

Urban Families

improving urban mobility for parents with toddlers



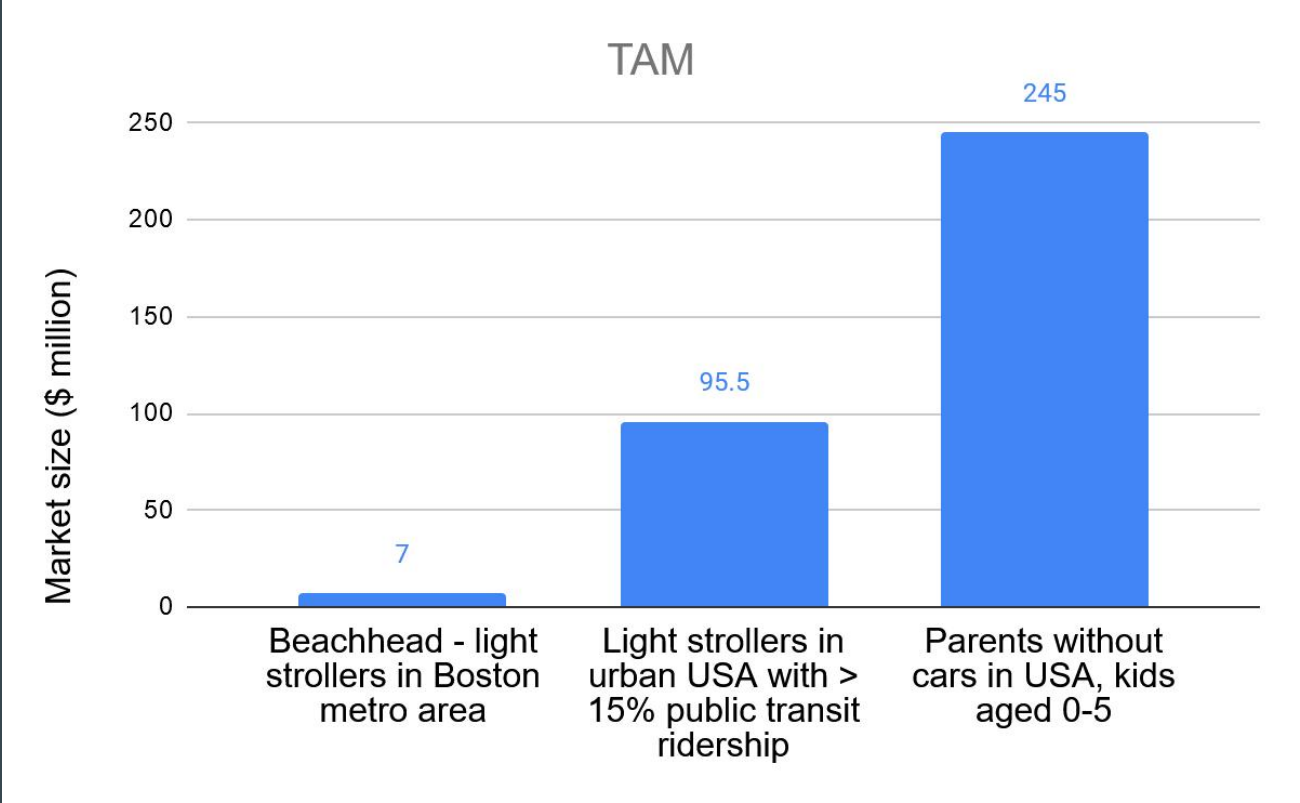
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Follow-on Target Segments

- Beachhead market - parents in Greater Boston Area with at least one toddler who have no access to personal vehicle and primarily use public transport
- First follow-on segment: same parent demographic in other urban areas in the US with high public transportation usage (NYC, Washington DC, Chicago, etc.)
 - Parents in these areas face similar issues to BHM - natural extension to grow market
 - Provides economies of scale since same product would be sold
- Second follow-on segment: All parents with kids aged 0-5 who don't own a car
 - Brand well-known by this stage among large portion of this segment - can extend to others in the segment who use other forms of mobility such as taxis, rental cars, etc.
 - Expand revenue sources by selling new products to larger segment

Beachhead and Follow-on Segment TAMs



TAM Calculation Assumptions

	Beachhead - light strollers in Boston metro area	Light strollers in urban USA with > 15% public transit ridership ¹	Parents without cars in USA, kids aged 0-5
Total population of children in segment	200,000 ²	2,500,000 ²	24,500,000 ³
% relevance for product	35% ⁴	35% ⁴	10% ⁵
Average spend per child per year	\$100 ⁶	\$100	\$100
TAM (product of numbers above)	\$7,000,000	\$87,500,000	\$245,000,000

¹https://en.wikipedia.org/wiki/List_of_U.S._cities_with_high_transit_ridership

²Data based on <https://censusreporter.org/>

³<https://www.childstats.gov/americaschildren/tables/pop1.asp>

⁴Market share of light strollers: <https://www.grandviewresearch.com/industry-analysis/baby-stroller-market>

⁵5% households without access to cars: <https://www-statista-com.libproxy.mit.edu/forecasts/997211/car-ownership-in-the-us>

⁶Target price estimate per stroller / set of products