

bellyrose

made for life's first moments

Thoughtfully crafted, **midwife-led** products for pregnancy, motherhood, and babies, developed to support families from the very beginning.



Clinical expertise



Evidence-based



Early life care

Confidential Information

This deck contains confidential information shared exclusively for investment evaluation purposes.
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The three main gaps

1

CARE GAP

Midwife support is missing.

Millions of families are left alone after birth.



2

PRODUCT GAP

Parents trust midwives - but lack products that translate professional care into everyday life.



3

EMOTIONAL GAP

Empathy and trust disappear too early.

Support ends when families need it most.



How bellyrose closes the gap



Transformation

Turning hidden midwifery knowledge into accessible evidence-based care



Credibility

Based on real clinical experience, declared safe for pregnancy and postpartum



Value

Preventive by design, reduces pain, infections and costly ER visits.



Impact

One trusted source - safe, practical and truly midwife-led

Built-in expertise beyond the product

- ✓ Products don't become outdated -guidance evolves with medical standards and real-world learnings
- ✓ Parents stay connected to trusted, professional information beyond the point of purchase
- ✓ Bellyrose owns the post-purchase relationship, not marketplaces or static leaflets



Each bellyrose product combines physical care with continuously updated, midwife-curated guidance via an integrated QR-based knowledge layer. The product becomes a gateway to ongoing professional support.

Operational and clinical foundations



10+ years
midwife
experience



Products
developed from
real clinical use



Network of
practicing
professionals



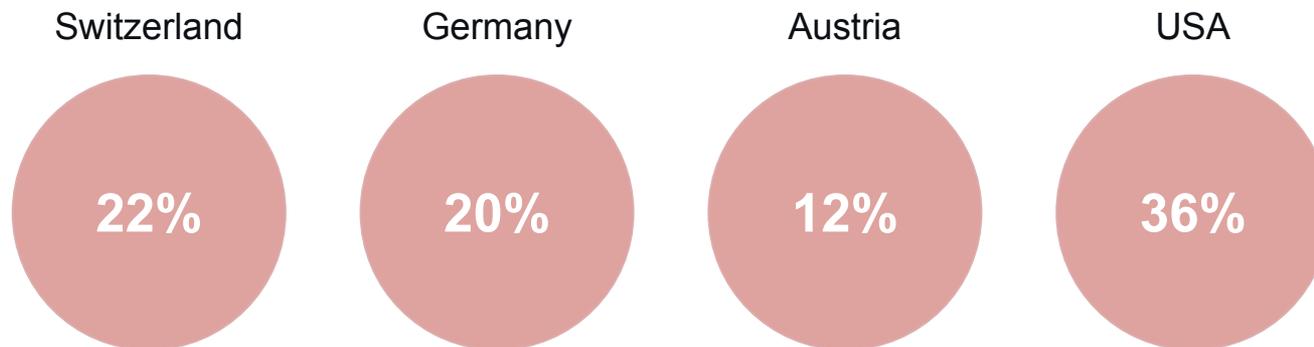
Production and
fulfillment
partners identified



Brand & digital
platform
in place

Bellyrose is uniquely positioned through deep clinical expertise, real-world product development, and a ready-to-scale digital infrastructure.

Families without sufficient midwife support

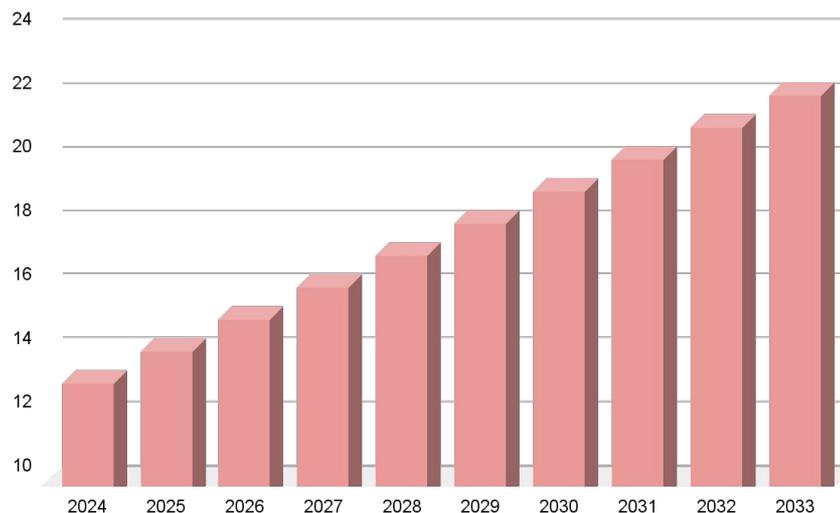


Studies across Europe and the U.S. show significant gaps in access to postpartum midwife care, particularly for families outside urban centers or with lower incomes.

Sources: BMC Pregnancy Childbirth, Statistics FPH Austria, Statistics SHV, US Health Resources and Services Administration (HRSA)

Global Baby Care and Mother Care Products Market Size - a multi-billion dollar market

- ❖ USD 13,77 Billion in 2024
- ❖ USD 22,48 Billion in 2033
- ❖ CAGR 6,32% 2024-2033



Market Opportunity and Growth Potential

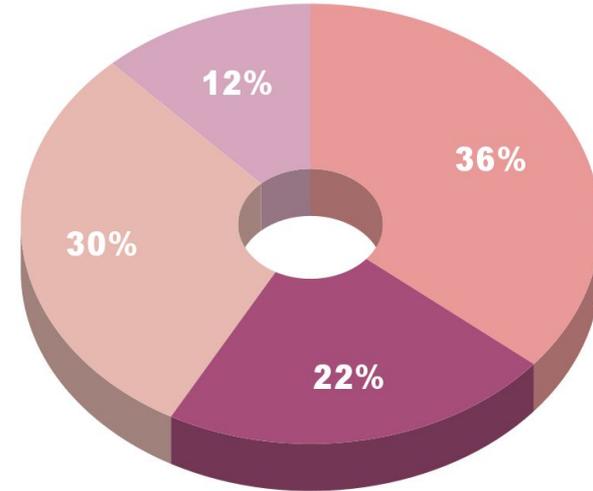
- ❖ **TAM:** \$90B global mother & early parenthood care market
- ❖ **SAM:** \$6-8B maternity and postpartum segment across Europe and U.S
- ❖ **SOM:** approx. 1% (\$60-80M) driven by focused postpartum products
- ❖ **Break-even:** projected within 18-24 months post market entry

Bellyrose targets a focused share of a large, recurring postpartum market driven by trust in midwife-led care.

Ask

Raising **\$500,000** to launch bellyrose

- ❖ Manufacturing & Production: **\$180,000 (36%)**
- ❖ Marketing & Go-to-Market: **\$110,000 (22%)**
- ❖ Operations & Support: **\$150,000 (30%)**
- ❖ Branding & Launch: **\$60,000 (12%)**



Allocation covers 12 months to MVP launch and initial market traction.

bellyrose 

Get in Touch

We're happy to share more details and discuss potential collaboration opportunities, as well as next steps for working together.

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