



# An invitation



**A rare opportunity to invest in the parenting sector**

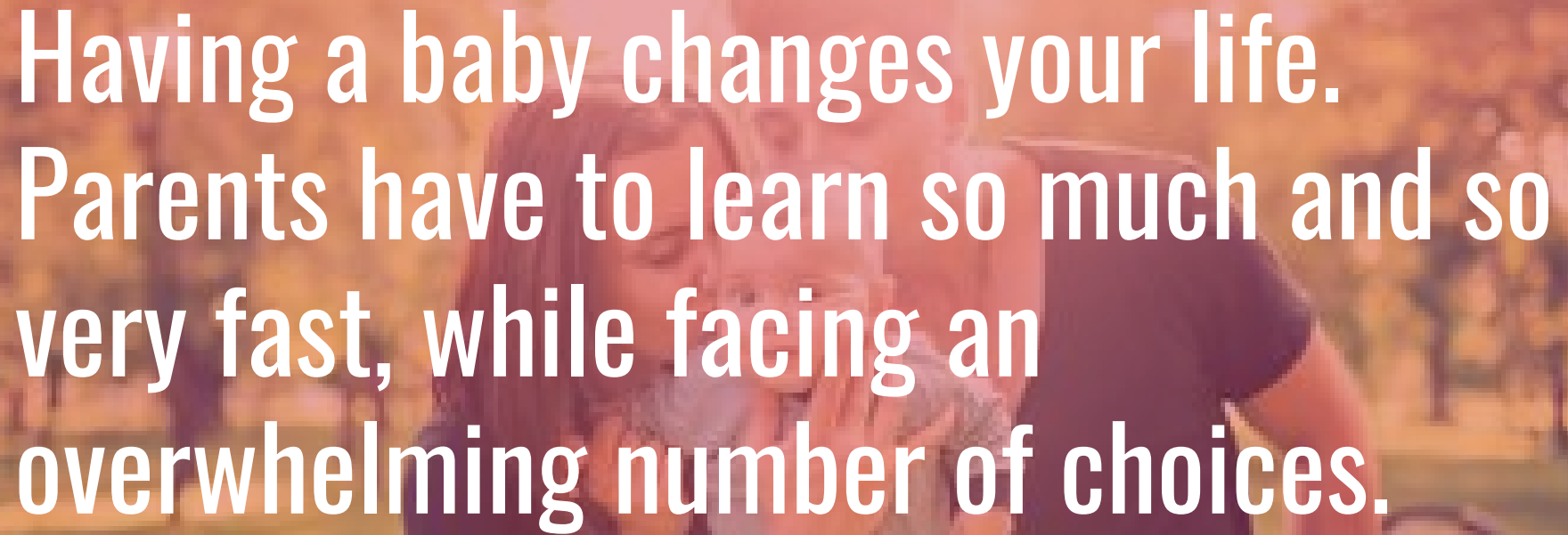


# Welcome to a trillion-dollar sector



[babystep.tv](https://babystep.tv)

Inspiring parents



Having a baby changes your life.  
Parents have to learn so much and so  
very fast, while facing an  
overwhelming number of choices.



[babystep.tv](https://babystep.tv)

Inspiring parents

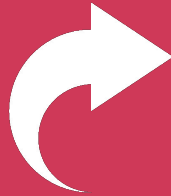
Build strong links with child  
development

**experts and  
scientists**



**Share the  
knowledge**

in simple, accessible, and  
practical formats



**Inspire trust**

in babystep products and  
services, thus generating  
sales



**The strategy**

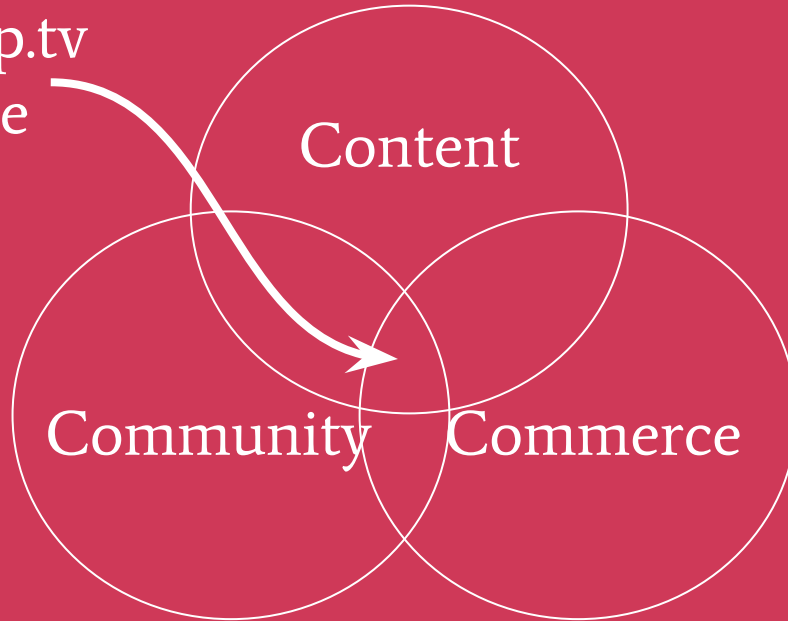


**babystep.tv**

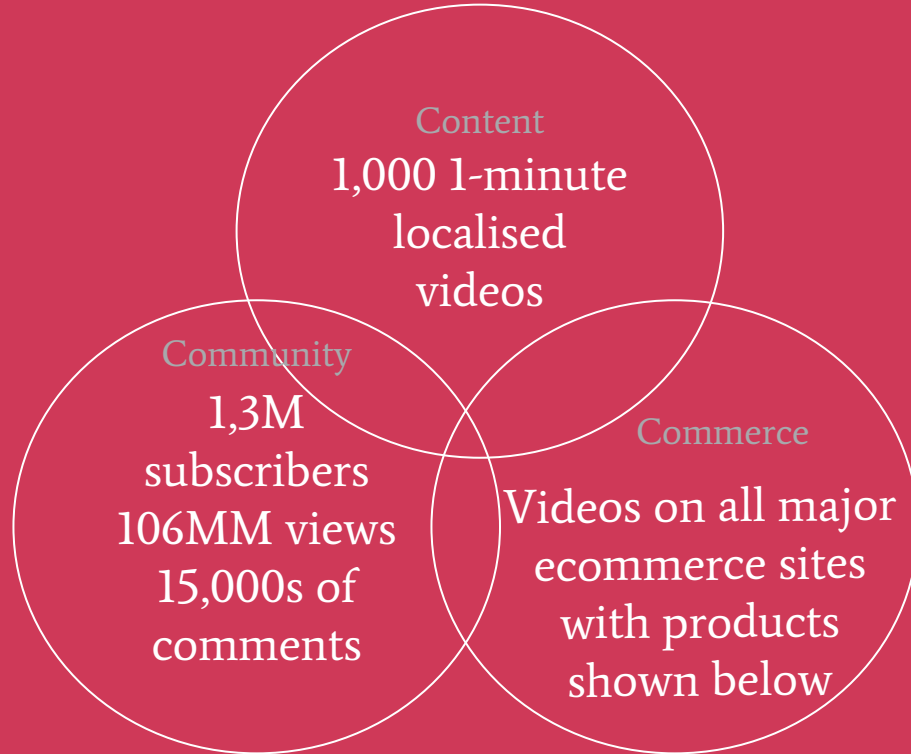
inspiring parents

# The business model

babystep.tv  
expertise



# A case study in China



# Companies who have similar 3Cs models

[find out more](#)



valuation: \$2.3B

[find out more](#)



valuation: \$800M

[find out more](#)



raised: \$106M

A close-up photograph of a baby's feet standing on a dark wooden floor. The baby is wearing a grey sock on the right foot. The text is overlaid on the left side of the image.

**Our goal is big hairy and audacious - become the #1 most trusted brand for parents in every segment of the maternal and baby market.**





**Claim your share in the parenting  
market.**

Ainar Abdrakhmanov [ceo@babystep.tv](mailto:ceo@babystep.tv) +1 619 598 2430

A photograph of two newborn babies lying on a white surface. Both babies are wearing white long-sleeved shirts with a floral pattern and pink pants with a colorful cartoon pattern including stars, clouds, and a sun. The baby on the left has its eyes closed, while the baby on the right has its eyes open and is looking towards the left. The word "China" is overlaid in large white font in the center of the image.

China

# Ingredients of the not so quiet social revolution

## Two-child policy

China's National Health and Family Planning Commission expects 3 million extra births each year initially, then higher still

## New generation

Of the new mothers in 2016, 49% were born in the 1990s, up 11% and 24% as compared to 2015 and 2014!

## Middle-class, money to spend

75% young parents had their own properties in the place of origin or elsewhere, 47% young parents want to exchange their cars for a new one...

## Scientific parenting is the trend

Nearly 80% of parents concern themselves with scientific parenting, and in particular, methods of education, character cultivation, and knowledge learning / intelligence building.



<https://www.ipsos.com/sites/default/files/2016-08/Chinese-Family-Parenting-Report-2016.pdf>

[https://www.ipsos.com/sites/default/files/2016-09/How\\_to\\_seize\\_the\\_heart\\_of\\_yummy\\_mummy-09.2016.pdf](https://www.ipsos.com/sites/default/files/2016-09/How_to_seize_the_heart_of_yummy_mummy-09.2016.pdf)

# Chinese parents love our Hollywood-quality videos

Top performing videos get average % viewed of

# 90%+

Further details available upon request.



One video on ibeiliao got **1.4 million views** and **184 comments** in **just 12 hours**. Most videos on the ibeiliao from other content providers just get tens of thousands of views.





VP, Content  
YouKu

VP, Family  
Taobao

CEO  
babystep.tv

**We have succeeded where other outsiders have failed with our China-first strategy and acting locally.**

- ✓ Local partners
- ✓ Visits every month by CEO, dinners with partners
- ✓ Local staff
- ✓ Local office
- ✓ Prioritising China above all other markets

# Parents love our videos. Once they start watching, they watch to the end.

Average view  
duration

**53sec**

Average  
percentage  
viewed

**74%**

Top performing  
videos get average %  
viewed of

**90%+**



Based on the most recent 100,000 YouTube views. Further details available upon request.



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market.**

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