



baby gear  
rental marketplace



# The problem

Traveling with bulky baby essentials is exhausting and expensive!





# Millennial parents

- Value **experience** and **time**
- Embrace **sharing** economy
- Value **sustainability**
- Look for practical solutions
- **Prefer to rent**





There are  
**500+**

Online local  
baby gear rental initiatives

Created mostly  
by mothers in Europe

# The solution

**babonbo**  
baby gear rental marketplace





Renter



**babonbo**  
COMMISSION  
**15% EACH**



Provider



National territory **coverage**



Delivery to the **hotels** and the **airports**



**Local support** from local providers



Fast booking and **secure payment**



**Guaranteed** items



International **visibility**



**Multi Language** platform



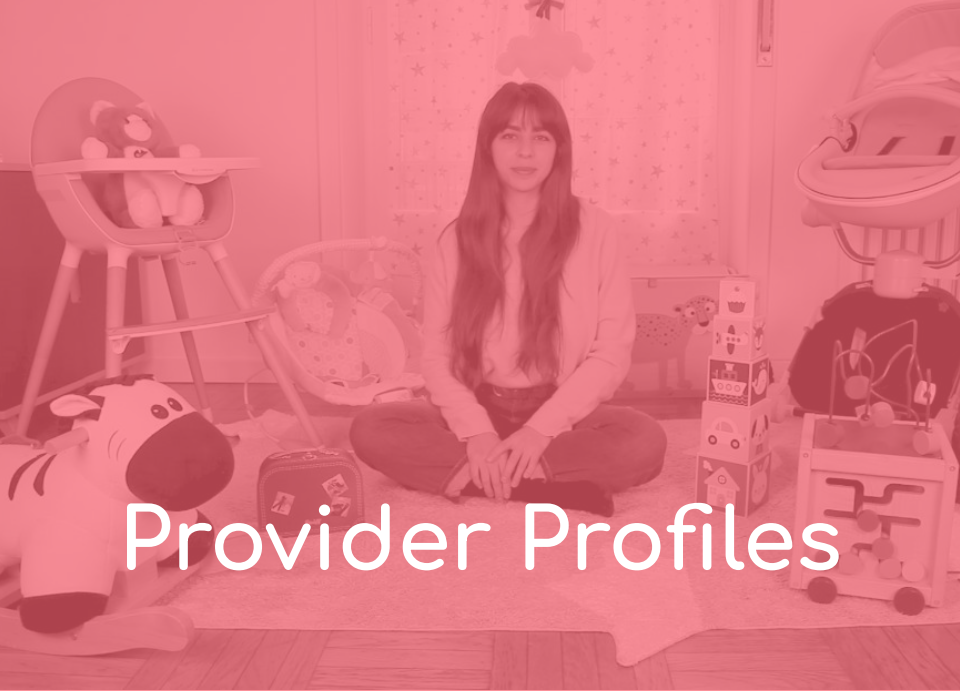
**Autonomy** in shop management



**Transaction** management



Product liability **insurance**



## Provider Profiles

70%

Stay-at-home moms

20%

Local Baby shops

10%

Second hand shops





70%

Foreigners

30%

Italians

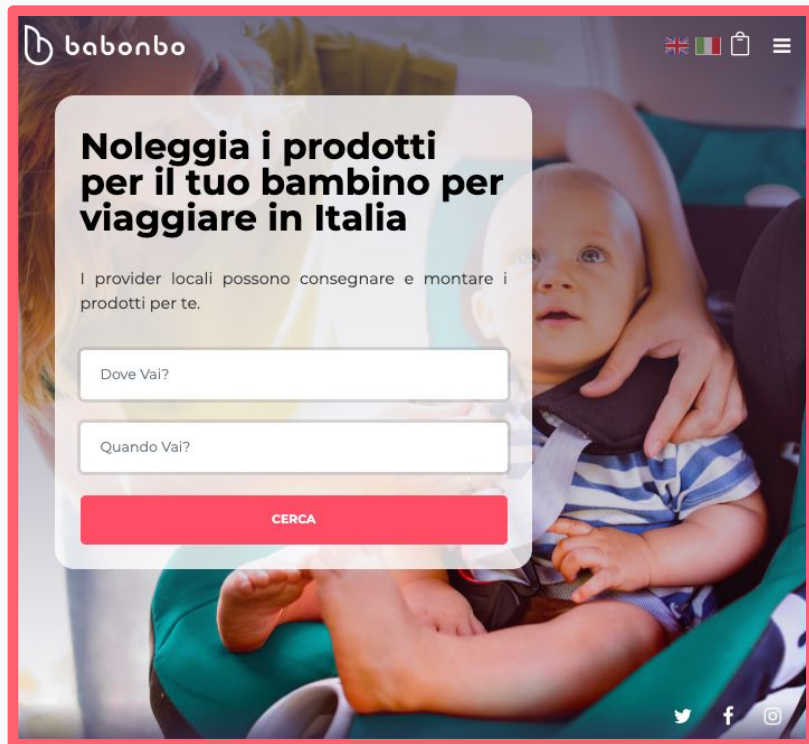
## Customer Profiles



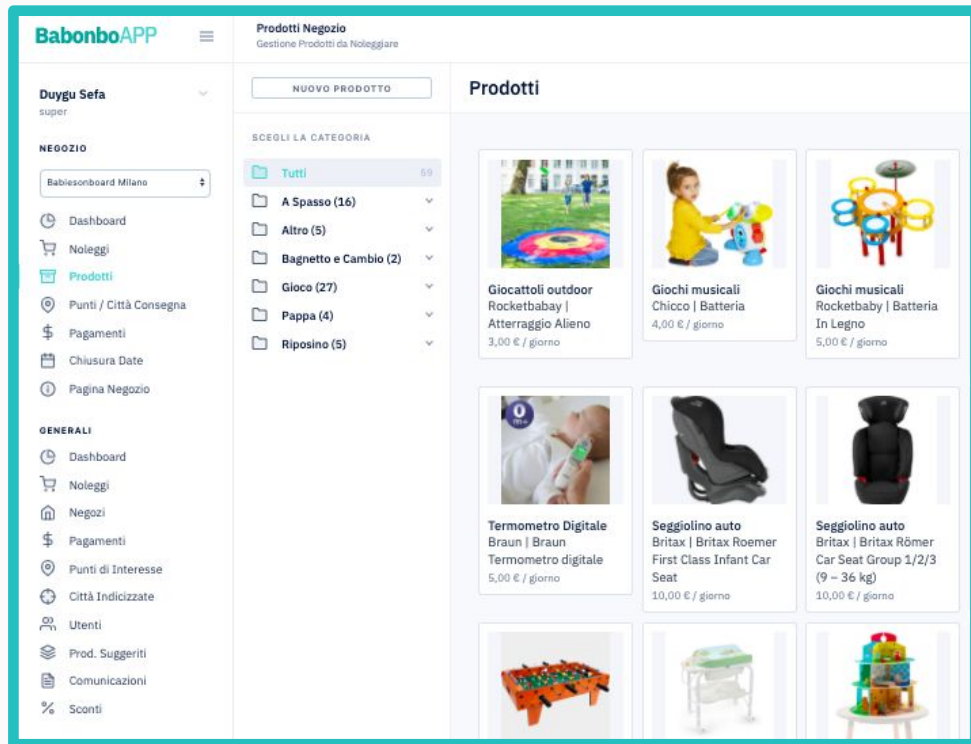


# The product

## Site to renter



## App to provider



# Market Potential

## USA: 11M+

Traveling families with children under 4



Market leader in the USA

- A startup founded in 2016
- 2nd after Airbnb in Gig economy for take-home income (Avr. \$ 600 per month)

## EUROPE: 20M+

Traveling families with children under 4



Small players, fragmented market

# Competition in Italy



# Market size in Italy

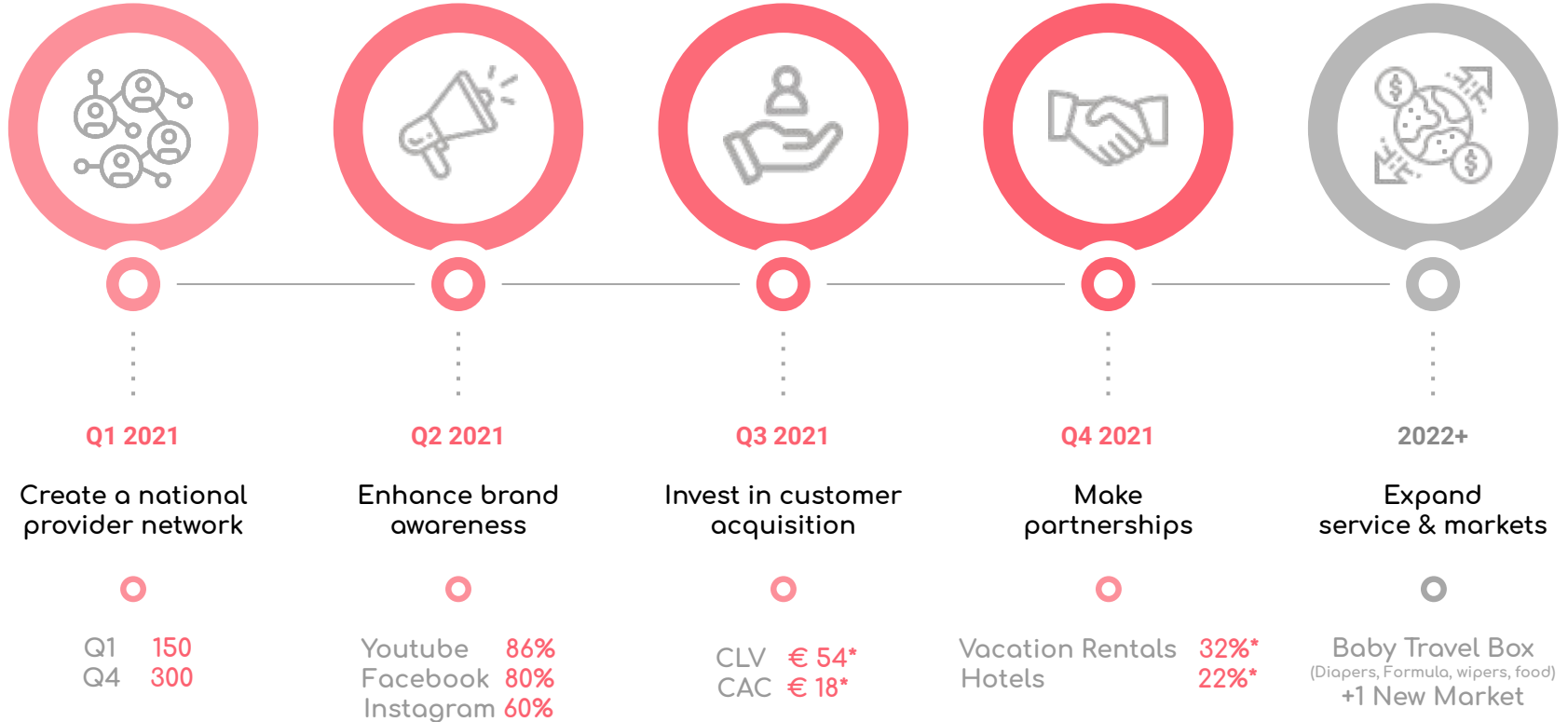
The annual turnover of **only car seat rental**

**> € 80 Mil.**

through car rental channel.



# Go To Market



\*Values from the market leader in the USA

# Traction



Customers who paid  
for the service



Products available  
on the website



Providers  
onboard

# Potential Key Partners

## Hotels & Vacation Rentals



**Booking.com**



## Airlines & Aggregators



**easyJet**

## Car Rentals & Aggregators



## Incoming Tour Operators



# Potential Key Partners

## Hotels & Vacation Rentals



Booking.com



## Airlines & Aggregators



easyJet

## Car Rentals & Aggregators

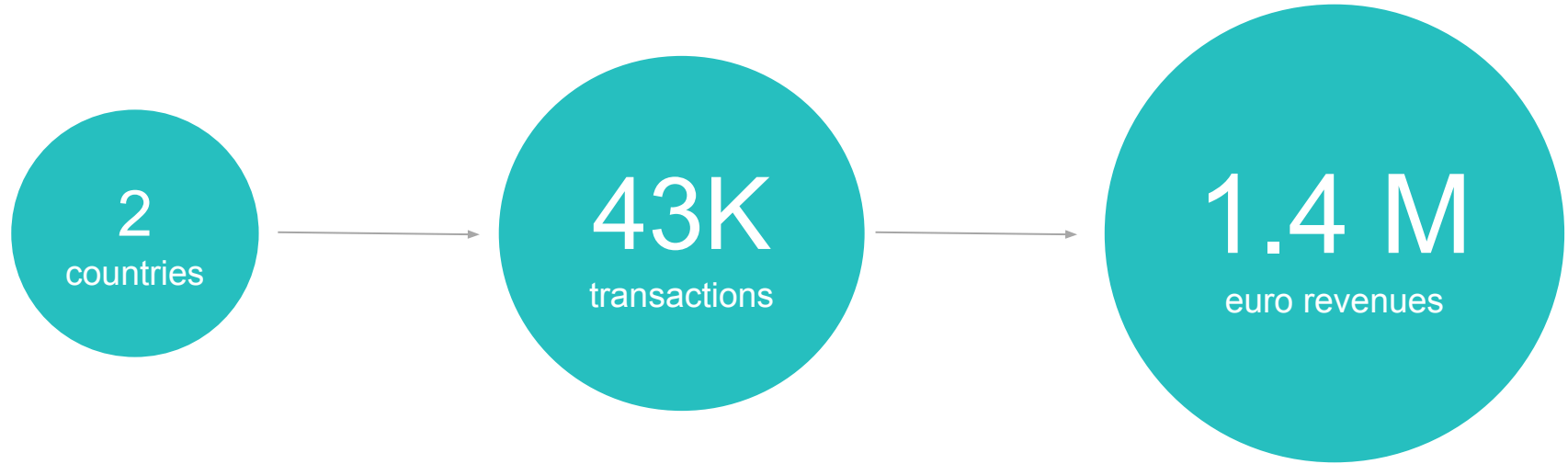


## Incoming Tour Operators



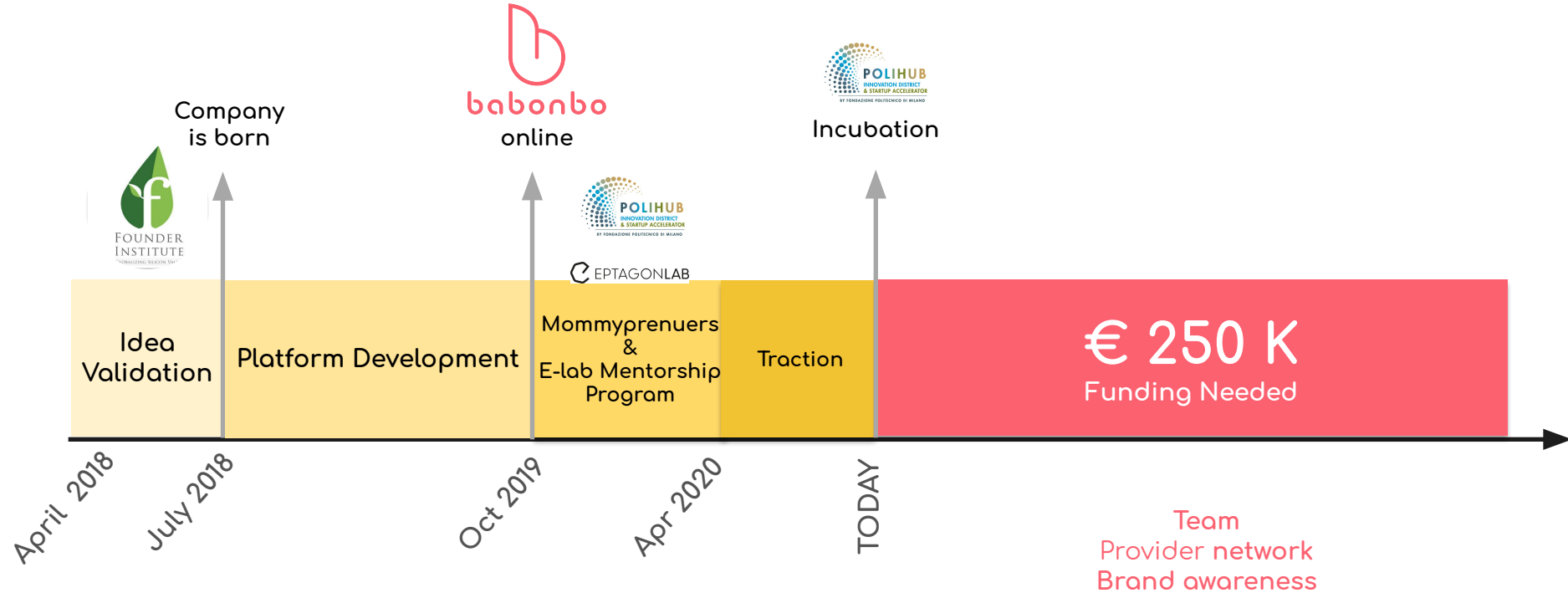


# Our ambition!



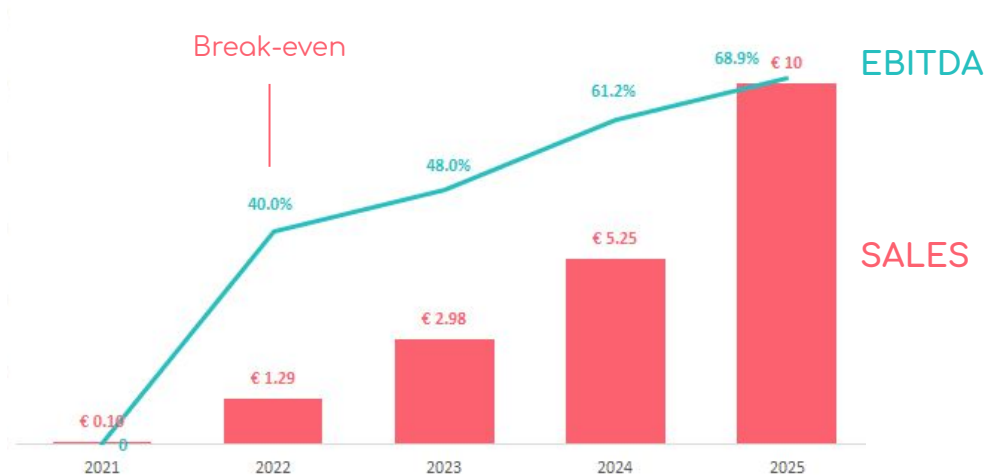
Estimated time: 24 months

# Funding

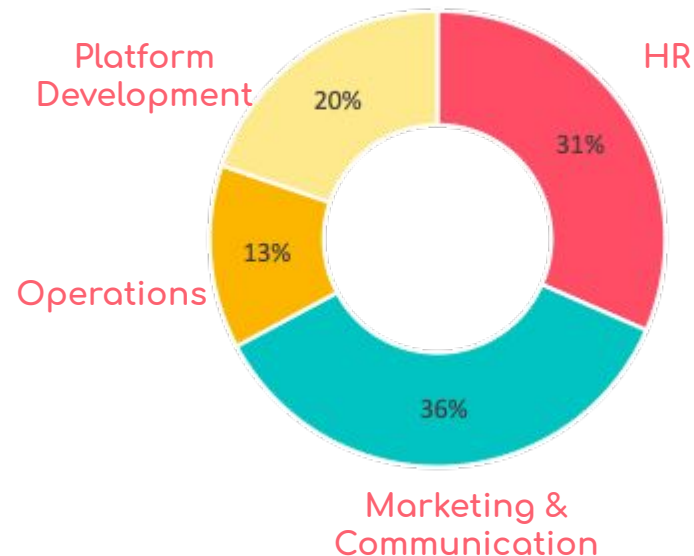


# Financials

EBITDA / Sales (Mln)



COSTS



Profits  
per transaction

€ 24,5

COST  
per transaction

€ 2,0

# Team



**Duygu Sefa**

Founder & CEO

(96% of company shares)

10 years in a multinational as Country head, Global business development manager, and Product marketing manager.



**Valerio Maggi**

Platform development

Founder of Tecnonews

Developer of GuidaTV mobile app



**Giulia Natale**

Content Marketing & Communication

Academic and professional background in Copywriting and digital marketing



**Sandra Leo**

Provider Recruiting & Onboarding

Selection, training and management of staff in food & beverage sector



**Sara Ferri**

Digital PR & Lead generation

Ex Founder of ItaliaReise in tourism sector.

10 years as customer service manager in a stock quoted company



# How do we spend € 10.000?

1. Establish the company in Italy
2. Invest in Digital branding to increase visibility to providers and customers
3. Optimize Website for a better UX, SEO and conversion rate

# Thank you

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