



BUILT IN TICINO SCALED FOR THE WORLD

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Founders of MiaMily

THE BACK PAIN THAT STARTED IT ALL



PROBLEM

Traditional baby carriers are ergonomic for the baby but not ergonomic for the parent..



SOLUTION

Incorporate a hip seat in a baby carrier to shift the weight and relieve shoulder pressure.



DEMAND

Strangers constantly taking photos and asking us where to buy our baby carrier.

Our personal struggle with carrying our baby led us to create a solution that not only helped our family but also sparked the idea for a global business.



THE KICKSTARTER LEAP FROM PROTOTYPE TO PRODUCTION

FINANCIAL GOAL REACH

Reached 290% of our Funding Goal

PROVEN DEMAND BY REAL CUSTOMERS

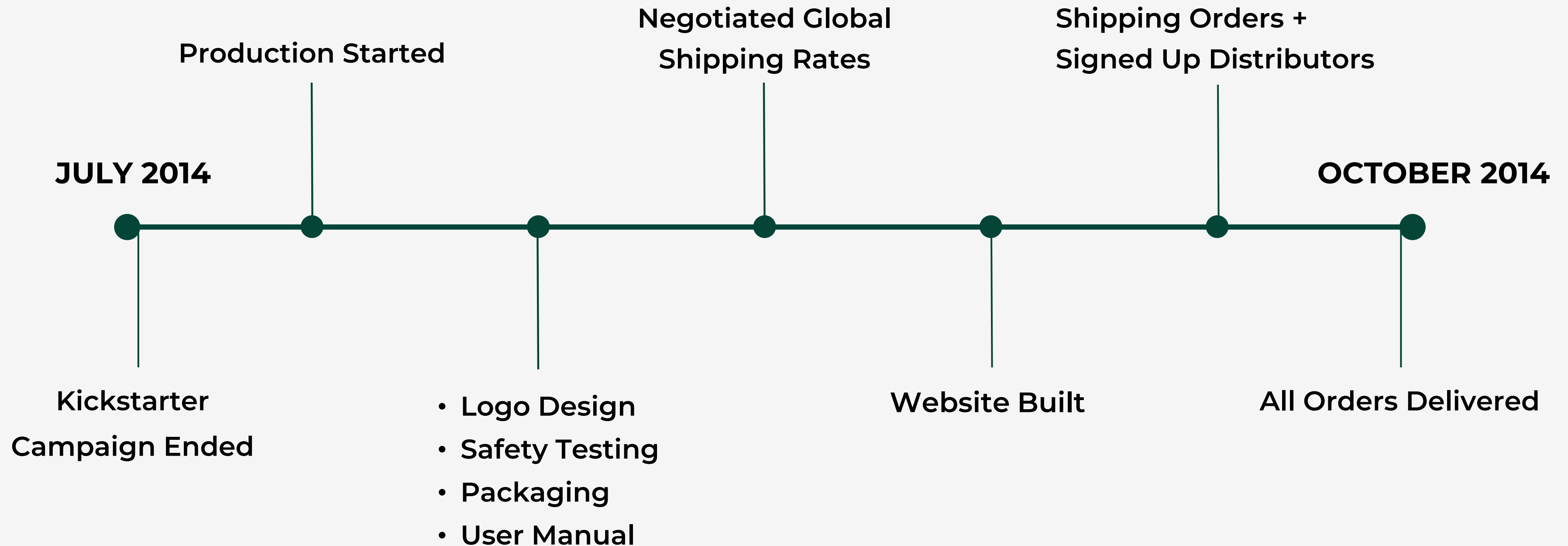
Collected almost 1000 preorders in 30 days

GLOBAL BRAND AWARENESS

Sold to 33 countries around the world

SPEED TO MARKET WAS A KEY

We had no time to perfect our business model, we had real customers waiting.
URGENCY became our biggest advantage.



2014



HIPSTER



Raised
290%

2015



HIPSTER PLUS



Raised
720%

2018



HIPSTER SMART



Raised
320%

FROM TICINO WITH A GLOBAL VISION

ENTERING THE US MARKET



THINKING GLOBALLY

Parenting challenges are universal

TARGETING THE US MARKET

Majority of Kickstarter backers were from the US

US RETAIL DISTRIBUTION

Entered Toys R Us, Buy Buy Baby, Target, Walmart, Macy's



COVID: TIME TO PIVOT

The world shut down:
over 200+ Retail Stores stopped ordering

Shifted to Direct-to-Consumer
Business model

Revamped of Website and focused on
Digital Marketing

Increased Social Media Focus

SOLVING THE NEXT PROBLEM

As our kids grew out of the baby carrier phase, we discovered a new problem: **traveling with kids is a pain!**

Next problem to solve.

**How can we make
traveling with kids easier?**



IDENTIFY THE PAIN POINTS

*Toddlers can't walk far
and often run off in
crowded spaces*

*Kids' toy luggage
becomes your burden
after 5 minutes*

*Toy suitcases don't
offer enough storage*

*Parents need gear
that's simple, smart,
and easy to use*

*Children's products
are too cartoonish*

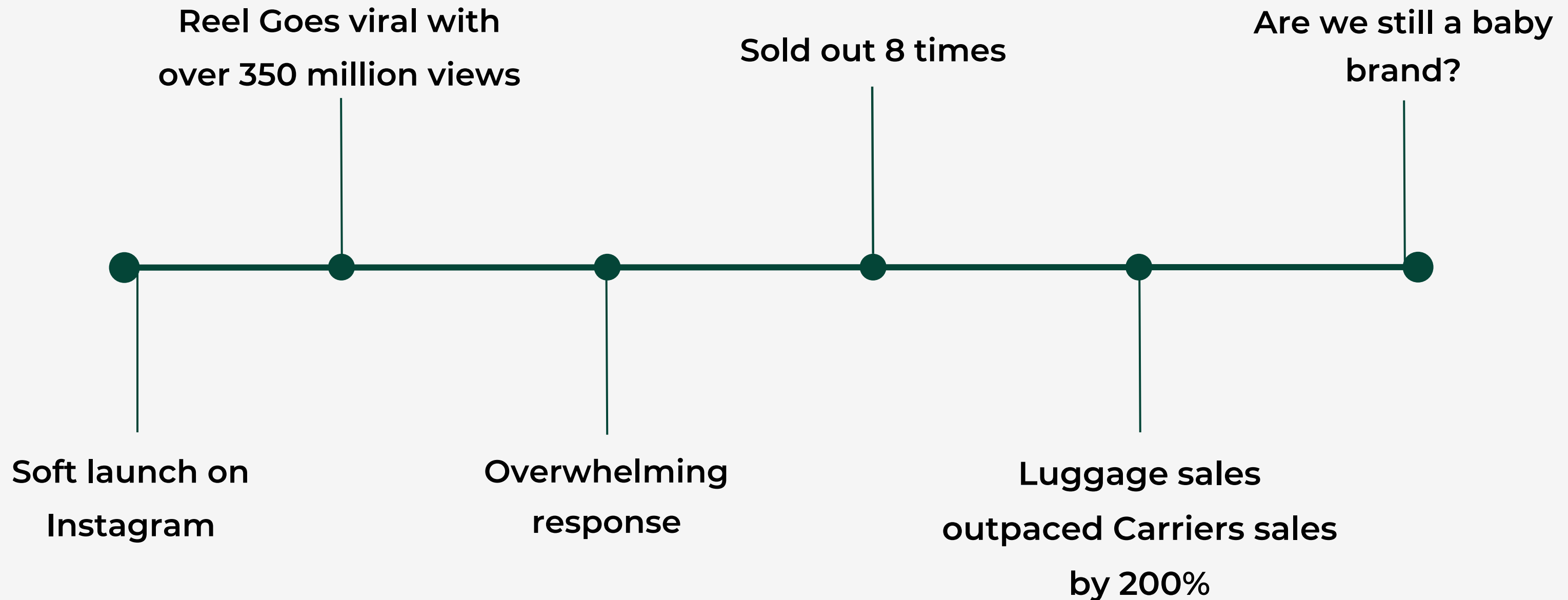


OUR SOLUTION:

A RIDE-ON LUGGAGE

- ✓ Built in seat so kids can ride safely
- ✓ Bag hook to hold your heavy travel bags
- ✓ Aluminum frame to hold up to 100 kg
- ✓ Full carry-on capacity
- ✓ Waterproof pocket to protect from spills

GOING VIRAL: THE POWER OF SOLVING REAL PROBLEMS



REFINING WHO WE ARE A TRAVEL COMPANY, NO LONGER A BABY BRAND

➔ Embracing Customer Feedback:

*"I love using the luggage even
when I don't travel with my kid"*

➔ Expanding the Travel Ecosystem

➔ Designing for travelers

**As we evolved as parents,
our business evolved with us.**



DESIGN DNA: WHEN STYLE MEETS FUNCTION

FUNCTIONAL FIRST

Product functionality is essential, we want to solve real problems travelers face.

AESTHETIC DESIGN

Products are as stylish as they are smart.

TRAVEL ESSENTIALS

Smart travel solutions for everyday travel

NOAH EXPANDABLE BACKPACK



EVERYDAY 5-IN-1 BAG



1. LONG



2. CROSSBODY



4. HAND



3. SHOULDER



5. CLUTCH

FUTURE: WHAT'S NEXT FOR MIAMILY?

Embracing
AI
Technology

Smart Luggage
with geolocation
for tracking and
close and open
notification

AI Leverages data
to learn about your
travel preference
(hotels, restaurants,
experiences)

MiaMily's
AI Travel
Concierge
customizes and
plans your next
perfect trip

*“Built in Ticino. Tested by parenthood.
Scaled for families everywhere — one
challenge, one solution, one step at a time.”*

MiaMily