GOLDILOCKS
shem@goldilockssuit.com
+61 468 499 764

‘72% of parents suffer from the Baby Blues’
ZeroToThree Foundation

the product

Smart Baby Clothing

Goldilocks combines **e-textile** sensors, seamlessly fabricated into an infant singlet, with a **detachable** Bluetooth monitor.

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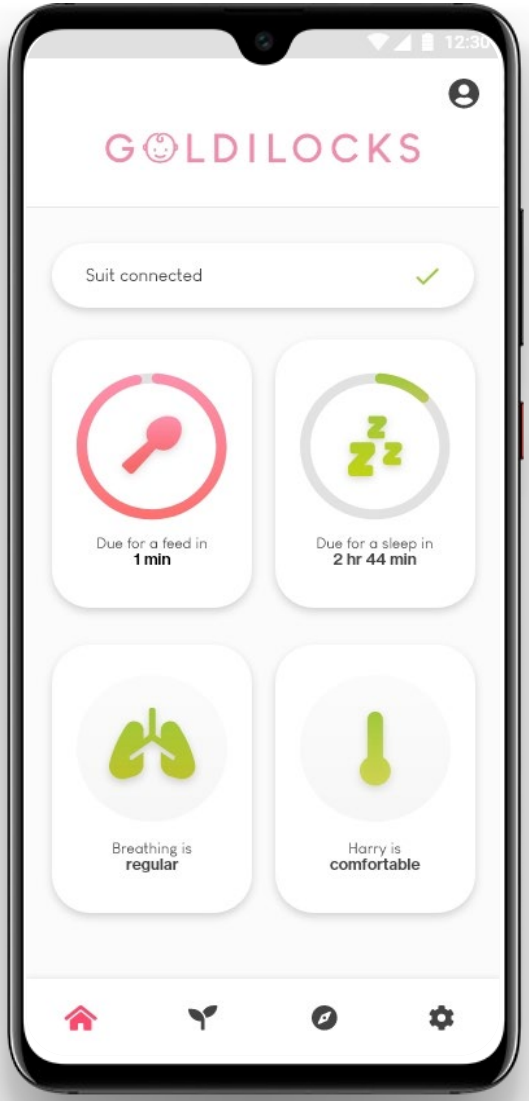
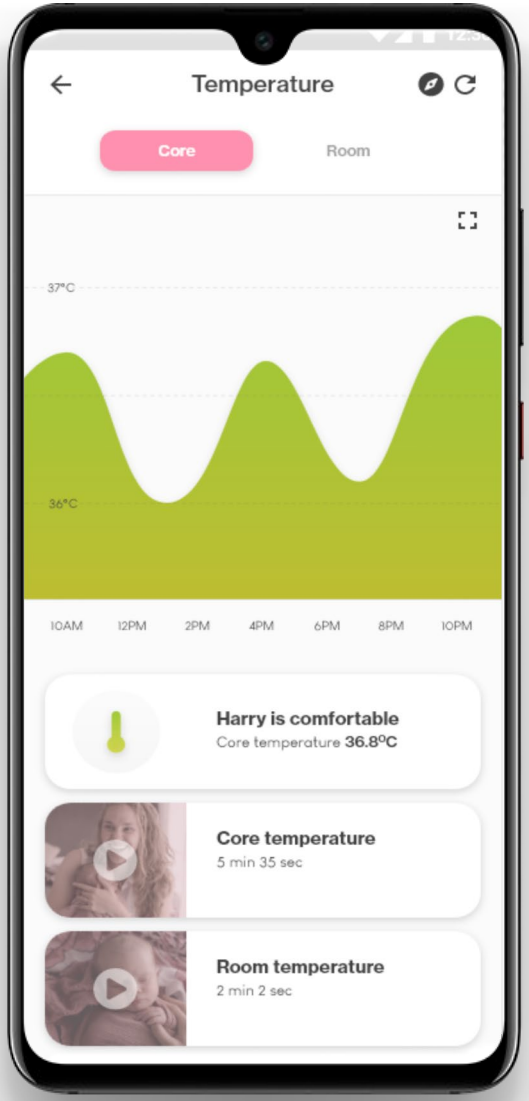
the app

The feeding, sleeping, breathing, skin and core temperature data automatically captured via. these sensors is then processed by **ML algorithms** and displayed in an intuitive **app**.





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the system

Virtual Parent Coach

Goldilocks tracks your baby's wellbeing and gives you **personalized** advice and insights created in collaboration with **clinicians**.

Goldilocks has been designed by a team of **parents** who are also **medical experts**.

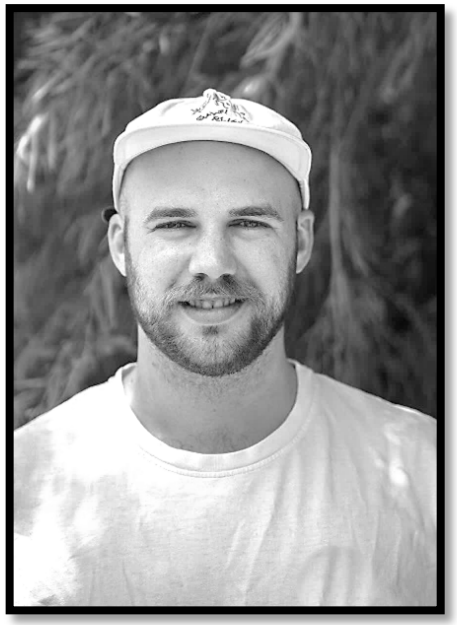
COMPETITOR ANALYSIS

	BABY MONITORS	IN-PERSON CARE	GOLDILOCKS	WEARABLES	APPS
PORTABLE ▶	✗	✗	✓	✓	✓
PERSONALISED ▶	✗	✓	✓	✓	✗
24/7 ▶	✓	✗	✓	✗	✓
HOLISTIC ▶	✗	✓	✓	✗	✗
AUTOMATIC ▶	✓	✓	✓	✗	✗
	Nanit, Lollipop	CAFHS, Midwives		Owlet, Monbaby	NOD, Talkspace

the team

Shem – Director.
Biomedical Engineer

Jamin – Director.
Ex-KPMG



Jonny – Community Mgr.
Digital Marketing

Elodie – Partnerships Mgr.
BMg(Health)

Peter – Machine Learning
Ex-HP

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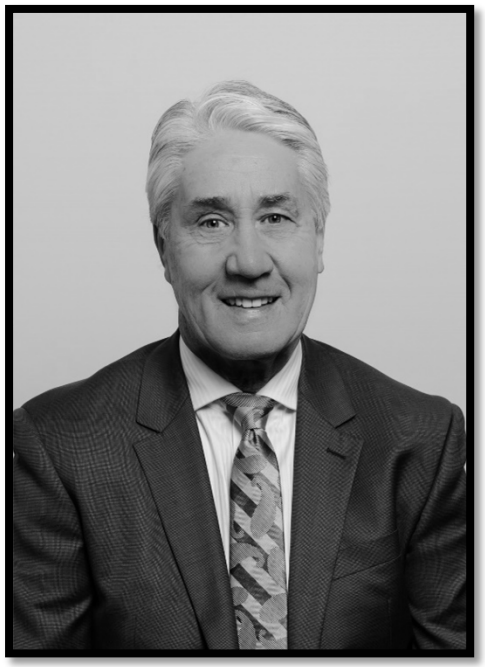
advisors

Leila Henderson
CEO – Newsmaker

Dr. Rohan Ward.
Ex-VP Allscripts



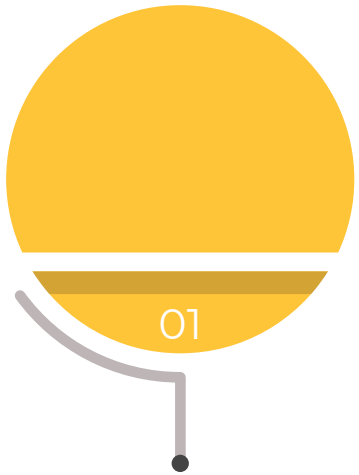
Brian Cunningham.
Ex-CEO – Port Adelaide Football Club

Paul Huxtable.
Good Design Ambassador

GOLDILOCKS

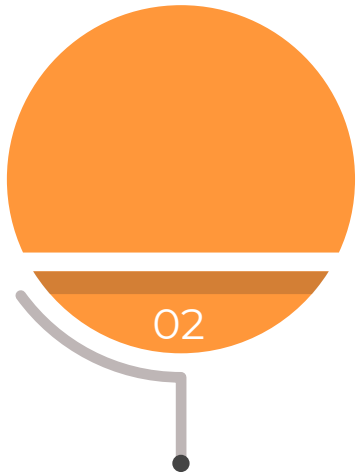
traction

Market Research



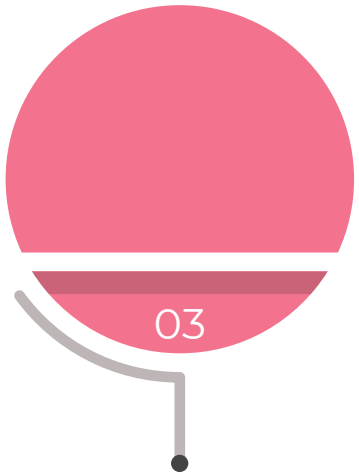
100 interviews
20 baby pilot study
'Sales' on Facebook

Capital Raising



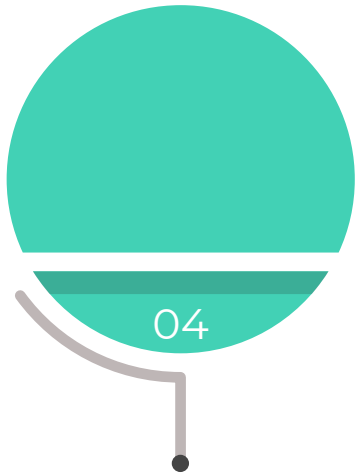
$200K from Artesian
$120K from
Crowdfunding

Alpha Release



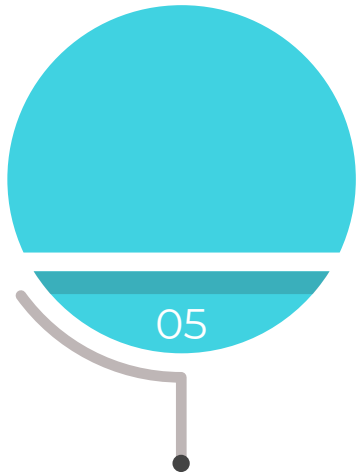
Sold 50 units
pre-production release

Beta Release



300 unit improved
product - $200K grant
from Amazon

Gamma Release



$750K total grant from
Aus Gov – infant/aged
care product

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marketing

Winner of Amazon Launch Pad program June 2021.

AS SEEN ON MUM central

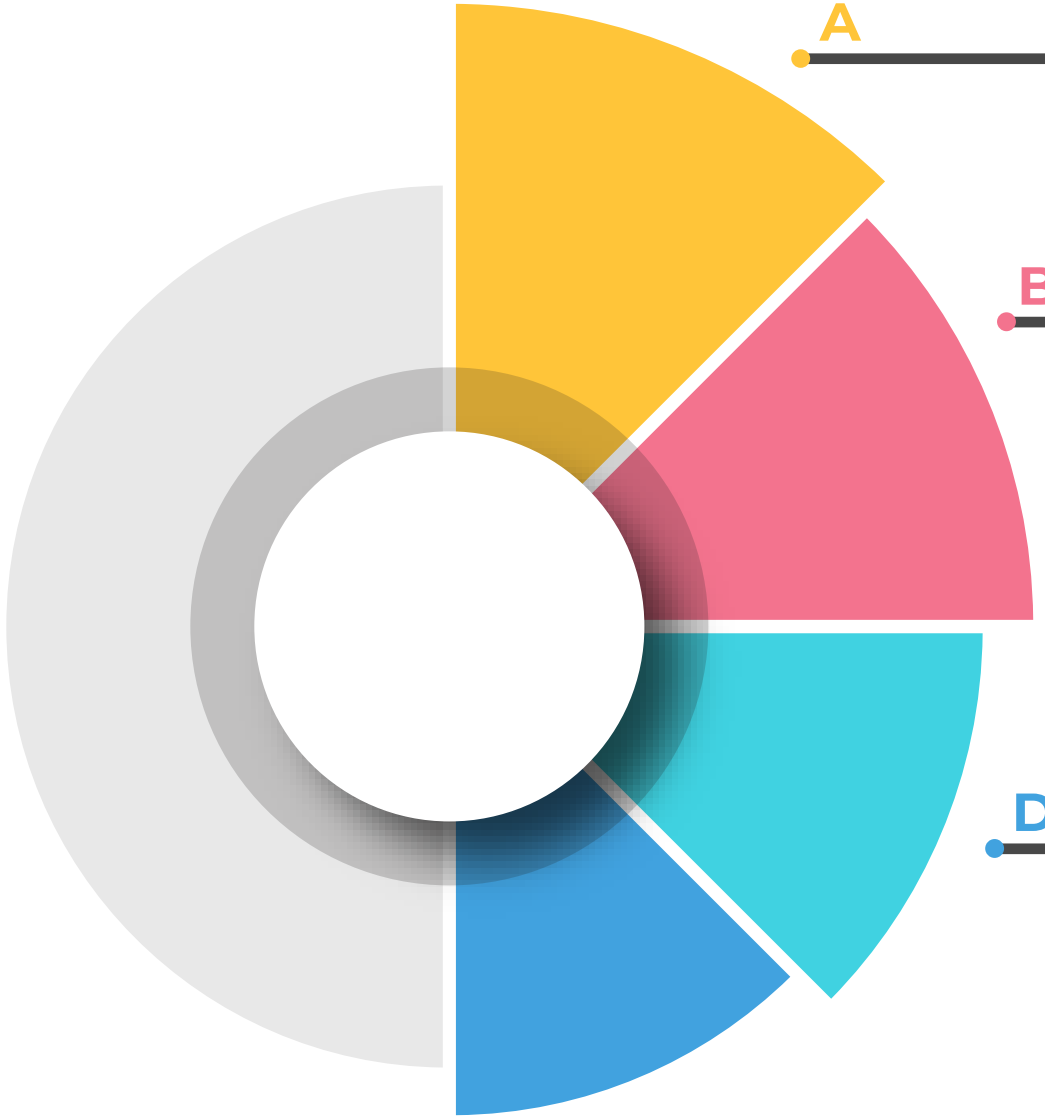
IN INDAILY

KIDDO

THE AUSTRALIAN

MUM'S LOUNGE

Revenue streams



A
Hardware Sales
Short term DTC
Longer term B2B2C

B
Premium Data Insights
Helping parents with more specific needs and insights

C
Patient Referral
Clinicians provide infomercials in app in return for patient referral

D
Data Sales
Highly qualitative data on infant development/habits to assist in therapeutic's development

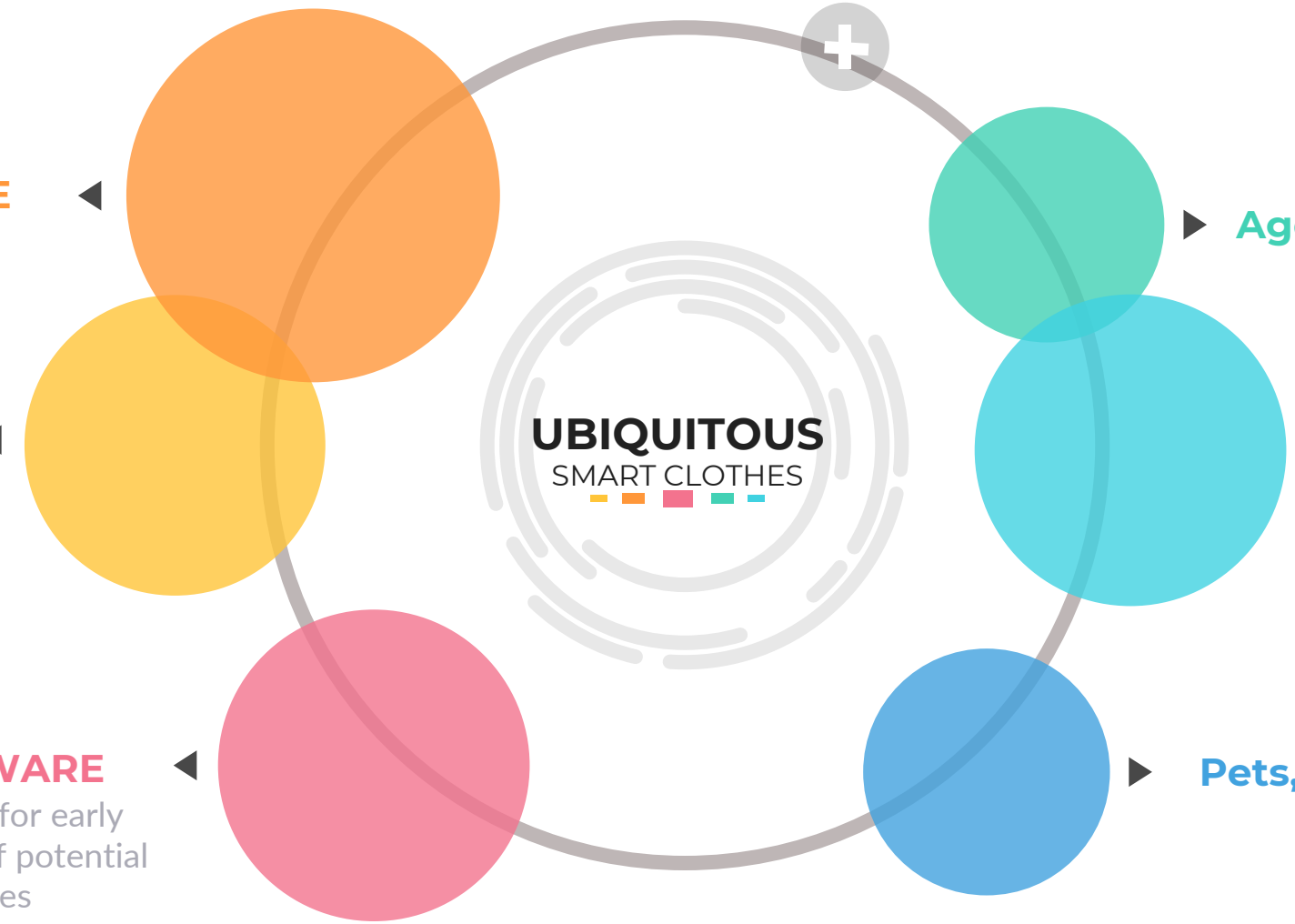
GOLDILOCKS

future

MEDICAL DEVICE
Regulated device to allow for clinical diagnosis

HARDWARE
Better and more sensors

SOFTWARE
More ML for early detection of potential issues



Aged Care, aging in place

Disabilities, pre/rehab, low acuity health settings

Pets, remote workers and space

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