



LatchAid: Together We Nurture

LatchAid is an **award-winning Femtech start-up** providing mothers and mothers-to-be with smart technology to support their breastfeeding and new motherhood journeys. The company is developing **proprietary 3D interactive and Artificial Intelligence technology** to address a **market of 100m potential users, with no direct innovative competitors**. We are on a mission to empower all mothers to give their child the best start in life.

Unsuccessful Breastfeeding Damages Health Outcomes and the Economy

The UK has the worst breastfeeding rate in the world. Although 81% mothers initiate breastfeeding, just 1% are exclusively breastfeeding at 6 months against recommendations from WHO & UNICEF. 90% mothers gave up breastfeeding before they wanted to due to lack of support, pain and health issues caused by incorrect latching (how the baby fastens onto the breast) and feeling of isolation and depression. The current breastfeeding support is patchy, unscalable, and reliant on face-to-face delivery. It has since been paralysed by COVID-19 pandemic. Unsuccessful breastfeeding is a crisis costing the global economy £1bn/day, costing the NHS at least £50m/year because of “excess appointments for babies fed on formula milk, who are more prone to illness”; and costing families up to £142/week on formula milk in addition to the loss of significant health benefits from breastfeeding. Lack of breastfeeding is both a cause of consequence of social inequalities. In comparison to breastmilk, the environmental impact of formula milk consumption is a global concern.

LatchAid is the World’s Only Breastfeeding and Motherhood Support Solution Powered by Innovation and Empathy:

- **Accurate 3D Breastfeeding Animations and Augmented Reality**

Helps women learn breastfeeding skills and improve their latching-on techniques intuitively.

- **AI-Powered Virtual Companion & 1-to-1 Expert Chat**

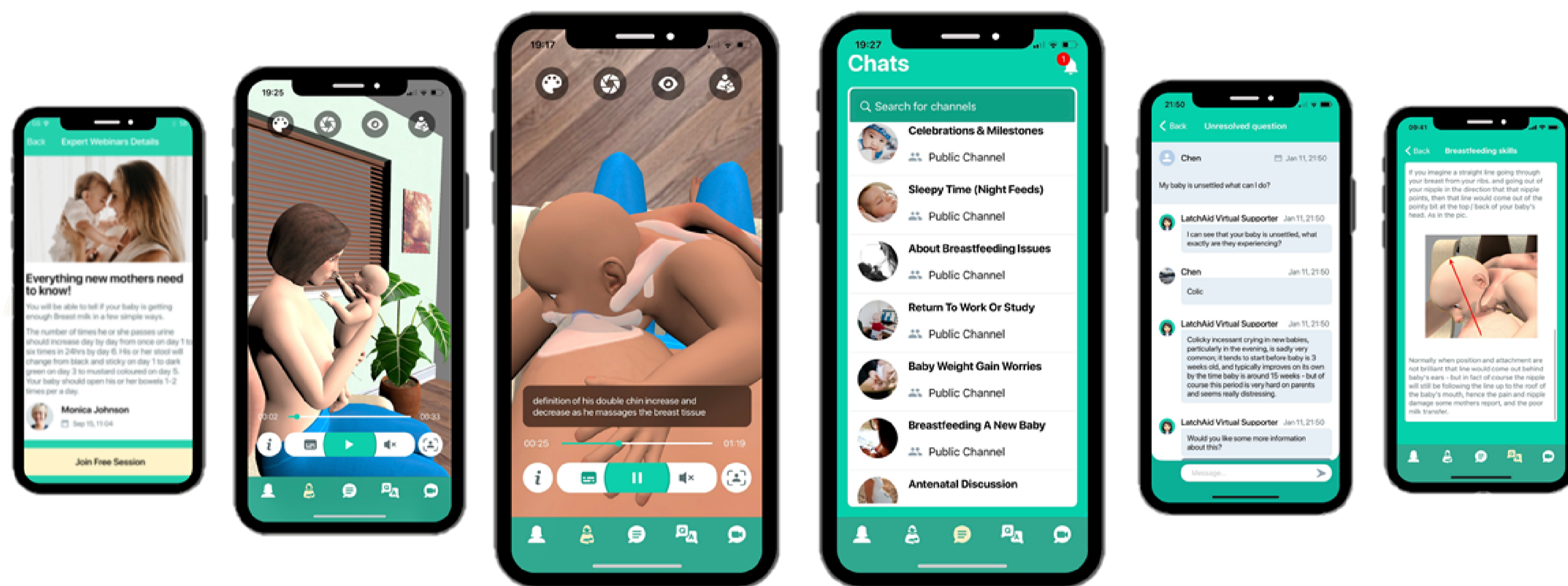
Leveraging AI and 1-to-1 expert chats to provide personalised and evidence-based information as an one-stop smart guide for infant-feeding, baby development, and women's health.

- **Virtual Support Groups**

Forms an accessible and scalable global community to provide peer-to-peer and professional support 24/7.

- **Sentiment AI**

Discerns the users' emotion scores to provide personalised and empathetic support. This includes customisable personas and automatic escalation of physical and emotional crisis signals detected.



Smart and scalable support anywhere and anytime. LatchAid app has active users from 20 countries across 6 continents. 85% of those surveyed would recommend LatchAid to others.

“Your work looks really exciting. It gets to the heart of why many mums give up – getting the latching right.”
Sarah McMullen, NCT

“Put this app on your phone, it is the closest thing you are going to have to a Lactation Consultant or a peer supporter in your pocket!”
Emma, Breastfeeding mother

LatchAid®

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Developments to Date

Founded in 2018, LatchAid is a multi-award winner of over £260,000 grants from Innovate UK, EU, NHS, and UnLtd. LatchAid has won a record 3 Innovate UK funding competitions in one year. LatchAid Founder & CEO Dr. Chen Mao Davies is recognised as the Top 40 female innovators in the UK, winning the prestigious Innovate UK Women in Innovation Award 2021. LatchAid has a core team of 7 and subcontracting team of 30+ across 4 continents. LatchAid app is award-winning and revenue-making. Since launching on 5th August 2021, LatchAid has attracted over 1500 app downloads from 20 countries across 6 continents. It peaked at No. 46 in the Apple App Store’s medical category (there are 300,000+ health apps available on app stores). From October 2021, the app will be prescribed to new mothers across 12 different NHS Trusts and will support VirginCare infant-feeding teams as part of a pilot. LatchAid has press appearances on over 30 magazines, newspapers, podcast and radio interviews including Business Live and BBC Radio.

Market Size and Business Model

The women's health market is estimated to be worth over \$50bn by 2025 globally with 16.3% CAGR. LatchAid has a total addressable market of 100m users. Our vision is to become the global market leader and go-to breastfeeding and parenthood support app by 2023. We are aiming to capture 15-20% of this market, starting with the UK market (800,000 babies born per year) and gradually expanding to the global market (140m babies born per year). LatchAid has both B2C and B2B models. Our B2C model targets mothers and mothers-to-be using a freemium subscription model, priced at £14.99 per month. Our B2B model aims to build partnerships with healthcare providers as a licensed prescription app, with insurers for their insurance package offerings, and with corporates for their employee benefit schemes. Our projected annual revenue in 2025 will reach 25 million pounds. We are targeting an exit in 5-10 years through potential trade sales to leading insurance, tech, and digital health companies or large mother / baby product or wellness companies.

Sources: “UK ‘world’s worst’ at breastfeeding”, BBC News (2016); “Breastfeeding: a missed opportunity for global health”, The Lancet, 2016; “‘Losing a billion dollars a day’: The Cost of Not Breastfeeding”, Nutrition International, 2019; “Failing to breastfeed may double risk of depression in mothers”, The Telegraph; “How Technology Is Transforming Women’s Healthcare”, CB Insights, 2019.