

The Leading Baby Gear Rental Service



*Baby*Quip

Safe & Sound Rental Essentials



Fran Maier

BabyQuip Founder and CEO



Co-Founder, **Match.com**



Founder, CEO, **TRUSTe**

The Problem

Traveling with babies and bulky gear is:

- Difficult
- Exhausting
- Inconvenient
- Expensive



Millennial Parents

- **10 million families with young kids**
- **Love to Travel**
 - 10 million vacations
 - \$150 billion family travel market
- **Prefer to Rent**
 - Value experiences more than goods
- **Embrace Sharing Economy**
 - 72% use sharing economy services
- **Value Sustainability**



Pack Light. Travel Happy.

BabyQuip provides clean, safe and insured baby gear rentals to traveling families.



Cribs



Strollers



Toys



High Chairs



Car Seats



Diapers

"BabyQuip came to the rescue. In less than an hour, Kathleen arrived in our room to set-up the pack 'n play with clean sheets!" — **MB, Washington, DC**



End Customers

Traveling parents, grandparents, hotels and vacation rentals



Vacation Rentals

Want “Home Like”
Experience

- 32% of Orders
- 37% of GMV
- \$182 AOV



Private Residences

Appreciate High Service

- 46% of Orders
- 42% of GMV
- \$140 AOV



Hotels

Value Convenience

- 22% of Orders
- 21% of GMV
- \$145 AOV

550+ Quality Providers

BabyQuip Quality Providers deliver, set up, and pick up gear that **they own**.

Mostly stay-at-home moms

BabyQuip delivers

- Lead Generation
- Transaction Support
- Training
- Community



Driving Provider Quality



Gig Economy Leader

BabyQuip Quality Providers rank #2 in take-home income in gig economy

- Earn \$500+/month
- Approximately \$35-\$45/hour
- Generate positive return for BabyQuip in first quarter

Company	Average	Median
Airbnb	\$924	\$440
BabyQuip	\$557	\$447
Lyft	\$327	\$110
Uber	\$364	\$155
Doordash	\$229	\$100
Postmates	\$174	\$70
Etsy	\$151	\$40

According to Earnest as Reported by CNBC

National Brand

- 400+ Locations
- 49 States
- 10 Canadian Provinces



Key Partnerships

Key distribution and other partnerships formed
Over 200 Affiliate Relationships



Booking.com



Business Model

Per Order: Positive Return

- Avg order: \$160
- Average Take: \$40 (24%)
- CAC/Order \$21
- Target LTV:CAC 3:1
- 25% repeat, trending upwards

Go-To-Market

- Adwords: Most Efficient
- Press, Social & Influencer
- Local Marketing by Providers
- Distribution Relationships

Order Details



Pack'n Play

Qty: 1
Item Price: \$8.00 per day (each)
Total Item Cost: \$40.00



Booster Chair

Qty: 1
Item Price: \$4.00 per day (each)
Total Item Cost: \$20.00



Toy Package

Qty: 2
Item Price: \$6.00 per day (each)
Total Item Cost: \$60.00



Outside Toy Package

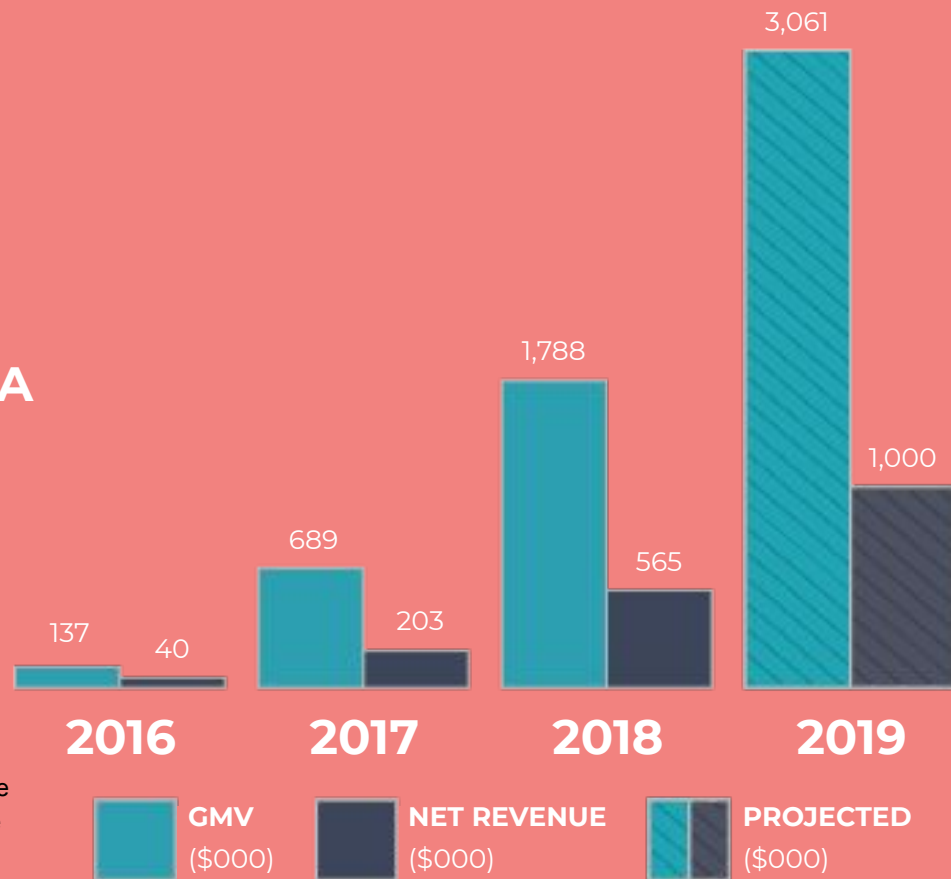
Qty: 1
Item Price: \$5.00 per day (each)
Total Item Cost: \$25.00

Equipment Subtotal:	\$145.00
Delivery, Setup & Pickup Fee:	\$40.00
Service Fee:	\$12.95
Total:	\$197.95

Strong Traction

- 30k Orders Served
- \$4.7M+ in Cumulative GMV
- Q3 2019: \$797k GMV, +70% vs YA
- 2019 Proj vs 2018:
 - GMV: \$3.1M +85%
 - Net Rev: \$1M +77%
 - Lower net loss

These statements reflect management's current views based on information currently available and are subject to risks and uncertainties that could cause the company's actual results to differ materially. Investors are cautioned not to place undue reliance on these forward-looking statements as they are meant for illustrative purposes and they do not represent guarantees of future results, levels of activity, performance, or achievements, all of which cannot be made.



Category Leader

- Stale and fragmented competition
- Mostly Mom n' Pops or small businesses with local operators.



LOCATIONS

<100

36

400+

Unknown

PROVIDERS

1 Per Market

1-10 Per Market

1-20 Per Market

1-5 Per Market

TYPE OF BUSINESS

Small Business

Network of Mom + Pops

Marketplace

Peer-to-Peer Marketplace

WEB VISITORS (6/19)

22K

4K

139K

3K

SOCIAL

FB: 201
IG: 36
TW: 173

FB: 5K
IG: 218
TW: 443

FB: 3.5K
IG: 6K
TW: 1K

FB: 457
IG: 592
TW: 433K

Strategy Overview

2016 - 2018



2019 - 2020



2020+



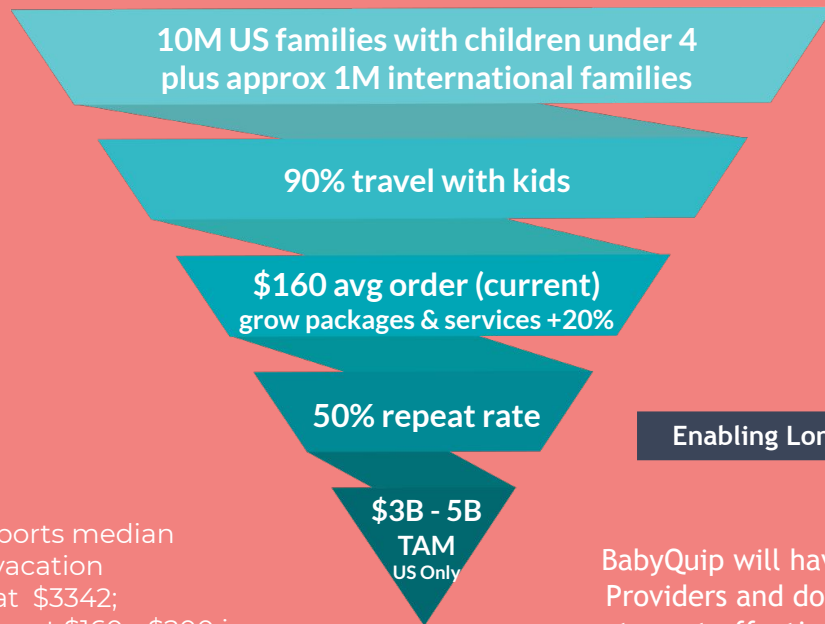
**Build Brand &
Network
B2C**

**B2B Dist.
Partners: Grow
Faster w/
Lower CAC**

**Expand Int'l
& Long
Term
Rentals**

Unlocking Massive Market

Market: Traveling Families \$3B US & CA



Skift reports median family vacation spend at \$3342; BQ order at \$160 - \$200 is about 5%

Market: Families w/ Long Term Rentals \$10B TAM



BabyQuip will have the on-the-ground Providers and downstream customers to cost effectively offer Long-Term baby gear rentals

Enabling Long Term Rentals

Small, Focused Team



Fran Maier

Founder and CEO

[LinkedIn](#)

- Co-Founder and 1st GM Match.com
- Women.com, Bluelight.com
- Founder TRUSTe (now TrustArc)
- Airbnb Superhost
- Stanford BA, MBA



Joe Maier

Chief Technology Officer

[LinkedIn](#)

- 5 years Accenture
- Technology Consultant
- Java Developer, MySQL
- BS Computer Science, Mathematics & Economics, American University



Nicole Kitzman

Director of Recruitment & Lead Gen

[LinkedIn](#)

- 10 years Google Sales team, Google Ads and YouTube, Digital Launched Capital Baby Rentals
- AirBnB Superhost
- BA, Marketing, Penn State University



Funding + Expansion

Raising \$750k+ Seed Equity Round

Raised \$2.75M to date

Key Investors: Startup Capital Ventures, Theresia Gouw, Quake Ventures,, Startx

- Power through 2020 and to Profitability
- 1000+ Providers, 800+ Markets, beyond US & CA
- Close Key Hospitality and Other Partnerships
- Test Long Term Rentals & Additional Service Expansions