

Jill and Damian's Baby Registry



Bodysuit
\$19.99 (suggested)

View



Stroller
\$199.99 (suggested)
This is our dream stroller.

View



Hat
\$9.99 (suggested)
For our little explorer.

View



Black Baby Booties
\$9.99 (suggested)

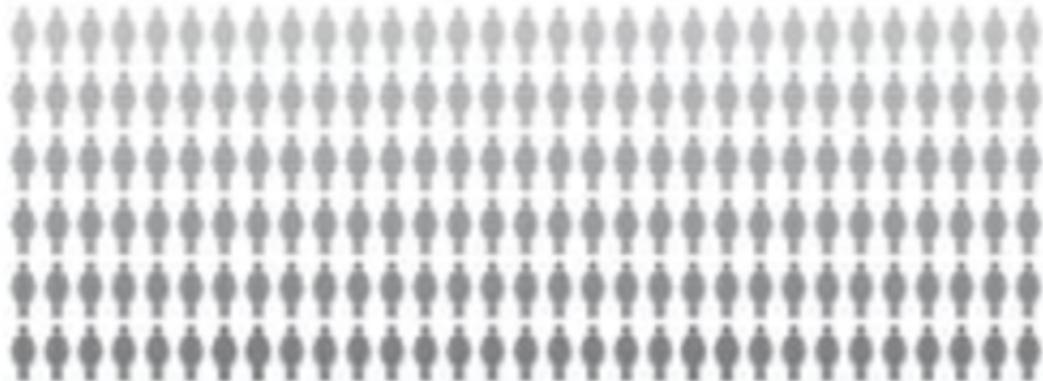
View



A lot of stuff



16,000
pregnant women every day



Team



Natalie Gordon
CEO & Founder



Patty Wu Benson
Marketing & PR



Lindsey Grande
Designer

BabyList

Raising: \$500K seed round

Committed: \$110K

founders@babyli.st

angel.co/babylist



BabyList

Natalie Gordon

CEO & Founder

www.babyli.st

Two Years Ago I Was Pregnant...



Two Years Ago I Was Pregnant...



I'm a hacker



Jill and Damian's Baby Registry



Bodysuit

\$18.00 [etsy.com](#)



Bugaboo Stroller

\$750.00 [google.com](#)

This is our dream stroller.



Bat Hat

\$48.00 [peutry.com](#)

For our little superhero



Wool Baby Monster Slippers

\$24.00 [etsy.com](#)



Reserve

Reserve

Reserve

Reserve



pregnant women
are **awesome!**



+ 1st year = **\$15,500**

16,000
pregnant women every day



\$43 billion industry

Team



Natalie Gordon
CEO & Founder



Patty Wu Benson
Marketing & PR



Lindsey Grande
Designer

We are making money

~4%

per transaction

\$2.3

million in gifts in 2012

We are making money

11K
sign-ups

\$13
per sign-up

 **300%**

revolutionize
baby e-commerce

BabyList

Raising: **\$500K seed round**

Committed: **\$110K**

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