

BabyList

Natalie Gordon

CEO & Founder

www.babyli.st

Two Years Ago I Was Pregnant...



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The logo for Babies R Us, featuring the brand name in a blue, rounded font with a stylized star and baby figure integrated into the letter 'R'.

BABIES R US

The Walmart logo, featuring the word "Walmart" in a blue, sans-serif font followed by a yellow six-pointed starburst symbol.

Walmart

I'm a hacker



Jill and Damian's Baby Registry



Bodysuit

\$18.00 [etsy.com](#)



Bugaboo Stroller

\$750.00 [google.com](#)

This is our dream stroller.



Bat Hat

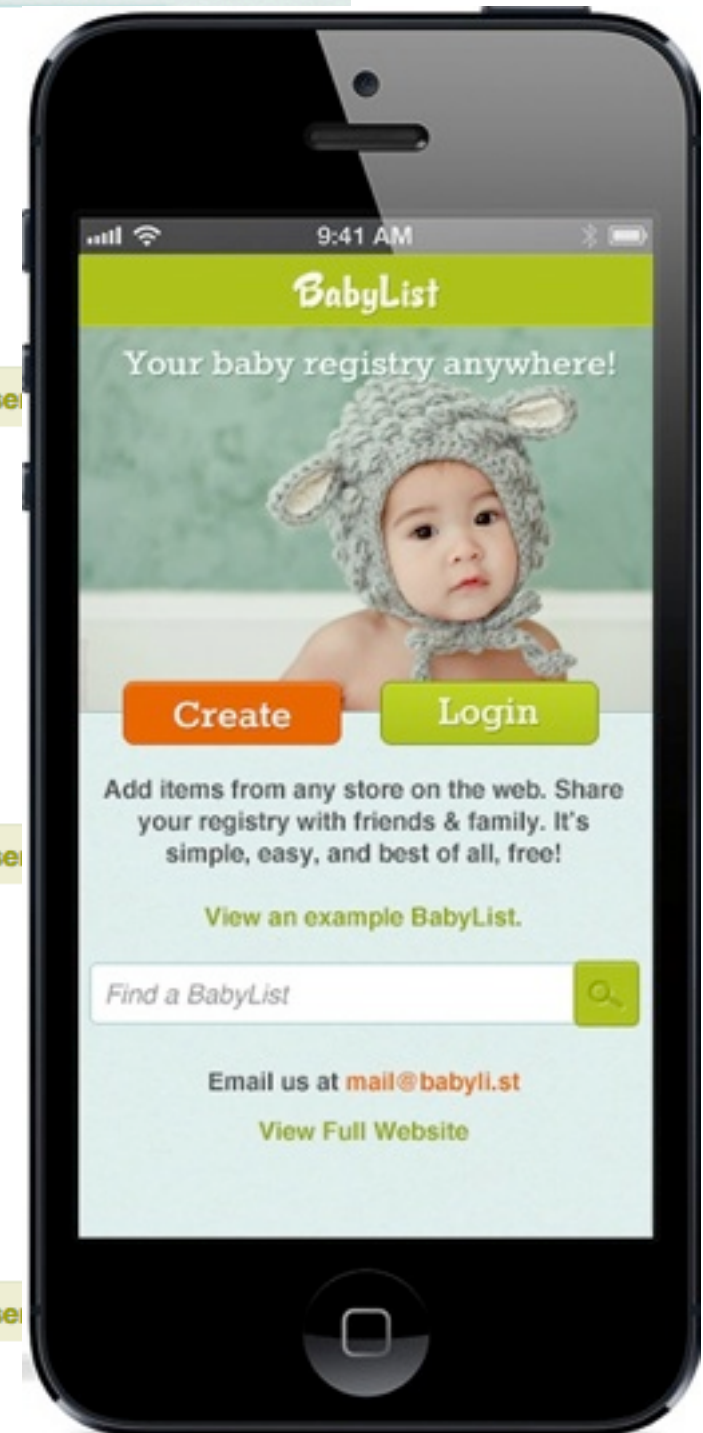
\$48.00 [oeufnyc.com](#)

For our little superhero



Wool Baby Monster Slippers

\$24.00 [etsy.com](#)



Reserve

Reserve

Reserve

Reserve



pregnant women
are **awesome!**

A lot of stuff



[illegible]



+ 1st year = **\$15,500**

16,000
pregnant women every day



\$43 billion industry

Team



Natalie Gordon
CEO & Founder



Patty Wu Benson
Marketing & PR



Lindsey Grande
Designer

We are making money

~4%
per transaction

\$2.3
million in gifts in 2012

We are making money

11K
sign-ups

\$13
per sign-up

 **300%**

revolutionize
baby e-commerce

BabyList

Raising: \$500K seed round

Committed: \$110K

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angel.co/babylist

