



tinybeans

The intersection of
family + technology



Innovation Update
Nov 13, 2019

Tinybeans team

Executive



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Chief Executive Officer



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Head of Brand Revenue



STEPHEN O'YOUNG
Head of Product/CTO



GRADY EDELSTEIN
Head of Brand Partnerships



MEGAN HARPER
Head of Brand Marketing



ULA MIKUS
Head of Talent and Happiness



Powering intimate connection

Family is sacred. We are a private and 100% brand-safe network of 3.6 million millennial parents and their family members



Targeting “mums” is no longer good enough

Parents expect you to know exactly who they are



New Mum



Working Mum



Two Dads



2nd Time Mum

83% are willing to share data for a personalized experience

Source Accenture 2018

A warm, intimate scene of a family and friends gathered around a table at night. A mother with a braided hairstyle is holding a young child, who is pointing upwards. A father is partially visible in the foreground. In the background, a grandfather and grandmother are smiling, along with other friends. The table is set with a white cloth, a large wooden bowl, a white mug, and some food. The background is softly lit with warm, out-of-focus lights.

Dad

Grandma

Friends

Grandpa

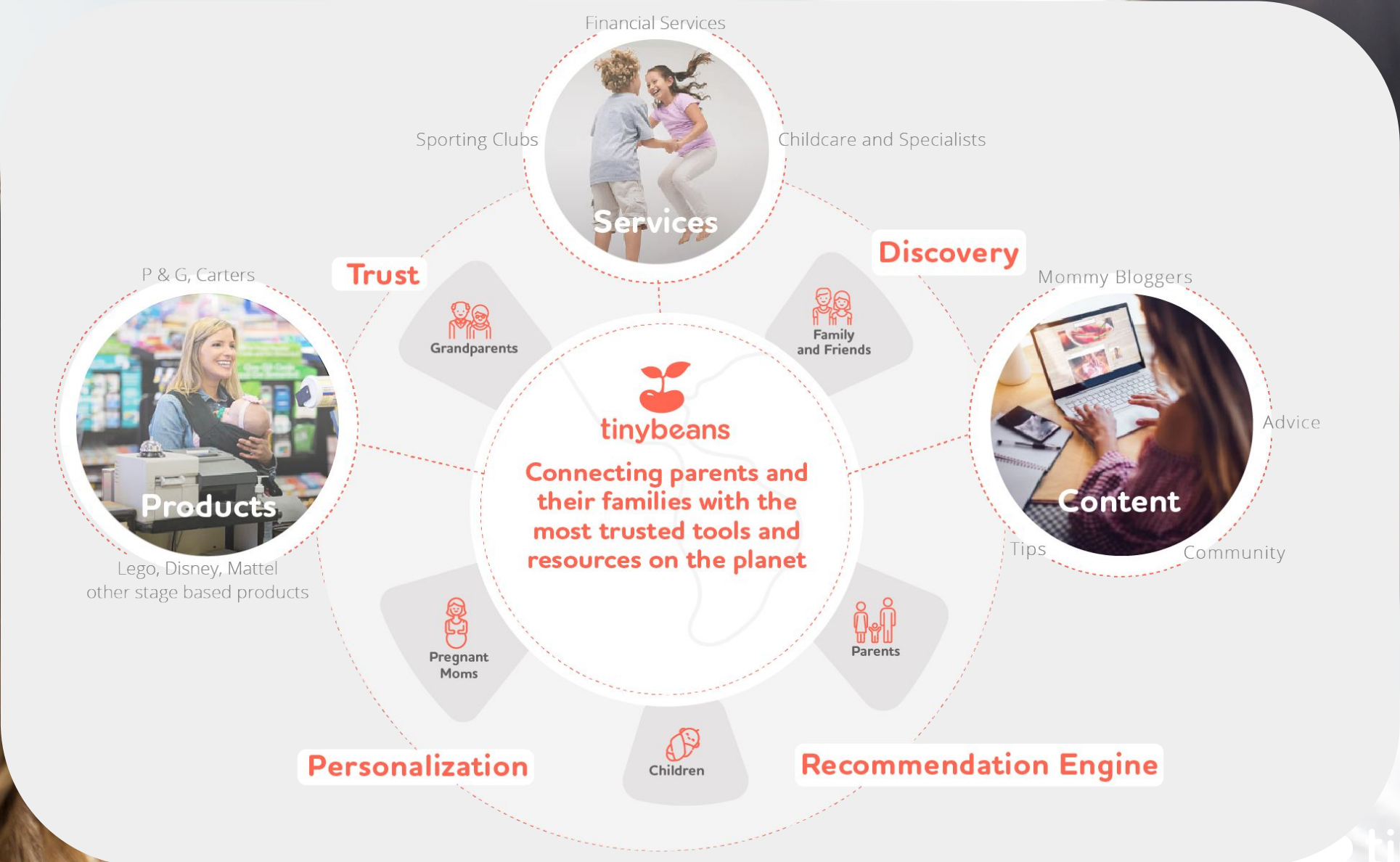
Mom

It takes a village

We know and understand
your family



Business Vision





Product Strategy

Stephen O'Young
Head of Product and CTO

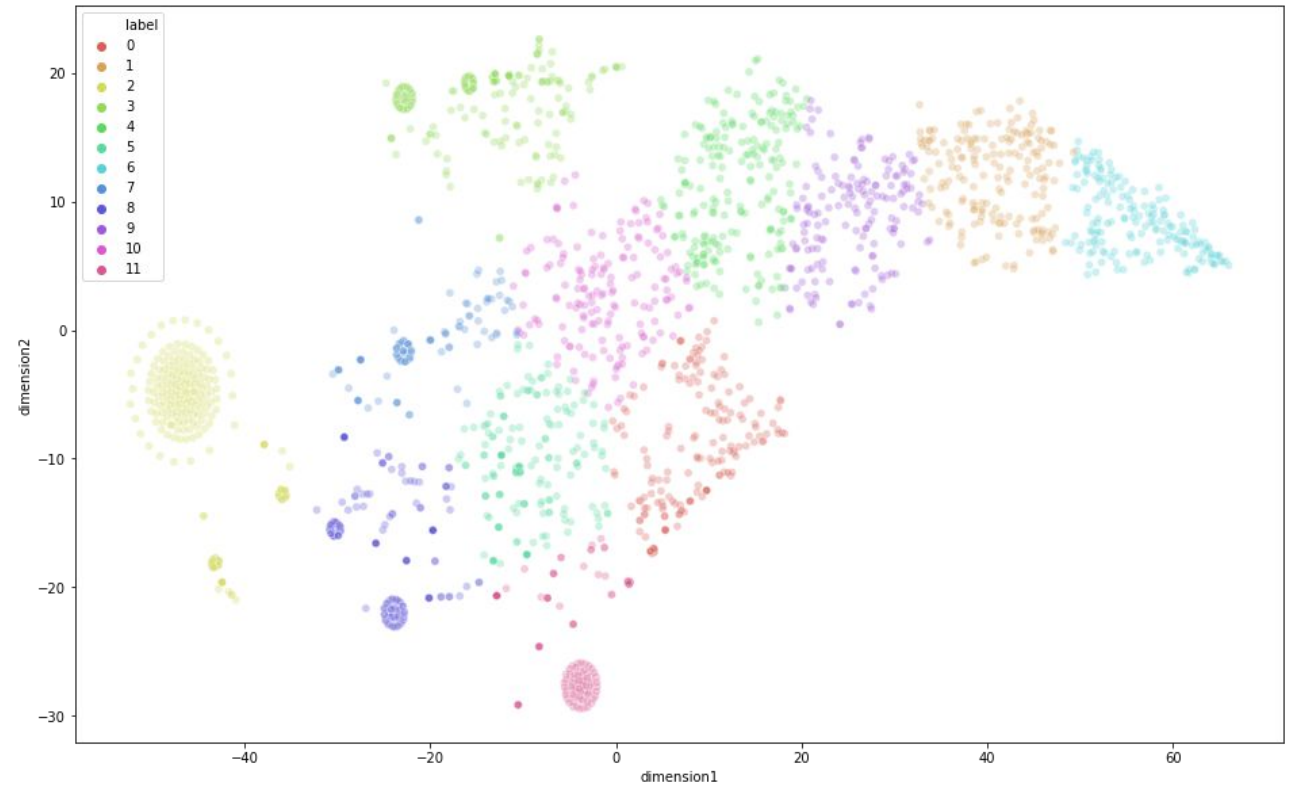
Sarah-Jane Kurtini
Head of Product Marketing





Identifying patterns

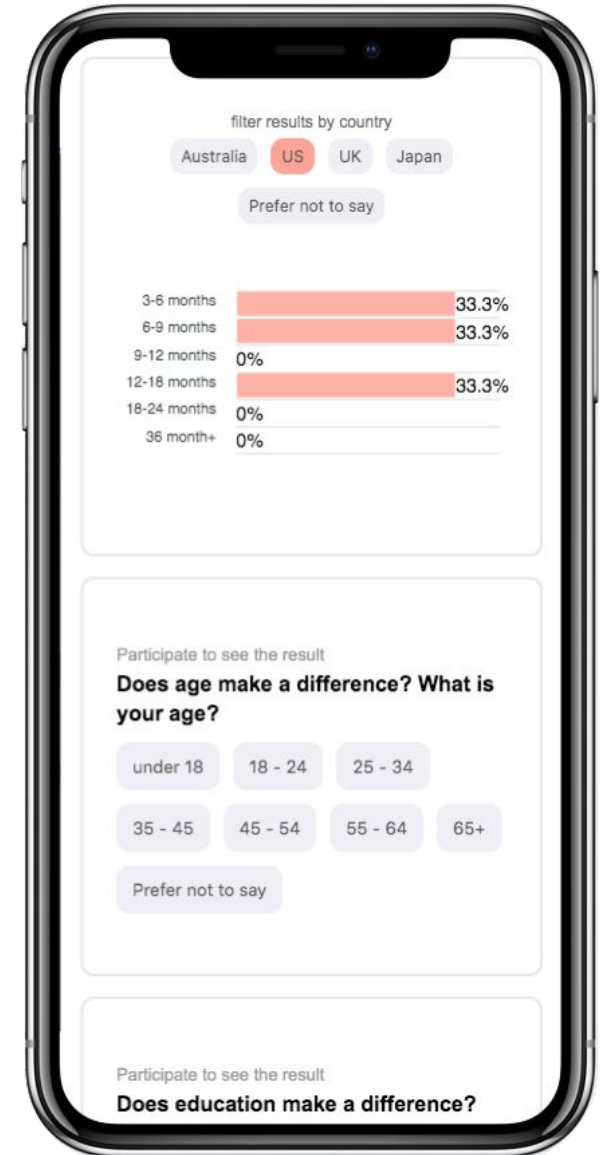
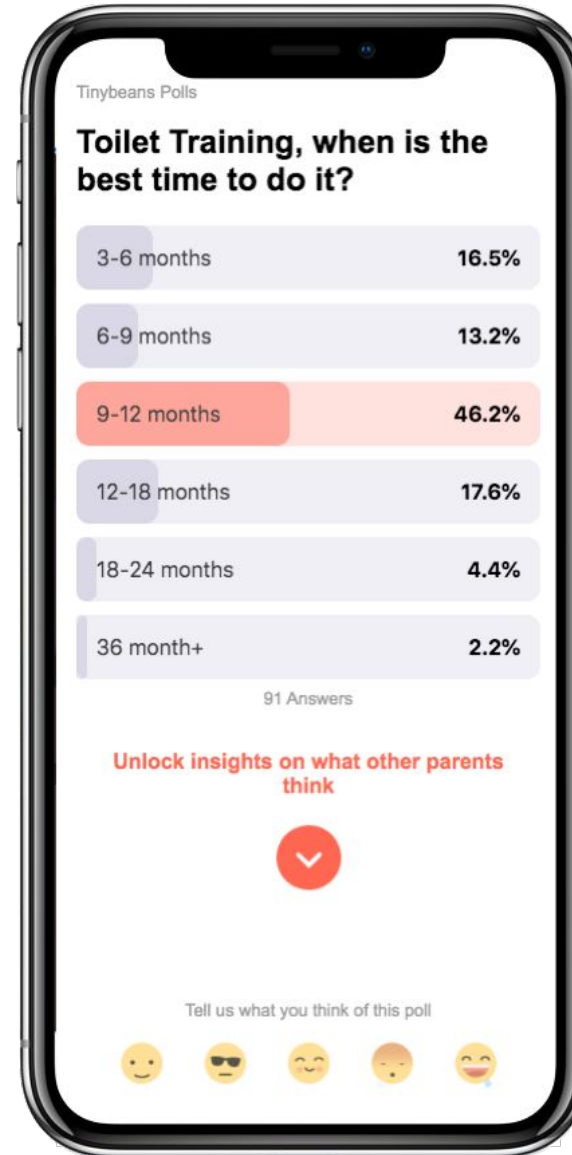
Smarter Recommendations





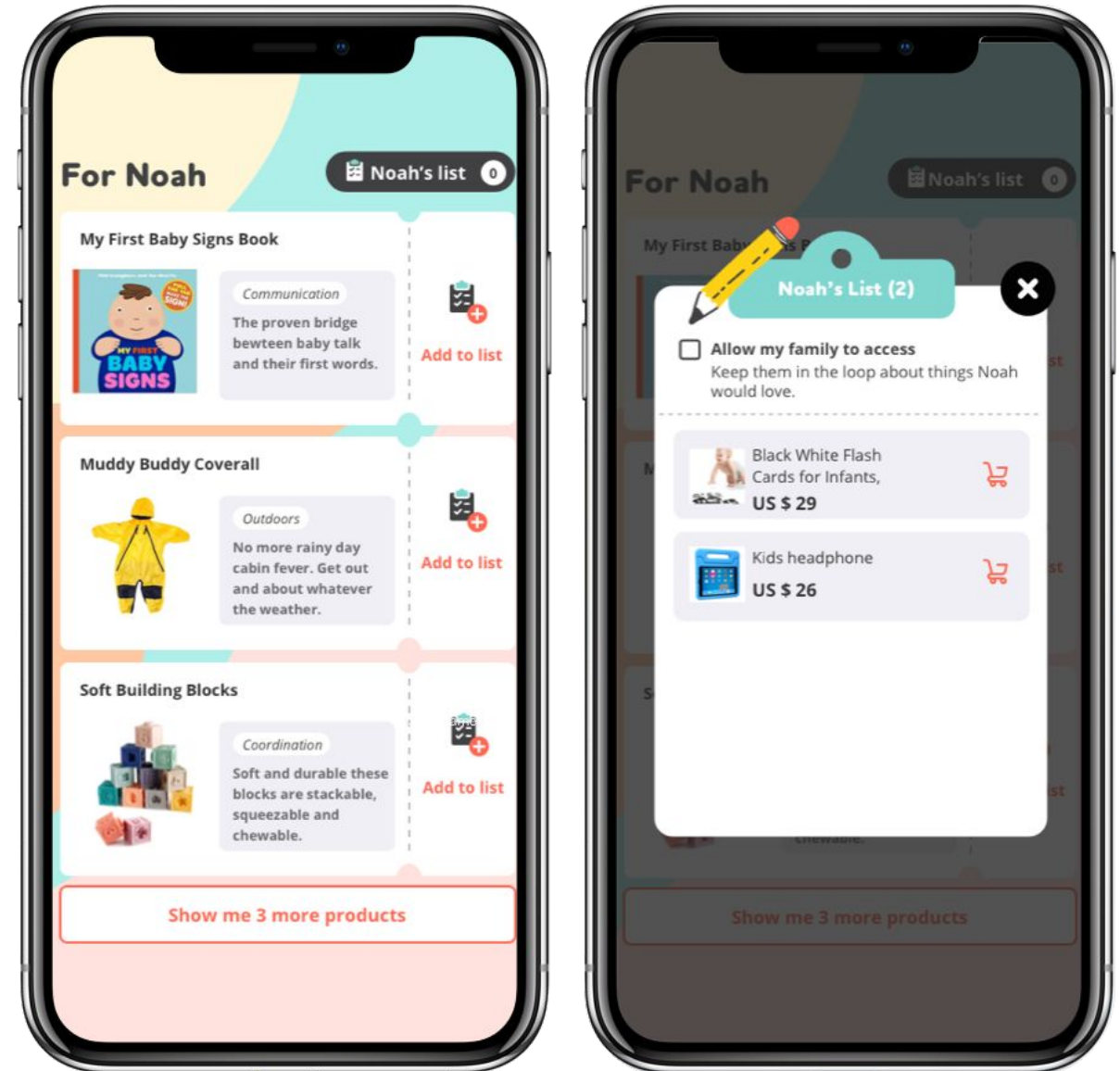
Deeper understanding of parenting mindsets

Polls



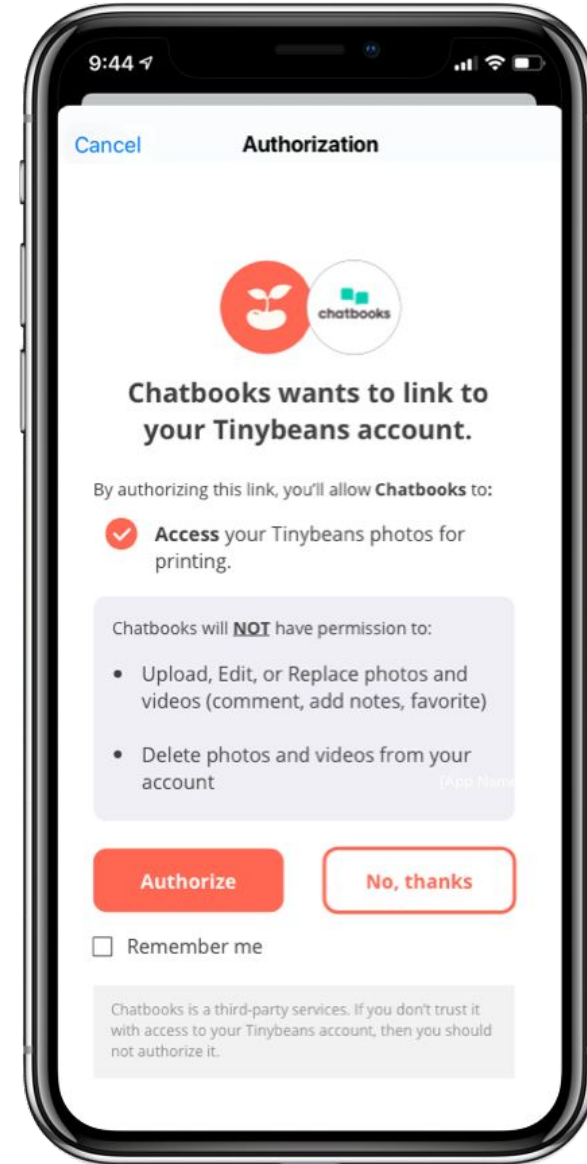
Launching our first e-commerce feature

The Holiday Wishlist



Extending the Tinybeans ecosystem

Our first 3rd-party integration





Brand Partnerships

Grady Edelstein
Head of Brand Partnerships





Influencing purchase

Consumers are overwhelmed by choice. We natively introduce the right content, products, and brands to the right families at their precise moment of need.



Empty nesters, full wallets

The grandparent economy

40%

Of all baby product purchasers live
in households without children

\$179B

Grandparents annual spending
on grandchildren

Source: Mobile Purchasers & Influencers Report. Google / Ipsos MediaCT, Ipsos
Online Omnibus; AARP.



Making brands smarter

Brands are looking for new ways to capture the market. We translate consumer characteristics, opinions and behaviors, into actionable strategic insights.



Overview

Unspoken Insights

- Anonymous analysis ensures that none of our members' data or memories are EVER shared or made public
- Gain a deeper understanding of the mom mindset while she is actually in the moment
- Leverage image and text recognition to identify family insights and trends across a window of over 250 million moments
- Unlock insights and identify white space opportunities to help capture more of your target market



Brand Marketing

Megan Harper
Head of Brand Marketing



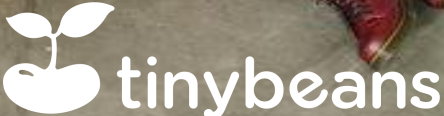
Creating Buzz!

- Ambassador program
- Brand activation events
- Baby registry collaborations
- Media content partnerships





Creating a Community



Growing parents' trust in Tinybeans product recommendations

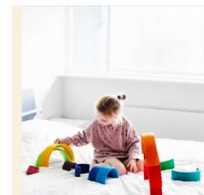


16 stocking stuffers any
parent will obsess over



Learn + Play Shopping Guides

Check out our best recommendations, curated and tested by our editors.



9 Montessori toys that
will grow with your child



Best birthday gifts for 1-
year-olds 🐛



Summary

- Building for long term sustainable growth
- Key new features will drive growth, engagement & revenues into 2020
- Growing the brand buzz

Open Q&A



Corporate information

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