

About the Logo



Gentleness, softness, emotional bonding



The Cuddle Cup logo represents warmth, care, and trust through a soft, symmetrical design that reflects the emotional bond between parent and child. The rounded typography conveys gentleness and safety, which are essential qualities in infant care products. Subtle visual elements integrated within the letters symbolize nurturing, protection, and feeding, bringing together love and functionality in a single form. The balanced symmetry of the logo reinforces stability and reliability, positioning Cuddle Cup as a modern, compassionate, and trustworthy smart baby feeder brand.



#F3DFBA

Golden Sand

#A4AFD2

Wild Blue Yonder

#F0DDD6

Morning Mist

#EAE6CB

Pale Flax

MoodBoard



Baby Face in 'C'



Heart & Hand Connection



Mother-Baby Scene



Bottle Integration

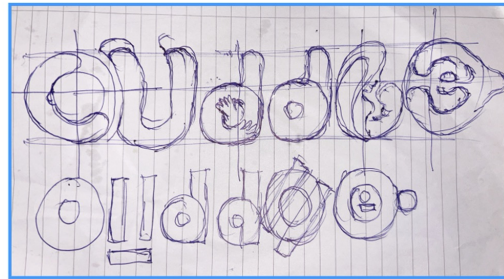
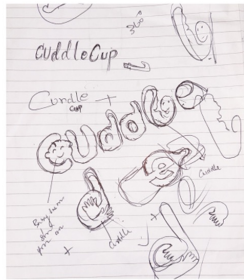
Warmth, comfort, parental affection

Safety, calmness, nurturing care

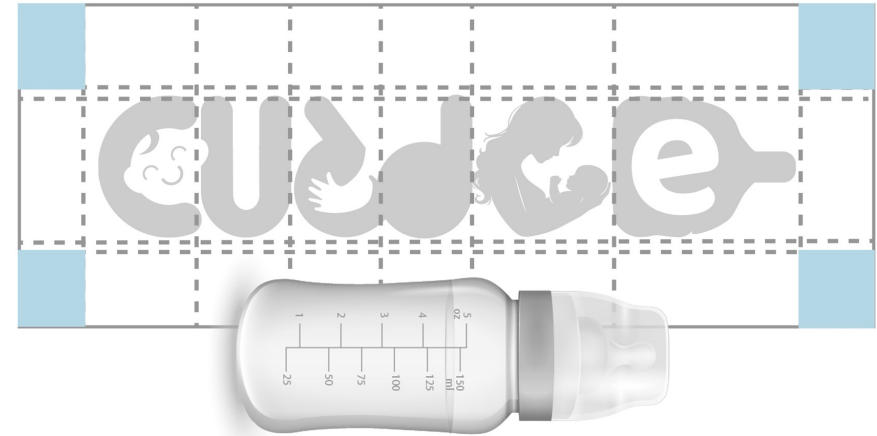
Trust, reliability, technological confidence

Cleanliness, freshness, smart functionality

Logo Concept



Logo Development



The circular typography further enhances the perception of gentleness and safety, in line with the emotional expectations of baby care consumers. The design literature confirms that soft, curved fonts create friendliness and approachability, making them ideal for kid-focused branding. Additionally, the logo subtly incorporates symbolic cues such as an abstract representation of a smiling child and caregiver that reinforce the themes of nurturing and protection. These underlying elements not only deepen the meaning of the brand but also foster an emotional connection with the audience.

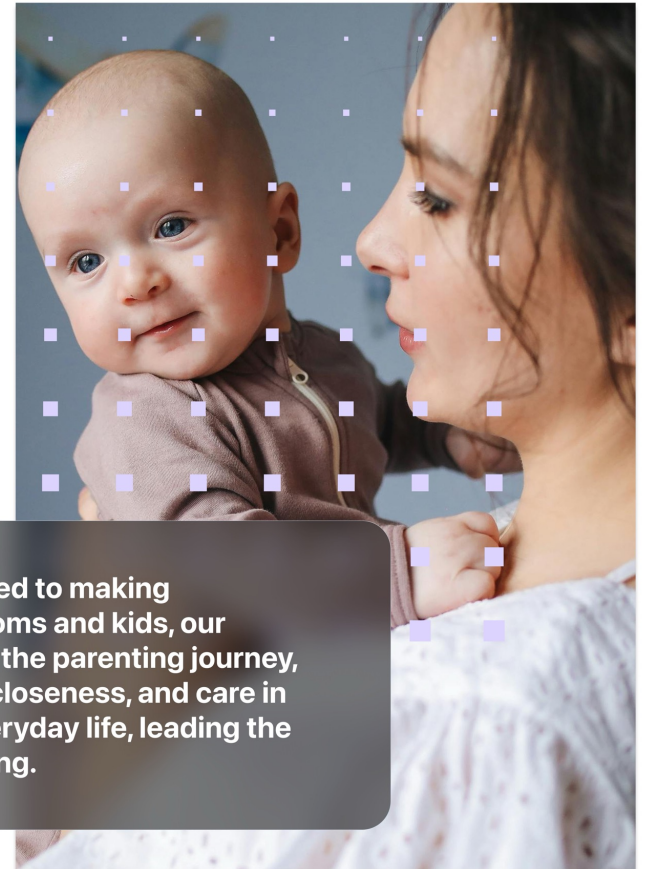


Introducing Products for Your Little Ones!



Let's talk about Cuddle Cup! It's not just a company; it's a whole movement dedicated to making motherhood easier and more empowering. Inspired by the special bond between moms and kids, our technology is designed to break down barriers and simplify feeding at every step of the parenting journey, just like nature intended. The name "Cuddle Cup" itself reflects nurturing, comfort, closeness, and care in every single moment. Our mission is to develop products that seamlessly fit into everyday life, leading the way in innovations that will shape the future of infant feeding and maternal well-being.

Let's Dive into Company Details



Mission & Vision



Mission



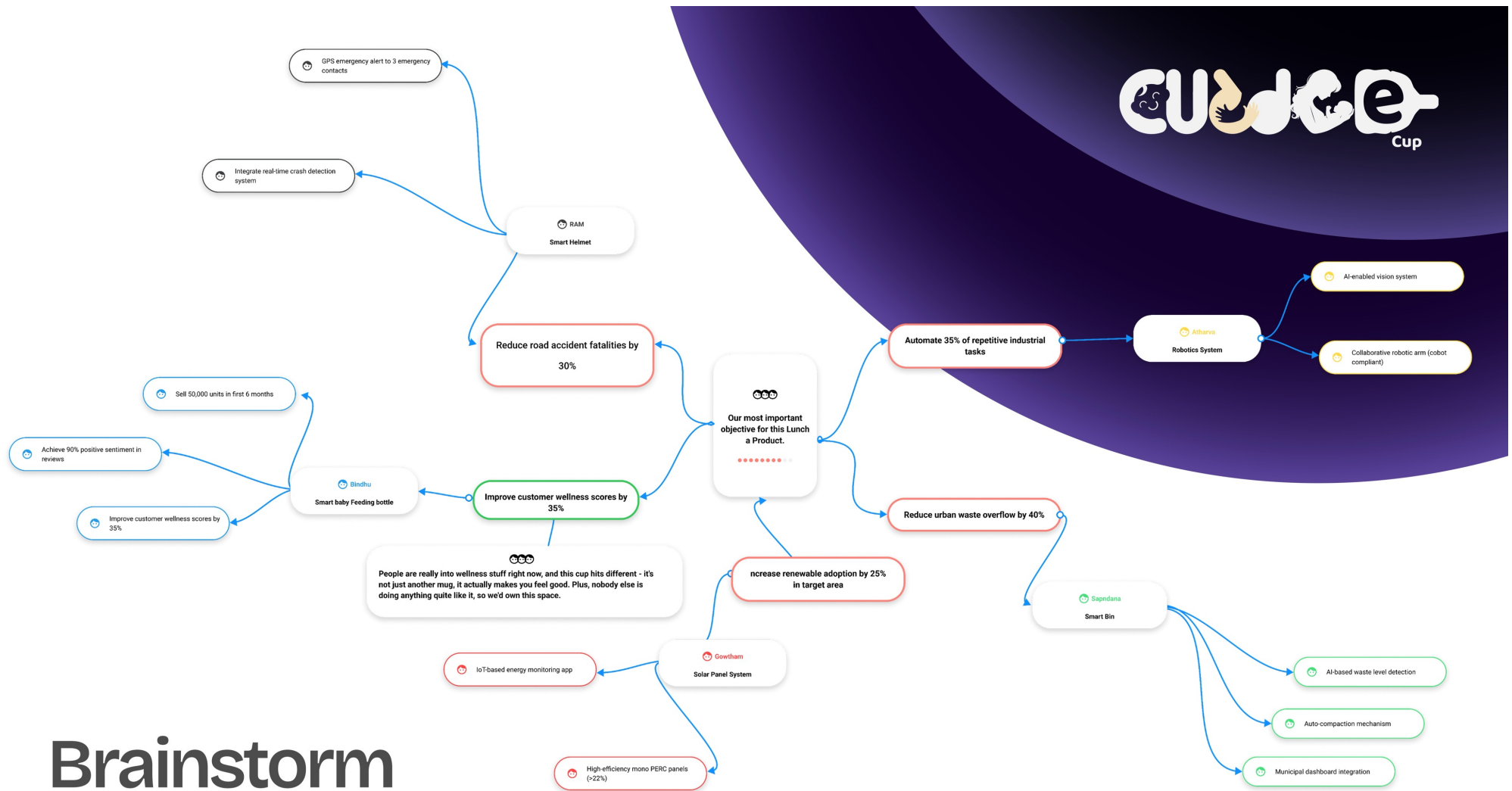
Cuddle Cup is dedicated to engineering intelligent feeding solutions that integrate seamlessly into the lives of families worldwide. Through relentless innovation, scientific rigor, and deep empathy for parental challenges, we create products that don't just solve problems they unlock possibilities. We believe every mother deserves technology that supports her journey, preserves her milk, and gives her the freedom to thrive.

Vision



To become the global standard in integrated infant feeding transforming fragmented systems into unified experiences that honor the sacred bond between mother and child while celebrating the strength of modern parenthood.

Brainstorm



User Analytics



Survey Overview

Total Participants: 60 Mothers

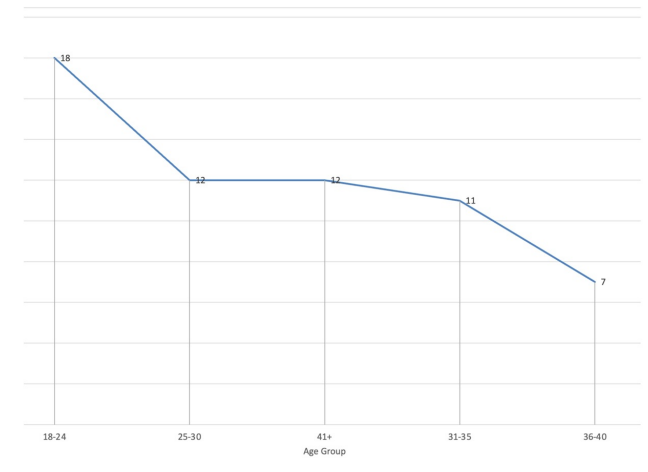
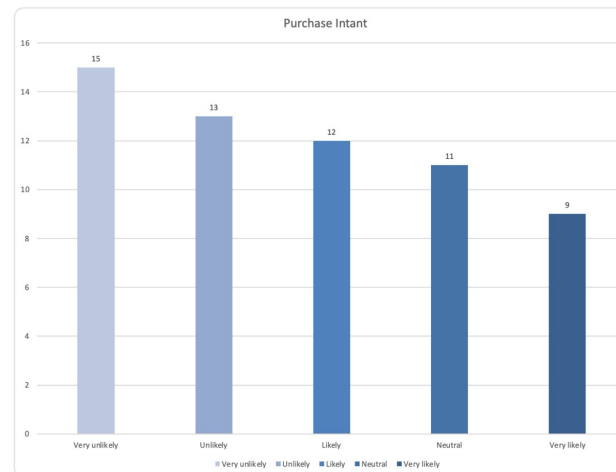
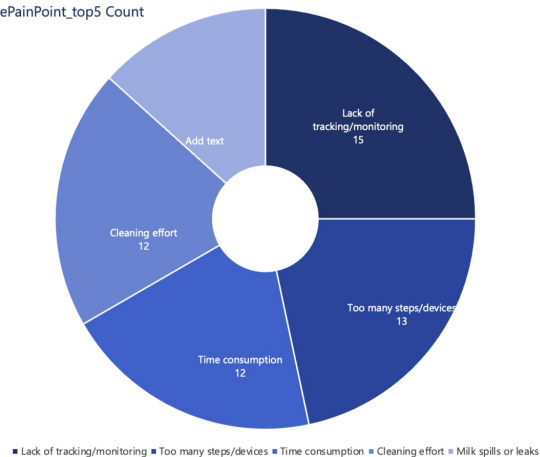
Geographic Split: 40 India | 20 International

Age Group Focus: 22–40 years (Working & Modern Mothers)

Method: Structured Questionnaire (10 Key Questions)

Survey Insights

CorePainPoint_top5 Count



The Cuddle Cup survey included 60 mothers from India and international markets to assess infant feeding challenges and feature expectations. Results show strong demand for an integrated 3-in-1 pump, storage, and feeding system to reduce device switching and contamination risks. Most respondents preferred smart features such as temperature monitoring, volume tracking, and app connectivity. The findings strongly validate market readiness for the Cuddle Cup zero-transfer concept.



Competitor Analysis

Category	Medla	Elvie	One Willow	Babaloo	Cuddle Cup
Company					
Pump	✓	✓	✓	—	✓
Feed	—	—	—	✓	✓
Monitor	✓	✓	—	—	✓
Price (GBP)	£315	£236	£394	£37	£155
Market Share	28%	8%	5%	<1%	0% (Launch)

The Cuddle Cup represents a revolutionary entry into the \$2.8 billion global baby feeding products market, uniquely positioned at the intersection of three distinct product categories: breast pumps (\$1.2B), baby bottles (\$890M), and smart baby monitors (\$710M).

This market analysis validates strong commercial potential with a clearly defined target market of 440,000 tech-savvy pumping mothers in the US alone, representing a \$118 million annual TAM.

Market Analysis



Total Addressable Market (TAM)

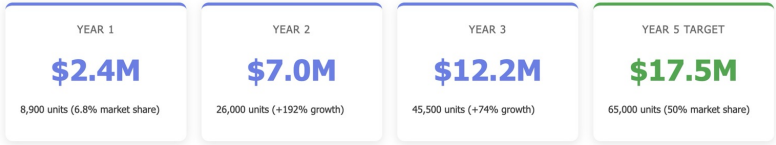


Market Size & Opportunity

Serviceable Obtainable Market (SOM)

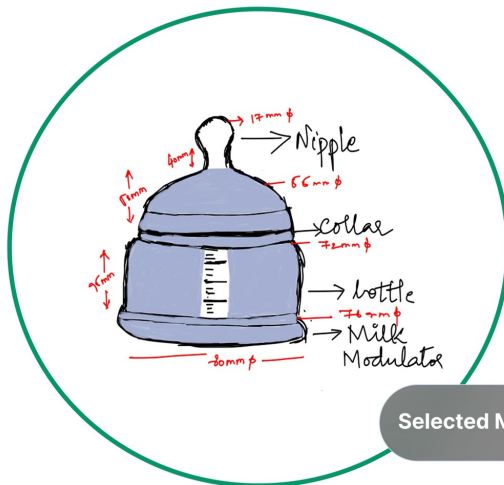
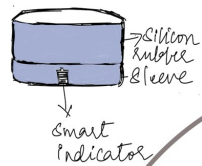
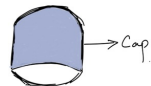
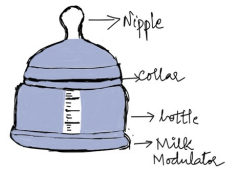
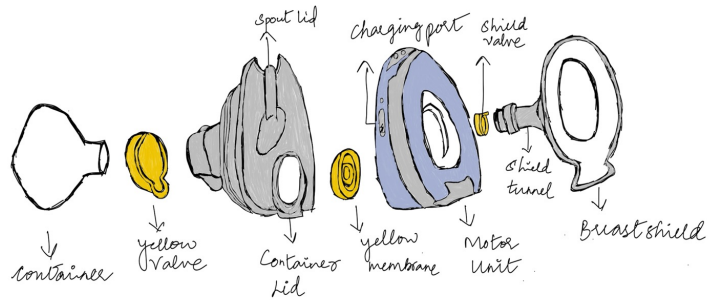
Year	Target Customers	Revenue	Market Share	Rationale
Year 1	8,900	\$2.4M	6.8%	Early adopters, influencer-driven, Amazon launch
Year 2	26,000	\$7.0M	20.0%	Retail expansion (Target), word-of-mouth
Year 3	45,500	\$12.2M	35.0%	Mainstream acceptance, clinical studies
Year 4	58,500	\$15.7M	45.0%	International expansion, insurance coverage
Year 5	65,000	\$17.5M	50.0%	Market leader in integrated category
5-YEAR CUMULATIVE		\$54.8M	203,900 units total	

5-Year Revenue Forecast

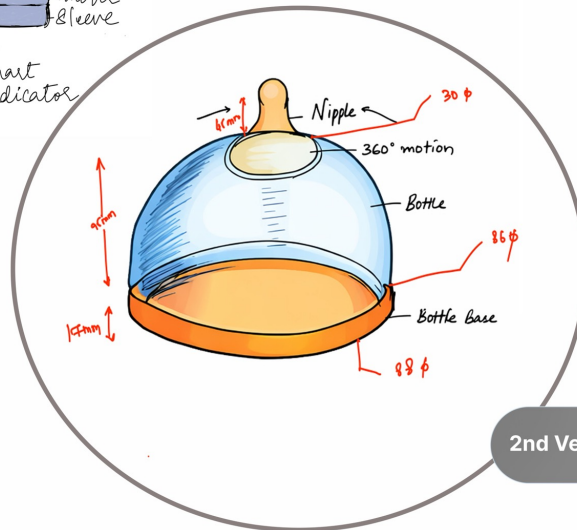




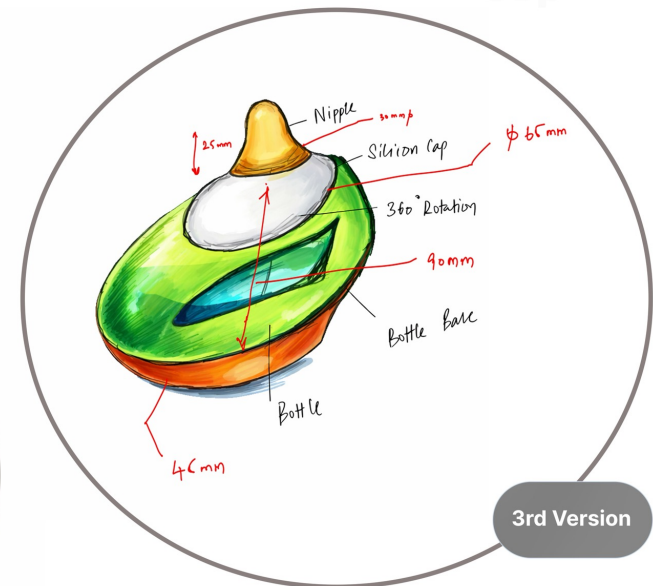
Less juggling. More cuddling!



Selected Model



2nd Version

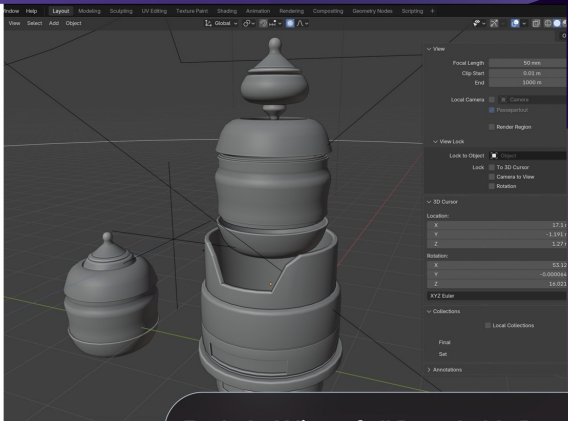
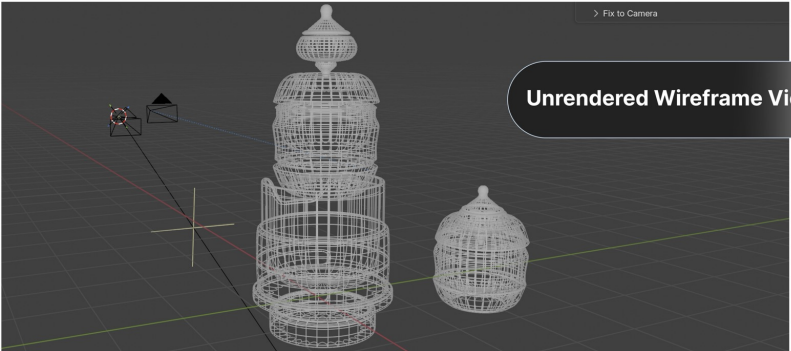
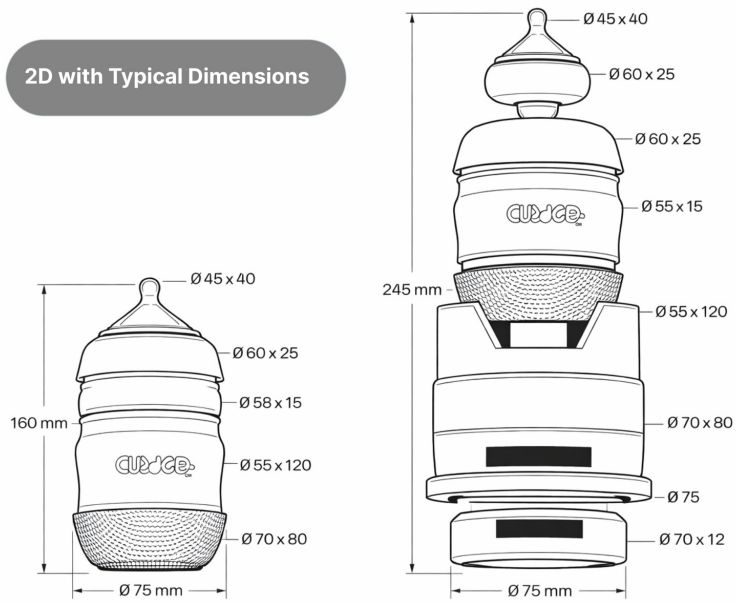


3rd Version

Product Sketch

Product Model

2D with Typical Dimensions



CUP
Selection Cup

Smart Feeder

Bottle + Sensing Base

- 360° rotatable nipple
- Baby-led airless flow
- Anti-colic technology
- 3-stage flow nipples
- Vacuum insulation (4hr)
- Detachable, dishwasher safe
 - Nipple
 - Vent valve
 - Bottle body
 - Lock ring
 - Base sleeve
- Smart sensing base (separate removable module)
 - Ergonomic cuddle-arm handle
 - Wide-neck 50mm opening
 - ErgoGrip™ Base Ring

Pump Motor Unit

- 2-Phase Symphony-style pumping pattern
- 9 adjustable suction levels (50–300 mmHg)
- FluidFeel-inspired warm milk circulation
- 105° wide-angle breast shield (multi-size)
- Silent brushless motor <38dB
- Auto session logging + timer
- Motor health & diagnostics monitoring
- Comfort presets saved per user

Smart Milk Collector

Wearable Pump + Reservoir

- Flexible silicone reservoir
- Body-conforming, invisible
- 2-phase Symphony pumping
- 9 suction levels (50–300mmHg)
- 105° wide-angle shield
- FluidFeel warm circulation
- Silent operation <38dB
- Magnetic snap-on alignment

Flexible Silicone Reservoir

Material	Platinum-cured LSR, Shore A 30–40
Form	Soft pouch-container hybrid; collapses flat when empty
Capacity	150ml; optically translucent for milk visibility
Profile	Body-conforming; invisible under clothing
Seal	Flip-seal lid; IP67 leak-proof; one-hand operation
Storage	Pump → seal → store in fridge; no milk transfer needed
Durability	500+ reuse cycles; autoclavable; freezer-safe (-40°C)
Connection	Magnetic snap-on to pump motor; tactile alignment

Companion App

iOS + Android

- Pump Session Tracking
 - Duration
 - Suction level used
 - Milk volume expressed
- Direct Transfer Compatibility
 - Pump reservoir docks directly into feeder bottle body
 - No milk transfer required
- Inventory Tracking
 - Fresh milk log
 - Expiry countdown
- Analytics Dashboard
 - Daily/weekly pumping trends
 - Feeding vs pumping comparison
 - Growth support insights
- Caregiver Sharing Mode
 - Multi-user access
 - Pediatrician export report
 - Doctor Community tab
 - Baby Care Reels feed



Feature & Functions



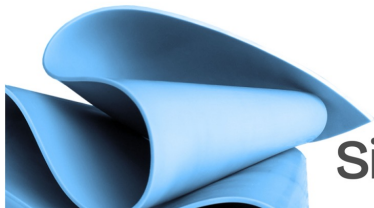
Collector & Sensing Base

Component	Material	Justification
Flexible Reservoir	Platinum LSR (Shore A 30–40)	Body-conforming, freezer-safe, 500+ cycles, translucent
Breast Shield	LSR + Rigid PP Ring	105° wide-angle; soft inner + structural outer ring
Pump Housing	ABS + Polycarbonate (V-0)	Lightweight, impact resistant, acoustic dampening
Diaphragm	Medical Silicone (Shore A 25–35)	100,000+ cycle flex life, consistent vacuum generation
Motor Dampeners	Silicone Grommets (Shore A 20)	Vibration isolation, reduces noise below 38dB
Base Enclosure	ABS+PC Blend (V-0 rated)	Impact resistant, RF-transparent for BLE antenna
Load Cell Platform	Aluminium 6061-T6	Precision weight sensing, CNC machinable, corrosion resistant
Magnetic Ring	NdFeB N35 + SS316 Housing	Secure snap-on alignment, corrosion-resistant coating

Material Selection

Smart Feeder Bottle

Component	Material	Justification
Outer Shell	Food-Grade PP (copolymer)	Lightweight, microwave/dishwasher safe, low-cost injection moulding
Inner Liner	Stainless Steel 304 (18/8)	Thermal conductivity for vacuum insulation, non-reactive, recyclable
Nipple / Teat	Platinum-Cured LSR (Shore A 20–30)	Ultra-soft breast-tissue feel, autoclave-safe, latex-free, FDA compliant
Grip Sleeve	TPE (Shore A 40–50)	Soft-touch overmould onto PP, embeds sensing base contact pads
Seal Rings	Food-Grade Silicone	15% compression set, stable -40°C to +230°C, 1000+ cycle life
Anti-Colic Valve	Medical-Grade Silicone (ISO 10993)	Precision one-way valve, biocompatible, sterilisation-resistant
Handle	PP + TPE Composite	Rigid PP core + soft TPE grip zones via two-shot moulding



Silicone (Primary Material)

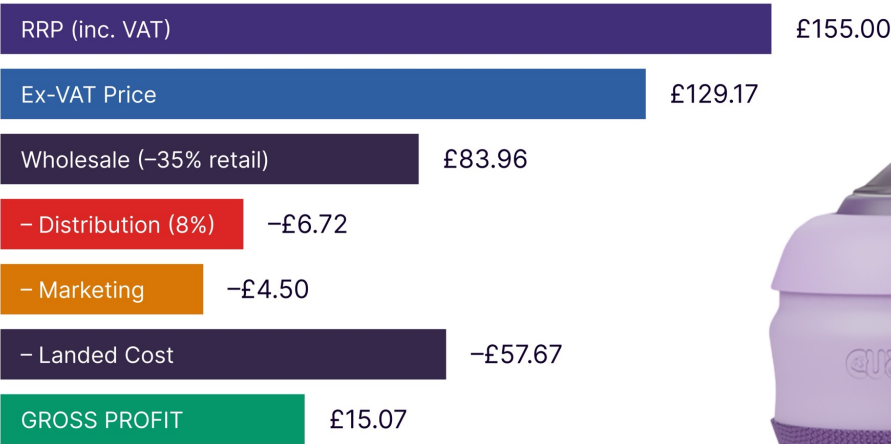
Cost Model & Unit Economics



Unit Cost Breakdown

Assembly Group	Cost	%
1. Smart Cup Body	£10.52	18.2%
2. Lid & Feeding	£4.26	7.4%
3. Temp System	£5.24	9.1%
4. Electronics & Smart	£9.26	16.1%
5. Timer & Reminders	£1.08	1.9%
6. Wireless Charging	£6.53	11.3%
7. Hygiene & Cleaning	£1.06	1.8%
8. Packaging & Docs	£3.56	6.2%
BOM Subtotal (51 parts)	£41.51	72.0%
Assembly + QC	£6.50	11.3%
Regulatory (amort.)	£3.36	5.8%
Logistics + Warranty	£6.30	10.9%
TOTAL LANDED COST	£57.67	100%

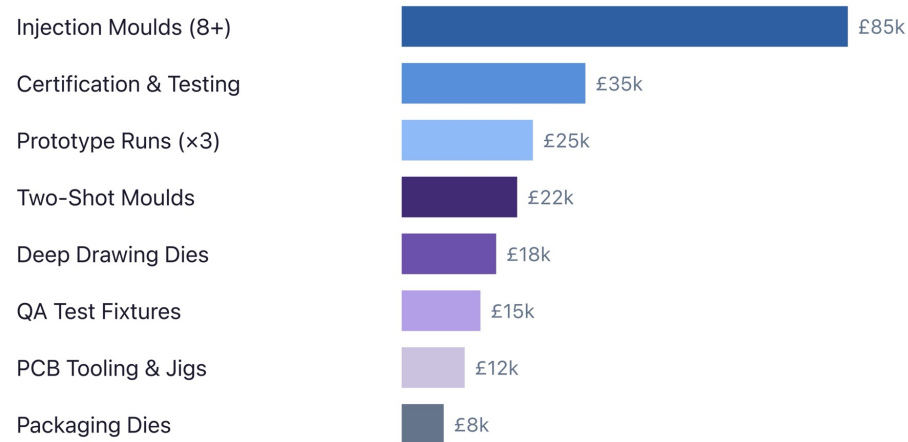
Pricing Waterfall





Break Even Analysis

Tooling Investment



£220k Investment | 14,597 Units to Break Even

14,597

units to break even

Year 1	15k units	£6k
Year 2	35k units	£534k
Year 3	60k units	£1438k

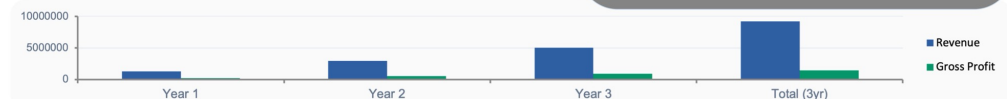
Volume Scaling Impact

Metric	10k MOQ	50k MOQ	Change
BOM Cost	£41.51	£33.21	↓ £8.30
Landed Cost	£57.67	£47.75	↓ £9.92
Gross Profit	£15.07	£24.99	↑ £9.92
Gross Margin	18.0%	29.8%	↑ 11.8pp
Break-Even	14,597	8,804	↓ 5,793 units

Key Aspects

- ✓ £155 RRP → £15.07 profit/unit (was £2.93 at £89.99)
- ✓ Break-even 14,597 units — achievable in Year 2
- ✓ At 50k+ MOQ: 29.8% margin, £24.99/unit
- ✓ 3-yr net profit: £1438k after £220k tooling

3-Year Cumulative Revenue Projection



MFG Process



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