

Mobabbi LLC
 1449 Whalley Ave Unit 3705
 Woodbridge, CT. 06525

Ming Hui - Founder
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Industry: Baby Product

Management:

Ming Hui, MBA - Founder and CEO
 Consultants/Contractors:
 Paul Pirozzi - Manufacturing
 Matt Yospin - IP
 David Kaplan - Accounting

Advisors:

Kenoma Anighoro, MD, MBA - Healthcare
 Namita Wijesekera, MD - Pediatrics
 Denise Winokur, Ph.D - CPG
 Gregory Lewis - BD
 Oded Shorer - Industrial Design

Number of Employees:

1 full-time
 3 consultants / contractors

Finance:

Auditor :Cottonwood Asset Management LLC

Financing to Date:

\$40K self funding for prototyping and patent
 \$3.5K grants received:
 NHE3
 FORGE Impact

Financing Sought: \$300K

Product development
 Manufacturing
 Marketing

Legal:

Corporate -Murtha Cullina LLP
 IP - Yospin Law



Executive Summary / Company Background:

As a mom who successfully adopted early potty training, I founded Mobabbi to create the first device and proprietary methodology designed for potty training from birth with delivery of this solution to babies in daycares and at home. Pampers introduced size 8 diapers in 2023 for babies over 46 pounds, the average weight of a 6-year-old. That’s \$6,000 in diapers. Disposable diapers have made it easy for parents to delay potty training. Before diapers became popular in the ‘60s, children were trained by 2. The overuse of diapers is causing more diaper rash, and creating 3M tons of diaper waste in landfills yearly. Mobabbi will help kids, parents, and the environment to regain freedom from diapers.

Mobabbi, founded in June 2022, aims to revolutionize the potty training industry by promoting potty training from birth and reducing diaper waste. In 2023, Mobabbi developed its first prototype—an infant potty with sound association technology, won a new product competition and secured 2 grants. In 2024, we joined the ABCT program and seeking funding to enhance our prototype for product testing, and getting product to market.

Market Opportunity / Unmet Need:

Before the 60s, children were potty trained by 2, but the popularity of disposable diapers has led to delayed training, with now many children entering kindergarten still in diapers. This delay contributes to over 3M tons of diaper waste annually, taking 500 years to decompose. We surveyed 37 parents, and 38% said no time to train at home was the biggest challenge, and many wish they started earlier. There’s an opportunity for change to support potty training from birth, given the 4M babies born in the US each year and the \$1.6B global potty industry, alongside the \$80B diaper industry.

Products/Services – Launched & Pipeline:

Mobabbi is creating an infant potty learning solution comprising a sensor-equipped potty and proprietary learning methods. Our strategy involves partnering with daycare providers to offer the solution to parents via a monthly subscription/rental model with potty learning supported by daycare providers.

Commercial / Technical Milestones:

The initial prototype was made in 2023 without a reliable sensor. We are currently working on an enhanced version with reliable sensor for product testing in 2024 with product launch in 2025.

Intellectual Property:

Filed a non-provisional utility patent in May 2023 with claims covering the device, and the proprietary methodologies.

Competition: BabyBjorn, Summer Infant, and Fisher Price lead the market, but their products don’t teach infants potty training from birth nor use sound association techniques, commonly used worldwide for early learning.

Financial Projections (Unaudited): Based on rental service model

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	19,200	96,000	384,000	1,152,000	2,880,000
Gross Profit	16,500	82,500	336,400	1,022,400	2,604,000
Gross Margin	85.9%	85.9%	87.6%	88.8%	90.4%

Source: Source: Jorne de Pediatria, American Academy of Pediatrics, EPA