



OUR COMPANY



UrbanMovement

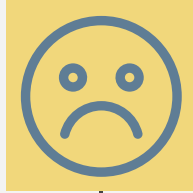
Innovative solutions for urban families



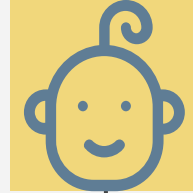
PRIMARY MARKET RESEARCH



**ACCESSIBILITY
AND
ATTITUDES**



**DISCOMFORT
WITH
SPACE**



**TODDLER
RIDE
EXPERIENCE**



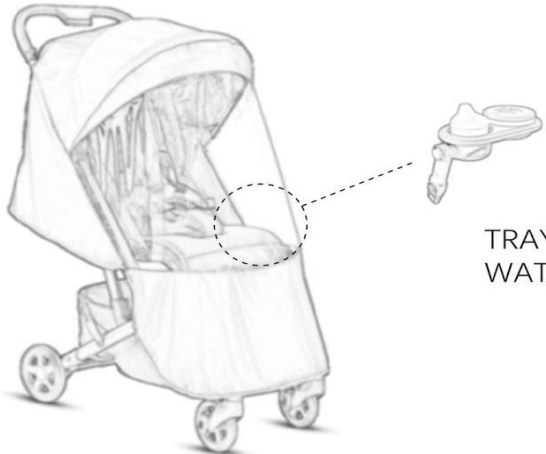
OUR SOLUTION



FOLDED



BACKPACK



STROLLER

TRAY FOR
WATER/FOOD



COMPETITIVE POSITIONING



	Welspo Convenience	Thule Glide	smarTRIKE	UrbanMovement
Lightweight	✓	✗	✗	✓
Easily Foldable	✓	✗	✓	✓
Child Safety	✗	✓	✓	✓
Hands-Free Carrying	✗	✗	✗	✓



LET'S TALK BUSINESS



Strollers for toddlers

Main source of revenue initially



Add-ons

Revenue stream from products that extend functionality



New customer segments

Expand product line to serve more urban families



Trade-ins and bundling

Increase lifetime value of customers



MEET THE TEAM



Adriana Jacobsen

Urban Planning



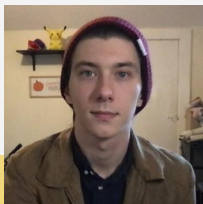
Anubhav Moondra

Product Management



Avital Vainberg

Computer Science and
Urban Planning



Dakota Thurman

Management Strategy
and Policy



Harry Liu

Design



Kristen Vilcans

Transportation,
Health, and Community

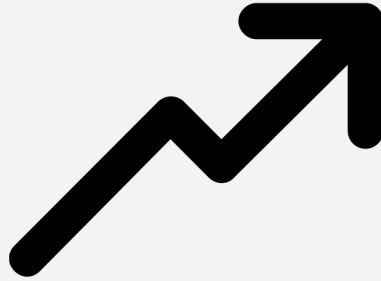


ENGINEERS, COME JOIN US!

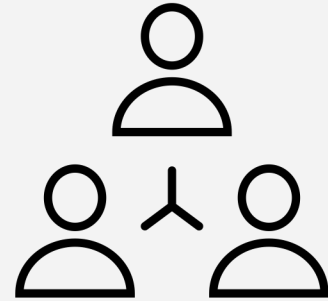
urban-families@mit.edu



Real problem +
novel solution



Great business
potential



Diverse and
passionate team





APPENDIX



PMR Insights

Public Transit

- Attitude in public transit is often counter-intuitive. Why does a bus driver tell a mother with three young kids to wait in the rain, but allows the healthy, young man on?
- Strollers take up a lot of space on public transit which makes parents feel like a nuisance.
- Navigating public transit with strollers and young kids includes a lot of trial and error - especially due to the lack of clear signage for accessibility.
- Kids often view public transit as an attraction - they enjoy holding the pole or looking out the window.

Ride and Car Sharing

- Installing a car seat in a Zipcar adds significant time to the start and end of each trip.
- Zipcars allow for more privacy and flexibility than public transit or Uber which can be limiting for long family trips and uncomfortable for diaper changing or crying babies.
- Ubering with a car seat is limited to private destinations as there is nowhere to store it otherwise.

Beachhead Market Selection

BHM:

Parents in the Greater Boston Area who

- Have at least one toddler
- Use a stroller
- Have no access to a personal vehicle
- Primarily use public transportation for mobility needs

Why this market?

- PMR shows many pain points around stroller usage, caused by common factors of space and “not enough hands”
- Pain points seem “solveable” but market is underserved, therefore has business potential
- Segment large enough to access people for hypothesis testing

Persona - Kelly

Demographics:

- 30 years old
- Married with 3 year-old son (AC). Spouse works full time, Kelly works part-time. Only uses childcare when working at part-time job.
- Lives in Cambridge, MA
- Values practicality, comfort, convenience over fashion

Behavior:

- Her son goes everywhere with her (museum day trips to visiting friends)
- Public transit is her main mode of transportation
- Always carries too many things

Needs:

- To cause others less inconvenience
 - To take up less space on crowded public transit
 - To be able to get on and off crowded public transit without requiring others to move
- To be able to go up and down stairs easier with her son and stroller
- To keep a close eye on her son (“He’s a runner!”)



Full User Life Cycle



Determining Need

Based on physical and social discomfort from traveling on transit with a stroller



Finds Out About Options

Communicates with parents, views advertisements, uses internet sources



Analyzes Options

Compares prices, reads reviews, tests out product at stores



Acquires the Product

Purchases either at an in-person store or through an online retailer



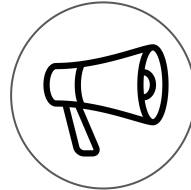
Uses the Product

Goes through daily routine with the use of the new stroller



Determines the Value

Whether the improved travel experience and product quality is worth the price



Spreads the Word

Tells other parents through word-of-mouth, social media, and other means

Product Spec – Visual Representation



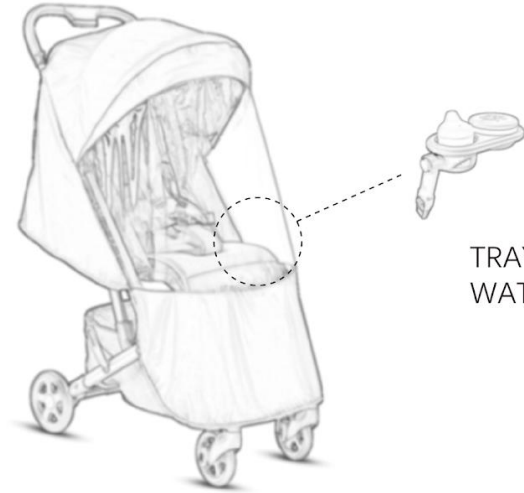
BACKPACK

open
→
3 seconds



FOLDED

unfold
→
2 seconds



STROLLER

TRAY FOR
WATER/FOOD

Competitive Position

High ease of mobility



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



Graco NimbleLite Stroller: Light and easily foldable, but slightly flimsy



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



smarTrike Stroller: Foldable but not easy to carry

Feels safe

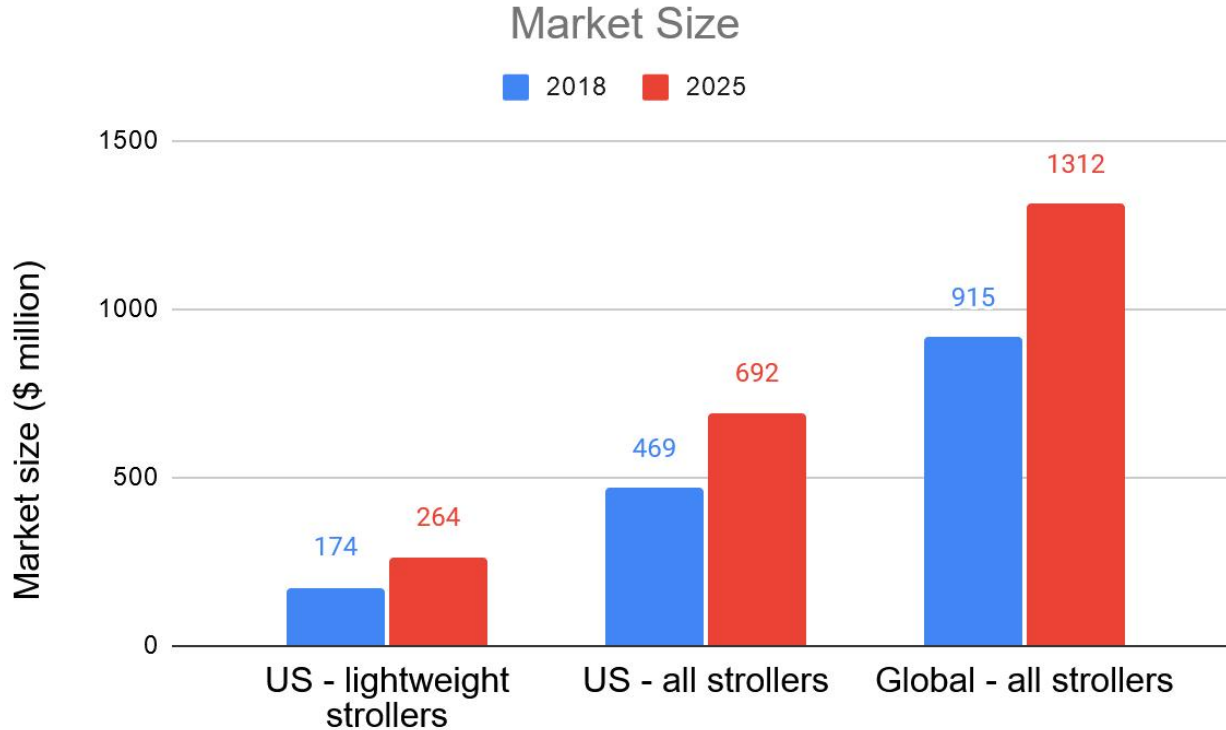
Doesn't feel safe



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

Low ease of mobility

Total Addressable Market



Decision Making Unit (DMU)

End Users: Parent #1 & Toddler

This pair will take on public transit for errands and day trips with the stroller, while parent #2 goes to work.

Economic Buyer: Parent #2

As the primary breadwinner for the family, parent #2 will provide the funds to purchase the stroller for the family.

Veto Power: Both Parents & Toddler

Both parents can decide to veto the purchase due to price or function, and the toddler can veto the stroller by refusing to sit in it!

Champions: Parenting Communities

Whether it's a pre-school parent group chat or a cousin with his own toddler, both parents will turn to their parenting communities for the latest stroller advice.

Influencers: Public Transit Riders & Family
Public transit riders are known to make parents feel bad about taking too much space and other family members, like grandparents or older siblings, often babysit the toddler with the stroller.

DMP



Determining Need

Roles: Parents, toddlers express preferences about safety, comfort, price, convenience
Time frame: A few months, need determined during child's infancy



Finds Out About Options

Roles: Friends, family of the parents share their experiences
Time frame: A few weeks to a few months based on pace/urgency of research



Analyzes Options

Roles: Parent tests out options based on budget and other factors, toddler and parent together test out product in person
Time frame: A few weeks



Acquires the Product

Roles: Parent purchases the product, online retailer sells and ships the product.
Time frame: A week or less to ship



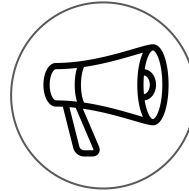
Uses the Product

Roles: Parent & toddler travel, go through routine
Time Frame: Approximately one week to test out the stroller in a mix of regular activities, such as commuting, running errands, etc.



Determines the Value

Roles: Parent & toddler both have the opportunity to veto based on convenience, comfort, safety, and more
Time frame: One or two weeks



Spreads the Word

Roles: Parent and their friends, family, and social media network
Time frame: One to two years (over the course of use)

Windows of Opportunity

Window	Trigger
Child turns 2 years old or begins walking	Offer coupon to encourage parent to buy stroller
Friends/family of a parent buy the stroller for their child(ren)	Offer referral discount to the purchaser, social media ads with social proof
Parent enrolls toddler in daycare	Partnership with daycare centers to advertise and/or sell strollers
Parent browsing strollers on online retailer	Offer limited time free shipping