A Forum:** A dedicated space where mothers can ask questions and receive personalized answers from certified midwives. This forum also contains previously asked questions and answers from other mothers, making it a rich source of shared knowledge.

Our target audience is postpartum mothers between the age of 20–40 living in North America. These are women who are digitally connected, often juggling multiple responsibilities and looking for simple, honest support. Some are single, some are partnered. Some are first-time moms, others are not. But what they share is a need for clear, kind and professional support that meets them where they are emotionally and logistically.

## **Advantages**

Unlike most baby tracker apps that focus only on the baby, Pacifier is mother-focused, addressing the emotional, physical and informational needs of postpartum women. We are the only app with a dual interface, one for mothers and one for midwives, ensuring that advice is available in real time from recognized experts. This integrated approach bridges the gap between clinical care and daily life.

Furthermore, our app offers a multitude of unique advantages:

- Free tools like sleep and feeding trackers, making it accessible to all mothers.
- The opportunity to directly ask questions to certified midwives.
- A simple and user-friendly interface that is not overwhelming.
- Data tracking of your baby's sleep and feeding routines.

## **Product development:**

Pacifier is currently in the beta testing stage, with the MVP already built and undergoing testing with a focus group for new mothers and midwives. The app will be available as a mobile app on iOS and later on Android.

The backend will run on Firebase, providing secure authentication, real-time data syncing and cloud storage. After beta testing, we will integrate feedback from the focus groups to ensure that the complete product meets the needs and expectations of moms and midwives. Our plan is to make the app available to download on the App Store, Google Play and as a web app by June 1.

Pacifier will first be launched on iOS, followed by developing and testing an Android version. After the initial launch, we have an ambitious development schedule to push our new features and tools for moms, continuous feedback from users and professionals will guide our ongoing development.

Future updates will include multilingual support, since our current app is only available in english we will input a french, spanish and mandarin version too, video consultations with midwives and AI-based mood tracking for early signs of postpartum depression. We are also exploring voice activated features and a geolocation tool to help mothers find nearby postpartum services. IOur product development roadmap also includes creating additional features that leverage artificial intelligence by collecting data and analyzing the baby's sleep patterns and feeding routines, we can send notifications to the mother to help her plan her daily activities.

## **Goals**

### **Short-Term Goals**

Our immediate objective is to finalize development and officially launch Pacifier by June 1. We aim to distribute the app through hospitals, app stores, and parenting networks to ensure maximum accessibility.

### **Long-Term Goals**

Over the next several years, our vision is to scale Pacifier by integrating multilingual support, incorporating telehealth features, and expanding outreach across North America. We also plan to form partnerships with mental health nonprofits to enrich our offerings and increase our impact.

### **Detailed Milestones**

- By June 1 (Year 1): Fully launch Pacifier.

- Within the first 2 years: Onboard at least 20,000 mothers and 1,500 midwives.
- Year 1: Establish partnerships with health centres, parenting groups, and midwife communities to build awareness.
- Year 1: Apply for and secure the Ingenious Grant.
- Year 2: Apply for and secure the Fondation J. Armand Bombardier's Female Entrepreneurship Grant.
- Year 2: Expand availability of Pacifier to Ontario.
- Mid-Year 3: Ensure app access across all Canadian provinces.
- End of Year 4: Expand to the United States.
- Within 5 years: Become the most recognized and trusted app for postpartum support and maternal health in North America.
- In 10 to 20 years: Grow Pacifier into a global nonprofit brand with lasting impact on mothers worldwide.

## **Market analysis**

### **Performance**

We think that an app has high chances to become successful and here is why. The postpartum period is one of the most difficult times for a woman, since it is an upheaval both physical and mental health. So, by addressing both baby care and maternal emotional needs, this app is filling a real gap that women desperately need and that most apps overlook. Most baby trackers do not address postpartum depression or offer direct access to professionals. Instead, they tend to focus mainly on tracking feedings, diaper changes, and sleep schedules, which, while useful, overlook the mother's well-being. Additionally, many of these apps provide generic tips rather than personalized guidance, and they often lack integration with healthcare professionals, leaving mothers isolated when they need expert support most. Indeed, our dual-track system for mothers and midwives is unique and offers real value through personalization and medical support by offering direct communication channels, tailored advice, and evidence-based resources.

### **Target users**

This app is mainly for postpartum women and women with babies or young age children living in Quebec and North America (they have a high level of access to phones). They are actively looking for guidance and resources for their anxiety and baby care. Furthermore, they recently gave birth in a hospital or birthing center, or have children under the age of one year old, feel emotionally overwhelmed and want structured help, are actively searching for support on platforms like social media (ex: Instagram), mom blogs, and parenting forums and are actively seeking free (or low cost) solutions with expert-backed guidance. Whether they are first time moms or not or whether they are single, married, or just in a couple, this app addresses them and the situation they are facing. These women are, in most cases, between the ages of 20 and 40 years old.

(For specific numbers, look in financial plan and projections)

### **Competitor analysis:**

Several apps currently exist that aim to support mothers by tracking their baby's sleep, feeding, and development. Key competitors include Baby+, Baby Daybook, BabyTime, Napper, Baby Tracker, Baby Connect, Glow Baby, Huckleberry, Ovia Parenting & Baby Tracker, Peanut, and The Wonder Weeks.

These apps typically feature appealing and user-friendly designs that align well with the baby-care theme. Many, such as Baby+, BabyTime, Baby Tracker, Glow Baby, Huckleberry, and Ovia, offer detailed tracking tools for sleep, feeding, diapers, and growth. Others, like Napper, specialize in sleep data and

scheduling. Baby Connect integrates social features, allowing parents to link with daycare providers and track medical information such as vaccines and medications. Peanut serves primarily as a social network for mothers and women trying to conceive, while The Wonder Weeks focuses on developmental insights and behavior predictions.

Despite their strengths, these apps also present several limitations. Apps like Baby+, Napper, and Huckleberry lack personalization and offer little to no opportunities for user-to-user interaction. Others, such as Baby Daybook, BabyTime, and Baby Tracker, provide minimal educational content and limited guidance to help mothers navigate postpartum challenges. Additionally, many of these apps are not financially accessible: they often cost between \$30 and \$80 per year, include frequent ads, and offer only limited features for free. Their reliance on in-app purchases and aggressive marketing can feel overwhelming, especially for mothers already stretched thin emotionally and financially.

#### Features for different apps

Key Feature	Pacifier	Glow Baby	Ovia Parenting	Huckleberry
Tracks baby sleep, feeding, diapers	✓	✓	✓	sleep only
Helps moms with emotions after birth	✓	✗	✗	✗
Mental health tips from real professionals	✓	✗	weak	✗
Supportive and friendly mom community	✓	✓	weak	✗

#### Our response - The Pacifier Way:

Recognizing that our competitors each offer valuable features—yet consistently lack one or more essential components—we decided to create an app that brings together all the most helpful and effective tools in one place. In addition, we chose to make our app completely free for women with low income and entirely free of advertisements, understanding that this is what truly supports new mothers. Advertisements can be distracting and frustrating, especially for users seeking calm and focus during a demanding life stage. Furthermore, unlike many other platforms, we do not pressure users to pay. Depending on their income, our users pay the amount they can to use our app, others do not if they cannot afford it. We use an honour system to determine this, trusting that mothers know their own financial reality—similar to models like [this pay-what-you-can program](#). There is also market evidence that this model works: studies have shown that “pay what you want” systems can be as or even more effective than fixed-price models ([source](#)). Instead, our model is based on trust and accessibility, acknowledging that every mother has different financial circumstances. Our primary goal is to support and empower mothers, and we have designed our app around what truly matters to them.

App	Strengths	Weaknesses	How Pacifier Differs
Huckleberry	Advanced AI sleep tracking	Subscription-based, no community	Offers free tools and peer forums
What to Expect	Robust article library	Lacks tracking or real-time advice	Combines resources with tracking
Peanut	Social connection for mothers	No expert medical support	Includes midwife Q&A functionality
Baby Tracker	Reliable log features	No community or resource tools	Blends data tracking and education

## Marketing Plan

### Branding



Our logo, represented by a pacifier, a universal symbol of comfort for babies, also represents the comfort and reassurance we aim to provide mothers. The heart detail at the top is a gentle reminder of the love mothers continue to give, even when things feel overwhelming. Soft, pastel colors were chosen to evoke a sense of calm, safety, and warmth—creating a welcoming space where mothers can find understanding, encouragement, and help as they care for their babies and themselves. Directly paying tribute to our mission statement:

*“Because caring for your baby starts with caring for you”*

### Marketing strategy

#### Marketing Strategy Summary Table:

Strategy	Description	Method
Postpartum Discharge Package insert	<ul style="list-style-type: none"> <li>-Info + QR code to access the app added to existing package</li> </ul>	<ul style="list-style-type: none"> <li>Make partnerships with hospitals and delivery centers               <ul style="list-style-type: none"> <li>Create the package and info sheets</li> <li>Distribute paper and digital copies</li> </ul> </li> </ul>
Social media strategy	<ul style="list-style-type: none"> <li>Set up accounts on major platforms (Instagram, TikTok, Facebook, etc.).</li> <li>Create trend-based, relatable content aligned with our mission.</li> <li>Join and engage in midwife-focused groups and communities.</li> </ul>	<ul style="list-style-type: none"> <li>Hire or assign a dedicated social media manager to oversee engagement with midwifery communities               <ul style="list-style-type: none"> <li>Research and identify the most active and relevant midwife groups on platforms like Facebook, Instagram, and LinkedIn</li> </ul> </li> </ul>
Birth center visits	<ul style="list-style-type: none"> <li>Present our application by showcasing the various tools and resources available to both mothers and midwives.</li> </ul>	<ul style="list-style-type: none"> <li>Identify and prioritize the most underserved birth centers in Canada for outreach               <ul style="list-style-type: none"> <li>Schedule visits to these centers to present <i>Pacifier</i> and its benefits</li> </ul> </li> <li>Prepare visual materials (e.g., slides, brochures, demo videos) to clearly demonstrate the app's features</li> <li>Collect and showcase testimonials from women who have used the app to highlight its positive impact</li> </ul>
SEO	<ul style="list-style-type: none"> <li>Optimize our online presence so that <i>Pacifier</i> ranks higher in search engine results (e.g., Google).</li> <li>increase visibility when people search for terms related to postpartum support, midwifery, and maternal health.</li> </ul>	<ul style="list-style-type: none"> <li>Research and select relevant keywords (e.g., “postpartum support app,” “help for new moms,” “midwife tools”)</li> <li>Optimize website content, app store descriptions, and blog posts using these keywords</li> </ul>

Our app's customers are mothers who have recently delivered, specifically those who have a baby under 1-year-old, which means they are young enough to be familiar with all new technologies. Effectively, according to CBC, the average age of mothers at the time of delivery in Canada was 31.7 years in 2023<sup>1</sup>. Furthermore, in 2020, an overwhelming 96% of Canadians aged 15 to 44 reported owning a smartphone<sup>2</sup>. This means much of our advertising should focus on social media, as these mothers use it every day. It also means that many customers will use Pacifier because they are accustomed to using their phones daily. To make this happen, we will create accounts on major social media platforms like Instagram, TikTok, and Facebook. We will have a social media manager who will create content that follows current trends while staying aligned with our mission statement, to attract mothers to use our application.

As a non-profit, Pacifier will also have the ability to reach out to hospitals to include our information in the Postpartum Discharge Package, which is the document given to mothers after birth containing essential resources for the postpartum period. New mothers generally take time to read this package, as it includes important details such as follow-up recommendations and baby care instructions. By having our application featured in these packages across multiple hospitals, we increase our chances of reaching many new customers, since there are new births every day.

Additionally, we plan to offer in-person visits to birth centers to introduce our app directly to expectant mothers and midwives. During these visits, we will clearly present our mission and demonstrate the full range of supportive tools our app offers. Birth centers are an ideal setting for our outreach, as the women who attend are often navigating a particularly sensitive and transformative period. Our app is designed to help ease their mental load by providing practical resources and emotional support. Furthermore, midwives play a vital role in our community. With the ability to log in and respond to mothers' questions through our app, they become important partners in supporting postpartum well-being. By connecting with both mothers and midwives at birth centers, we ensure that our outreach is precisely targeted to those who will benefit most from our services.

To further expand our reach, we are also investing in Search Engine Optimization (SEO) for our website and app store listings. By carefully researching and using keywords that mothers commonly search for when looking for postpartum support, we can ensure that Pacifier appears in organic search results. This means that when new mothers look online for help or resources during the postpartum period, they are more likely to discover our app. We will optimize our website's titles, descriptions, and content with these relevant keywords, and make sure our site is mobile-friendly and easy to navigate. This strategy will help us attract more users who are actively seeking postpartum support, increasing our visibility and making Pacifier accessible to even more mothers who need it. In addition, attracting midwives is essential for the success of our application, and social media offers an ideal platform for outreach, as many midwives are active online. Platforms like Instagram and Facebook are commonly used by midwives to share knowledge, connect with parents, and engage in professional communities. According to a study published in *BMC Pregnancy and Childbirth* (2023), nearly half of midwives' posts on Instagram were educational in nature, demonstrating their commitment to using social media as a tool for outreach and support. We also plan to join multiple midwifery-focused groups on these platforms to introduce and promote *Pacifier* directly within their

---

<sup>1</sup> CBC.(September 30, 2024). Canada records its lowest fertility rate for 2nd year: StatsCan.  
<https://www.cbc.ca/news/canada/british-columbia/canada-lowest-ever-fertility-rate-1.7338374>

<sup>2</sup> Statistics Canada. (May 11, 2023). So long landline, hello smartphone.  
<https://www.statcan.gc.ca/o1/en/plus/3582-so-long-landline-hello-smartphone>

communities.

## Focus Group Feedback

During the testing phase, 87% of mothers reported that the Q&A section helped them receive trustworthy answers to their questions, offering more reassurance than searching the internet. We will incorporate this feedback into our social media strategy by sharing short, relatable testimonials from real users. In addition, 92% of moms said that the feeding and sleep trackers helped reduce their mental load and stress. When visiting birth centers, where many mothers are already feeling overwhelmed, we will present this data to give them hope. By showing these statistics, we aim to reassure them that our app can offer mental relief and create a more organized, peaceful postpartum experience.

### Benefits Reported by Users:

- Enhanced Confidence: Mothers have reported that tracking their baby's feeding and sleep patterns through apps provides reassurance and a sense of control, especially during the transition to motherhood<sup>3</sup>.
- Support for Breastfeeding: Some breastfeeding mothers use these apps to monitor feeding sessions, which can help in assessing milk supply and infant growth, thereby supporting continued breastfeeding<sup>4</sup>.

## Pricing

Pacifier will operate on a tier-based pricing system, allowing users to choose how much they wish to pay. There will be no required minimum, ensuring that the app remains accessible to mothers who need support, regardless of their financial situation. This model helps us build a relationship of trust and transparency with our community. The app will first be launched in the iOS version in Canada, where iOS usage is highest. An Android version will follow, allowing us to reach a more inclusive audience.

### Tiered system table:

Suggested monthly contribution	Message
\$0	For anyone who needs support, no payment required
\$5	Help us maintain and improve the app for mothers in need
\$10	Support outreach, updates, and new content for all users
\$20	Contribute to long-term development and community impact
\$50+	Make a big difference in supporting mothers across the country

---

<sup>3</sup> [SAGE Journals](#).

<sup>4</sup> [PubMed](#)

## Main Operations Strategy

Category	Details
<b>Team Structure</b> 3-4 employees	Customer service inquiries
	Handle technical bugs
	Manage social media accounts
	improving regular updates
<b>Fundraising money strategy</b>	Tiered Donation System: Offer monthly giving tiers (e.g., \$5, \$10, \$20) through the app and website to encourage ongoing user support.
	Government Funding: Once \$10,000 in revenue is reached, apply for relevant health and innovation grants.
	Events & Galas: Host fundraising events to engage the public and potential sponsors; led by the Fundraising Manager.
	Partnerships & Sponsorships: Reach out to health-related businesses or maternity brands for potential sponsorship opportunities.
<b>Keys operations to consider</b>	App Management / IT: Bug fixes, feature updates, analytics
	Marketing & Social Media: Digital campaigns, brand building, user engagement
	Fundraising & Donor Relations: Grants, events, donor communication
	Non-Profit Management / Admin: Legal structure, accounting, partnerships
	Outreach & Education: In-person sessions with mothers and midwives at clinics, hospitals, etc.

## Financial plan & projections:

First and foremost, according to research by Maximize Market Research, 70% of North American parents use parenting apps<sup>5</sup>. In Canada, Statistics Canada reported approximately 351,477 births in 2023<sup>6</sup>, with 77,950 of those in Quebec, as stated by the Institut de la statistique du Québec<sup>7</sup>. This presents a significant potential user base for our app, *Pacifier*. If just 10% of new mothers in Quebec adopt our platform, this would result in approximately 7,795 users regionally, and 35,148 users across Canada. In our first year, focusing on provincial outreach, we project a user base of 10,000 Quebec-based users—representing a 12.83% adoption rate.

As outlined previously, our non-profit will generate revenue through a variety of sources. For one we will offer a tiered payment system, beginning at \$2 per year for individuals with limited financial resources, with higher contributions accepted from those who wish to further support the organization. By mid-second year, once we have established a strong reputation and a growing user base, we will begin hosting charity events focused on supporting postpartum women. Funds raised through these events will be reinvested into the continuous development and improvement of our app.

In addition to our tiered payment model, *Pacifier* will seek funding through grants, bursaries, and donations. In our first year, we plan to secure \$1,000 in startup capital through the Ingenious+ program, supported by the Rideau Hall Foundation.

<sup>5</sup> <https://www.maximizemarketresearch.com/market-report/parenting-app-market/213688/?>

<sup>6</sup> <https://www150.statcan.gc.ca/n1/daily-quotidien/240925/dq240925c-eng.htm>

<sup>7</sup> <https://statistique.quebec.ca/en/communiqu/quebec-population-report-2023-sharp-decline-fertility-life-expectancy-pre-pandemic-level?>

As we grow, we will continue to apply for additional funding opportunities to ensure a stable revenue stream. We will actively monitor available grant programs and submit applications to those for which Pacifier qualifies—such as the Fondation J. Armand Bombardier bursary for female entrepreneurship.

To support our initial launch, each team member will contribute \$1,000, providing a total startup capital of \$4,000.

Cost of Hosting and App infrastructure for 10 000 user:

Cost Area	Monthly Est.	Yearly Est.	Notes
Data Storage	\$37.5	\$450	~30 GB total across 10,000 users
Database (reads/writes)	\$50–150	\$600–\$1,800	Firebase/Supabase reads/writes, depending on usage
Bandwidth (data out)	\$50–100	\$600–\$1,200	~1–3 TB/year of traffic, mostly text/chat data
Cloud Functions/Server	\$0–100	\$0–\$1,200	backend logic (e.g., notifications)
Authentication	\$0	\$0	first 10K monthly active users are free with Firebase Auth
Push Notifications	\$0	\$0	Free via Firebase Cloud Messaging (FCM)
Misc (monitoring, backups)	\$25–50	\$300–\$600	Depends on platform & backup strategy
<b>Total</b>	\$150–350/month	\$4,000–5,250/year	

### Detailed Financial Projections Tableau

EXPENSES	Year 1	Year 2	Year 3	Year 4	Year 5
Hosting & App Infrastructure	\$4,000	\$5,000	\$7,500	\$10,000	\$12,500
Marketing & Outreach	\$2,500	\$10,000	\$15,000	\$20,000	\$25,000
Volunteer Support & Events	\$1,000	\$5,000	\$7,500	\$12,500	\$15,000
Development Tools & Subscriptions	\$1,500	\$3,000	\$4,000	\$5,000	\$6,000
Administrative Costs	\$1,000	\$2,000	\$2,500	\$3,500	\$5,000
Educational Resources & Content	\$1,500	\$3,500	\$5,000	\$7,500	\$10,000
Legal/Insurance	–	\$1,000	\$1,500	\$2,000	\$2,500
<b>Total Expenses</b>	<b>\$11,500</b>	<b>\$29,500</b>	<b>\$43,000</b>	<b>\$60,500</b>	<b>\$76,000</b>

REVENUES	Year 1	Year 2	Year 3	Year 4	Year 5
Personal Contribution (Startup Capital)	\$4,000	–	–	–	–
Startup Grant (e.g., Ingenious+)	\$1,000	\$10,000	–	–	–
Donations	\$5,500	\$15,000	\$25,000	\$30,000	\$76,000
Fundraising Events	–	\$10,000	\$15,000	\$25,000	\$30,000
Government & Community Grants	–	\$5,000	\$7,000	\$15,000	\$25,000
Tiered Subscriptions	\$1,000	\$2,500	\$7,000	\$15,000	\$25,000
<b>Total Revenues</b>	<b>\$11,500</b>	<b>\$32,500</b>	<b>\$54,000</b>	<b>\$85,000</b>	<b>\$156,000</b>

Annual Balance(Surplus/Deficit)					
Year	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Balance</b>	\$0	\$3,000	\$11,000	\$24,500	\$80,000

As shown in the graphs, each year concludes with a financial operating surplus. For a nonprofit organization like ours, generating a surplus is not only acceptable but essential for sustainability and growth. While nonprofits do not aim to generate profit for owners or shareholders, ending the fiscal year with more revenue than expenses ensures financial stability and provides a buffer for unforeseen costs or funding delays. For our organization, Pacifier, any surplus will be responsibly reinvested into the continued development and expansion of the app. This includes enhancing features, extending outreach to more mothers and midwives, organizing educational and support events, and improving access to resources. As high school students leading this initiative, maintaining a surplus also enables us to plan for long-term impact while remaining true to our mission of supporting new mothers during a critical stage of life.

## Conclusion

With Pacifier, we are not just building an app—we are building a compassionate, accessible support system for mothers navigating the emotional and physical challenges of early motherhood. Our mission is to promote maternal wellness and early childhood development by providing practical tools, expert guidance, and a supportive community—all in one place. We envision a future where no mother feels alone or overwhelmed during this life-changing journey. GGBy investing in Pacifier, you are helping us create a safer, healthier, and more connected experience for families everywhere. Together, we can redefine postpartum care and ensure every mother has the support she needs to thrive. Join us—and be part of a movement that brings care, hope, and empowerment to the heart of motherhood.

