

Layette
by
applicado

レイエツテ
アプリカード会社



applicado



- Founded in 2015, Finland. Funded by the founders and Business Finland.
- Passionate team of 6 has experience in Finnish maternity and infant care, business and software development as well as sales and marketing.
- Product: The best maternity information in the world.
- First implementation: Layette pregnancy mobile application.
- Second implementation: Layette clinic certification.



LAYETTE MOBILE APPLICATION

LAYETTE FREE

A mobile app that contains the best maternity information in the world - income from advertisers

LAYETTE PRO

The more advanced content and tools will activate with in-app purchases

WHY?

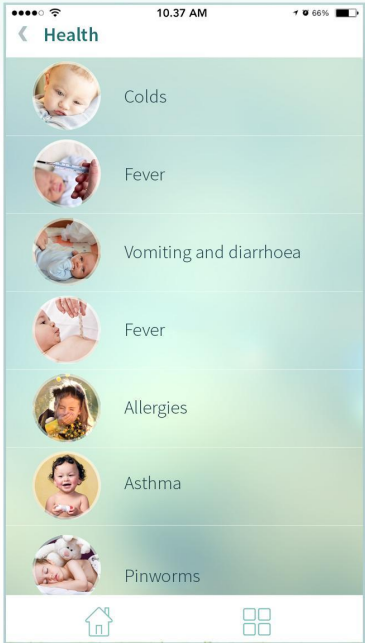
- Operators of childcare industry want to engage the families as early stage as possible – and Layette is amongst the first to know about the pregnancy
- Every day around the world approximately 830 women die for causes related to pregnancy and childbirth. Finland is known for its superior maternity care system and know-how that Layette now brings to the rest of the world.



Layette



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SOME OF OUR TOPICS

メイントピックス



Child Development
小児の発達



Healthy Lifestyle
健康的な生活習慣



Caring for Your Baby at Home
在宅育児



Active Everyday Life
毎日の活発な生活



Upbringing
育成



Child Development
小児の発達



Labour and Delivery
労役と分娩



Symptom Search
症状から検索



First Aid
応急処置



Relationship after Baby
信頼関係



Gestational Diabetes
妊娠糖尿病



Labour and Delivery
労役と分娩



Changing Body
赤ちゃんの成長と変化



Multiple Pregnancy
多胎妊娠



Sleep
睡眠



Potty Training



Fatherhood
父性

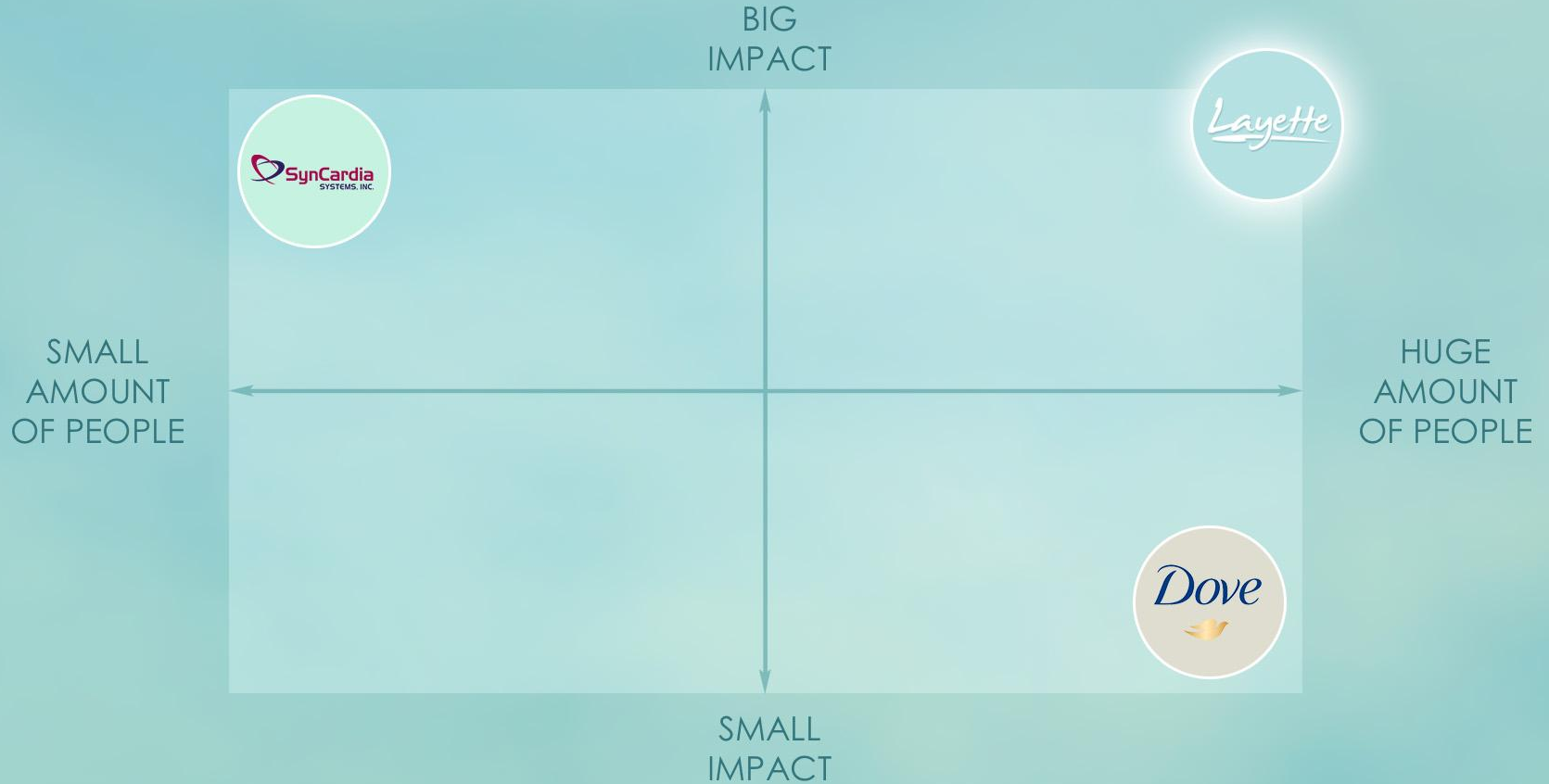


Health
健康



Breastfeeding
母乳育児

THE IMPACT



THE WINNER TAKES IT ALL

Winner of Kasvu Open, Digital Health category for “The best growth potential”

Winner of Gazelle Award for “The most promising prospects for growth”

Winner of Tampere pitching competition, Stream Startup Festival

Winner of JCI Finland “The best innovation of the year”

Winner of NTT DATA Open Innovation Contest 9.0



CORETEAM



KRISTIINA
AATSINKI

COO,
Accounts

JUHO
ARONEN

CDO, co-founder
Design

SAMPO
PIHL

CTO,
Tech & Business

SINI
HAVUKAINEN

CEO, co-founder,
Certified Midwife

PETRI
MAJAMÄKI

SW Development



YEAR ONE TRACTION IN FINLAND

33%

Every 3rd pregnant woman has downloaded Layette app

530k

App page openings / month

91%

Customer satisfaction

50%

Organic growth in downloads

100%

Advertisers wanted to renew the contract



CLINIC CERTIFICATION

- Layette's goal is to offer the world-class knowledge to the maternity clinics around the world. After training and re-branding the clinic, Layette will be issuing a qualification certificate to them.
- The certificate states that the clinic offers now the best maternity information in the world.
- The clinic pays an annual fee for the certificate.





YOU MISS 100% OF THE SHOTS YOU NEVER TAKE

Wayne Gretzky

- Be unstoppable
- Break the rules
- Never hear “No”, hear “Not yet”



Layette


Be this!

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Available Now for
iOS and Android

Layette

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