

easy  pisi
diaper free from day 1



Investor pitch deck

2023 | CONFIDENTIAL



Pains

What is wrong with diapers?



Waste

Each child uses up to 6000 diapers in its life which costs parents around 1260 € per child.



Non-natural

Diapers are not the natural way of handling defecation and can cause problems like itchiness, diaper rash and late bedwetting.



Expectations

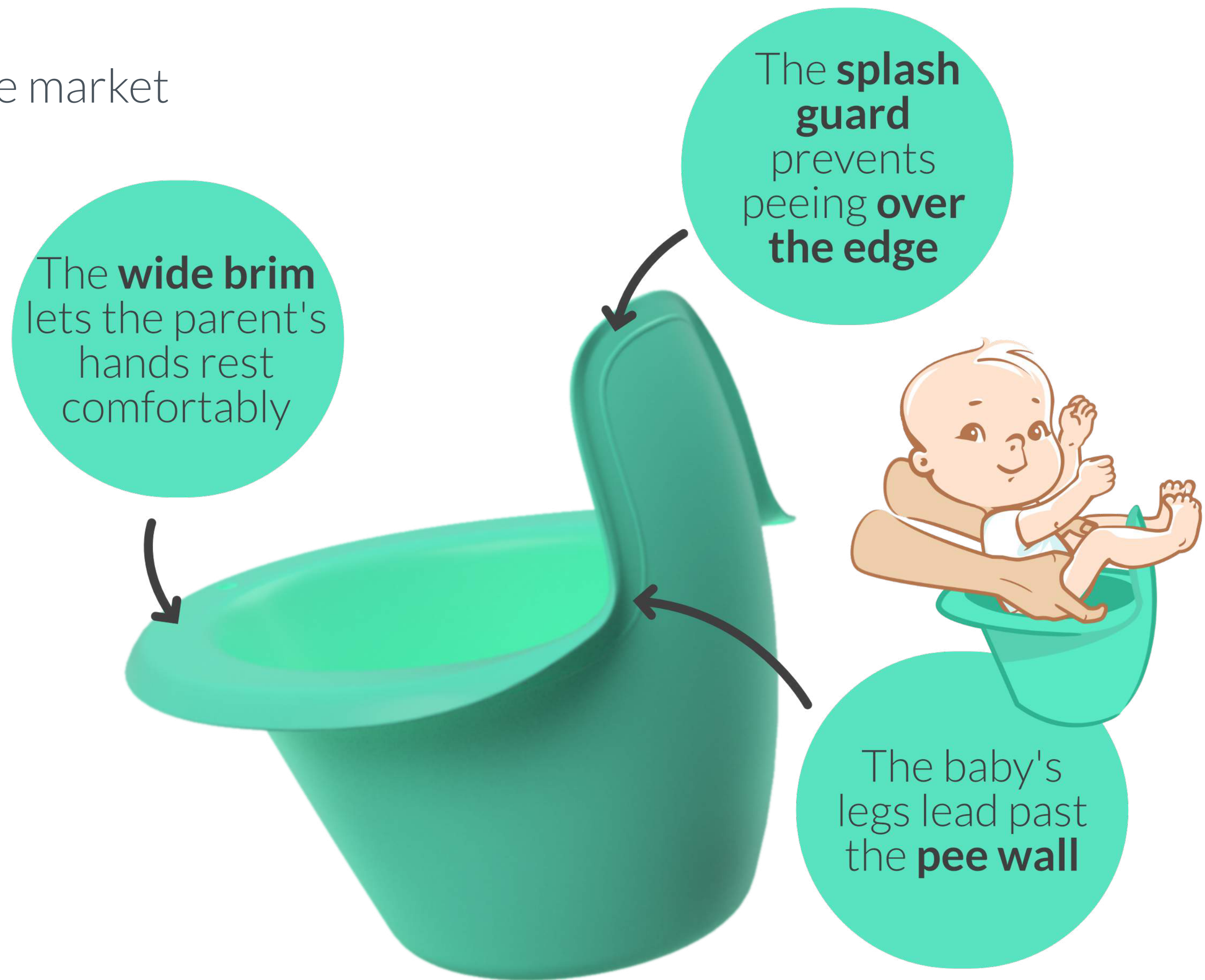
Modern parents want to be eco friendly, buy local and seek smarter product solutions which are still scarce on the market.



Solution

We invented the best potty on the market

- ▶ Easypisi is a potty specifically designed for the **Elimination Communication** (EC) method
- ▶ EC means avoiding diapers and holding the baby over a potty, when it is ready to defecate
- ▶ This tradition comes from Asian countries and was forgotten in the west, when diapers were introduced
- ▶ Easypisi is the **first potty** meeting the needs of parents who want to EC their child

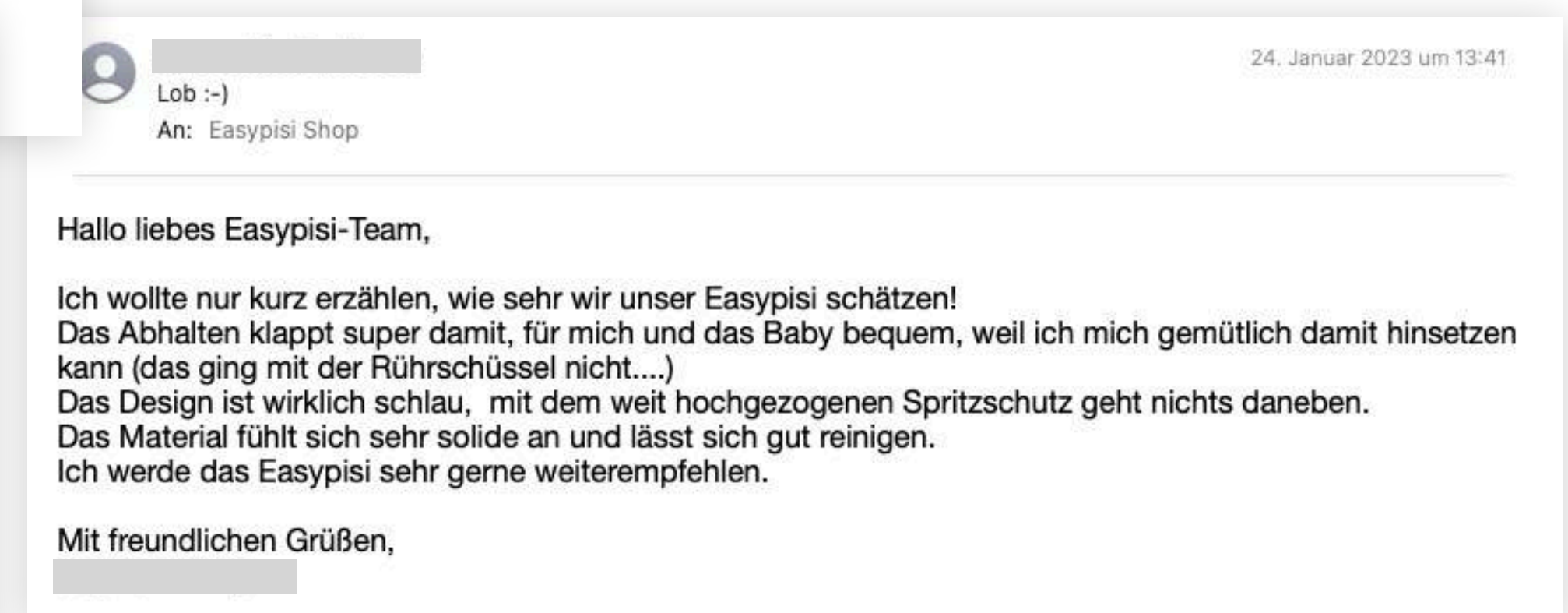
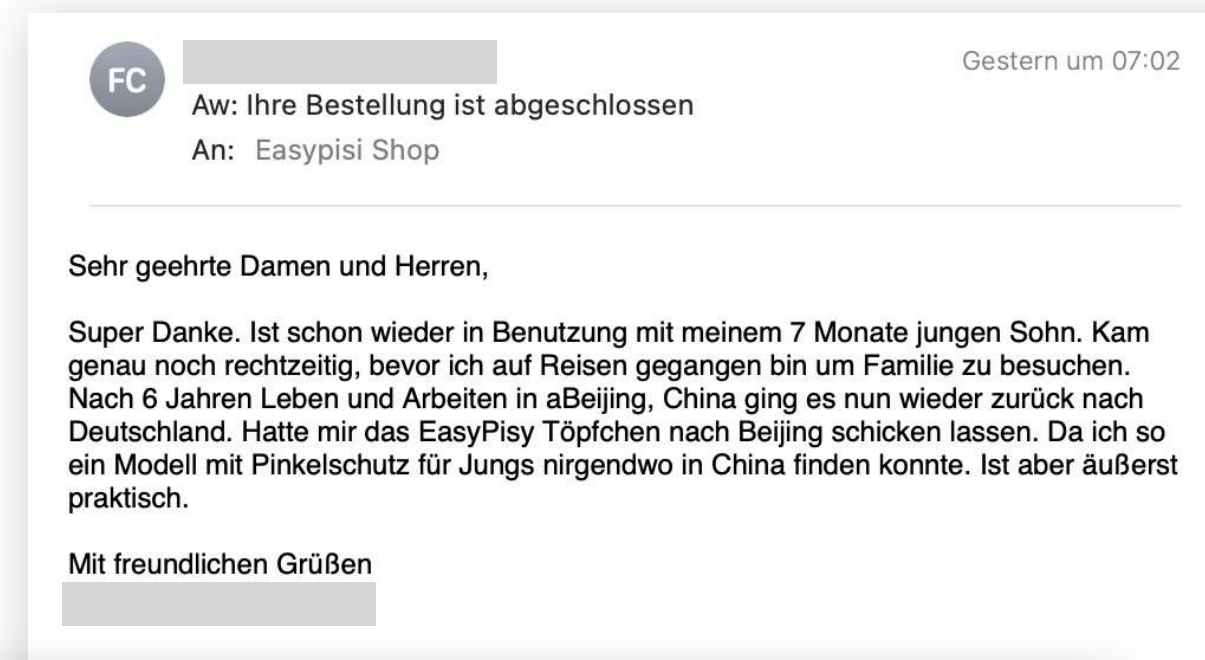




Product market fit

More than 3000 customers are thankful

- ▶ 10% of all parents buy alternative products such as EC potties or reusable diapers
- ▶ Of over 5000 items sold, 8 have been returned
- ▶ More than 30 midwives endorse Easypisi as a valid alternative





Unit economics

Easypisi is a profitable hardware product

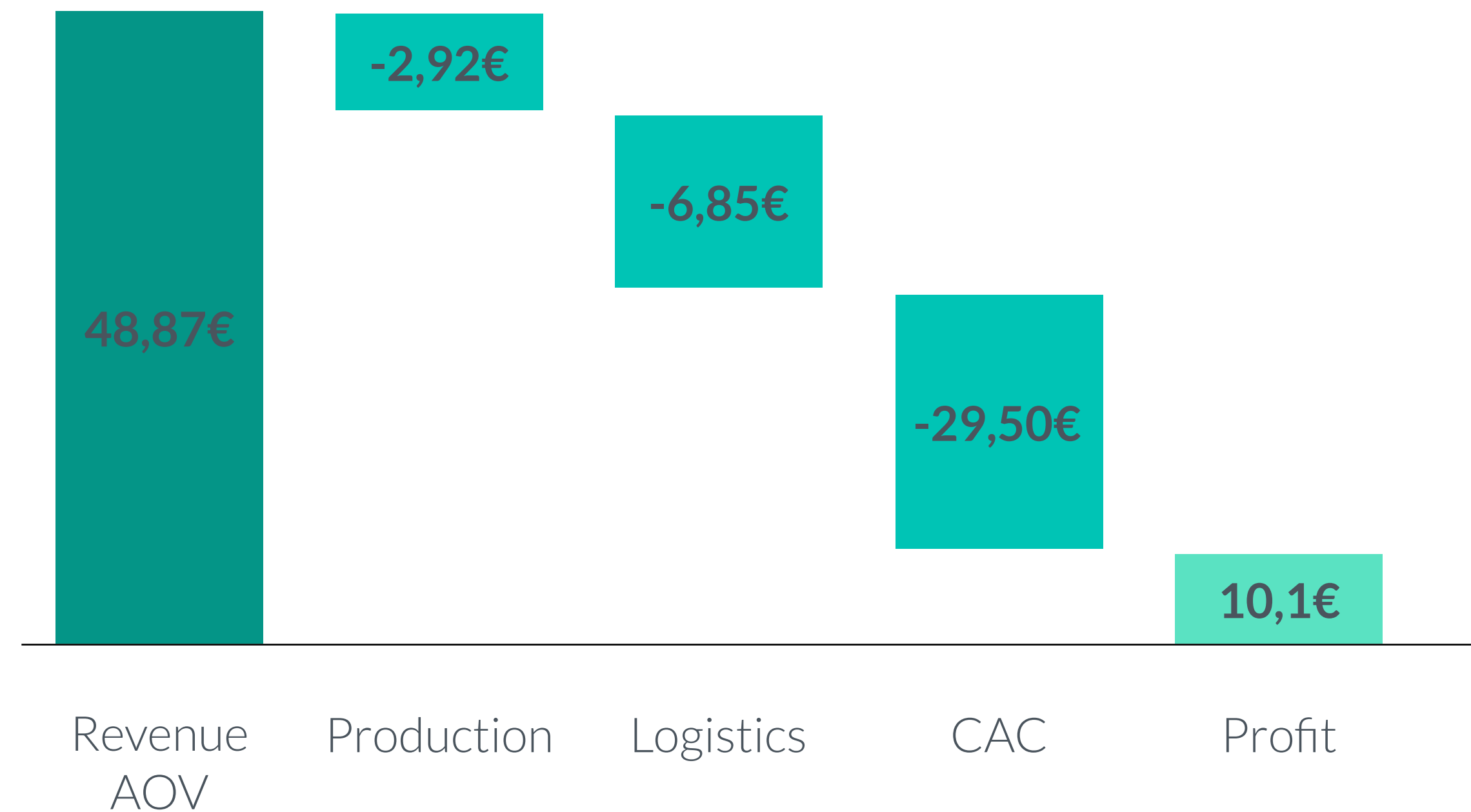
Revenue since founding

2019: -

2020: 8.434 €

2021: 49.830 €

2022: 64.928 €



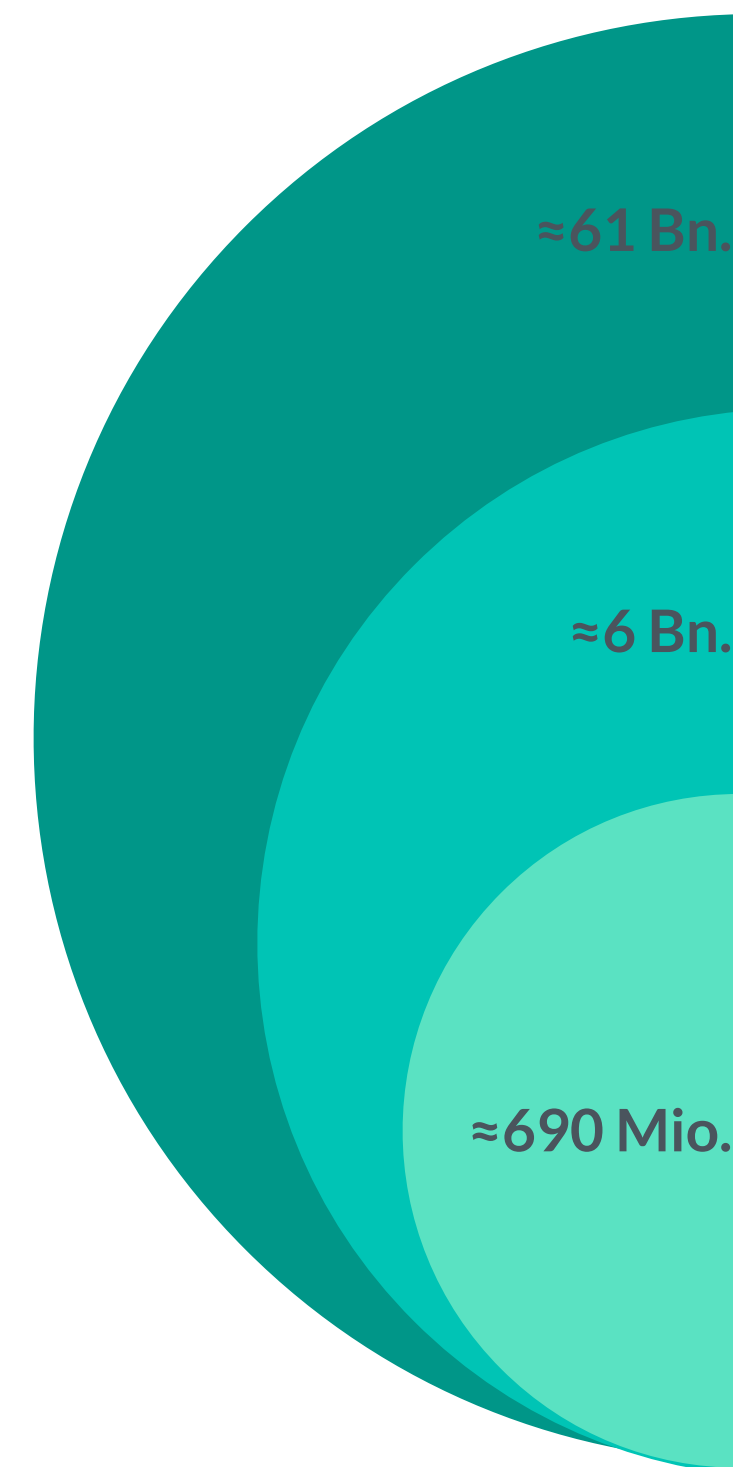
In Million EUR (€)



Market

The baby market is crisis-proof

- ▶ Birth rate higher again in the last five years than in the early 2000s
- ▶ Trend: consumers find sustainability is more important to them today than it was 12 months ago



Total Available Market

- ▶ Baby product market revenue worldwide: ≈61 Bn.

Serviceable Available Market

- ▶ Alternative baby product market (such as cloth diapers) is 10% of conventional products. Revenue: ≈6 Bn.





Serviceable Obtainable Market

- ▶ Easypisi realistic market share DACH region: ≈690 Mio.



Competitor Comparison

Easypisi fills a gap in the eco community

		Recycled material	Ergonomic shape	Portable	Made in Germany
Easypisi		✓	✓	✓	✓
Aurora				✓	
Babybjörn			✓		
IKEA Lockig			✓		





Portfolio

There are many opportunities waiting



On sale

Easypisi & Accessoires
Easypisi entered the market in late 2020 and was refined in 2021, followed by useful accessoires.



Q4 2023

Bömme
This upgrade for the existing potty extends the lifetime of Easypisi to at least one year.



Q2 2024

Toilet seat innovation
The principle of the splash guard incorporated in the well-known toilet seat to extend client LTV



Q4 2024

Foldable Easypisi
Requested by many parents: Easypisi made of silicone which makes it even more user friendly and mobile



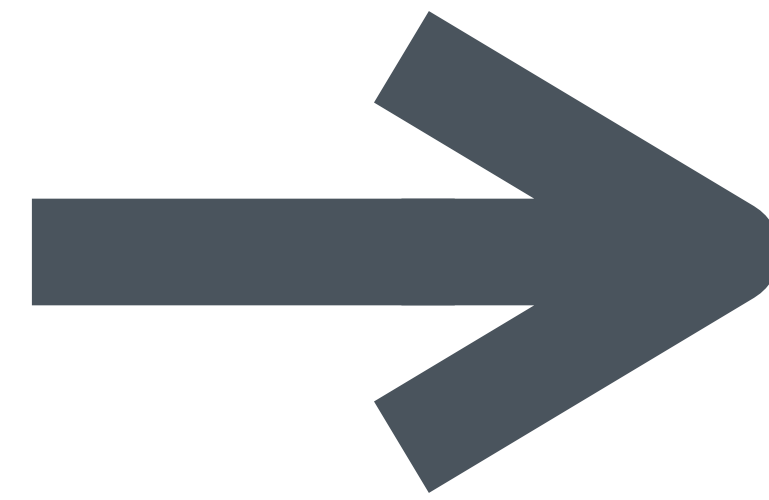
Channels

Easypisi conquers the market with valuable partners



Eco-System

Together with brands like Vujo, Mata Origin or Petit Lulu, Easypisi maximizes revenue and gains market share



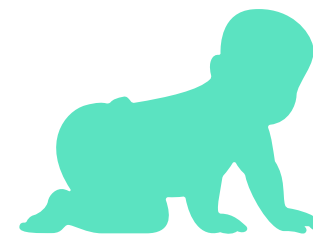
Channels

A diverse distribution network guarantees growth over time



Key takeaways

Easypisi is the new innovation brand



Growing market

Easypisi is well positioned in a crisis-proof market with huge innovation potential

- ▶ **Unique** baby **potty** specifically designed for **new** generation **parents**
- ▶ Market **growth** yearly **≈3%**



Strong customer base

Easypisi is already a trusted brand with loyal customers

- ▶ Quick **reaction time** of community useful for **launches & polls**
- ▶ **Early age** customers are **growing with the brand**



Niche leadership

Easypisi consolidated its authority in a niche baby market.

- ▶ Winner of the **Green Product Award**
- ▶ Endorsed by **30+ midwives**
- ▶ Monthly **re-orders** by our **distributors**



„We empower parents to minimize their footprint by using elegant baby products.“

Get in touch!

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