

EXECUTIVE SUMMARY

The key phase of a child's development lies in the first 1,000 days of life, also known as the golden period during which a child's nutrition must be well-fulfilled with proper healthy nourishment in order to ensure child's future health and well-being. Indonesia through Sustainable Development Goals (SDG), Scaling Up Nutrition (SUN) movement, and local policies through health ministry has been putting non-stop effort to increase awareness, education, and proper execution processes to help ensure the health of mother and child through the entire process.

Through the help of increased digital technology, consumer behavior that are more open toward electronic and digital healthcare, health-based startups have risen exponentially. The global pandemic Covid-19 that also hit the world hard has also contributed in the shifting of consumer's behavior towards the application and usage of health digital technology. Herein, Babyboo proposes to seize the opportunity to become a trusted, educative, thorough platform to educate and empower new parents and couple through the first 1,000 days of life by the means of delivering curated, trustworthy health-related information through website and social media. Every piece of information is useful, reliable, and applicable in the aid of development process throughout the first 1,000 days of life.

Founded on 2019 by 2 sisters who believe in the aim of betterment of overall health must start at the beginning of life itself, thus the preconception stage. Ideas started to come abroad and execution went underway to build an inclusive digital service for mothers and new parents. Through many challenges and conception, Babyboo was launched in 2020.

Babyboo offers curated, trustworthy health-related information towards new couple and new families concerning the first 1,000 days of life, starting from the preconception planning, pregnancy, delivery process, and babies' growth and development for the first 2 years. Aiming to serve as many of potential customers we could reach along with huge numbers both in population and market value of health technology industry and the increase in health awareness as said above, Babyboo certainly has promising value to be developed.

For the beginning stage, Babyboo uses available social media to gain awareness and give sense of presence towards the market, alongside its own website which will provide easily understood knowledge and ma useful information. In addition to that, behind the scenes Babyboo had also build a legitimate and legal company by name of PT Berlian Cahaya Medika as a main house to gain opportunities of expansion relating in medical field.

Up until the latest update of July 2022, Babyboo has gained a following on social media Instagram and Facebook of 400+ followers and has delivered more than 800 varying posts of information such as what to expect, what to prepare, uncover hoaxes and myths, and how to manage challenges that arise from the parenthood and child development.

In the next stage, Babyboo plans to monetize the acquired users by expanding into trade by opening both online and offline store offering customers many equipment and tools such as educational toys, motherhood aid equipment, baby clothing, etc. In addition of creating its own product, Babyboo has been reaching out to many local small businesses in the similar category of mother and child to build partnership. Additional revenue will be earned through advertising through partnerships with brands related to motherhood and kid's health.

Although Babyboo has started from miniscule startup using private funding from both of its founders, it has been steadily developing. With continuous effort and improvement, Babyboo surely has many opportunities to grow and help many more families to come.

