



 CBINSIGHTS

NEXT GEN TECHNOLOGY FOR THE NEXT GEN: BABY AND KIDS TECH

Investments, key players, and trends to watch

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#CBKids

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CB Insights @CBinsights · Jul 8

Sequoia Capital on disrupting venture capital



Sequoia Capital on disrupting venture capital

Sequoia's Pat Grady says "CB Insights is positioned to be a leader in helping companies find investments" on stage at the Future of Fintech Conference (<https://youtube.com>)

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Anand Sanwal

@asanwal



Sequoia

@sequoia



500 Startups

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Help

Search companies and investors

22

Agriculture Tech

×

Farmeron

M&A

Farmeron is a provider of SaaS solutions for farmers, giving users statistics and actionable production reports to guide farm decision makin...

↳ Virtus Nutrition

6 days ago

1 mention

Remind me

OnFarm Systems

\$0.13M

OnFarm Systems combines a comprehensive array of leading farm hardware technologies into a single grower-friendly management and decision pl...

↳ 500 Accelerator

14 days ago

1 mention

Remind me

Cogent3D

\$0.2M

Cogent3D is the maker of multiple iOS applications like iCropTrak, iGeoTrak, PrecisionEarth and GISBri... The co...

↳ Undisclosed Investors

21 days ago

1 mention

Remind me

S4

\$1.20M

S4, previously known as Solapa4, has developed a decision making platform for the agricultural producer. The company integrat...

↳ Cultivation C...

22 days ago

1 mention

Remind me

S4

\$0.05M

S4, previously known as Solapa4, has developed a decision making geo-referenced platform for the agricultural producer. The company integrat...

↳ Arch Grants

22 days ago

1 mention

Remind me

Internet of Things

×

Senseware

\$2.09M

Senseware creates a sensory system for surroundings. A modular plug-and-play wireless sensor-based system that helps users expose the myriad...

↳ Undisclosed Investors

4 days ago

1 mention

Remind me

Bitfinder

\$6.23M

Bitfinder's portable device and software platform detect airborne and environmental irritants. Awair is a smart device that monitors the air...

↳ Altos Ventures

6 days ago

1 mention

Remind me

Prin...

\$0.2M

Pristine has developed a telehealth solution that leverages Google Glass to improve time-to-care, leading to low...

↳ Undisclosed Investors

8 days ago

1 mention

Remind me

MedMinder Systems

\$0.50M

MedMinder Systems provides services that...

↳ Undisclosed Investors

11 days ago

1 mention

Remind me

MATTERNET

\$9.48M

Matternet is a 21st century transportation system that will transform the good are moved locally. Matternet is creating an automated deliver...

↳ Undisclosed Investors

11 days ago

1 mention

Remind me

Healthcare Exits

×

Maternal Fetal Medicine of Southwest Florida

M&A

Maternal Fetal Medicine is a sub-specialty of obstetrics that focuses on diagnosing, treating and caring for women and unborn babies who are...

↳ MEDNAX

Today

1 mention

Remind me

Medpace

\$161.00M IPO

Medpace is a global full-service clinical research organization providing Phase I-IV core development services for drug, biologic, and devic...

↳ Public

5 days ago

2 mentions

Remind me

Protagonist Therapeutics

\$90.00M IPO

Protagonist Therapeutics is a biotechnology company pursuing the discovery and development of target oral peptides as well differentiated al...

↳ Public

5 days ago

7 mentions

Remind me

Forsight Labs

M&A

Forsight Labs was founded in January of 2011 as the first company to emerge from the... (www.forsightlabs...

↳ Allergan

5 days ago

1 mention

Remind me

Signature Healthcare Solutions

M&A

Signature Healthcare Solutions specializes in acute care hospital medicine and partners with hospitals in the Chicago market.

↳ TeamHealth Holdings

5 days ago

1 mention

Remind me

Medical Devices

×

Pursuit Vascular

\$2.08M

Pursuit Vascular is developing a family of single-use products intended to protect patients from life-threatening infections and provide sub...

↳ Undisclosed Investors

4 days ago

1 mention

Remind me

Clear Guide Medical

\$0.03M

Clear Guide Medical develops technologies to provide image fusion and Computer-Assisted Instrument Guidance for minimally invasive medical p...

↳ Undisclosed Investors

4 days ago

1 mention

Remind me

Atomo Diagnostics

\$3.47M

Atomo Diagnostics is commercializing a range of easy to use rapid diagnostic devices and services that deliver clinical and economic value t...

↳ Global Health Investment Fund

4 days ago

4 mentions

Remind me

Greater Alabama Lithotripsy

\$0.32M

Greater Alabama Lithotripsy is a provider of minimally invasive urological services and products.

↳ Undisclosed Investors

4 days ago

1 mention

Remind me

JenaValve Technology

\$10.00M

JenaValve Technology develops, manufactures and markets transcatheter aortic valve implantation systems (TAVI) to treat patients suffering f...

↳ Edmond de Rothschild Investment Partners & 3 others

4 days ago

1 mention

Remind me

Payments

×

Red Dot Payment

Red Dot Payment is a Singapore payment processing compa...

↳ Southeast Asia. The compa...

↳ product...

↳ GMO VenturePartners & 3 oth...

4 days ago

1 mention

Remind me

FC Exchange

FC Exchange is an international and payment company. FCE's b...

↳ businesses and individuals, and f...

↳ Global Reach Partners

4 days ago

2 mentions

Remind me

Transfert Credit

Transfert Credit provides inte...

↳ top-up services.

↳ Ding

6 days ago

1 mention

Remind me

Wangyudashi

Wangyudashi, which operates wangyuhudong.com, is a spec...

↳ for internet cafe payments and...

↳ Shenzhen Capital Group Co...

6 days ago

3 mentions

Remind me

Prepaid Technologies Company

Prepaid Technologies combine relationships and payments sys...

↳ with innovative technology to n...

↳ payment...

↳ Ballast Point Ventures

6 days ago

1 mention

Remind me

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The technology market intelligence platform.

CB Insights software lets you predict, discuss and communicate emerging technology trends using data in ways that are beyond human cognition.

CBINSIGHTS

www.cbinsights.com

4

A FEW OF OUR HAPPY CUSTOMERS

The most publicly referenceable customers of anyone in the industry

"Think of the fundamental value chain of venture capital ... If we play the clock forward, the finding and assessing of investments will be almost entirely done by technology, not human beings. And the company that is today positioned to be the market leader in that evolution is CB Insights."

Pat Grady

Sequoia, Partner



NEA



GREYCROFT



SEQUOIA



upfront
VENTURES



homebrew

“ACCORDING TO CB INSIGHTS...”

From the NY Times to Bloomberg, CB Insights data is used by hundreds of leading media outlets every week

CB INSIGHTS NEWS MENTIONS PER YEAR



The New York Times **TE**

THE WALL STREET JOURNAL.

npr **CNBC**

Bloomberg **VB** **cnet**

San Francisco Chronicle

TechFlash **Los Angeles Times**

DealB%k **BOSTON Herald**

Forbes **amNEWYORK**

BUSINESS INSIDER **Mashable**

The Philadelphia Inquirer

WIRED **FORTUNE**

REUTERS **BBC**

GIGAOM **FASTCOMPANY**

readwrite **CRAIN'S**

“ACCORDING TO CB INSIGHTS...”

From the NY Times to Bloomberg, CB Insights data is used by hundreds of leading media outlets every week

2200+
MENTIONS
IN 2016

The New York Times 

THE WALL STREET JOURNAL.

Bloomberg  

San Francisco Chronicle

TechFlash  Los Angeles Times

DealB%k  

Forbes 

 Mashable

The Philadelphia Inquirer

 FORTUNE

 REUTERS 

GIGAOM  FASTCOMPANY

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ABOUT THE PRESENTER

Natan Reddy

Tech Industry Analyst, CB Insights

Natan Reddy is a tech industry analyst at CB Insights. He currently produces data-driven analysis and reports on the areas of e-commerce, on demand, and food delivery. His research has been cited in TechCrunch, CNBC, CNN, Forbes, the Los Angeles Times, and more.

Before CB Insights, Natan worked as a business valuation senior associate at Andersen Tax in San Francisco, where he valued dozens of startups and public companies. Natan is a graduate of the University of California, Berkeley with a major in economics and a focus in French.



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nreddy@cbinsights.com

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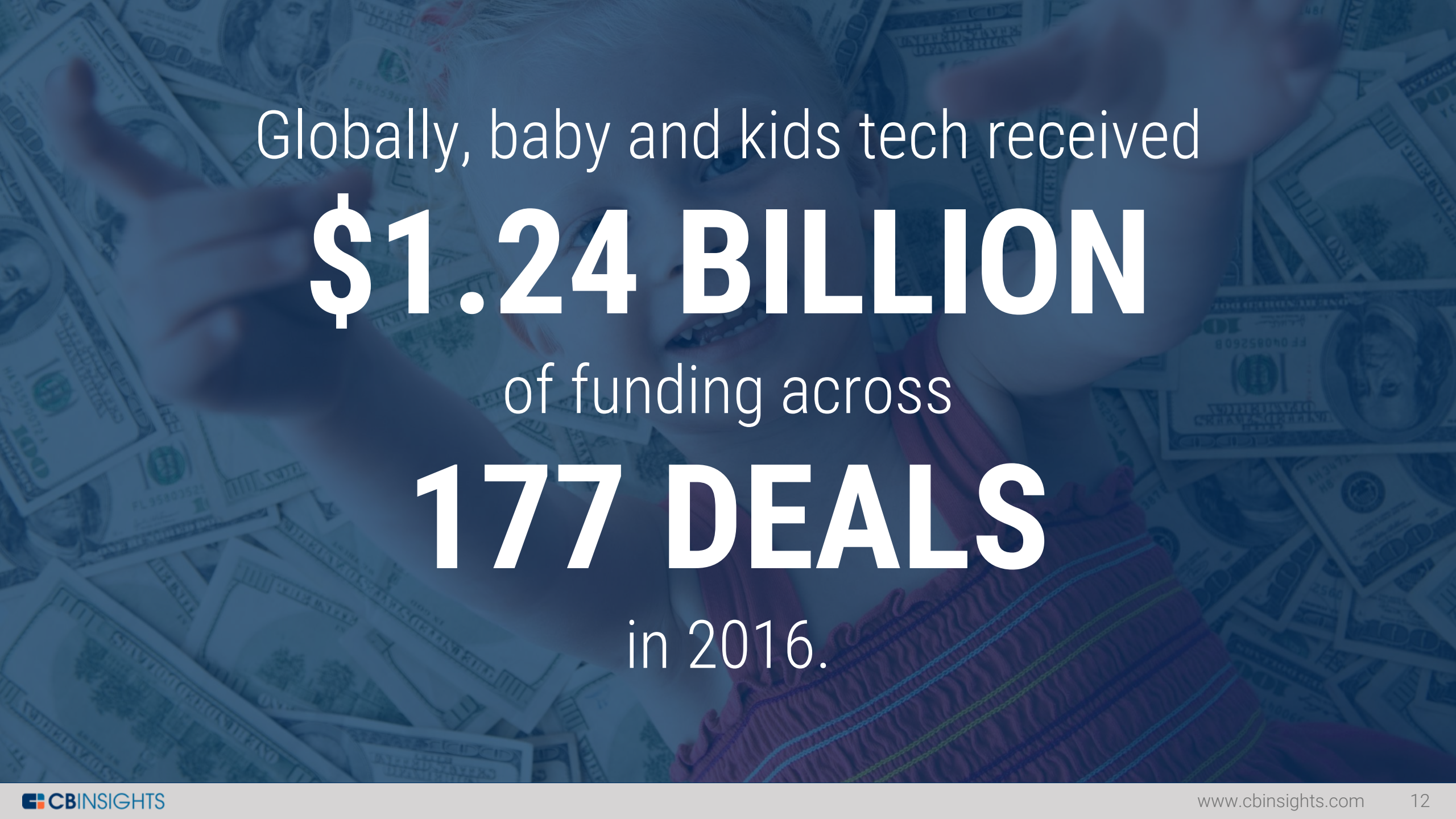
53 Future trends

A background image showing a woman and a young child looking at a tablet together, with a blue overlay. The woman is on the left, smiling, and the child is on the right, also smiling. They are both looking at a tablet held by the woman.

Baby And Kids Tech: companies developing tech-enabled products and services that primarily serve babies, children up to approximately 12 years old, and their parents.



Baby And Kids Tech: GLOBAL FINANCING TRENDS

A background image featuring a young child with a joyful expression, surrounded by a dense field of US dollar bills. The child's face is partially visible through the semi-transparent text overlay. The overall color palette is a muted blue-grey, giving it a professional yet approachable feel.

Globally, baby and kids tech received

\$1.24 BILLION

of funding across

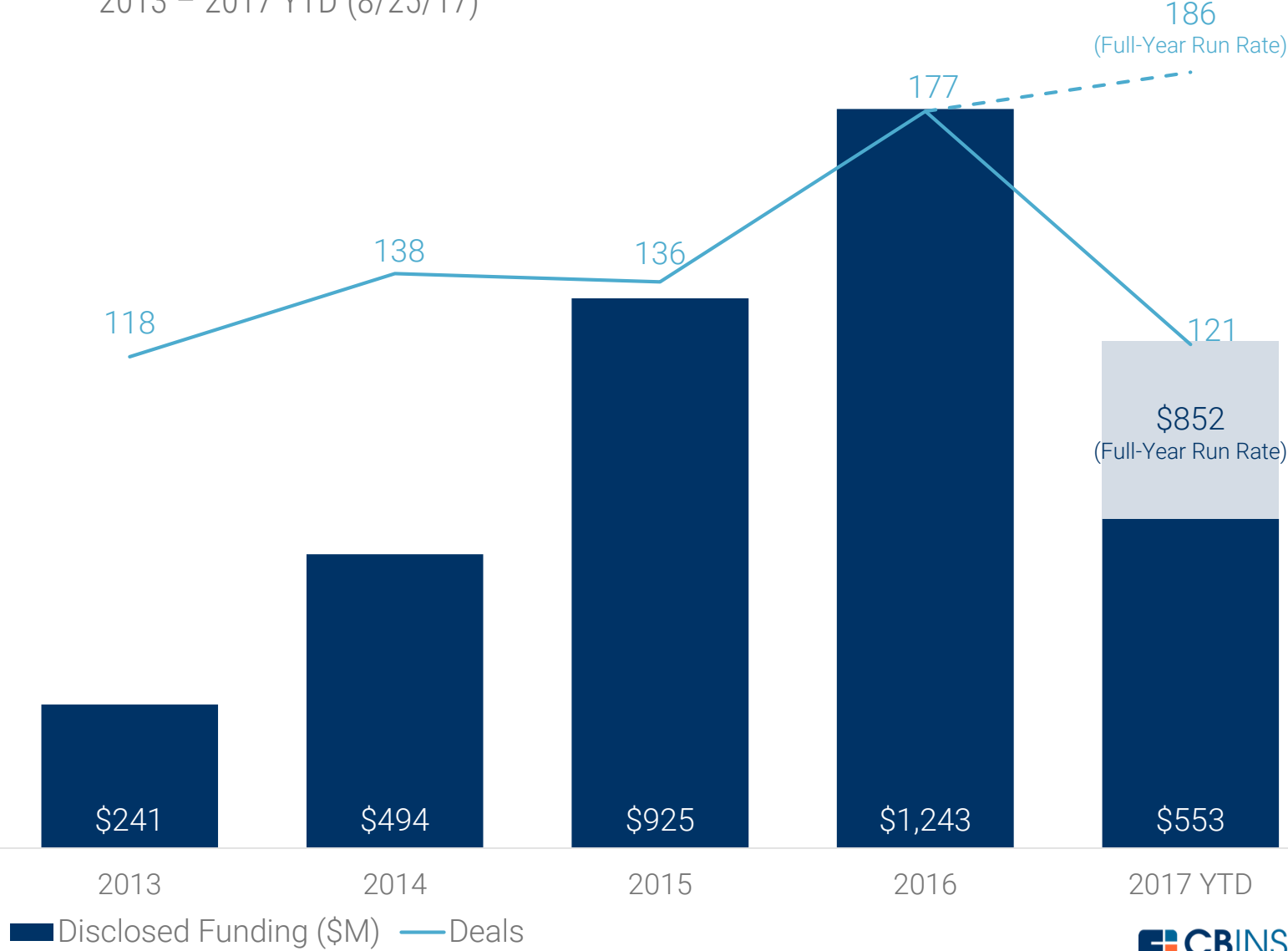
177 DEALS

in 2016.



BABY AND KIDS TECH ANNUAL GLOBAL FINANCING

2013 – 2017 YTD (8/25/17)



DEALS ON TRACK FOR RECORD YEAR

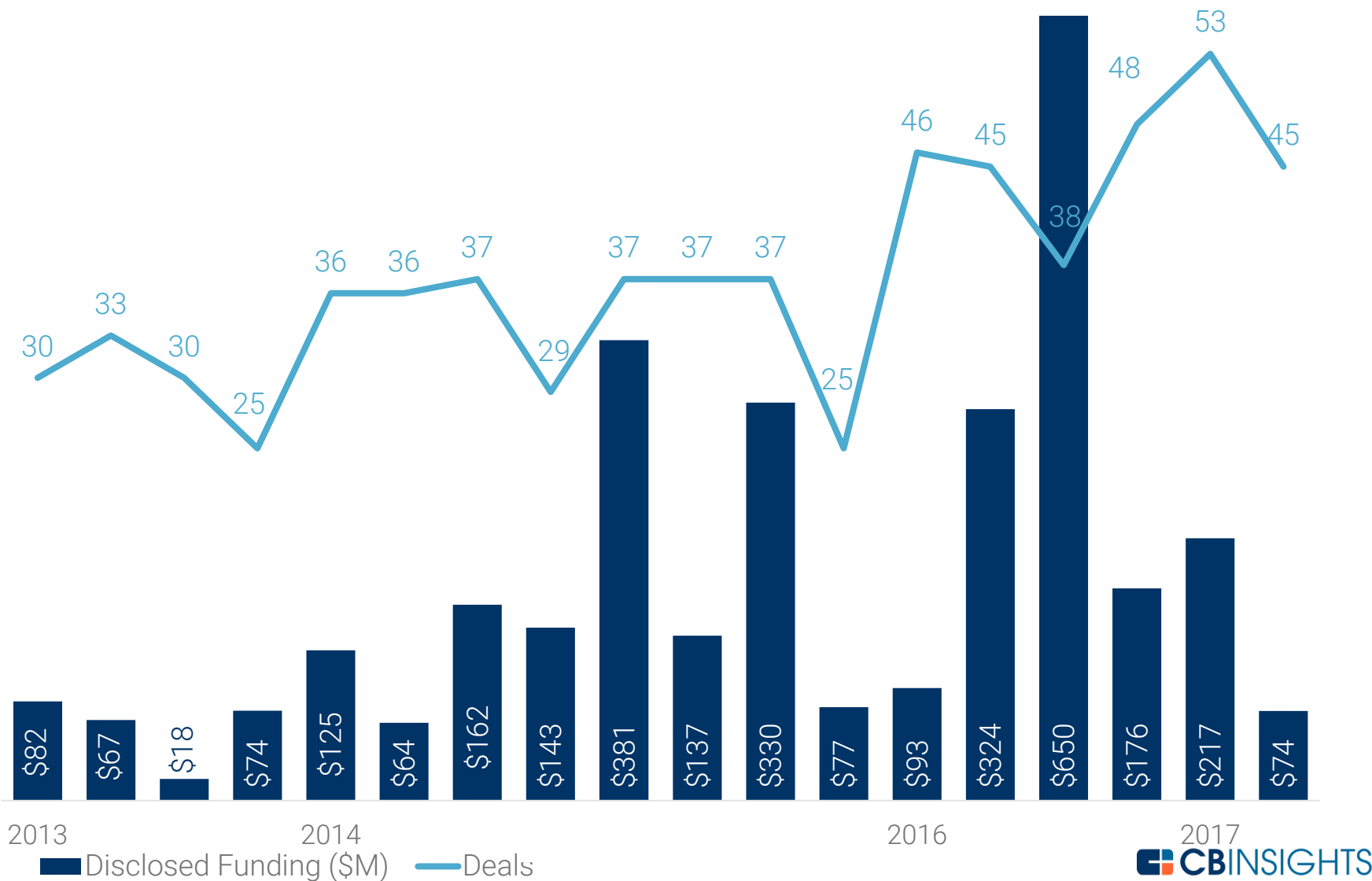
121 deals have taken place so far in 2017, putting this year on track as a potentially record-setting year.

Combined with the slower pace of dollar funding in 2017, this could indicate renewed investor interest in smaller deals, as well as opportunities for growth for smaller players in the space.



BABY AND KIDS TECH QUARTERLY GLOBAL FINANCING

Q1'13 – Q2'17 YTD



QUARTERLY DEAL COUNT SEES SMALL DECLINES

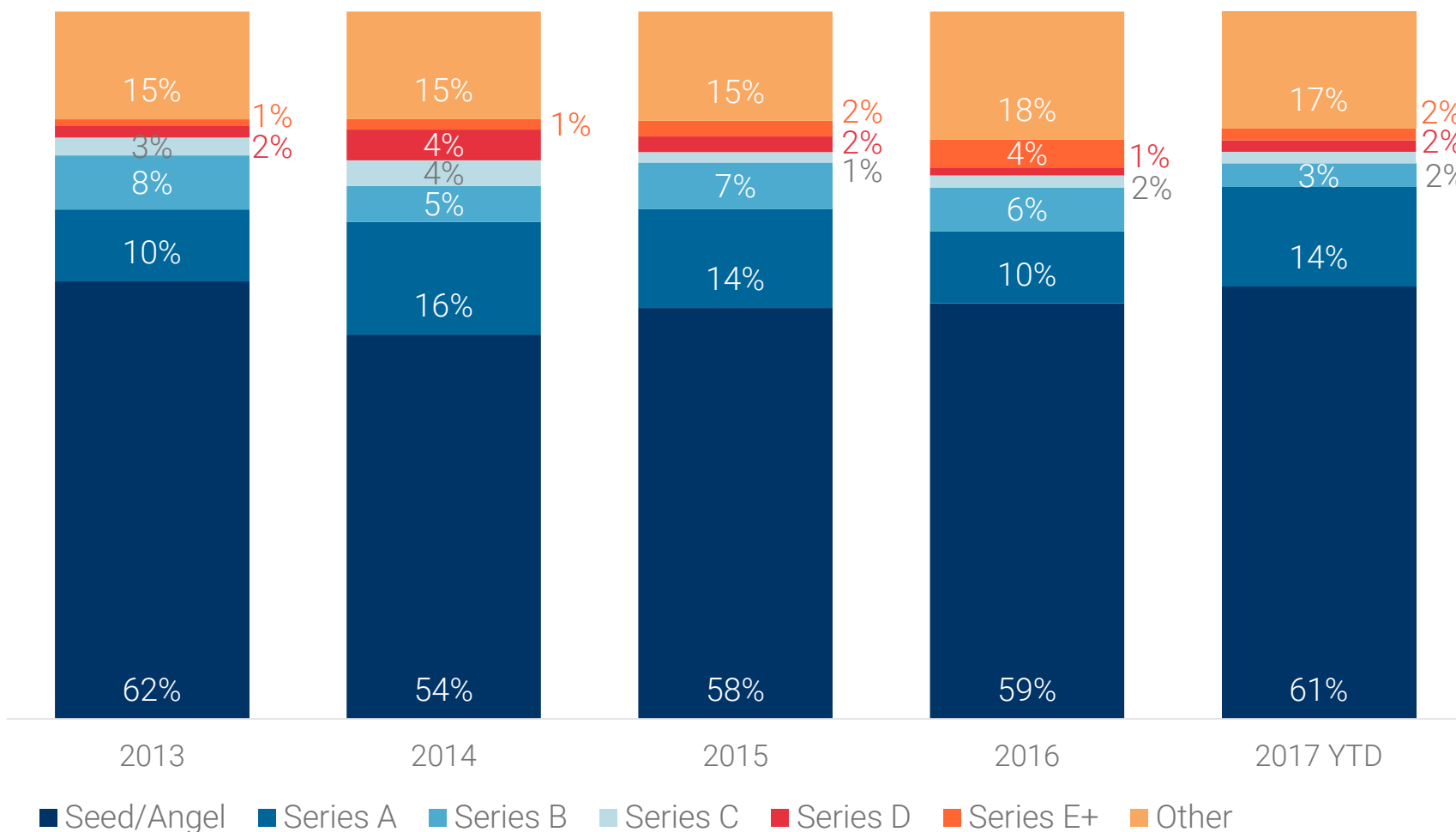
Quarterly deal count declined after two consecutive quarters of growth.

While not included below, Q3'17 dollar funding is guaranteed to increase after a \$200M Series D to language learning platform VIPKID, one of China's newest unicorns.



BABY AND KIDS TECH ANNUAL GLOBAL DEAL SHARE

2013 – 2017 YTD (8/25/17)



CBINSIGHTS

SEED / ANGEL DEALS STEADILY REGAIN DEAL SHARE

We can see evidence here that seed / angel deals are indeed increasing gradually year over year since 2014.

The largest seed / angel deals so far this year have been to smart debit card startup Greenlight Financial Technology (\$7.5M in Q2'17) and baby food delivery startup Yumi (\$4.1M in Q2'17).

MOST WELL-FUNDED BABY AND KIDS TECH COMPANIES

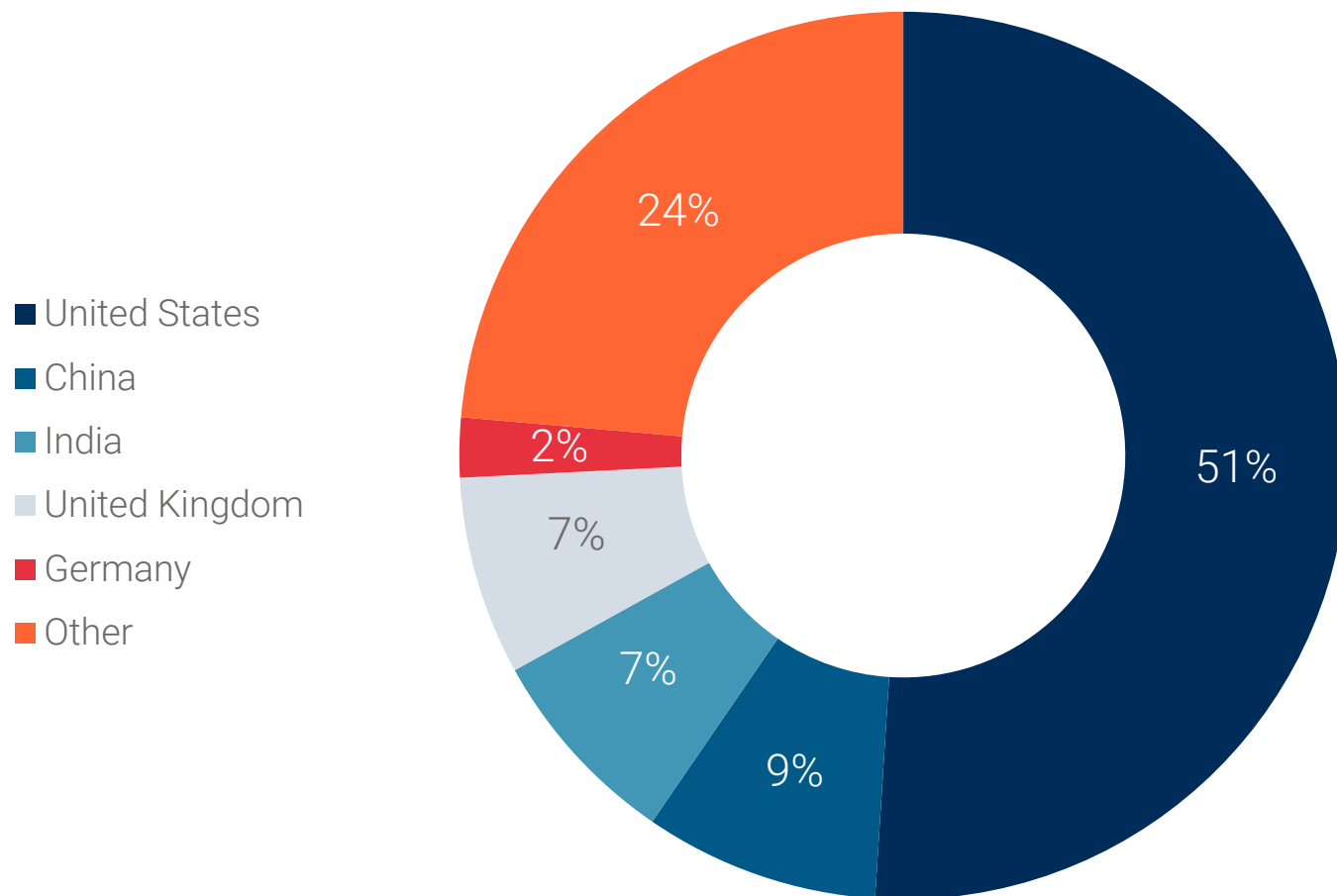
(as of 8/31/2017)

RANK	COMPANY	TOTAL FUNDING	RANK	COMPANY	TOTAL FUNDING
1	 宝宝树 babytree	\$602M	6	 辣妈帮 www.lamabang.com	\$120M
2	 VIP KID	\$325M	7	 firstcry.com	\$103M
3	 蜜芽 mia.com 进口母婴限时特卖	\$232M	8	 ROBLOX Powering Imagination™	\$97M
4	 贝贝 beibei.com	\$224M	9	 4moms	\$91M
5	 Age of Learning®	\$182M	10	 giggle	\$77M



BABY AND KIDS TECH GEOGRAPHIC DEAL SHARE

2013 – 2017 YTD (8/25/17)



CBINSIGHTS

US TAKES SLIM MAJORITY OF DEAL SHARE

The US was home to 51% of deals to baby and kids tech startups since 2013.

China came in second place with 9% of deals, while India and the United Kingdom tied for third place, each with 7% of deals.

Our other category includes countries such as Sweden, France, and Israel.



BABY AND KIDS TECH STARTUPS AROUND THE WORLD



VC-BACKED BABY AND KIDS TECH STARTUPS ARE SPREAD OVER 5 CONTINENTS.

Baby and kids tech startups around the world that are VC-backed, have disclosed funding, and that have raised capital in the past two years, are particularly numerous in China, the U.K., and India.

SPOTLIGHT CHINA:



Birthrate increase between 2015 and 2016 after end of one-child policy:

+7.9%

Number of baby and kids tech companies with \$100M+ in funding:

5

Popular areas of baby and kids tech:

**E-Commerce
& Ed Tech**

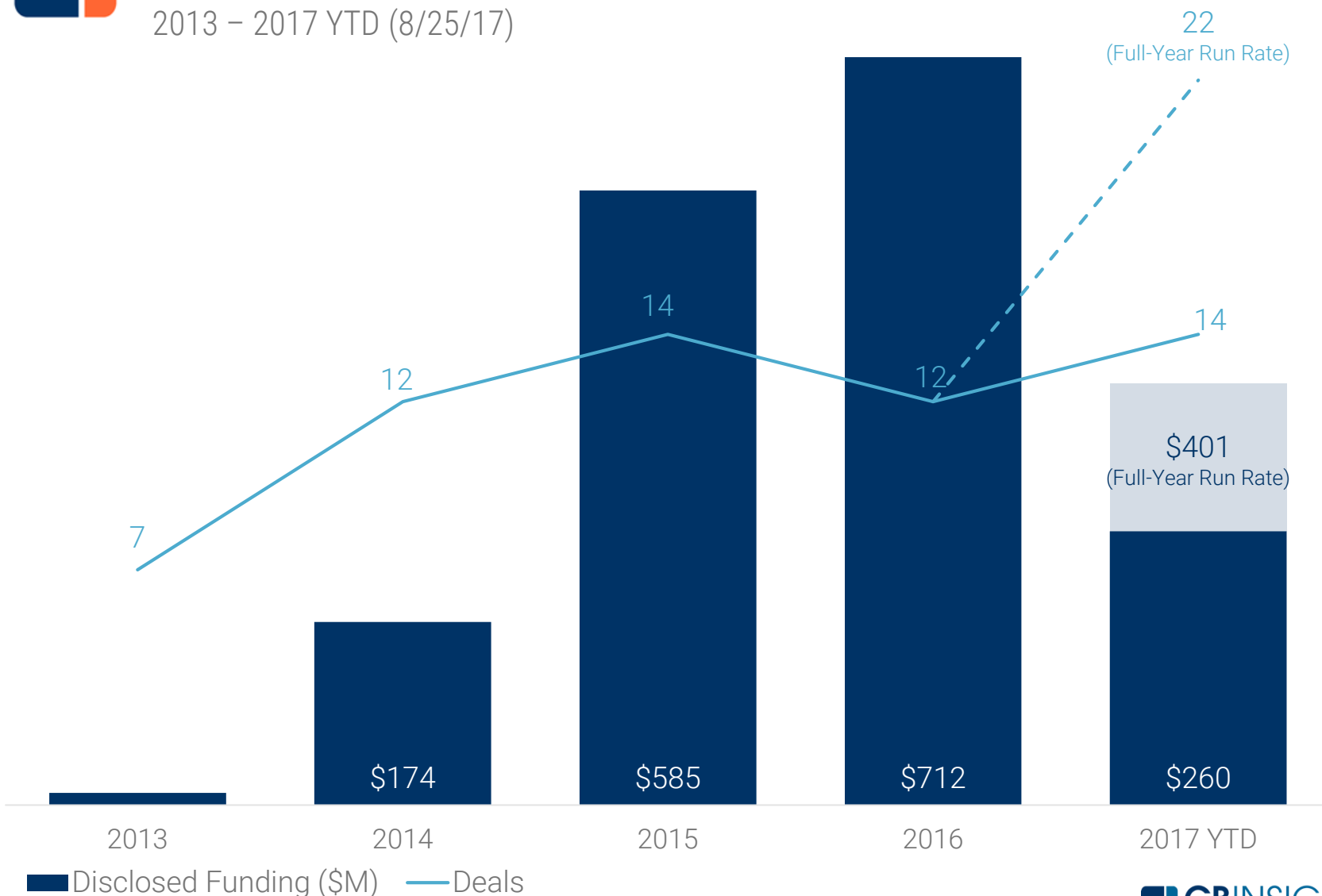
Newest baby and kids tech unicorn:

VIPKID (Aug'17)



SPOTLIGHT CHINA: BABY AND KIDS TECH ANNUAL FINANCING

2013 – 2017 YTD (8/25/17)



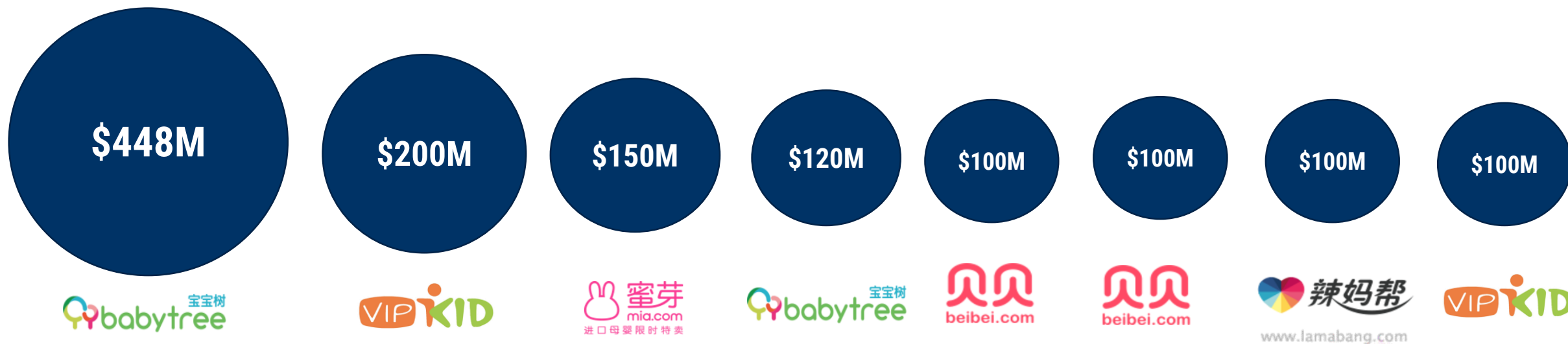
CBINSIGHTS

DEALS TO CHINESE BABY AND KIDS TECH STARTUPS ON TRACK FOR RECORD HIGH IN 2017

Investor interest in the baby and kids tech space within China has sharply increased since 2013.

While there have been fewer large mega-rounds in 2017 (except to VIPKID), 2017 is on track to witness a record 22 deals to the space by the end of the year.

SPOTLIGHT CHINA:



CHINA OVERTAKES THE U.S. IN \$100M+ MEGA-ROUNDS

While China takes only 9% of global deal share, Chinese baby and kids tech companies accounted for almost 90% of \$100M+ deals to the category globally, overtaking the U.S. (which only witnessed one such deal) by a large margin.

A young child with blonde hair, wearing large black-rimmed glasses and a white shirt with a blue and white striped tie, is looking down at a device in their hands. The image is overlaid with a semi-transparent blue filter.

Baby And Kids Tech: **INVESTOR TRENDS**

BABY AND KIDS TECH MOST ACTIVE VC INVESTORS

2013 – 2017 YTD (8/25/17)

RANK	INVESTOR	SELECT INVESTMENTS
1		Tinkergarten, Mystery Science, Tynker
2		Greenlight Financial Technology, Yumi, FirstCry
3		Lucy, Rockets of Awesome, Sproutling
3		Mystery Science, Enuma, Kidaptive
3		Kaymbu, Tynker, Epic! Creations
3		HopSkipDrive, Winnie, KiwiCo
3		Zum, KiwiCo, Wonderschool

MISSION-FOCUSED VC FIRMS INVEST IN BABY AND KIDS TECH

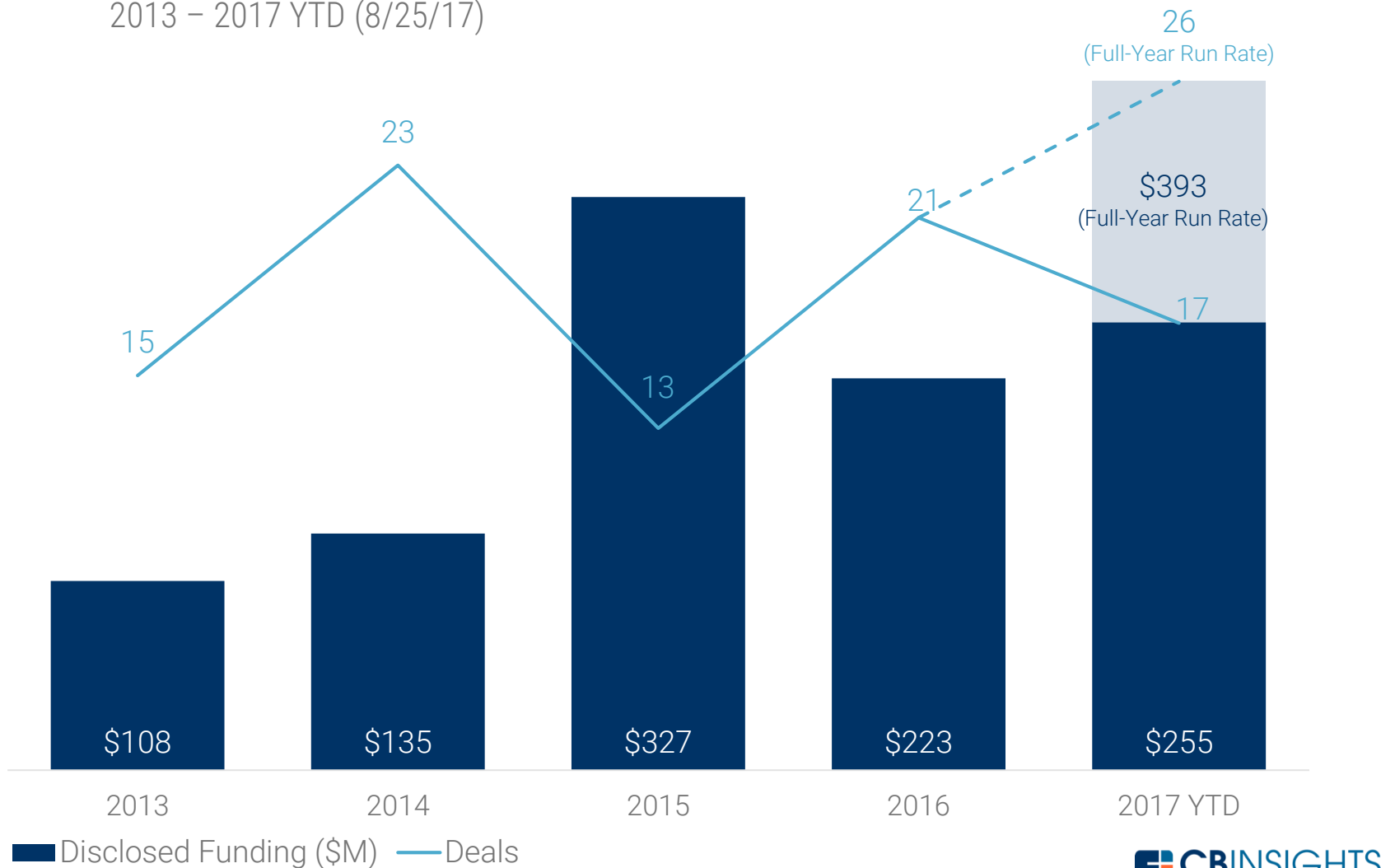
Mission-driven VCs have actively invested in the baby and kids tech space.

NewSchools Venture Fund is a non-profit firm that specifically backed education-related startups, while BBG “Built By Girls” Ventures only backs companies that have at least one female founder.



BABY AND KIDS TECH CORPORATE ANNUAL GLOBAL FINANCING

2013 – 2017 YTD (8/25/17)



CBINSIGHTS

RECORD PACE OF CORPORATE INVESTMENT FOR BABY AND KIDS TECH

Corporate investment into the baby and kids tech space is on an upward trajectory, with 2017 on track to set records for both deals and dollars.

The largest investment round this year with corporate participation was a \$200M Series D round to VIPKID, which included Tencent Holdings as an investor.

CORPORATES TAKE A BET ON BABY AND KIDS TECH

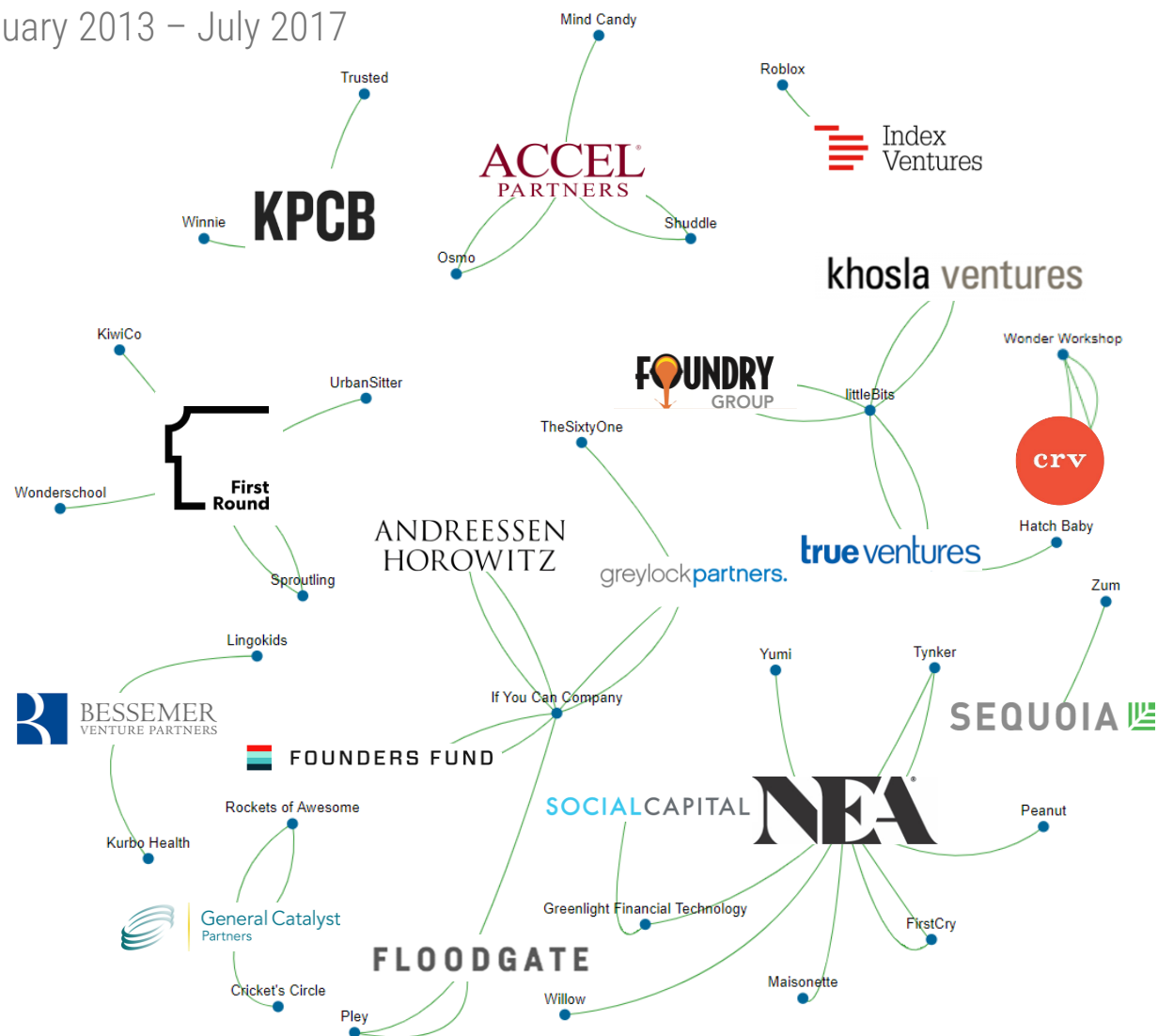
Corporates and Select Investments:





SMART MONEY INVESTS IN BABY AND KIDS TECH

January 2013 – July 2017



CBINSIGHTS

SMART MONEY SHOWS INTEREST ACROSS MANY VERTICALS

Smart money investors have invested across a variety of different areas within baby and kids tech, including ed tech, e-commerce, fintech, toys, and consumer products.

If You Can Company, a startup focused on teaching children social and emotional skills, has attracted four different smart money investors.

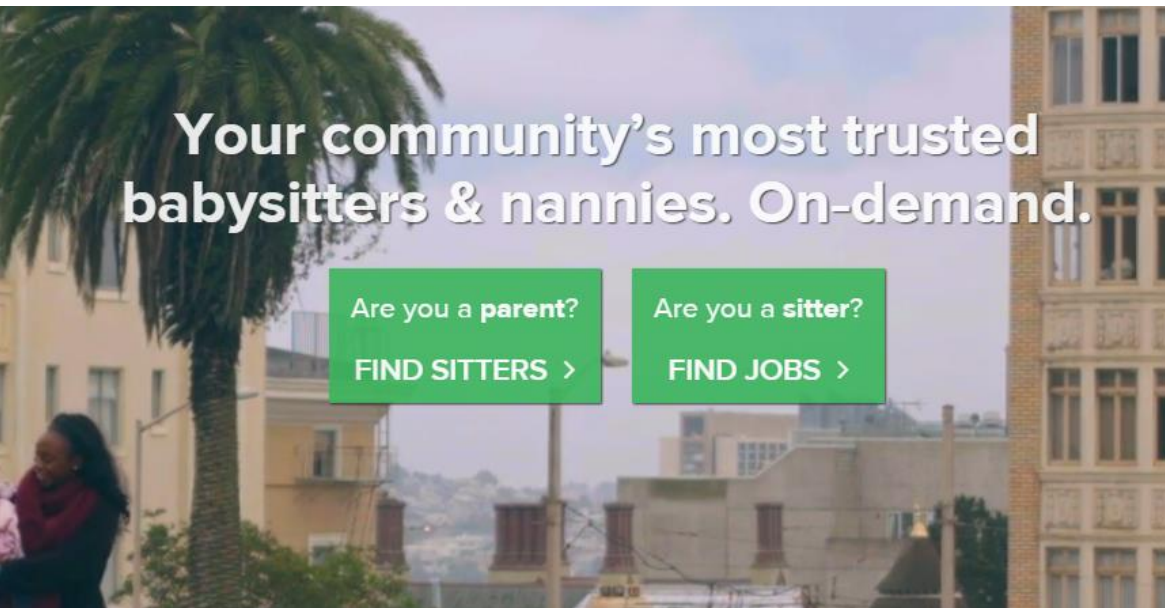
A man in a dark suit and tie is holding a baby who is also dressed in a dark suit and tie. The man is holding a brown leather briefcase. The baby is looking to the side with a curious expression. The background is a solid dark blue.

Baby And Kids Tech: **EMERGING BUSINESS MODELS**

BABY AND KIDS TECH TAKES ON EMERGING BUSINESS MODELS

Long gone are the days when companies in the baby and tech industry would stick to a traditional retail or business model:

From On Demand



&

Subscription . . .



BABY AND KIDS TECH TAKES ON EMERGING BUSINESS MODELS

... to Direct-to-Consumer

&

Custom Curation

smilo



Feeding & soothing
down to a science

Introducing a system of essential baby products lovingly perfected by
parents who double as doctors, scientists, and engineers.

MEET OUR PRODUCTS

MAC&MIA

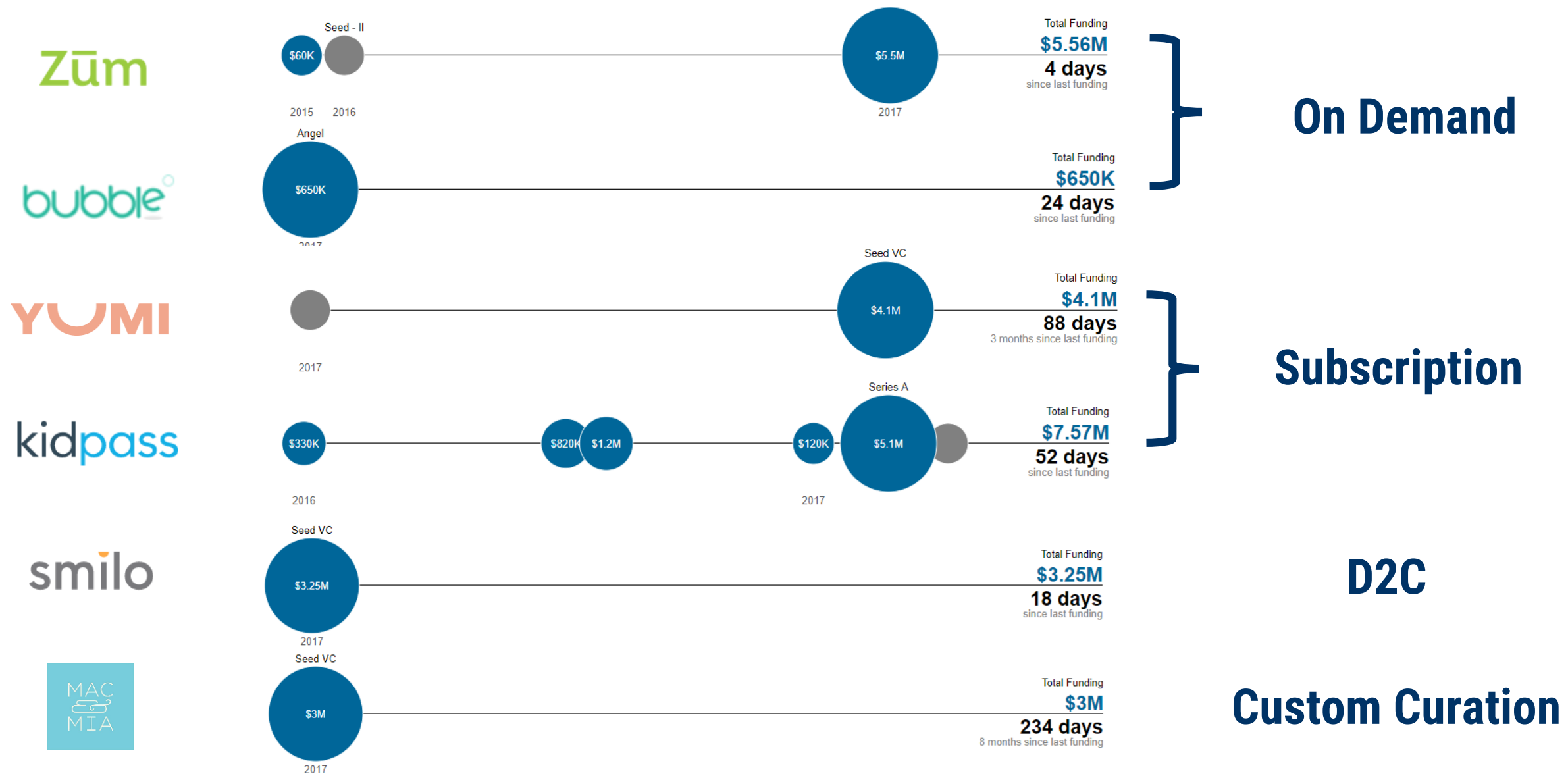
Stylish kids clothes.
Handpicked and delivered to your door.

Discover incredible new styles
with each box. No subscription
necessary!

START THE STYLE QUIZ



NEW BUSINESS MODELS SEE EARLY-STAGE FUNDING

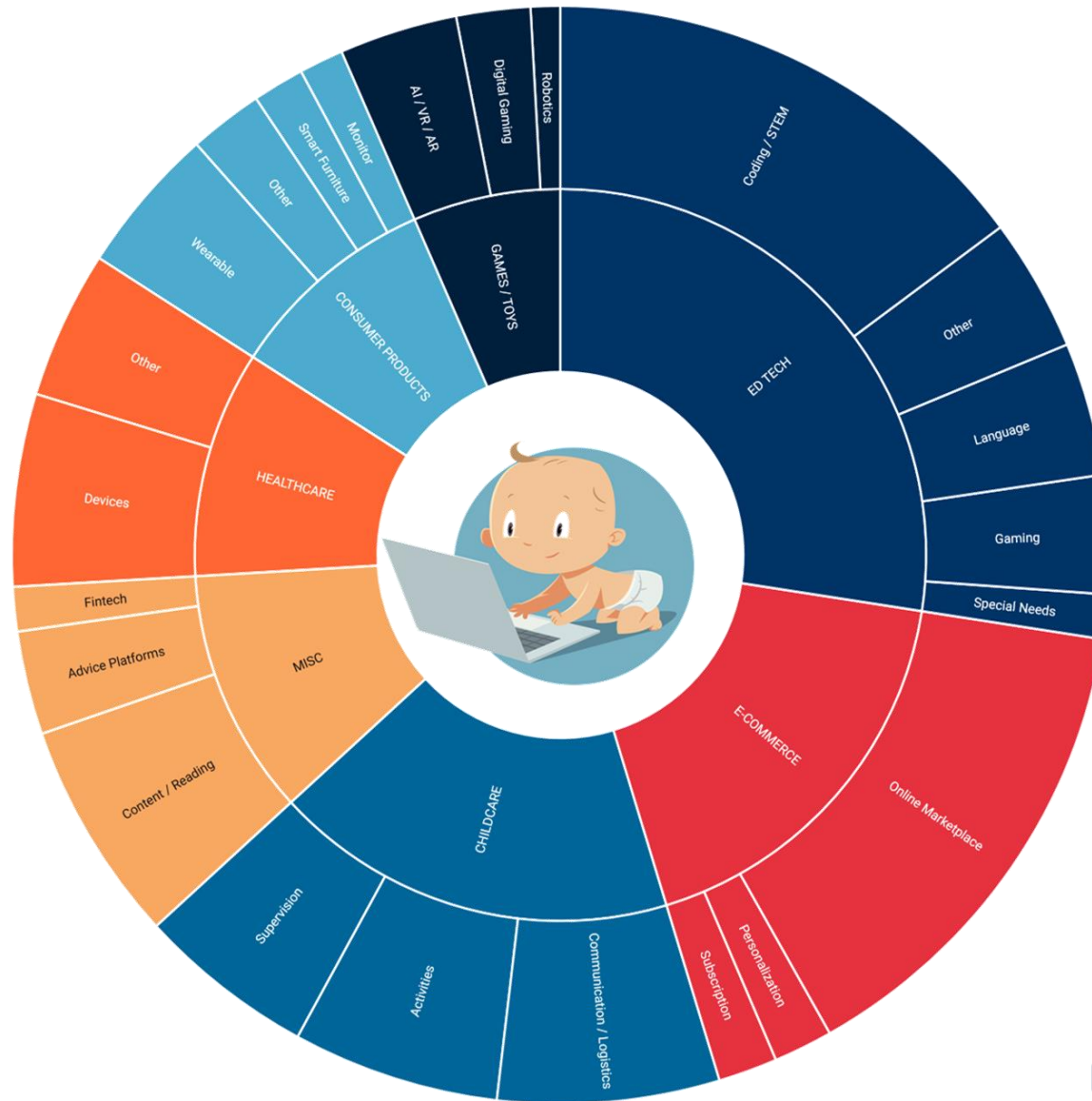


A photograph of three babies sitting on a light-colored surface. The baby on the left is wearing a camouflage-patterned cap. The baby in the middle is holding a yellow hard hat. The baby on the right is wearing a white chef's hat and has a stethoscope around their neck. The entire image is overlaid with a semi-transparent blue filter.

Baby And Kids Tech: **PROLIFERATION ACROSS INDUSTRIES, PRODUCTS, AND SERVICES**



BABY AND KIDS TECH DEAL SHARE BREAKDOWN

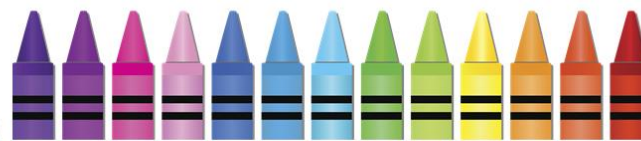


BABY AND KIDS TECH DEALS TAKING PLACE ACROSS MANY VERTICALS

As startups have spread into many verticals, deal share in the space has also spread across many industries and subindustries.



BABY AND KIDS TECH MARKET MAP



ED TECH

CODING / STEM



HEALTHCARE

妈咪知道
EASYHIN



✕ KERITON cognoa

Owlet kiddo

COCOON CAM NAYA

CHILDCARE

ACTIVITIES

pearachute tinkergarten Sawyer kidpass

SUPERVISION

urbansitter TRUSTED Yoopies HopSkipDrive urGlue internet. balanced.

COMMUNICATION / LOGISTICS

brightwheel Xplor bloomz Kaymbu

CONTENT / READING



ADVICE PLATFORMS

tinyhood winnie babytree LUCY

E-COMMERCE



CONSUMER PRODUCTS

iBaby tinitell nanit Starling 4moms playbrush happiest baby jjobit mamava

GAMES / TOYS

Osmo ROBLOX ozobot seedling. GoNoOde Mind Candy NeoBear fingerprint

FINTECH

ernit GREENLIGHT



BABY AND KIDS TECH PROLIFERATES ACROSS MANY VERTICALS

Baby and kids tech companies have expanded across many verticals, from ed tech, to healthcare, to consumer products.

A photograph of three children in a laboratory or classroom setting. A boy in the foreground wears safety goggles and a white lab coat, focused on a task. Behind him, a girl and another boy are also working. The scene is overlaid with a blue tint. The text 'Baby And Kids Tech: AT THE INTERSECTION OF EDUCATION, TECHNOLOGY, AND PLAY' is centered over the image.

Baby And Kids Tech: **AT THE INTERSECTION OF EDUCATION, TECHNOLOGY, AND PLAY**



MEDIA BUZZ GROWS AT THE CROSS-SECTION OF EDUCATION, TECHNOLOGY AND CHILDREN



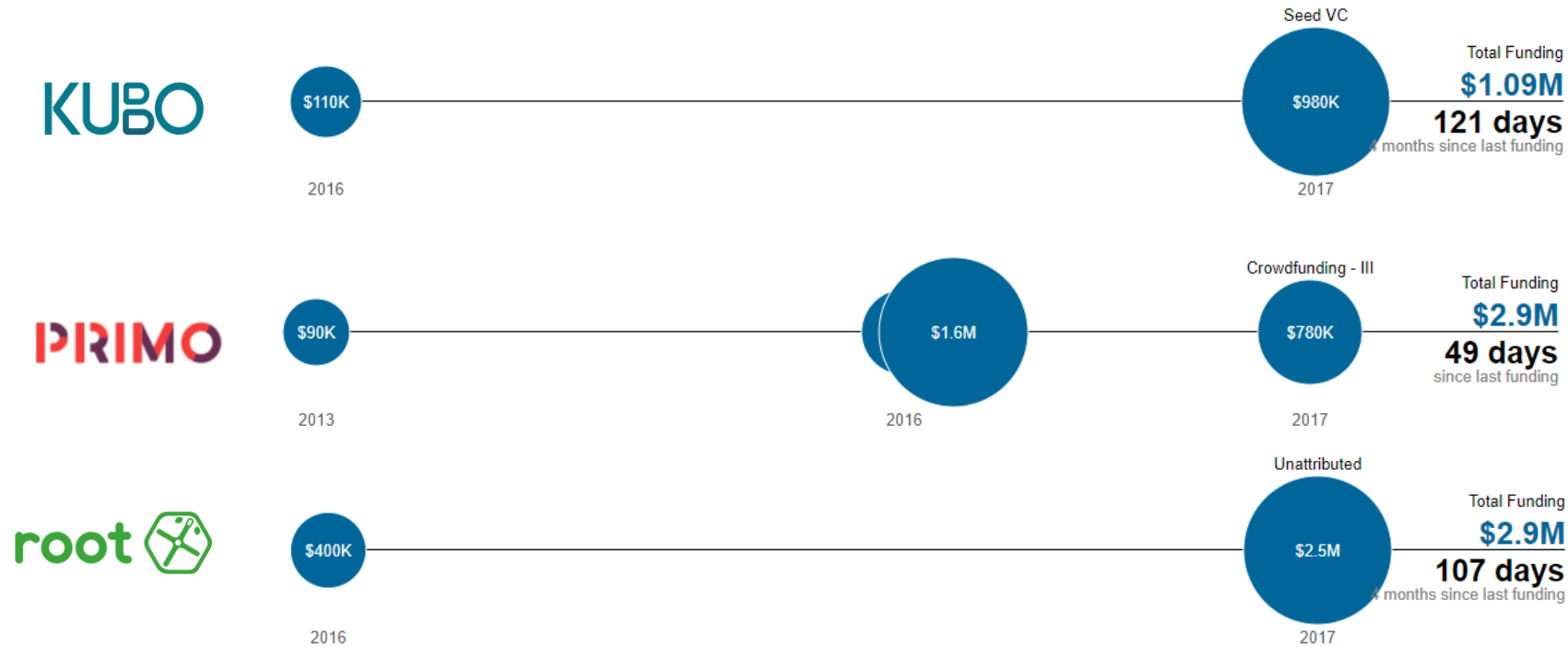
EDUCATION AND TECHNOLOGY INTERTWINED

Media buzz for education, technology, children, and play has grown steadily since 2012.

Embedded among this trend is the rise of startups using robots to teach children how to code, as well as startups offering education through play and games.



ROBOTICS IN ED TECH SEE EARLY-STAGE DEALS



“CODING WITH ROBOTS” GAINS STEAM

Startups using robots to teach children how to code have gained steam.

KUBO, Primo Toys, and Root, which are all startups using various types of robots to help children learn to code, have all raised capital within the last several months.



CBINSIGHTS

THE INTERSECTION OF ROBOTS, CODING, AND PLAY



Description: Evolve (creator of Ozobot) allows children to blend learning code and creative play.

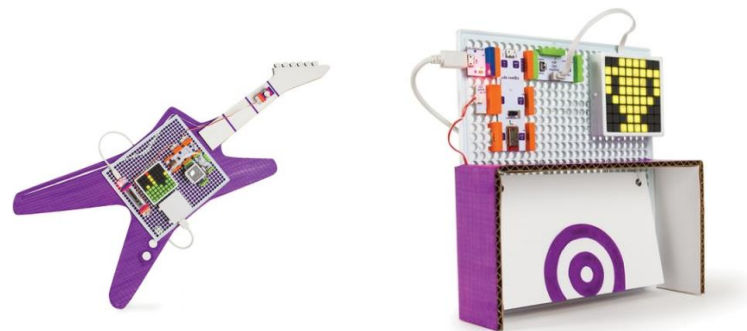
Select Investors: Tribeca Venture Partners

Partners with:



LEARNING BY BUILDING

littleBits[®]



Description: littleBits produces electronic building blocks that kids can use to build and invent a variety of different objects, from musical instruments to alarm clocks.

Select Investors: Foundry Group, Disney Accelerator

MOSAIC

830

+30 1-month

Momentum

780 +70

Market

890

Money

850 -10



BECOME A DROID INVENTOR

Get your own Droid Inventor Kit and begin inventor training in the free app.

GET YOUR KIT



LEARNING BY BUILDING . . . VIRTUALLY

MINECRAFT



Acquired: \$2.5B

Acquirer: Microsoft

ROBLOX



Total Funding: \$96.5M

Select Investor: Index Ventures

ROBLOX SUCCESS FOLLOWS IN FOOTSTEPS OF MINECRAFT

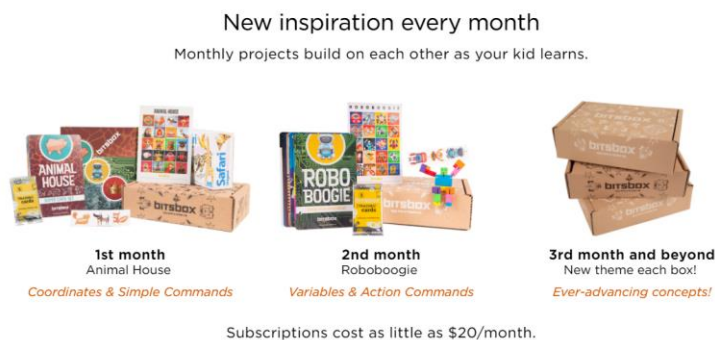
The success of Minecraft, a virtual game in which players can build and create their own world, has set a precedent for startups like Roblox (also a user-generated gaming platform) to gain large amounts of funding.

Both games can be harnessed for educational purposes.

ED TECH GOES SUBSCRIPTION

bitsbox

Bitsbox offers a monthly subscription box of projects for kids to learn coding.



Disclosed Funding: \$1.6M

Select Investor: AT&T Aspire Accelerator

YOGOME™

Yogome offers a subscription toward online educational games across key academic subjects.



Disclosed Funding: \$9.6M

Select Investor: 500 Startups

epic!

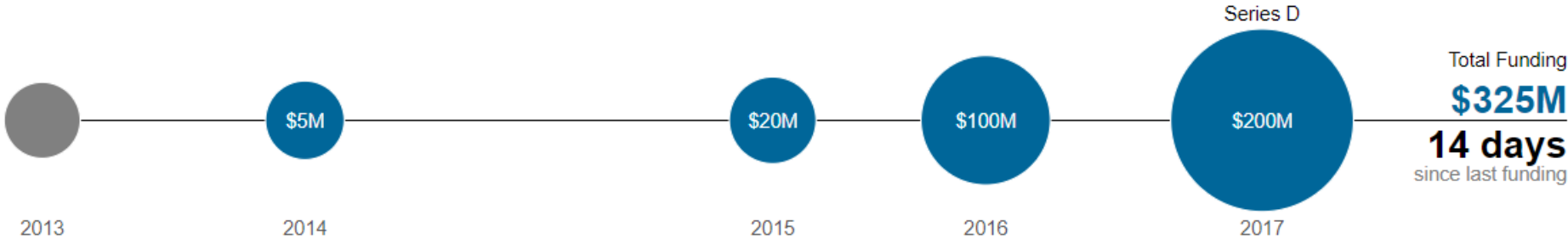
Epic! Creations offers subscription access to virtual library of thousands of books for children under 12 years old.



Disclosed Funding: \$24.8M

Select Investor: Menlo Ventures

LANGUAGE LEARNING GAINS MOMENTUM IN CHINA AND ABROAD



MOSAIC				
920	Momentum	830	+830	
	Market	930		
	Money	990	+100	
	+160 1-month			



MOSAIC				
830	Momentum	700	+220	
	Market	930		
	Money	900	-10	
	+90 1-month			

A hand holds a white baby monitor. The screen displays a baby lying in a crib with a striped headboard. The baby is wearing a yellow shirt and is partially covered by a white blanket. The monitor has several buttons on the right side, including 'OK', a play button, and a microphone icon. The background is a soft, out-of-focus blue.

Baby And Kids Tech: **CONSUMER GOODS GET SMART**

INTELLIGENT BABY MONITORS GAIN TRACTION

DAD CREDITS THE OWLET WEARABLE
MONITOR FOR SAVING NEWBORN SON'S LIFE

August 10, 2017



NANIT KNOWS MORE ABOUT HOW
YOUR BABY SLEEPS THAN YOU DO

June 15, 2016



THIS STANFORD-TESTED BABY MONITOR
USES COMPUTER VISION TO KEEP BABY SAFE

Forbes

August 24, 2017

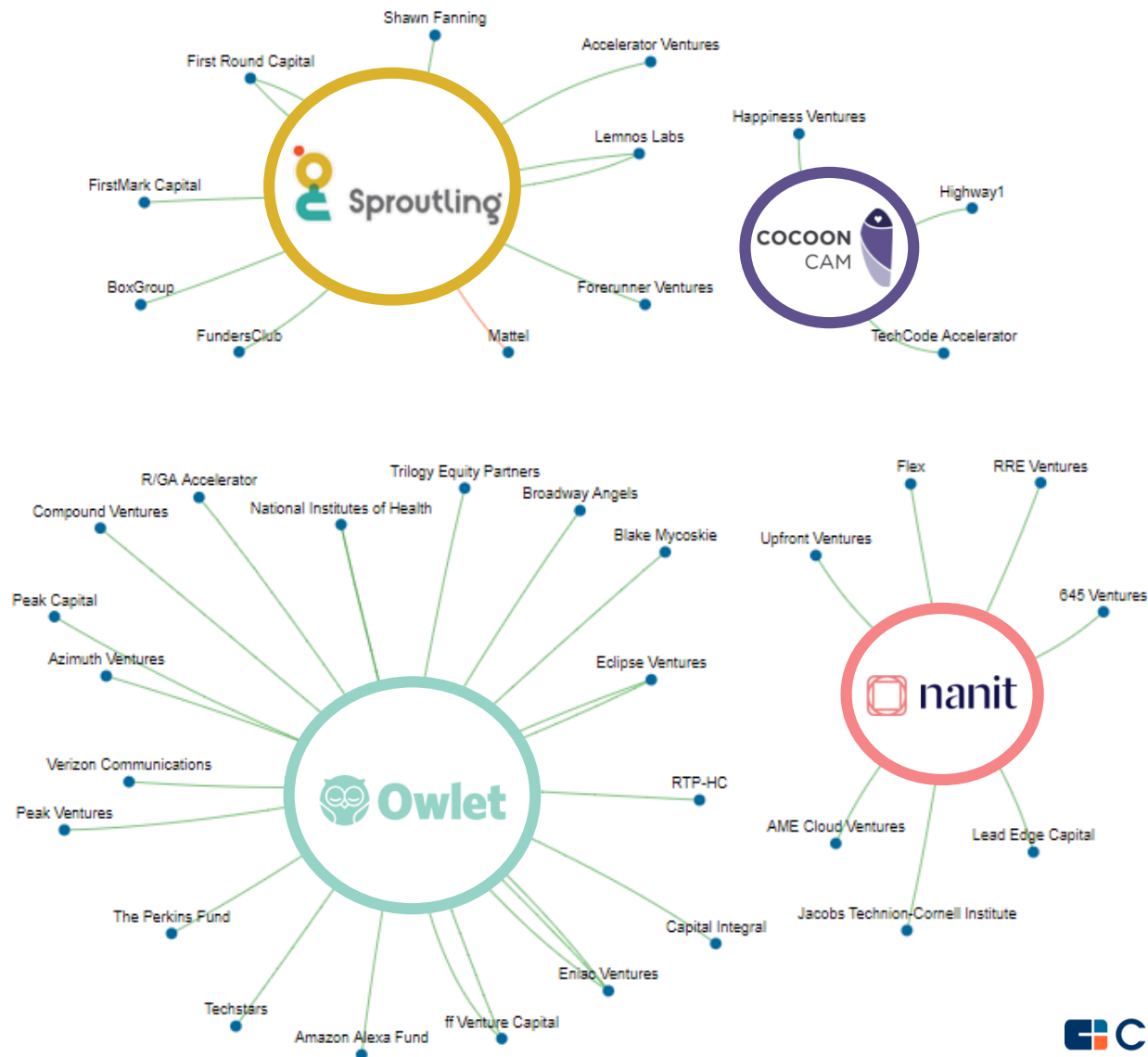
NEW TYPE OF BABY MONITORS OFFERS
'PEACE OF MIND' BUT MAY DELIVER JUST
THE OPPOSITE

May 6, 2017

The Washington Post



BABY MONITORS ATTRACT INVESTORS INTEREST



SMART BABY MONITORS CONTINUE TO SEE INVESTOR INTEREST

With smart camera baby monitor Cocoon Cam's most recent funding in August 2017, we see evidence of renewed investor interest in this sector of the baby and kids tech market.

Owlet, Nanit, and Sproutling have all been backed by smart money investors, and Sproutling was acquired by Mattel in Q1'16.

FURNITURE AND ACCESSORIES GET SMART



Happiest Baby has created the SNOO, a robotic smart crib that rocks a baby to sleep.



Disclosed Funding: \$10M

Select Investor: Lux Capital



Hugsy specially designs products to help preterm infants bond with their parents.



Disclosed Funding: \$220K

Select Investor: Leapfunder



Smilo offers orthodontic bottles and pacifiers that support babies' developing palates.



Disclosed Funding: \$3.25M

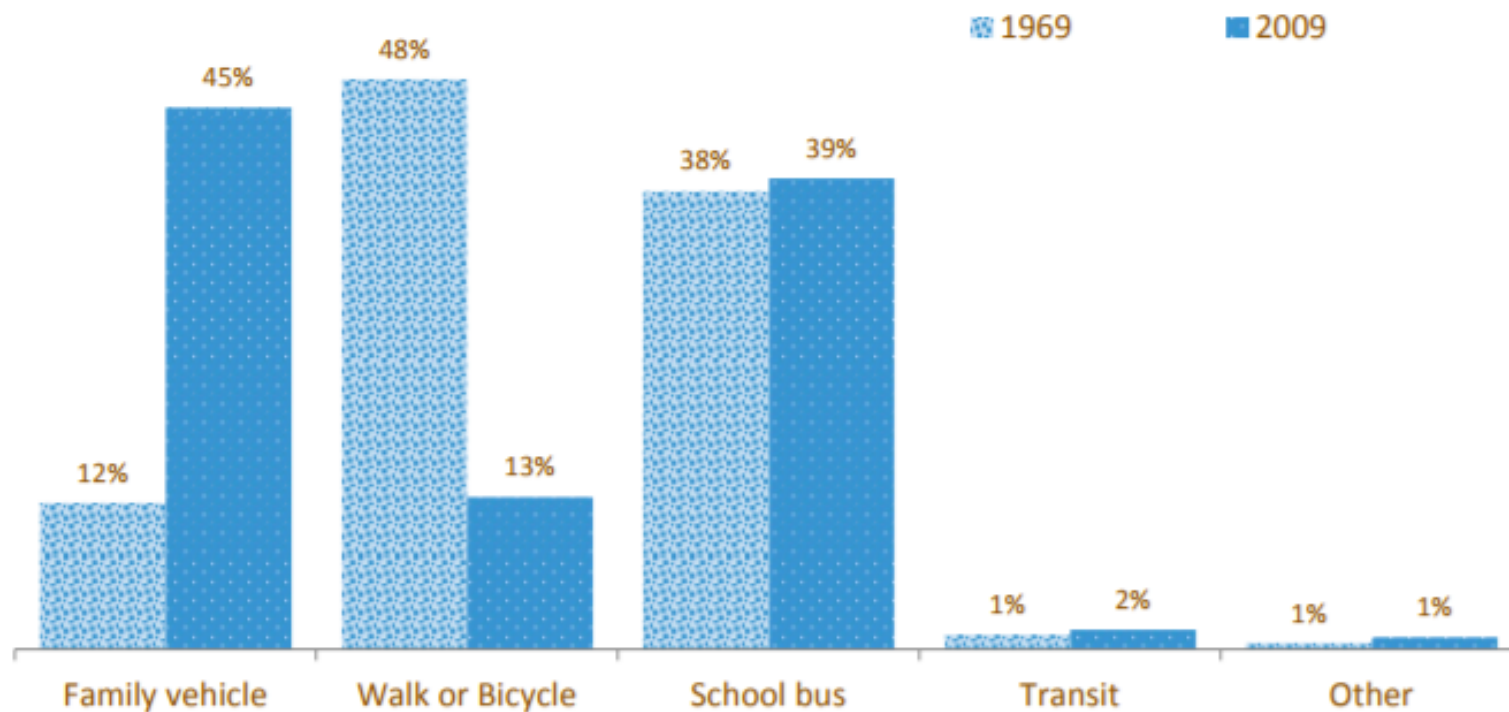
Select Investor: Norwest Venture Partners

A woman with long, wavy brown hair and a young girl with blonde curly hair are sitting in the back of a car. Both are smiling and waving their hands out of the open windows. The woman is on the left, and the girl is on the right. The car is light-colored, and the background is a blurred green field.

Baby And Kids Tech: **ONLINE SERVICES FOR CONVENIENCE AND ADVICE**



PERCENT OF U.S. CHILDREN TAKING DIFFERENT MODES OF TRANSPORTATION TO AND FROM SCHOOL



THE MARKET FOR ON DEMAND RIDE-HAILING FOR CHILDREN EXISTS

A study for the National Center for Safe Routes to School shows how the percentage of children using a private vehicle to get to school dramatically increased from only 12% in 1969 to 45% in 2009.

UNIQUE DIFFICULTIES IN TAPPING INTO THE CHILDREN'S RIDE-HAILING MARKET



“The demand is there, but it’s not the same as in other industries. If you don’t get your groceries delivered it’s not the end of the world, but we’re talking about someone’s child.”

Doug Aley

Former Chief Executive Officer, Shuddle (shut down in 2016)



ZUM DEAL SPURS HOPE FOR “UBER FOR KIDS” SECTOR

Zūm



Peace of Mind for Busy Families

SAFE AND RELIABLE RIDES & CARE
FOR KIDS AGED 5 AND UP

SIGN UP

ARE PARTNERSHIPS THE KEY TO RIDE- SHARING SUCCESS WITH CHILDREN?

Sequoia Capital decided to back Zum in Series A funding in August 2017, marking a turning point for the space after competitor Shuddle shut down in 2016.

Zum has separated itself by choosing to partner with over 800 schools in order to become an alternative to using a school bus.



EARLY-STAGE INVESTOR APPETITE FOR BABY AND KIDS FOOD DELIVERY TECH

YUMI

SUPERFOOD FOR SUPER BABIES

ORGANIC. FRESH. DELIVERED. AS LOW AS \$4/DAY.

GET STARTED

BASICS

Great for babes just getting a taste of solids. Each week you'll receive 6 or 12 of our single-ingredient purées.

[SEE PLANS](#) [ADD TO CART](#)



BLENDS

Explore some of this season's yummy, nutrient-packed multi-ingredient flavors. Choose 6, 10 or 14 meals per week.

[SEE PLANS](#) [ADD TO CART](#)



WISE APPLE

Wise Apple makes your life easier by making lunch better.



FOOD IS FUN!

Packing lunches is not.

little spoon.



Hey Baby!

Let's get personal. Tell us about your baby to help us understand their nutritional needs.



Pick + Choose

Pick a plan and choose nutritionally perfected meals that best fit your baby. Modify your selection at any time.

STARTUPS TAKE ON FOOD DELIVERY FOR BABIES AND KIDS

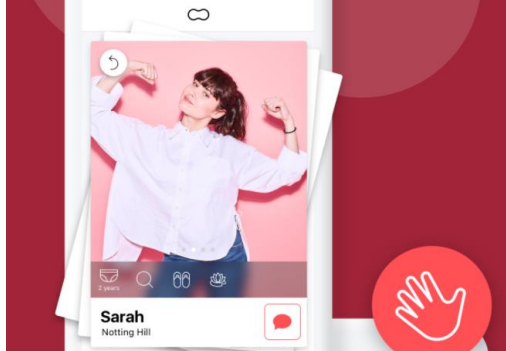
Food delivery startups have made their way into the niche of babies and children.

Startups like Yumi focus on delivering organic and fresh baby food at an affordable price, while companies like Wise Apple focus on delivering healthy, and ready-to-eat lunches for kids.

PARENTAL ADVICE PLATFORMS SPECIALIZE



Peanut provides a matching service for mothers to connect, meet, and share advice



Disclosed Funding: N/A

Select Investor: New Enterprise Associates



Fatherly provides a parenting advice site that offers practical tips and content for fathers.



Disclosed Funding: \$6M

Select Investor: Crosslink Capital



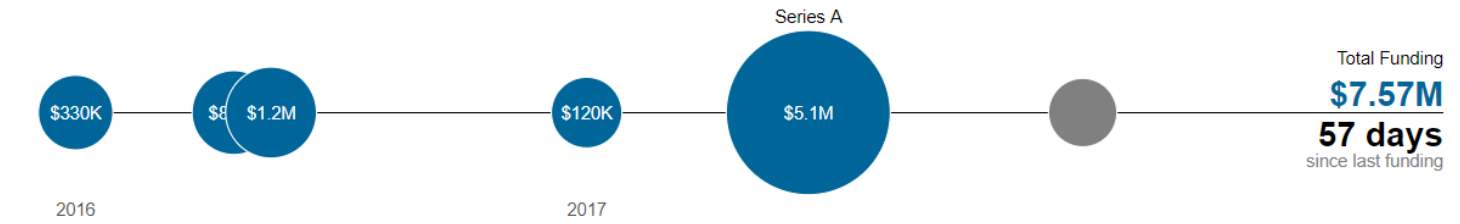
Lucy provides customized advice and support to working parents through a variety of channels.



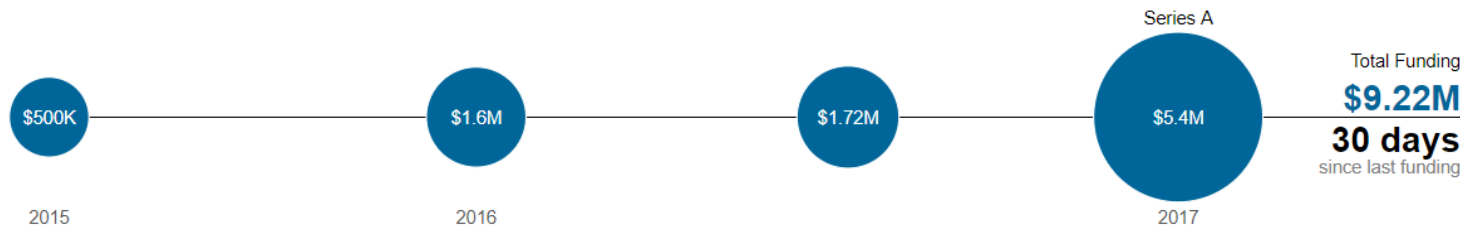
Disclosed Funding: \$2.25M

Select Investor: Felicis Ventures

ACTIVITY BOOKING FOR KIDS GAINS TRACTION



MOSAIC				
860	Momentum	760	+90	
+30 1-month	Market	980		
	Money	910	-10	



MOSAIC				
810	Momentum	620	+410	
+220 1-month	Market	930		
	Money	930	+130	



MOSAIC				
730	Momentum	430	+170	
+60 1-month	Market	980		
	Money	910	-10	



MOSAIC				
690	Momentum	NM		
	Market	940		
	Money	750	-20	

A young child is shown in profile, looking out of a circular window. The child's face is partially illuminated by light coming from the window, while the rest of the scene is in deep shadow. The window frame is visible on the right side of the image.

Looking Ahead **FUTURE TRENDS**

CONTINUED HIGH ADOPTION OF TECH BY PARENTS



The average age for a child receiving their first smartphone



Percent of parents with children under age 6 who allow their children to use technology

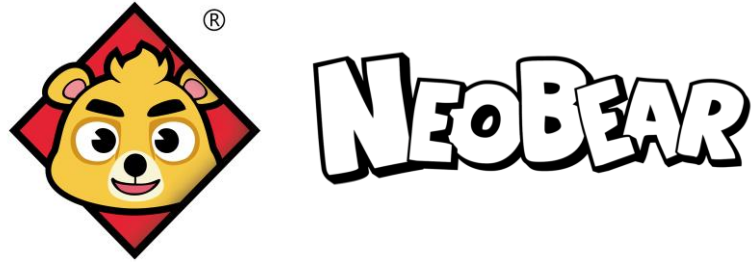


Percent of parents who felt technology had a positive impact on the time spent with their children

THE FUTURE IS INTERACTIVE, VIRTUAL, AND MULTI-PURPOSE



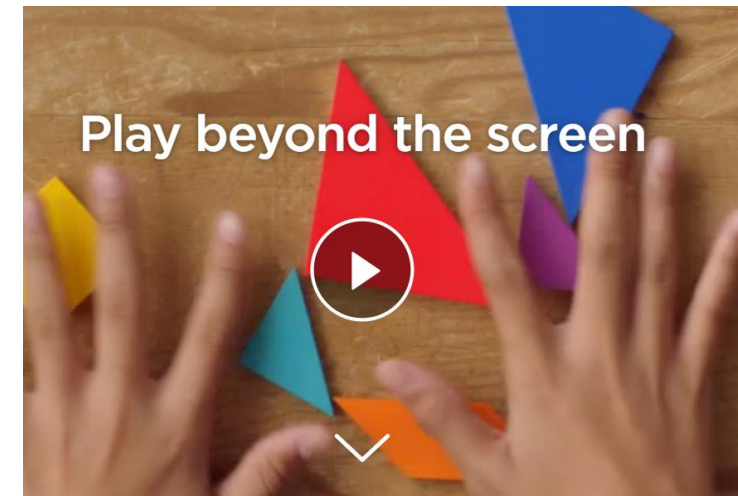
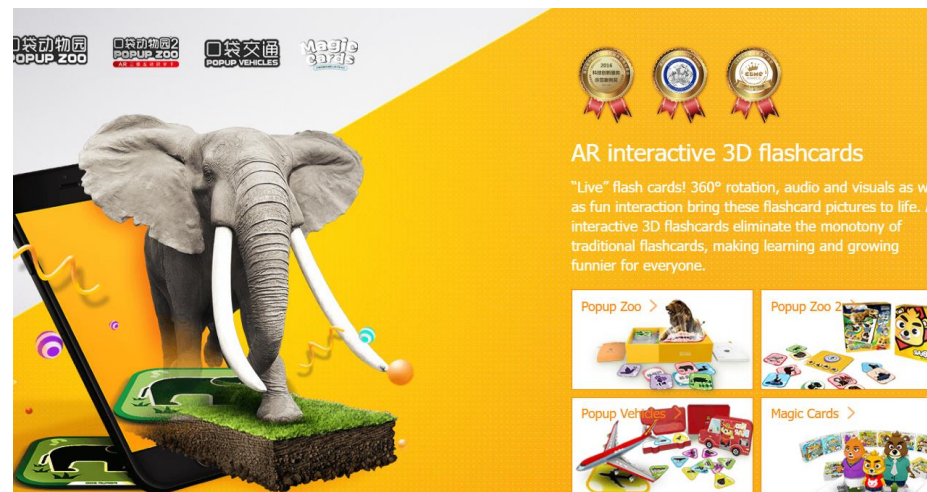
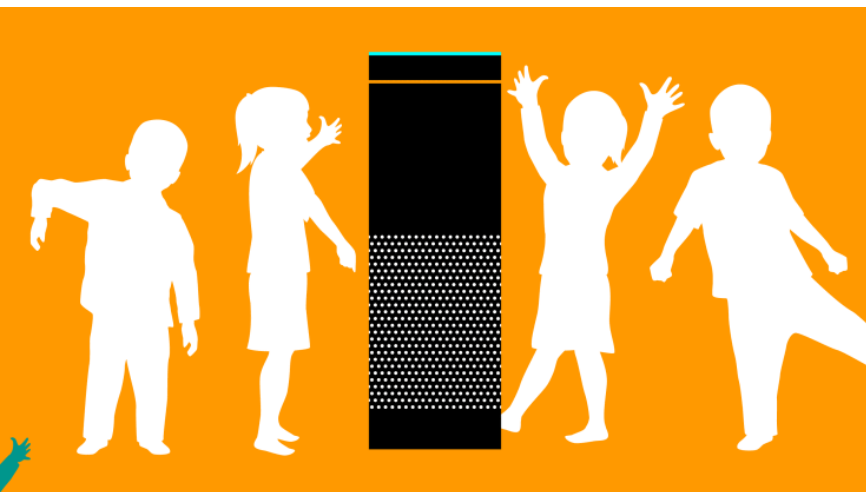
Amazon Alexa has launched skills aimed for children, including different interactive voice and memory games with SpongeBob SquarePants and Sesame Street.



NeoBear provides augmented reality toys and games that help young children to learn words and languages.



Osmo uses artificial intelligence to mesh the worlds of real and digital play and learning.



... AS WELL AS INTELLIGENT AND ROBOTIC



Sphero combines robotic and digital technology to offer connected and augmented reality play.



bots_alive

bots_alive uses artificial intelligence to produce autonomous robots that can interact if more than two are together.



Anki offers Cozmo (among other products), a robot that has a personality that develops the more you play with it.

Big brain. Bigger personality.



MyCBI

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Trends

Analytics & Research

Productivity

CBI Labs

You

Help

Search companies and investors

22

Create Feed

Agriculture Tech

Farmeron

M&A

Farmeron is a provider of SaaS solutions for farmers, giving users statistics and actionable production reports to guide farm decision makin...

↳ Virtus Nutrition

6 days ago

1 mention

Remind me

OnFarm Systems

\$0.13M

OnFarm Systems combines a comprehensive array of leading farm hardware technologies into a single grower-friendly management and decision pl...

↳ 500 Accelerator

14 days ago

1 mention

Remind me

Cogent3D

\$0.35M

Cogent3D is the maker of multiple iOS applications like iCropTrak, iGeoTrak, PrecisionEarth, and iSIS. The company's solutions have b...

↳ Undisclosed Investors

21 days ago

1 mention

Remind me

S4

\$1.20M

S4, previously known as Solapa4, has developed a data analytics platform for the agricultural company integrat...

↳ Cultivation C

22 days ago

1 mention

Remind me

S4

S4, previously developed a data analytics platform for the agricultural company integrat...

↳ Arch Grants

Internet of Things

Senseware

\$2.09M

Senseware creates a sensory system for surroundings. A modular plug-and-play wireless sensor-based system that helps users expose the myriad...

↳ Undisclosed Investors

4 days ago

1 mention

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Bitfinder

\$6.23M

Bitfinder's portable device and software platform detect airborne and environmental irritants. Awair is a smart device that monitors the air...

↳ Altos Ventures

6 days ago

1 mention

Remind me

Pristine

\$0.52M

Pristine has developed and provides a telehealth solution that leverages Google Glass to improve the patient's lead to lower costs...

↳ Undisclosed Investors

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1 mention

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MedMinder Systems

\$0.50M

MedMinder Systems provides services that deliver...

↳ Undisclosed Investors

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2 mentions

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Healthcare Exits

Maternal Fetal Medicine of Southwest Florida

M&A

Maternal Fetal Medicine is a sub-specialty of obstetrics that focuses on diagnosing, treating and caring for women and unborn babies who are...

↳ MEDNAX

Today

1 mention

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Medpace

\$161.00M IPO

Medpace is a global full-service clinical research organization providing Phase I-IV core development services for drug, biologic, and devic...

↳ Public

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2 mentions

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Protagonist Therapeutics

\$90.00M IPO

Protagonist Therapeutics is a biotechnology company pursuing a pipeline of innovative development of small molecule drugs as well differentiated al...

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ForSight Labs

M&A

ForSight Labs was founded in January of 2011 as the fifth company to emerge from the ForSight Labs (www.forsightlabs...

↳ Allergan

Medical Devices

Pursuit Vascular

\$2.08M

Pursuit Vascular is developing a family of single-use products intended to protect patients from life-threatening infections and provide sub...

↳ Undisclosed Investors

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1 mention

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Clear Guide Medical

\$0.03M

Clear Guide Medical develops technologies to provide image fusion and Computer-Assisted Instrument Guidance for minimally invasive medical p...

↳ Undisclosed Investors

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1 mention

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Atomo Diagnostics

\$3.47M

Atomo Diagnostics is commercializing a range of easy to use rapid diagnostic devices and services that deliver clinical and economic value t...

↳ Global Health Investment Fund

4 days ago

4 mentions

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Greater Alabama Lithotripsy

\$0.32M

Greater Alabama Lithotripsy is a provider of minimally invasive urological services and products.

↳ Undisclosed Investors

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1 mention

Remind me

JenaValve Technology

\$10.00M

JenaValve Technology develops, manufactures and markets transcatheter aortic valve implantation systems (TAVI) to treat patients suffering f...

↳ Edmond de Rothschild Investment Partners & 3 others

Payments

Red Dot Payment

Red Dot Payment is a Singapore payment processing compa...

↳ GMO VenturePartners & 3 oth...

4 days ago

1 mention

FC Exchange

FC Exchange is an international and payment company. FCE's businesses and individuals, and f...

↳ Global Reach Partners

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2 mentions

Transfert Credit

Transfert Credit provides inte...

↳ Ding

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Wangyudashi

Wangyudashi, which operates wangyuhudong.com, is a spec...

↳ Shenzhen Capital Group Co.

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3 mentions

Prepaid Technologies Company

Prepaid Technologies combine relationships and payments sys...

↳ Ballast Point Ventures

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Where is all this data from?

The CB Insights platform has the details on all the baby and kids tech deals included in this report

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