

Urban Families

improving urban mobility for parents with toddlers



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Core - We are a part of MIT, which gives us easy access to...



Unparalleled
talent pool across
multiple disciplines



Network of premier, well-
connected faculty and
mentors

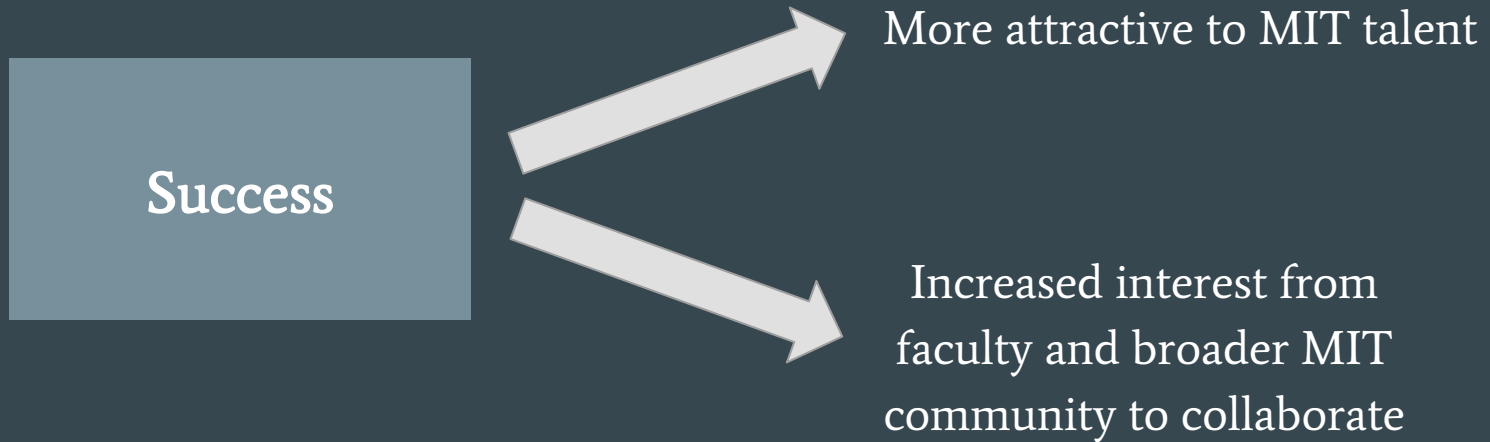


Resources to scale and
grow the business

Ready access to MIT resources will enable us to deliver value to our customers more effectively than our competitors

How our Core will grow

Success will further strengthen ties to the MIT community and interest from it, which competitors cannot replicate



Competitive Position

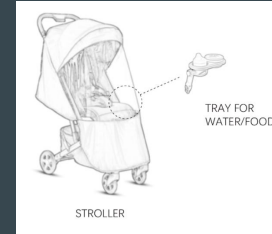
High ease of mobility



Welspo Foldable Stroller: Light and easily foldable, but multiple safety concerns.



Graco NimbleLite Stroller: Light and foldable but slightly flimsy



Our Product: Versatile, easy to carry and fold, and safe



smarTrike Stroller: Foldable but not easy to carry

Doesn't feel safe

Feels safe

Low ease of mobility



Thule Urban Glide: Easily maneuverable but heavy and not easy to fold

Why will consumers adopt the Urban Families stroller?

❑ SAFETY

Sound structure with protection;

Eco-friendly, chemical-free materials

❑ CONVENIENCE

Light-weighted, backpacked
equipment;

Quick and easy folding with durability;

Accessible to inner items

❑ COMFORT

Ergonomically reasonable for kids;

Ease to push and wear on

❑ COMPATIBILITY

Customized services for add-ons;

Multiple styles as simplicity, fashion,
etc. ;

Regular shape with no deformation
force