

Tiff Ryan

Founder & Operations Lead

Based in Bemidji

DoulaTech

Consumer Cooperative Marketplace for SMB &
startups specializing in maternal, birthing care

Overview

Our **marketplace** offers specialized tech, leadership, recruitment, and marketing operations to **birthing care businesses**. With over 20 years of collective experience, we provide **tailored solutions to help our clients achieve their goals**.

We offer **guidance** on the latest advancements in tech for doula & midwives, develop and implement leadership **strategies** for groups, and deliver **targeted engagement** campaigns for organizations, individuals.

Our **personalized approach** ensures that every project is customized to the specific needs of each business, delivering effective and **efficient solutions**.

Problems

- Lack of access to prenatal care: In maternal care deserts, pregnant individuals often have limited access to prenatal care, which can lead to poor health outcomes for both the parent and baby.
- Limited availability of specialized services: Maternal care deserts often lack specialized services such as high-risk pregnancy care, maternal mental health services, and lactation support.
- Barriers to transportation: Pregnant individuals in maternal care deserts may face challenges in accessing care due to transportation barriers, including a lack of public transportation and long distances to travel to reach a provider.

Solutions

- Virtual prenatal care: Telehealth can provide access to virtual prenatal care, including remote monitoring of maternal and fetal health, virtual consultations with healthcare providers, and access to educational resources.
- Community-based care: Community-based care models can help to fill the gap in specialized services in maternal care deserts, by providing care from midwives or community health workers who can offer personalized care and support to pregnant individuals.
- Tele-lactation support: Telehealth can provide access to lactation support for new mothers, including virtual consultations with lactation consultants and support groups, which can be especially important in areas where specialized services are not readily available.

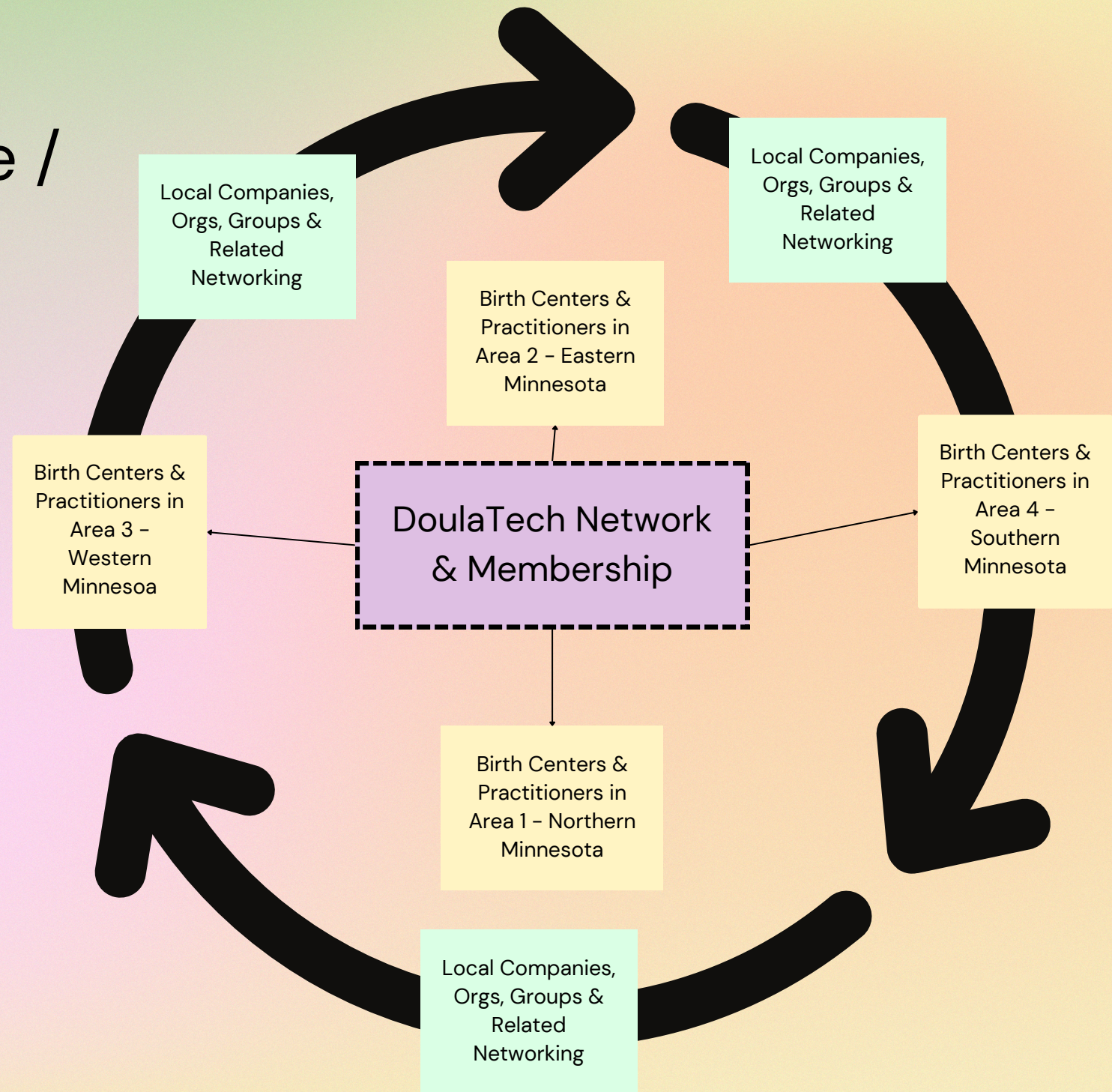
| | |
|---|--|
| persona 1a – doula (new, experienced, interested in becoming a doula) | persona 1b – midwifery, birth centers, SMB obstetrics specialized in telehealth |
| persona 2a – birthing individuals, families | persona 2b – community member, educators, vendors, community resource groups |

launch
customers

Deep Insight - Revenue Model

| | Free for Clients | Practitioner \$8/month | Practitioner & eHR \$50/month | Practitioner Full Storefront \$75/month |
|--|-----------------------------------|-----------------------------------|-------------------------------|---|
| DoulaTech Newsletter & Product Reviews | ✓ | ✓ | ✓ | ✓ |
| Practitioner Pages | ✓ | ✓ | ✓ | ✓ |
| EHR & DoulaChat | ✓ | | ✓ | ✓ |
| ECommerce Storefront | Sponsorships to small startup biz | Sponsorships to small startup biz | | ✓ |
| App - Marketplace (shopping) | ✓ | ✓ | ✓ | ✓ |

The Enhanced Future / Opportunity



Our Why - Why this Matters



Through the DoulaTech newsletter & educator network, DoulaTech aims to support an increase in doula availability in MN 20-30% by 2030.

Studies have shown that having a doula present during labor and delivery can lead to better health outcomes for both the mother and the baby, including reduced rates of cesarean sections and lower rates of maternal mortality. Research suggests having a doula decreases rates of postpartum depression and PTSD. Specialized doula can support where gaps in traditional healthcare might exist (ex: doula specialized in supporting parents with C-PTSD, doula specialized in supporting specific spiritual or cultural needs, etc.)

Doulas can build a network of community organizations by attending community meetings, networking events, and reaching out to local organizations that provide resources to mothers and families.

DoulaTech can support making this happen through simplified Medicaid acceptance process.

Our Why - Why this Matters

20+ counties in Minnesota were listed as 'maternity care deserts' by NPR News in October 2022.

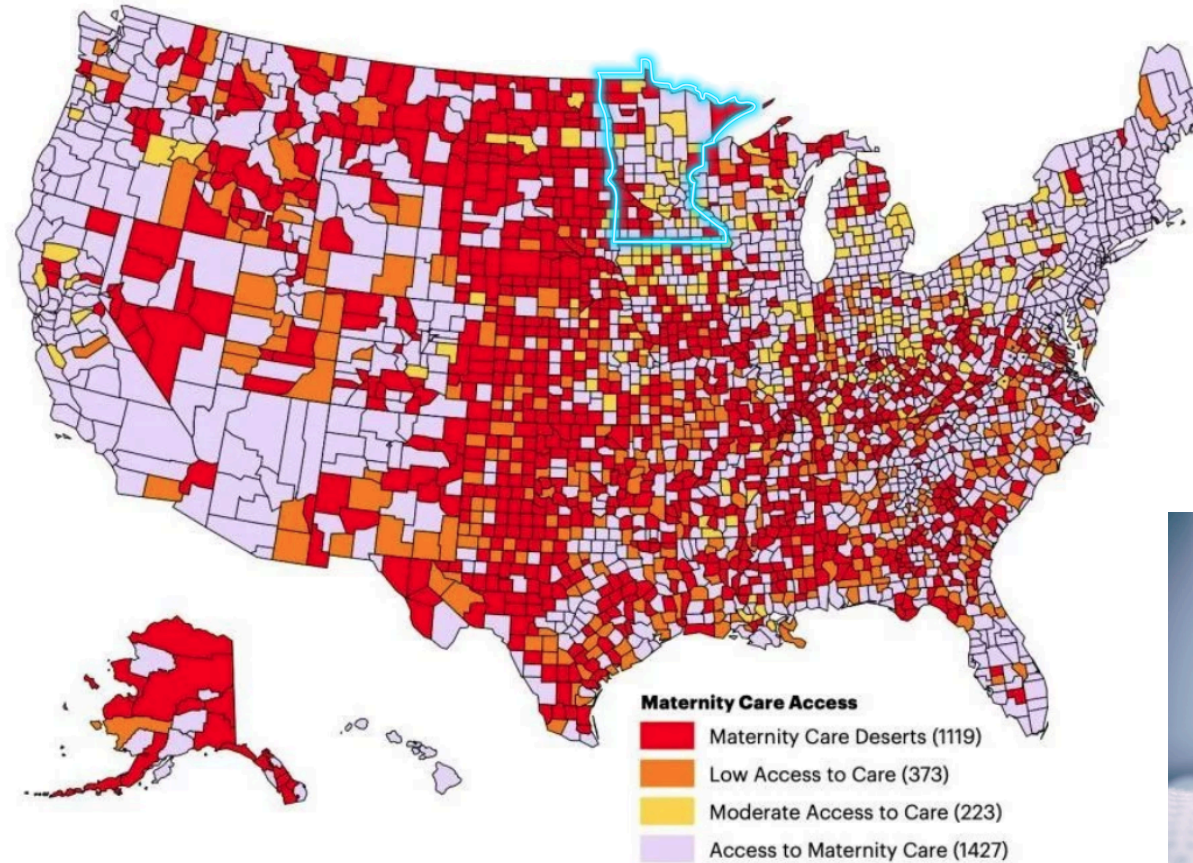
Maternity care deserts are areas that have no obstetric hospitals or birth centers and no obstetric providers.

Research has shown that individuals living in low-income areas are more likely to live in maternity care deserts, as well as those who live in rural or remote areas.

DoulaTech immediately connects Minnesota folks in need of care to fellow Minnesotans providing support.

We will do this work by supporting and connecting existing infrastructures, while new growth supports gaps and future generations.

Figure 1: Maternity Care Deserts, 2020



[npr.org/2022/10/12/1128335563/maternity-care-deserts-march-of-dimes-report](https://www.npr.org/2022/10/12/1128335563/maternity-care-deserts-march-of-dimes-report)



[pexels.com/@reneasmussen](https://www.pexels.com/@reneasmussen)

Our Why - Why this Matters

Total Available Market (TAM):

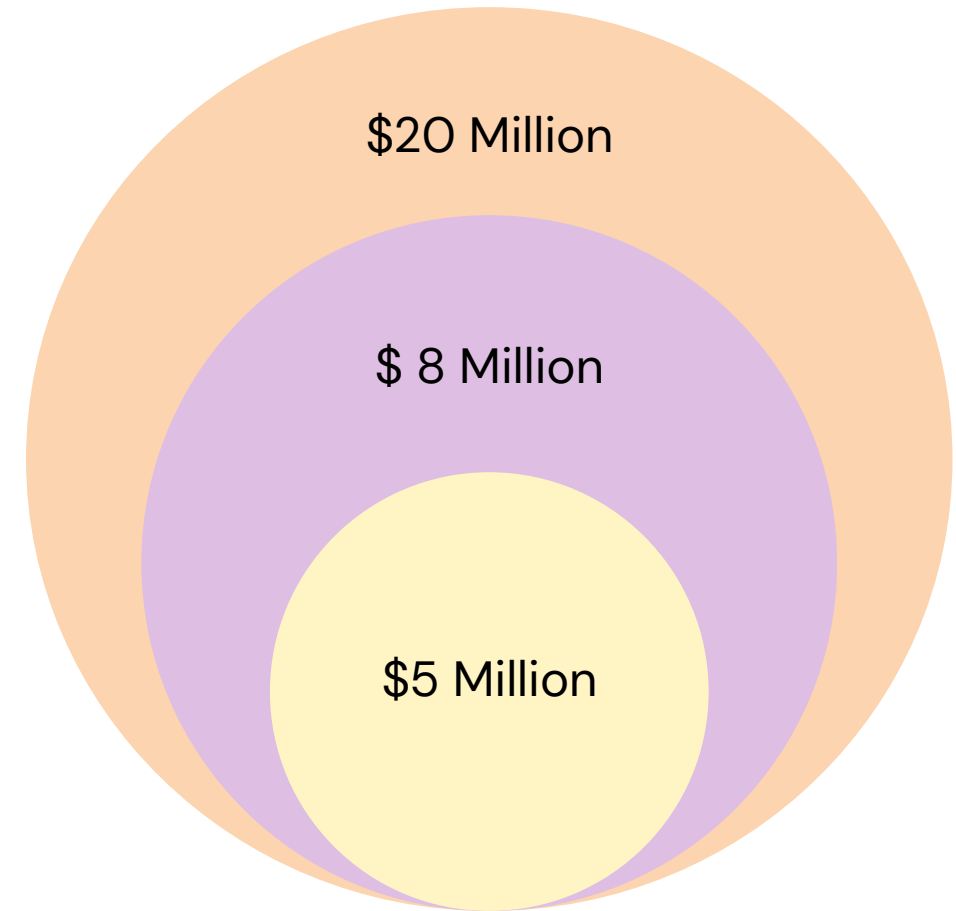
\$12.41 bn

Serviceable Available Market (SAM):

\$8 bn

Serviceable Obtainable Market (SOM):

\$5 bn



Next Steps, Asks

Current Asks:

- **Board candidates, fractional leadership, and launch investments**
- Expertise & networking with doula, midwifery, and other birth professional organizations, individuals in MN. Healthcare & medical data experts, ensuring cloud data security is federal grade AND meets ethical consumer standards of protection and encryption.
- Introduction to entrepreneurs in related spaces & beta app development resources
- Partnership opportunities on the *DoulaTech* blog
- Funder introductions, specializing in funding app, data storage, Medicaid payment processing for healthcare, and potentially eHR systems.

Reach out to Tiff
for questions or
comments on this
pitch

