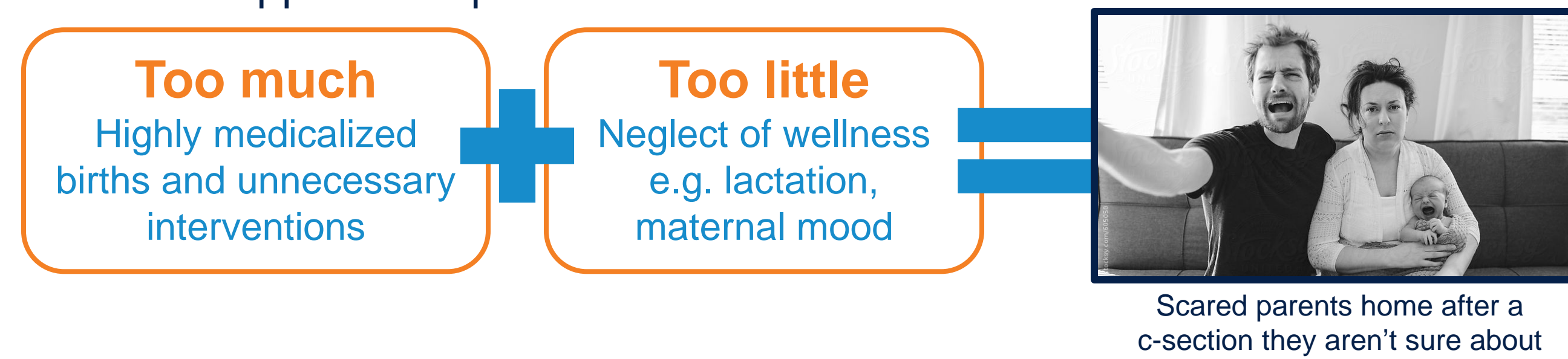


Project Description

To develop a digital health coaching model that helps parents navigate the pregnancy and early infancy by providing personalized and responsive support.

Problem Statement:

Birth is an increasingly stressful experience. Complications have risen 200% in the last 10 years. The US suffers from a "parenting happiness" gap, where non-parents are 12% happier than parents.



We believe educating modern families via digital-first experience will enable healthier behaviors, more informed care decisions, and more confidence in early parenthood.

Discovery:

Phase 1 Interviews & Testing

- Interviews with 20 new parents and 35 birth professionals told us families want to be **get answers fast** and **want access to experts**.
- We tested a SMS-based service for families to connect birth and parenting wellness experts. Over a year, **100 participating families** accessed over 500 expert consultations.

Phase 2 Learnings for MVP

- Health outcomes are NOT top of mind**
"My greatest worry is not recognizing something is wrong soon enough. I want to be sure we're able to take care of our baby."
- Doctors aren't the answer**
"When I need support, I try Google, I ask friends, or I check with my mom's group on Facebook. But it doesn't feel personal."
- Partners are VERY engaged**
"As an expecting father, I need a place to get help too. I want to be involved."

Phase 3 MVP Design

- We developed an app that introduces families to a coach called a "Cleo Guide."
- Cleo Guides are doulas or nurses who provide virtual wellness support from pregnancy through baby's first year.



Goal: To test a virtual coaching model that increases parents' confidence and access to support from pregnancy through baby's first year.

Outcome-oriented Objective:

- Increase the number of monthly Cleo user interactions by **50%**.
- Ensure **100%** of parents access their Cleo Guide on a key perinatal wellness topic: birth preparation, lactation, parenting.
- Reduce the costs of servicing one family by **25%**.

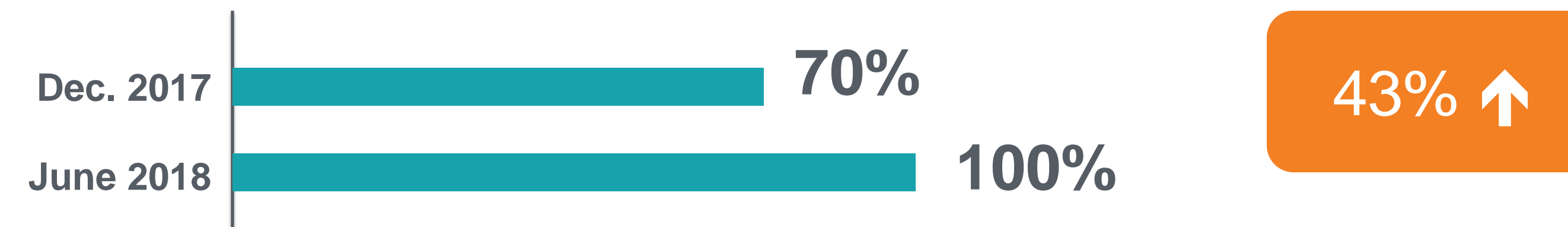
Results

We have now been supporting over 500 families with our MVP Cleo App and Guide virtual coaching program over the last 6 months.

Monthly User Interactions

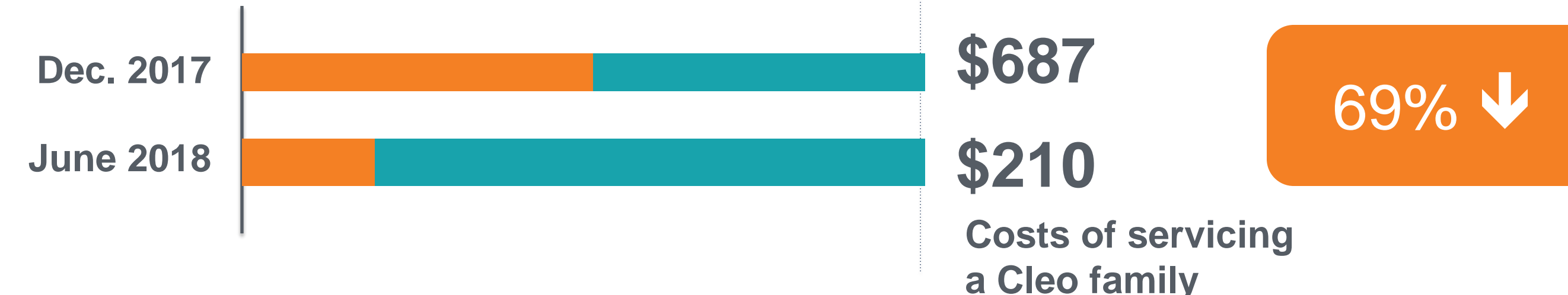


% Receiving Key Perinatal Support



Costs of Service

\$1400 Avg. Cleo price per family



- 90%** "I would recommend my Cleo Guide to a friend"
- 87%** "I always trust my Cleo Guide's advice"
- 93%** "My Cleo Guide is always responsive to me"

Lessons Learned

- Expecting parents and families with newborns **don't want more clinical guidance**. They want emotional reassurance and practical advice that allows them to feel confident their roles as parents.
- The **user-centered design** approach of the Business Model Canvas allowed us to create a low cost, high impact solution.
- Setting upfront **SMART goals is essential to aligning a team** when balancing the investment that unproven initiatives require with the cost scrutiny they face.

Next Steps:

- Using the Cleo App + Guide, we will implement **"care pathways" that target specific outcomes** such as cesareans, preterm birth, breastfeeding, and maternal mental health.
- We are collecting **longitudinal prospective cohort data** to determine baseline and ongoing health outcomes for Cleo families.

Mission Model Canvas

Key Partners <ul style="list-style-type: none"> Birth and parenting allied health professionals ("Cleo experts") providing 1:1 consultations to families (lactation consultants, parenting experts, sleep consultants, doulas) Employers that sponsor Cleo for their employees 	Key Activities <ul style="list-style-type: none"> Design of virtual coaching app that addresses content for growing families Recruitment/training of doulas and nurses to serve as Cleo Guides Development of internal tools to support coaching by Cleo Guides 	Value Propositions <p>Employers: Cleo improves retention of female employees and reduces maternity-related costs.</p> <p>Parents: Cleo improves birth-related outcomes and increases your confidence as parents.</p>	Buy-in & Support <ul style="list-style-type: none"> Movement marketing for brand trust Exclusivity with professionals in Cleo's expert network Highly personalized experience facilitated by relationship with Cleo Guide Reliable service delivery at critical moments 	Beneficiaries <ul style="list-style-type: none"> Employers with >300 employees that want to create family-friendly cultures and need to control maternity-related costs Parents expecting a child in their 1st or 2nd trimester
Key Resources <ul style="list-style-type: none"> Cleo Team Cleo VC investment Cleo proprietary technology platform with user app and internal tools 		Deployment <ul style="list-style-type: none"> Mobile app Relationship with Cleo Guide Ability to add non-birth parents as account holders 		
Mission Budget/Cost <ul style="list-style-type: none"> Unit costs of servicing a family with a Cleo Guide: average \$210 <p><i>Assuming 0.8 hours of Cleo Guide time per family per month, 6 active months, Cleo Guide hourly rate \$35</i></p>			Mission Achievement/Impact Factors <ul style="list-style-type: none"> Unit revenue per family: average \$1400 per family (blended average per family pricing) Increased trust in Cleo as a brand, increased engagement with support consistent with key indicators of perinatal wellness, increased satisfaction with Cleo experience 	