

## Executive Summary

Swaddle, Inc. was ultimately created to ensure that parents are equipped with the information necessary to properly care for their children. Each year in America alone, hundreds of thousands of children face maltreatment and neglect, and thousands die each year from this. To combat this issue, we have created and produced a line of premium baby care products that are designed in a sleek and fashionable way, tailored to the tastes of high income families. Each product is custom-designed to provide educational information regarding the care of an infant. Included in this line are blankets, bottles, food, clothing, and more. As an example, each blanket will include imprinted instructions on how to Swaddle a baby.

With the continual rise of e-commerce and social marketing, we aim to make the bulk of our sales online through our website and through platforms such as Amazon. Doing so also gives us a great opportunity to market and advertise through social media. By offering to sponsor specific influencers in exchange for their support is a great way to gain brand recognition within our target audience, and also to quickly spread our name to other regions of the country.

And while we target our sales at high-income earners and those willing to pay a premium for a premium product, we are also devoted to giving away one of our products with every five sold to a family in need. Partnering with organizations that have expertise in this area will be key to distributing these products.

Once we have achieved scalability, we would like to further our care for children by fighting against abortion. Admittedly, this may create a divide in our target audience, but we intend to lean into this as consumers are willing to pay more to support a cause they believe in.

The mission of Swaddle, Inc is to provide a premium experience to new parents to provide peace of mind regarding what matters most, while providing families in need with the materials and knowledge needed to properly care for their children.