

Moonshot

The company aims to be a point of reference and assistance for young parents with an accelerated routine. The goal is to be present in the whole family during the initial cycle of a baby's birth until its first steps, serving as an assistant in offering products and information during the different phases of the baby's growth.

Niche Opportunity

None of the above existing retailers are selling baby food. There is no existing meal plan recommendation or project to subscribe online for a constant project that details the most suitable products according to your baby age, weight and medical limitations such as allergies or specific requirements.

I see a great niche in this market for a business dedicated to parents that are ready to embrace a meal plan for their baby, readily available with options along the way, flexible in modules, easy to subscribe and easy to pause, change or skip in special conditions if the diet is not suitable to the baby or simply is not anymore a choice for the parents for any reason.

The offer can range from:

- A full meal plan on a monthly basis, and a complete set of hygiene accessory
- Half board meal plan and complete set of hygiene accessory on a monthly basis
- Six months plan
- Yearly plan
- Any of the above mix.