

Ainara Designs, LLC
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Industry: Consumer Products,
Maternity & Postpartum

Management/Founder Team:
Pia McGrath, MD., Founder

Advisory Board:
Michelle Augustyn, PhD.
Business Advisor, CTSBDC
Brian McGrath, Market
Research and Customer
Advisor, IBM
Kieran McGrath, Finance and
Operations Advisor,
Avaya/CA

Number of Employees: 1

Finance:

Funding to Date: ~\$17,000
Entrepreneurship Foundation
CT Grant: \$5,000
FORGE Impact Grant: \$4,000
NHE3 Grant: \$5,000
reSET Impact Accelerator
Audience Choice Award: \$1,400
UConn Accelerator: \$1,500
Hayvn Hatch Runner-Up: \$5,000
prize value

Funding Sought: \$50,000
For:

IP protection (\$5k)
Prototype development
(\$5k)
CPSC Testing (\$10k)
Marketing (\$10k)
Production (\$20k)

IP:
Utility Patent Pending

Legal: Wil Jacques, Emanus, LLC



Business Description / Company Background:

AINARA is a pre-revenue online brand born out of one mother's desperation for elegant solutions that match her old lifestyle. Our mission is to empower new mothers to prioritize self-care and pursue their passions while embracing the beauty and strength of motherhood. With our first product, an innovative breastfeeding necklace, AINARA helps mothers feel supported during this profound life transition.

Market Opportunity / Unmet Need:

Breastfeeding is physically and emotionally demanding. There are 2.9M breastfeeding mothers in the U.S annually (CDC) and "52% of breastfeeding mothers experience neck pain (International Health, 2022)" from poor posture and lack of visibility while nursing. Many struggle to keep their shirt lifted while nursing, relying on their chin or hand. Existing solutions lack elegance and fail to empower mothers with confidence.

Products / Services – Launched & Pipeline:

AINARA's fine jewelry necklace makes breastfeeding accessible, effortless, and elegant. The hands-free design lifts any shirt, improves posture, and enhances latch visibility—all without compromising style. Its engravable, interchangeable front plate boosts confidence and becomes a cherished keepsake, encouraging repeat customers. Future products will welcome non-breastfeeding mothers, while our online platform partners with breastfeeding support centers to educate, empower, and build the village mothers need.

Commercial / Technical Milestones:

Achieved: Secured \$22K in grant funding, featured at the 2024 Yale Innovation Summit, accepted into 3 accelerator programs, growing waitlist of 100+.
Pending: Non-Provisional Patent filing in April '25 and finalizing product development in compliance with CPSC standards. Launch Pilot Test Run with lactation consultants second half of this year and a subsequent crowdfunding campaign Q1 '26.

Competition / Competitive Advantages / Customer Benefits:

Unlike breastfeeding clips (NursElet, LatchPal, ShirtUp), AINARA's necklace offers one-handed use, seamless accessibility, and the sophistication of fine jewelry giving mothers not only what they need, but what they want as well.

Financial Forecast (Unaudited):

	Y1	Y2	Y3	Y4	Y5
Net Revenue	\$56,000	\$151,000	\$475,000	\$1,389,000	\$4,065,000
Gross Profit	\$37,000	\$103,000	\$337,000	\$1,019,000	\$3,068,000
Gross Margin	66%	68%	71%	73.4%	75.5%