

# Inner Circle

## The Birth Plan for Friends & Family

Anna Krachey • Meghan Corbett • James Lewis

Final Presentation May 3, 2014

# Our Team



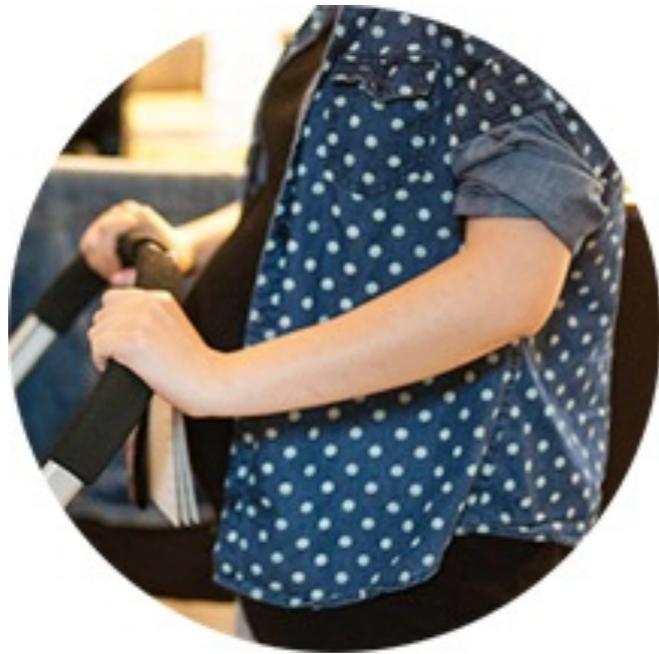
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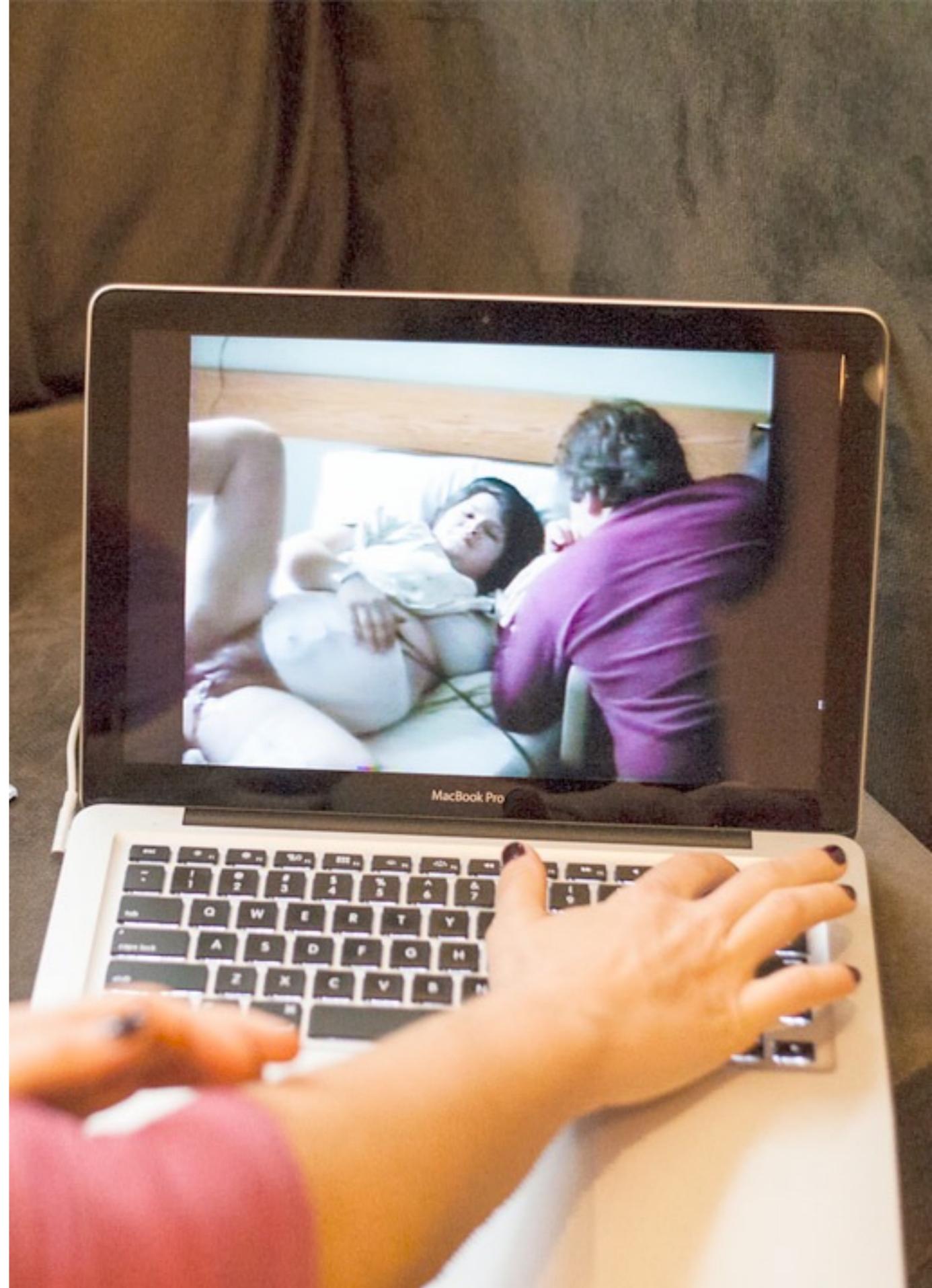


James Lewis  
james.lewis@ac4d.com



**We created a product to give these women an empowered voice around their birth.**

Women are overwhelmed and afraid of birth because they don't have expectations grounded in reality of what to expect.





Traditionally, women supported each other through birth and saw the process many times before experiencing it themselves.

Now that birth has moved into the hospital, the primary exposure most women have to it is through the media.





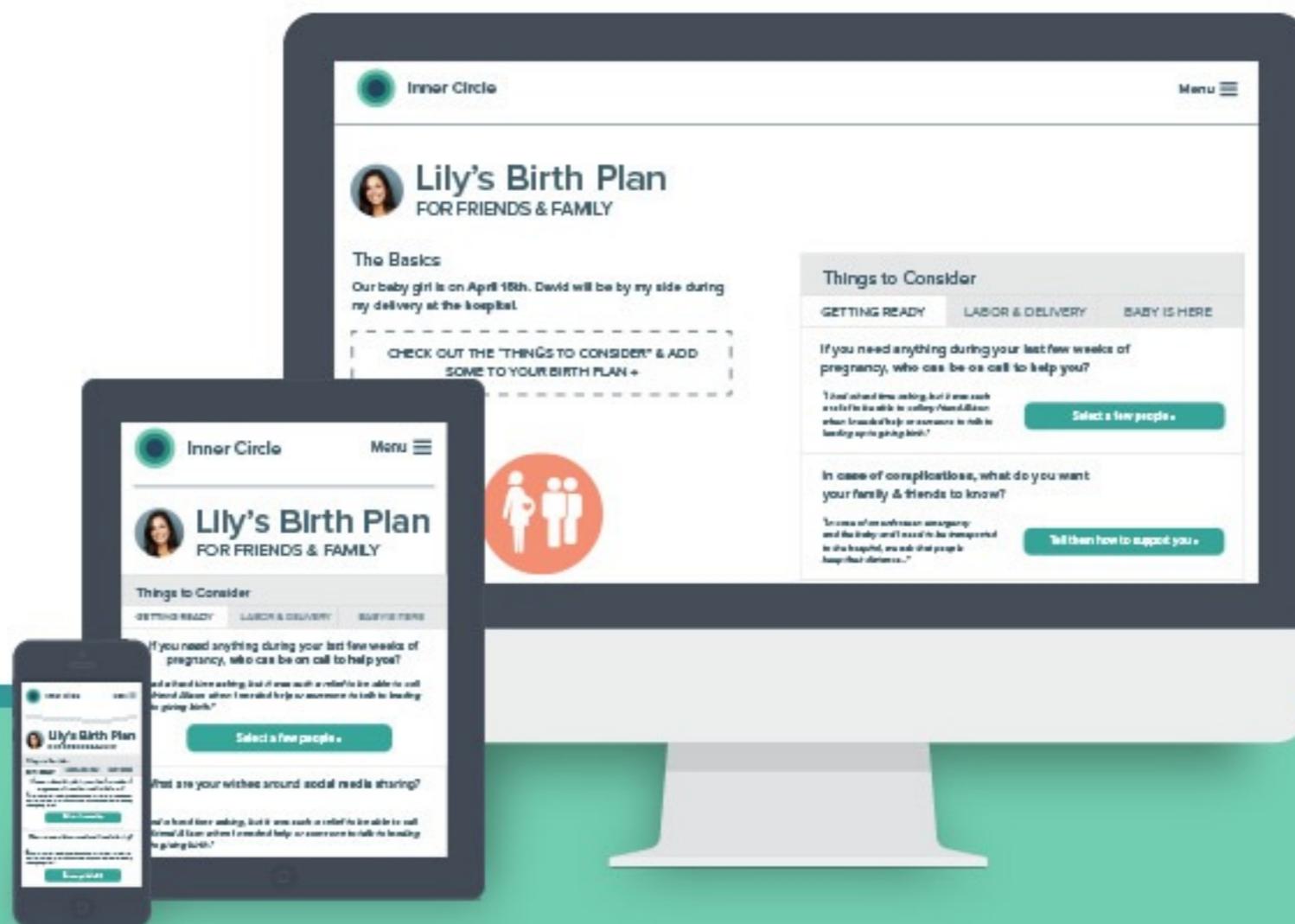
**We realized that we can help minimize emotional stress and give women a more empowered, confident voice around their births.**





# Inner Circle

The Birth Plan for Friends & Family





# Lily's Birth Plan

## FOR FRIENDS & FAMILY

*Thank you all so much for your love and support through this whole process — it's hard to believe our little one is almost here. We appreciate you so much and want to keep you in the loop for what the "plan" is for Baby's arrival into the world!*



### LABOR & DELIVERY

Our baby girl is due **April 15th!**  
David will be by my side during our delivery at the **hospital**.



### SOCIAL MEDIA

Please **don't post personal pictures/updates/info** to social media unless you have **approved them with me**.



### ANNOUNCING

I'll **post a picture** of our new arrival to social media and let the news **spread through the grapevine**.



### PET CARE

My mother-in-law will be taking care of our dog, Hobbes, while David and I are at the hospital.

### AT A GLANCE

Due: **July 20th**    Where: **Hospital**  
Baby: **Girl**        Updates from: **David**  
Social Media: **Approve with me**



### JUST IN CASE

In case of complications, **please don't call or text us for updates**. We'll update you as soon as we can.



### MEETING BABY

Once the baby is here, we'll see how I feel and **we'll let everyone know when is a good time to come meet our girl!**



### FOOD

**Food is greatly appreciated** since we will probably be exhausted and unable to cook!

*Thank you again for being a part of our special day — we are looking forward to bringing our daughter into such a wonderful world full of loving friends and family like you!*

Love,  
Lily

created with [innercircleplan.com](http://innercircleplan.com)





## Lily, First Time Mom

“I trust my doctor. I’m just going to roll up to the hospital and see what happens.”



# Let's Get Started!

## Give Us **The Basics** On Your Pregnancy.

When is your baby due?

4 / 15 / 14

Are you having a boy or a girl?

It's a Girl!

I'm Having Multiples

Where are you giving birth?

- Hospital
- Birth Center
- At Home
- Add the address

Who do you want with you during labor?

David

I'll be by myself

Who can make updates during labor on your behalf?

*"Having my best friend, Sarah, be able to update all of our close friends and family during labor allowed for my husband to be completely focused on supporting me"*

David

I don't want updates sent out.

[Continue to Additional Questions »](#)

*"My mother in law is not allowed to post anything about my pregnancy on Facebook. Ever."*



# Lily's Birth Plan

FOR FRIENDS & FAMILY

## The Basics

Our baby girl is due on **April 15th**. David will be by my side during my delivery at the **hospital** and will send updates as labor progresses.

CHECK OUT THE "THINGS TO CONSIDER" & ADD SOME TO YOUR BIRTH PLAN →



Edit or Send Plan »

## Things to Consider

GETTING READY	LABOR & DELIVERY	BABY IS HERE
---------------	------------------	--------------

If you need anything during your last few weeks of pregnancy, **who can be on call to help you?**

*"I had a hard time asking, but it was such a relief to be able to call my friend Alison when I needed help or someone to talk to leading up to giving birth."*

Select a few people »

In **case of complications**, what do you want your family & friends to know?

*"In case of an unforeseen emergency and the baby and I need to be transported to the hospital, we ask that people keep their distance..."*

Tell them how to support you »

What are your wishes around **social media** sharing?

*"My mother in law posted the baby's sex on Facebook before we'd even posted that we were pregnant!"*

Set your guidelines »



# Lily's Birth Plan

The Bas

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during my  
labor prog

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## What are your wishes around **social media** sharing?

### A few suggestions:

- When it comes to babies, people get excited and sometimes forget social etiquette. Make sure they understand your expectations.
- You may need to be explicit that you want to be the ones to announce the sex of the baby or post the sonogram pictures.

- Please don't share any pictures or updates on social media, thanks!
- Only reposts of pictures and updates I have posted myself
- Please approve with me before posting to any social media space**
- People are welcome to post anything they like

Save To Your Plan 

Edit or Send Plan 

*"My mother in law posted the baby's sex on Facebook before we'd even posted that we were pregnant!"*

Set your guidelines 



# Lily's Birth Plan

## FOR FRIENDS & FAMILY

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### Getting Ready

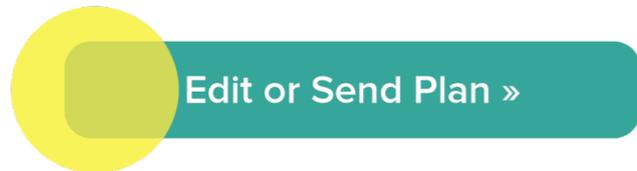
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 Edit or Send Plan »

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GETTING READY

LABOR & DELIVERY

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FOR FRIENDS & FAMILY

« Back

Schedule to Send »

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X Delete

Move

Edit



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## MEETING BABY



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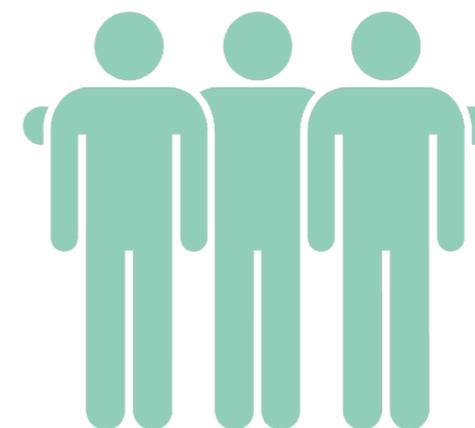
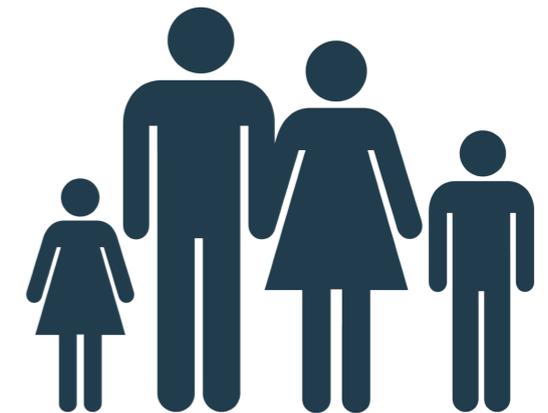
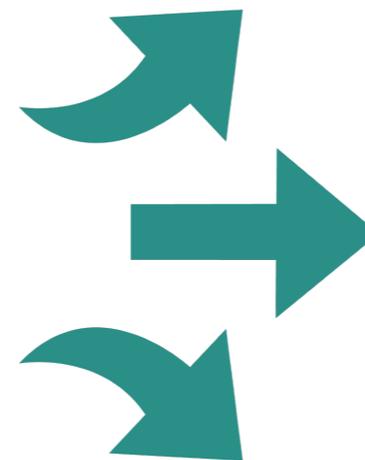
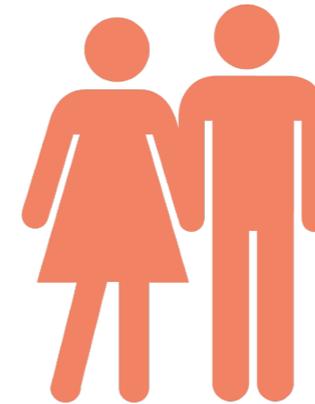
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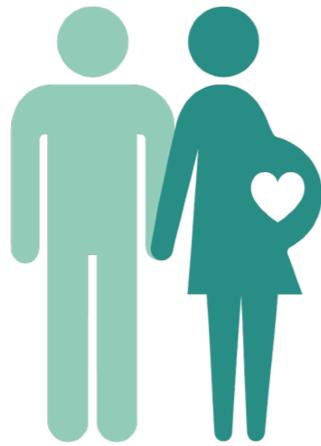
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Love,  
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1

### CREATE PLAN

Sign up for Inner Circle and create your birth plan for everyone else.



2

### SEND PLAN

Send your birth plan email to friends & family to let them know your wishes.



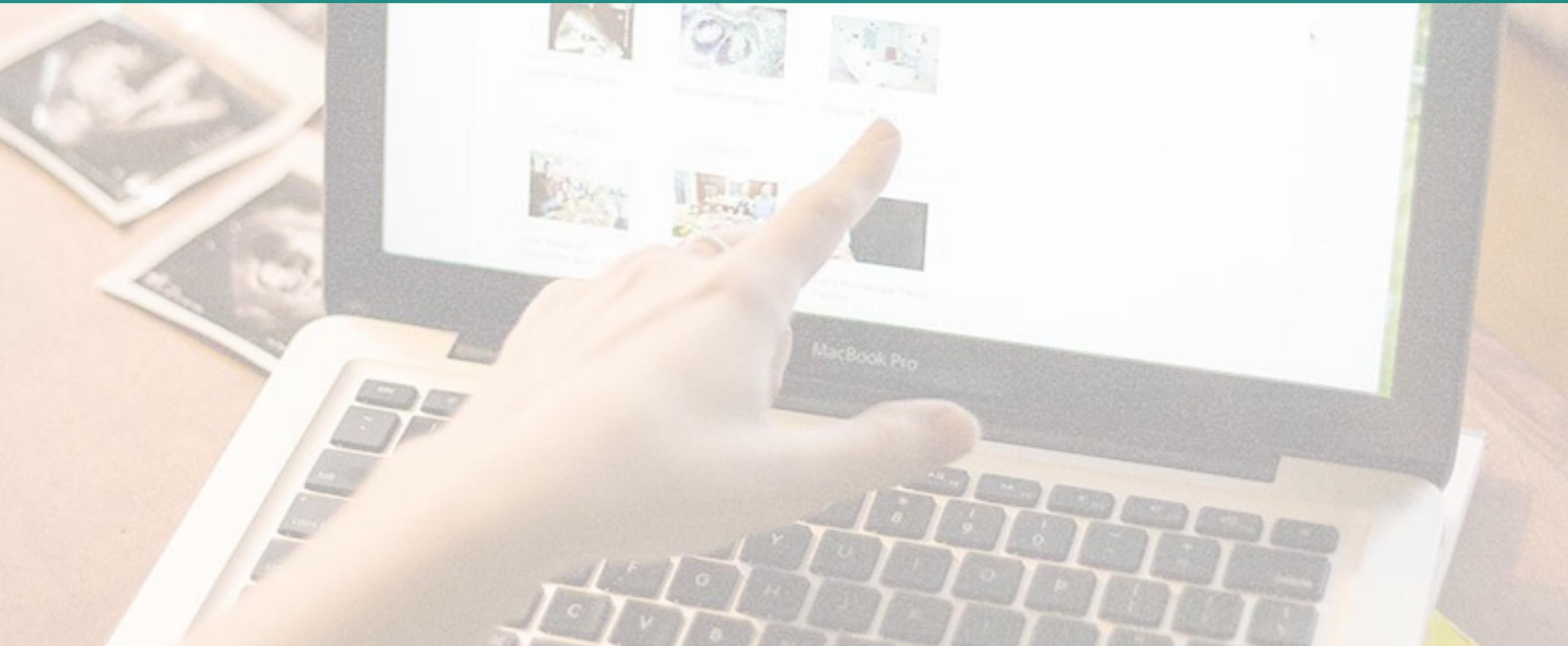
3

### FEEL SUPPORTED

Have a positive birth surrounded by supportive, informed friends & family.

“[Using Inner Circle] made us talk about some of the decisions around our birth that we hadn’t thought of on our own. It made me feel more prepared going into our birth.”

- LILY, EXPECTANT MOTHER



**“It reminded me that at the end of the day, the decisions are ours to make and what we say goes, but we still have to let everyone else know our plan.”**

**- TRACY, EXPECTANT MOTHER**

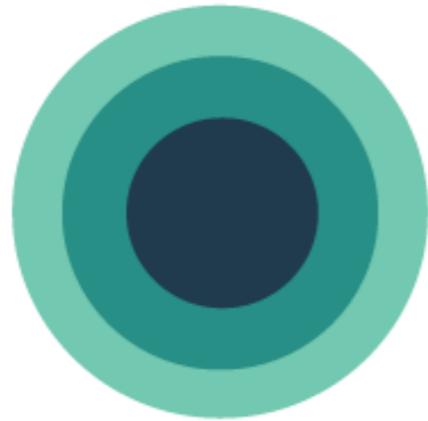


# Making Inner Circle a Reality



- Launch a basic Beta version
- Confirm Market Interest
- Test Price & Revenue Models

Estimated Cost of \$35k - \$50



# Inner Circle

The Birth Plan for  
Friends & Family

“I think Inner Circle really takes into account a lot of the unnecessary stressors that a Mom shouldn’t have to be dealing with while trying to connect with her baby and her body!”

- DR LIZZIE MUMFORD,  
CHIROPRACTOR & NEW MOTHER