



# **Instamommies**

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<https://Linktr.ee/InstaMommies>



# Vision

**Book a local mom  
for help when you  
need it!**





# Opportunity

The gig economy generated \$204 Billion in gross volume. (Mastercard, 2019)

It has been predicted that by 2027, the country may have more “giggers” than non-gig workers.



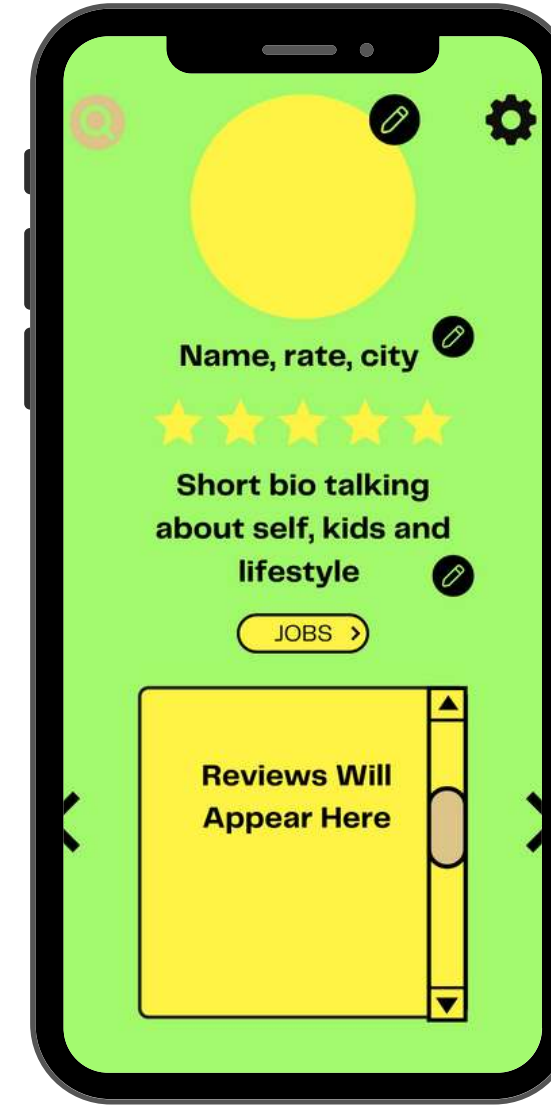
# Product



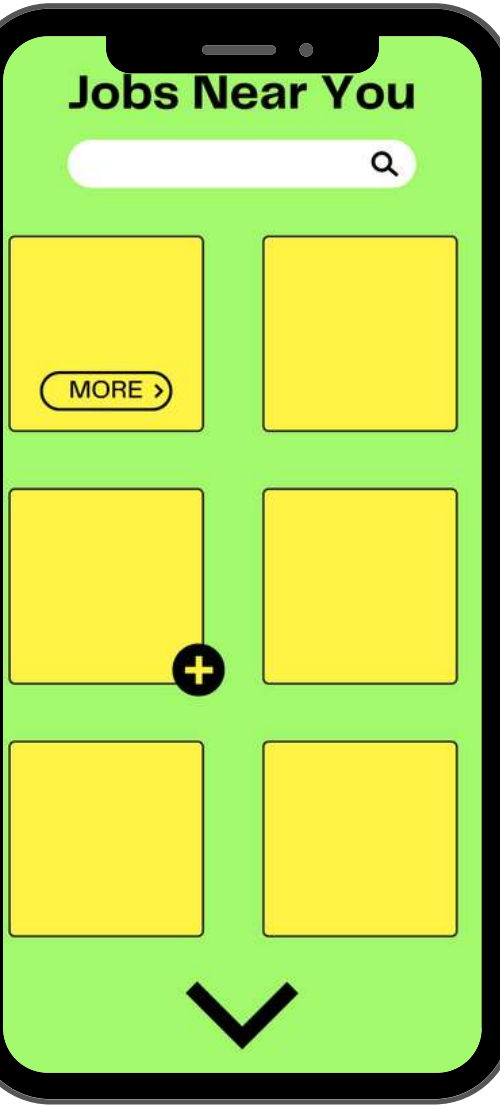
Download App  
Set location & Rate



Set Flexible  
Availability



Create Profile  
Meet Local Moms



Be an InstaMom  
Find an InstaMom



# Traction

**Gross Revenue 3K+  
September 2022  
CodeLaunch Quarter**

**Finalists!**

**Developing SaaS  
App Design August  
2022**

**WireFrame  
Built**

**First 3 Mommy Match's!  
& Revenue July 2022**

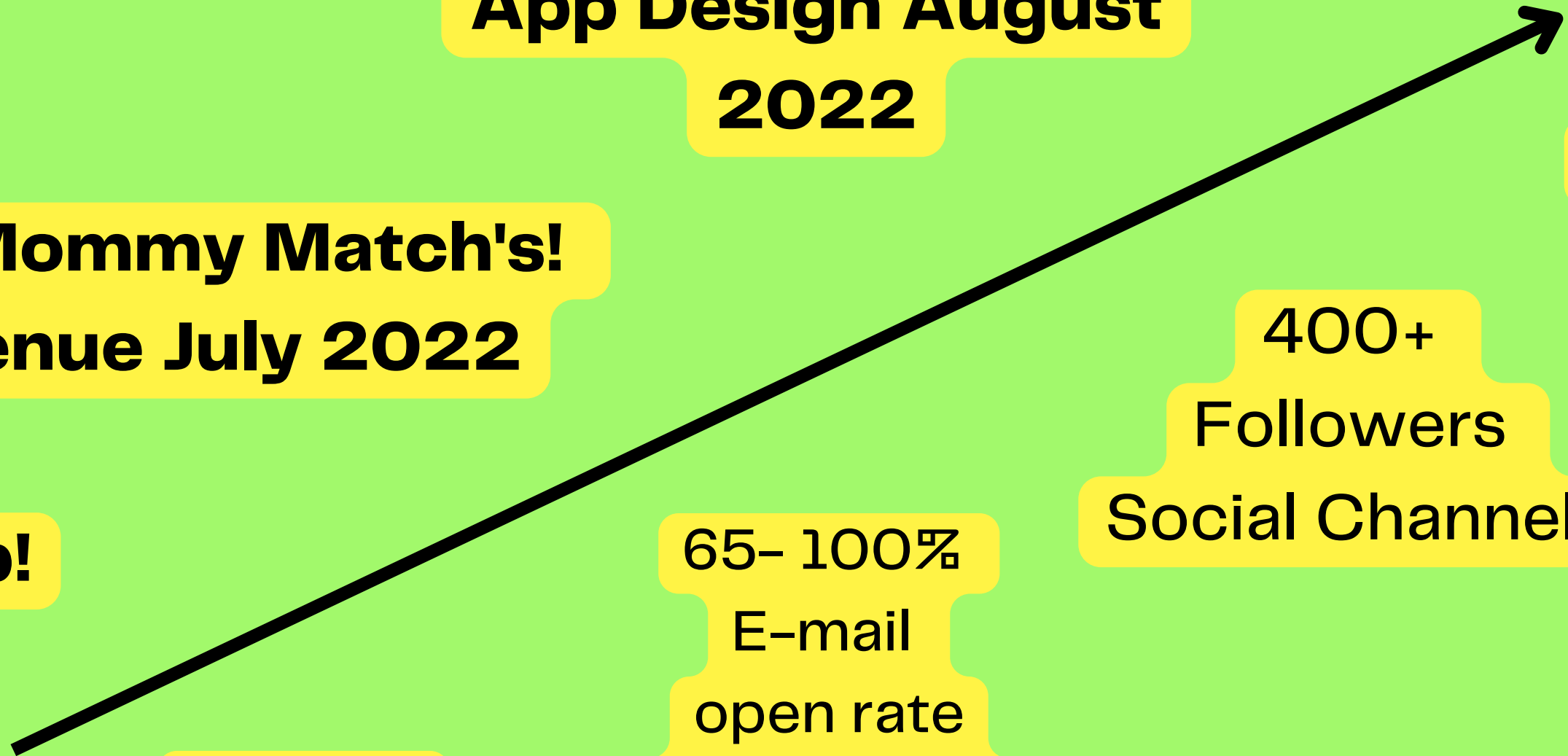
**400+  
Followers  
Social Channels**

**70+ moms Sign Up!**

**65- 100%  
E-mail  
open rate  
150+ Sign Ups**

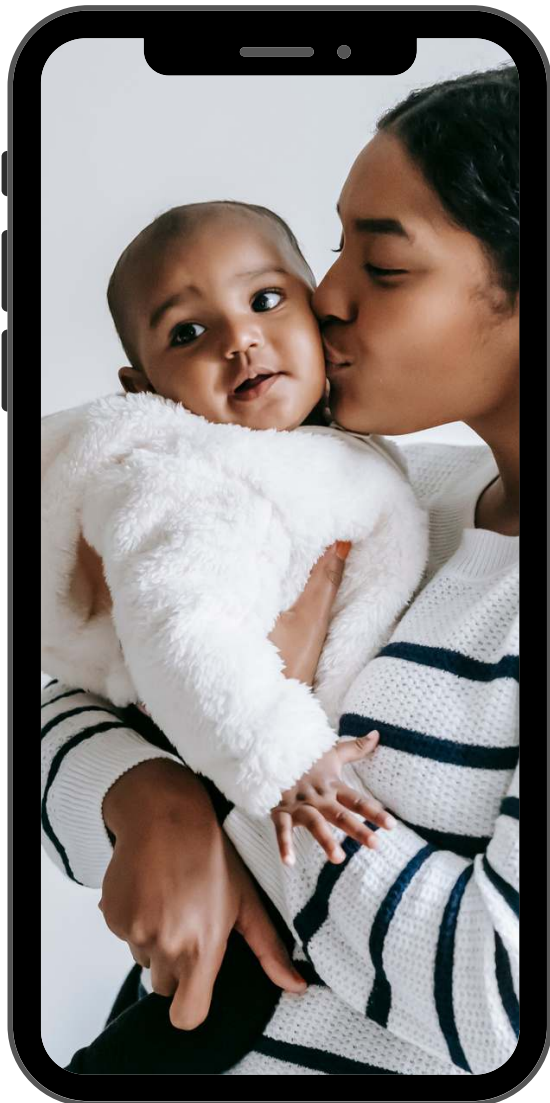
**Late June 2022:  
"Soft launch" in  
Monterey  
& Houston**

**Growing  
Social Media  
100% E-mail  
open rate**





# Revenue Model



Local Mom Needs  
InstaMommy



We Match  
Mom, Rate & Time



Collect Payment  
Take 10%



Pay Local  
InstaMommies



# Market

**Revenue forecast in 2027**  
**USD 73.8 billion**

**Market size value in 2020**  
**USD 18.0 billion**

**60% of women gig workers said the flexibility allowed them to care for a child or loved one**



**1000 Active InstaMommies**  
**300k MRR**



# Competition

Lyft  
 Uber  
 instacart  
 DOORDASH  
 Shipt  
 GRUBHUB™

Instant

winnie

urbansitter

Sittercity



caviar

Rover  
 Wag!

Kids 'R' Kids  
 KinderCare  
 Bright Horizons  
 Primrose School

Slow

Care.com



Kids not  
 allowed,  
 lower wages &  
 flexibility

kid  
 friendly,  
 higher  
 wages &  
 flexibility



# Go To Market

**Mass Users**

**App Build**

**PR + Media**

**Expand Locations**

**Concierge Manual**

**Matching**

**Expand Team Of Concierges**

**Hyperlocal communities**

**Social Media & Local Events**

**Pre-launch phase**

**Launch**

**Adoption**



# Team



Mimi Park, CoFounder & CEO  
Silicon Valley & Wall Street firms  
Managed \$500 million portfolio  
FI Alumni, MBA, B.Sc.



Lisa Kuntze, CoFounder & CMO  
7x Founder, 3Exits  
FI Alumni, ECommerce & Marketing  
BA Psychology & Social Influencer



# Funding

**Raised 10K Family & Friends round**

**Applied For Grant Funding July 2022**

**Seeking 500K Angel Investment Seed Funding**



# What Moms Are Saying....

“Not looking for a nanny situation. More reliable local folks we can do drop off, pick up, and occasionally babysitting.”

– Mira

”I think this is an amazing idea! Especially in our area where it’s so hard to get reliable childcare I’ve had both of my kids on waitlist before they were even born and it’s been so hard going back to work from maternity leave trying to take care of our six week old. Can’t wait to see this launched! If you’d like I’d be happy to do a shout out on my Instagram @mikmaven when launched as well”

“I’d just love to have someone watch the baby so I can clean in peace!”

– LeighAnn

“Looking forward to helping other mommies and getting help when needed as well.”  
–Leslie

“I’m looking forward to finding out more about a worthwhile endeavor as a mom of a 3 year old son.”

– Darla V



# Business Model

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# Competition

