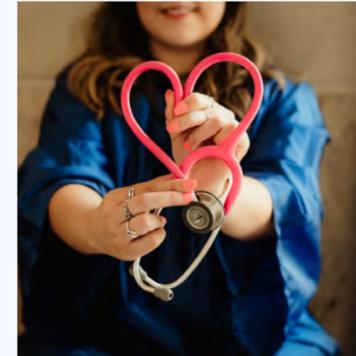


# INVESTMENT PROPOSAL

## GIVE BIRTH WITHOUT FEAR / FÖDA UTAN RÄDSLÅ





## 1. **One-in-a-Million Opportunity**

"After two decades of refining the Give Birth Without Fear (Föda Utan Rädsla) approach—encompassing a successful concept, a range of services, specialized childbirth classes, a compassionate care model, and a scientifically validated digital app—the Give Birth

Without Fear (Föda Utan Rädsla) method is poised for its next chapter.

It seeks a new owner or partner to carry forward this vital mission of empowering women worldwide during childbirth. Through this transition, the goal remains unwavering: equipping women, their partners, and midwives with the tools, knowledge, and emotional support needed to cultivate positive birth experiences."

# Meet the Founder

## Susanna Heli

No one told me what I should focus on during birth or how I needed to work with my body and my baby. Once I understood this, it changed the entire experience and my life as a whole.

Hi! I am Susanna and I am so happy to meet you. Thank you for taking the time to read this proposition to take over my life's work. 26 years ago the method was born. At the time, I was expecting my first child. Interestingly enough, I was not scared. I had confidence in the midwives and figured it would be smooth sailing given the fact that plenty of women before me had given birth. The night when my contractions started I was about to get the shock of my life. I was one of those women who went into full battle mode against what was happening in my body. I panicked. I ~~who~~ had been so optimistic and positive, that I was I was completely blindsided. In my panic, all I could think was "SHIT! What is this? It hurts! There is no point"

Luckily, I had a midwife to call. When I spoke with her on the phone, she was firm and determined: "You have two choices, Susanna; fight it or work with it." She worked with me to calm my breathing. "Now you need to work WITH the baby. She then guided me to relax in the contraction and pain. After a while, I started to let go.-It was as if I was led out of chaos and into the work of birth. Suddenly, It felt as if my child and I were working together toward finally meeting. The midwife guided my partner to help me and take over the support. Soon I was holding my first child, Etienne, in my trembling arms.



*Susanna Heli* Physiotherapist, birth expert, founder, and writer of the Give Birth Without Fear method and book.

As he lay there, it was as if a candle was lit and a sudden wave of insight washed over me. I knew that what I had just experienced had changed me completely and that was deeply empowering. Later, planning to become a midwife, I saw woman after woman face the same stress and fear and go into the same struggle I had. I started guiding and helping them find their power – in the same way I was helped. I began looking for WHY the midwife's guidance worked so well. I found the answer in the physiotherapist education. In conjunction with my studies, I continued to define the tools and started writing the Give Birth Without Fear book. I then conducted interdisciplinary research with the method which began to truly unlock the secret to giving birth without fear. As I implemented my method in hospitals, new moms started sharing their experiences with one another. Even the midwives wondered what was really going on in those rooms. The rest is history. The book and our child birthing class have since-been read and used by hundreds of thousands of expecting parents and healthcare staff in Sweden and is starting to spread around the world. The method and our app are now international and scientifically validated and tested.

# THE BOOKS





## Book rights Susanna Heli

"Susanna Heli will maintain ownership of the book rights alongside Bonnier, facilitating the global distribution of books and continuing her role as the method's founder. She will continue delivering lectures and talks worldwide to promote and discuss the method, its services, and products."

# Background: Give Birth Without Fear

- ♥ *'Give Birth Without Fear' book has sold over 100,000 copies and is to date Sweden's most well-known birth method established within both the private and public sector.*
- ♥ *Since more than 20 years, the founder Susanna Heli has offered services, educational training packages and products comprising the method for expectant parents as well as for staff within the healthcare service.*
- ♥ *2022 welcomed the digitalisation of the method with the aim of making birth preparation available globally, whilst at the same time a large research study was initiated of the Give Birth Without Fear app – the 'ELSA birth app'.*
- ♥ *4th October 2023 demonstrated the first preliminary results from the research which amongst other factors is proven to have a positive effect on the birth experience and on the feelings of safety and security. Therefore making the ELSA birth app the only validated birth app on the current market.*





## Accomplishments of the Founder, Susanna Heli

**2009** - The book was published by Bonnier and has sold more than 100,000 copies and been read by many more.

**2010** - The concept for the Childbirth Class was created, and more than 15,000 couples have attended the class.

**2014** - The Care Model "SAFE - Emotional Birth" for healthcare was created and has since been implemented in 14 of 21 healthcare regions in Sweden.

**2017** - The Care Model book was published and is currently used for education and teaching in universities.

**2022** - The ELSA birth app was created, and the research project DIGI-EI was executed.

**2023** - The minimum viable product (MVP) has been on the market in Swedish and English since July 2023.

**2024** - The book "Give Birth Without Fear - The Childbirth Preparation" is scheduled to be published by Bonnier August 2024.



## **Mission**

"To *empower* humanity - through supporting one birth, one person and one baby at a time."

## **Vision**

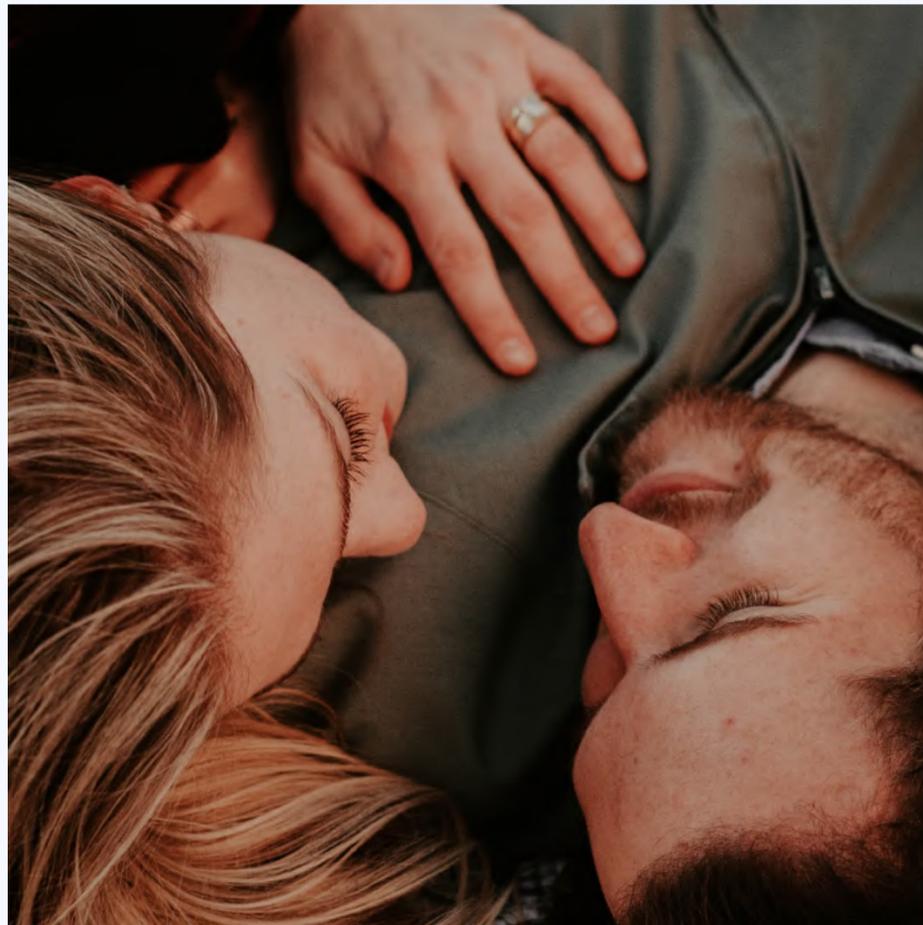
“A world that acknowledges that both emotional and medical health are equally important during birth.”

## Goal

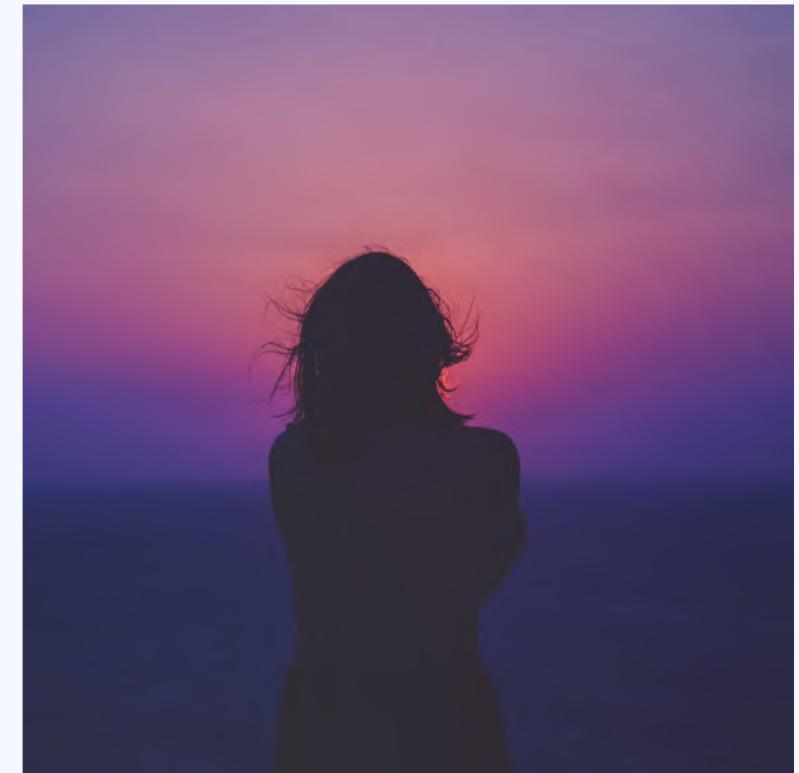
"To become the world's leading provider of knowledge, education, and support for ensuring confident birth experiences for expectant parents and healthcare professionals alike."



# Problem & Solution



"Despite the medical advancements in the Western world, the fear of childbirth is on the rise worldwide, negatively impacting personal well-being and leading to increased healthcare costs."





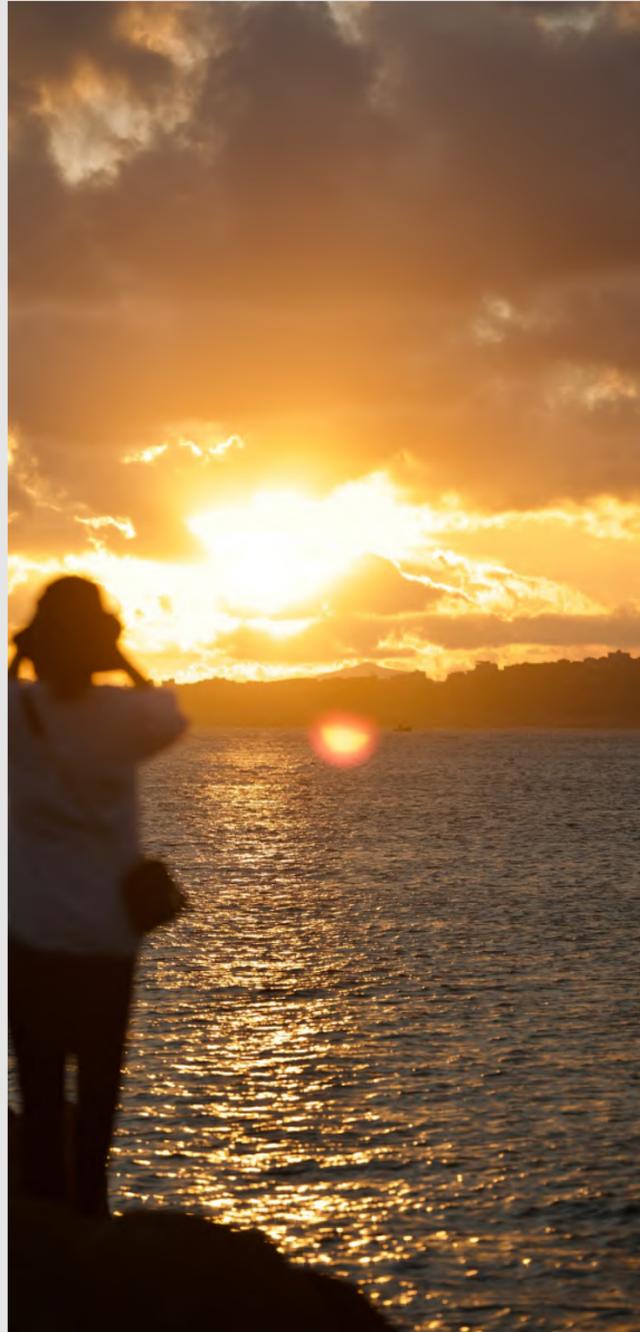
## **The known negative effects of lack of support and feelings of fear and stress during birth:**

- Increased perception of pain and discomfort during labor.
- Prolonged labor, potentially leading to medical interventions.
- Increased likelihood of postpartum depression and anxiety.
- Disrupted bonding between the mother and baby.
- Challenges with breastfeeding and early parenting.
- Traumatic birth experiences, potentially impacting mental health in the long term.

Addressing these factors and providing adequate support and resources can significantly improve the childbirth experience for individuals.

"The positive effects of support during birth have long been recognized and scientifically proven. No other single intervention offers the same positive benefits with zero side effects as support."





**The known positive effects of support**  
and feelings of trust and safety during birth:

- Reduced perception of pain and increased comfort during labor.
- Potentially shorter labor duration.
- Enhanced emotional well-being and satisfaction with the birth experience.
- Improved bonding between the mother and baby.
- Increased likelihood of successful breastfeeding initiation.
- Lower risk of postpartum depression and anxiety.

**Having continuous labor support versus none is associated with no harms and massive benefits.**

(Source: Cochrane systematic review. Continuous Support for Women During Childbirth.)



## GIVE BIRTH WITHOUT FEAR FÖDA UTAN RÄDSLÅ

There is currently no method on the market that offers a hands-on, practical solution for reducing stress and fear, managing the physical demands of childbirth, providing support, or fostering teamwork for expectant parents, healthcare professionals, and birth workers. This method boasts years of proven experience and effectiveness, backed by scientific evidence.



# Company & Investment Proposition



# Services, Products, and Education

## Give Birth Without Fear (Föda Utan Rädsla)

### Yearly revenue 2018 - 2023

Due to the recession in 2023-2024, a temporary shift is seen.

2023: 2 853 807,66

2022: 3 355 800,33

2021: 3 125 757,85

2020: 2 760 648,78

2019: 2 916 918,01

### Percentage of revenue

01

**Healthcare Education in Sweden**  
**SAFE - Emotional birth care model**

27% of sales

02

**CHILDBIRTH CLASS (physical, live online, pre-recorded) Swedish and English.**

70% of sales. In Sweden, this class is part of the healthcare allowance substitute system. (FRISKVÅRDSBIDRAGET).

03

**ELSA birth app**

3% of sales. of sales. The premium will be developed for sales during June 2024.

All three parts work in perfect synergy, with the digital application serving as the global engine.



## **BUY OR LONG-TERM LEASE**

- Susanna Heli Innovation has been developing and managing the Give Birth Without Fear method since 2008.
- In 2021, the sister company Birth By Heart AB was established with the intention of acquiring all rights to the method's services and products.
- BBH AB has allocated 37 percent ownership to users and supporters to facilitate the development of the digital product for the research slated for 2023.
- All goodwill investors are subject to a 'drag along' clause in preparation for the potential sale of the rights and/or sister company.
- Susanna Heli and her core team will be on hand to provide support and guidance, serving as advisory board members, and collaborating closely with the new owners or partners.

# Business Options

The precise ownership structure is up for negotiation. These are examples.

## INTELLECTUAL PROPERTY

### GIVE BIRTH WITHOUT FEAR FÖDA UTAN RÄDSLÅ

The method's services, products, education, and app are available for purchase and integration into an existing business and service with exclusive rights to the intellectual property assets.

The valuation continues to be based on operating revenues, IP valuation, as well as other investments such as app development costs and the brand platform, and more.

## THE COMPANY

### SUSANNA HELI INNOVATION/BIRTH BY HEART AB

You have the opportunity to acquire the entire parent company, the subsidiary company, or both, along with exclusive rights to the intellectual property assets and operating revenues.

Upon purchasing solely the subsidiary, Birth By Heart AB, all business operations and income from the parent company are provided. 37 percent of Birth By Heart AB is owned by angel investors who may be bought out.

The purchase can also include parts or the entire company.

## LEASING

### GIVE BIRTH WITHOUT FEAR FÖDA UTAN RÄDSLÅ

Alternatively, the method can be leased by an established organization that takes on the operational role to enhance and integrate the method and app into an existing or new company.

— If leasing is chosen, the parent company will receive a royalty fee of 15% of gross revenues. The leasing partner has the opportunity to make a smaller initial investment and acquire a percentage stake in the company after 3, 6, and 9 years.

However, sale is the primary option."

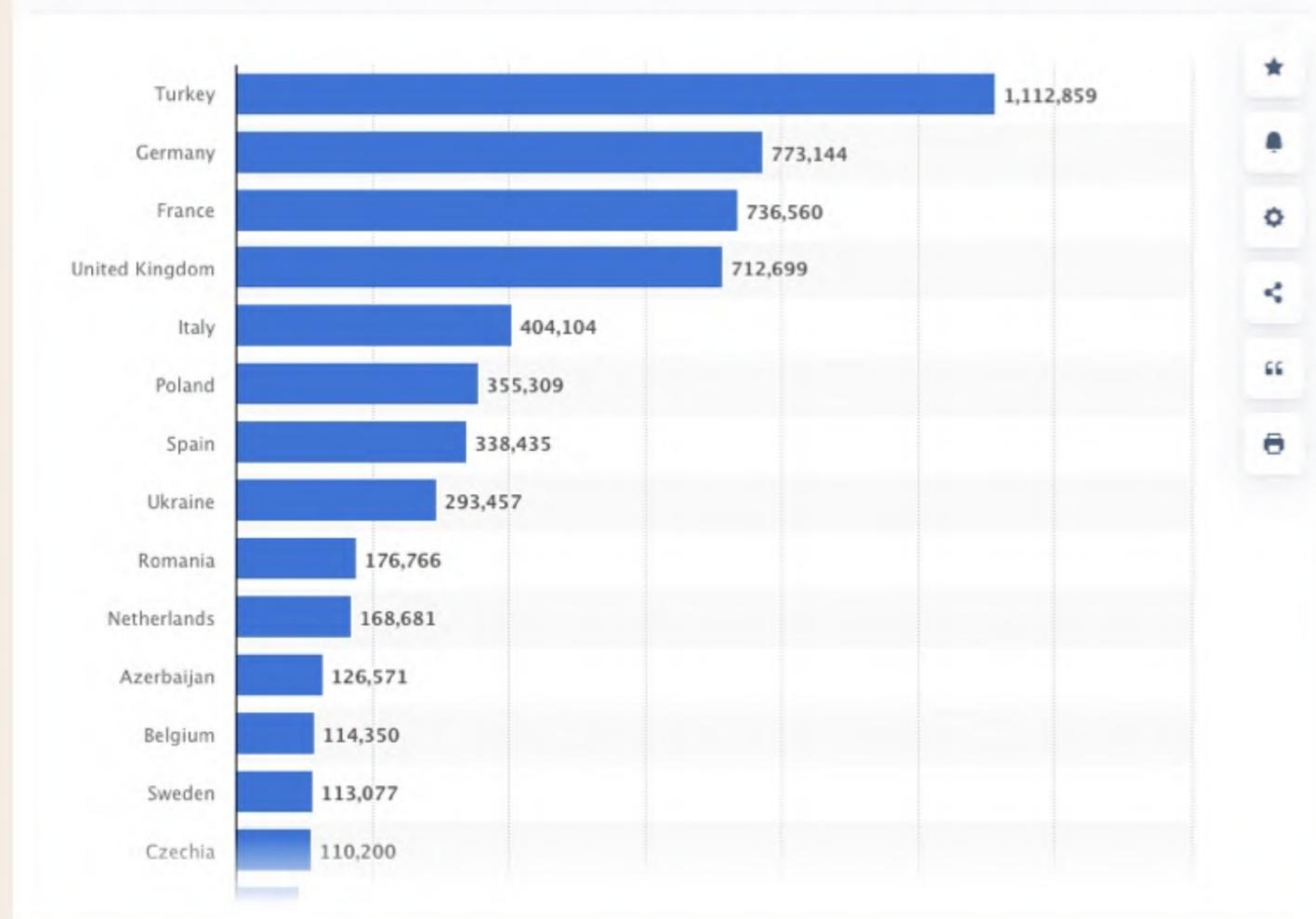
## **Basis for valuation for offers of acquisition of the method, operations, and/or company:**

- The operating valuation stands at 7 million SEK. Added to this valuation is the assessment of the intellectual property rights, scaling potential, development of the digital product, and other assets such as market value, and more.
- Susanna Heli has spearheaded the development of the services and products with a total investment of 20 years dedicated solely to refining the concept.
- The intellectual property rights have been officially documented by Bergenstråhle and partners, a document that is enclosed.
- Replicable: The methodology and concept for teaching, educating, and enhancing each service and product are clearly outlined in manuals with user-friendly pedagogy.
- The brand platform, developed over seven years and valued at five million SEK, meticulously describes the brand identity, design system, copy platform, imagery, and communication strategy.
- The method, already substantiated by a proven concept, years of market presence, and scientific research, offers a unique credibility and competitive advantage over rivals or imitators.
- The method has already demonstrated revenue generation through organic growth and positive word-of-mouth referrals, amounting to between 3-4 million SEK.
- The market exhibits stability thanks to a consistent influx of new customers annually. The healthcare system serves as ambassadors for the spread of the method, with 14 out of 21 regions already implementing and utilizing the method and app.
- Global expansion is ready for scaling through duplication in multiple languages and countries due to the availability of the developed app in the market. The development cost for the app, including the Premium version, amounts to over 5 million SEK between 2022-2024.



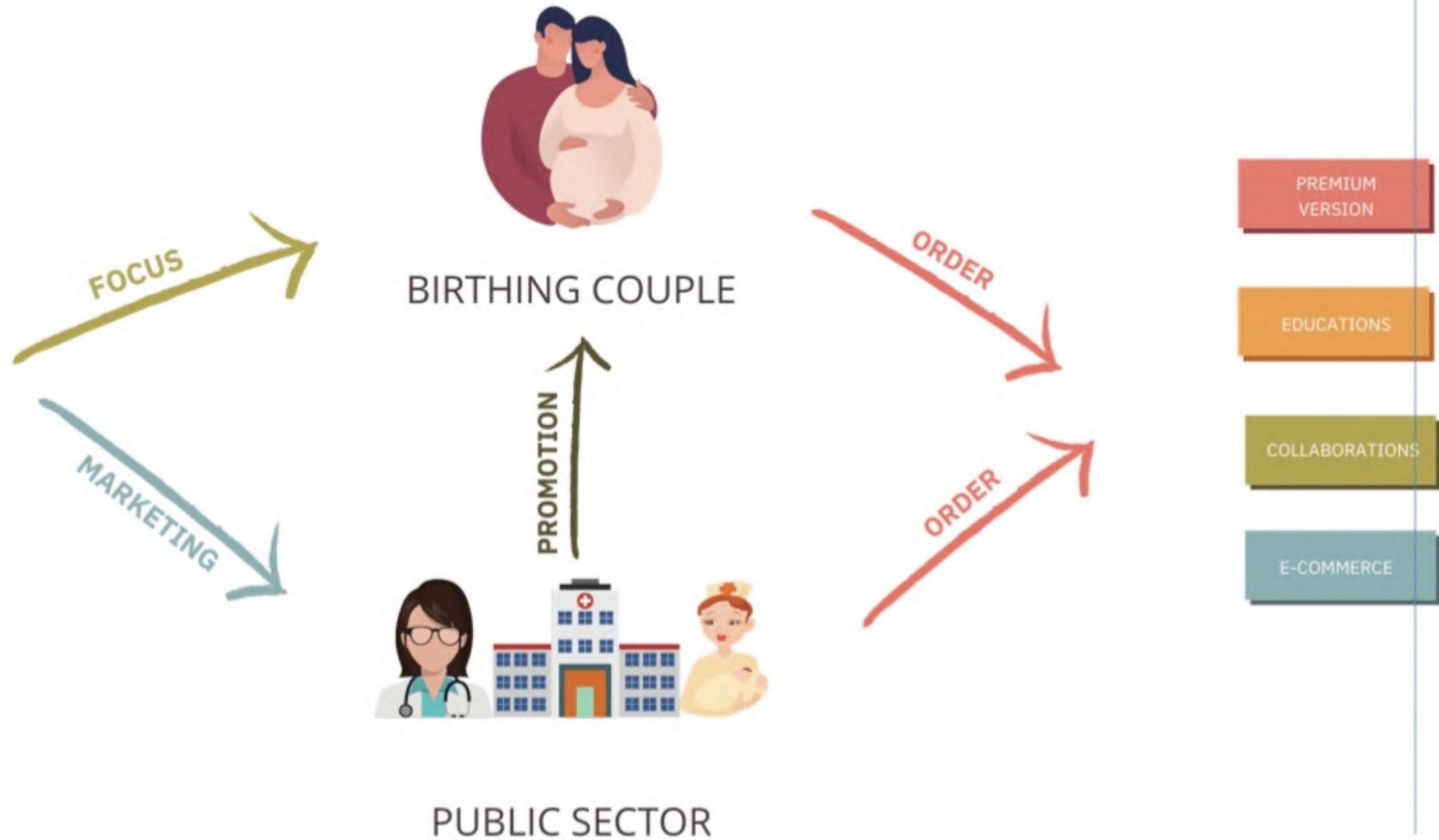
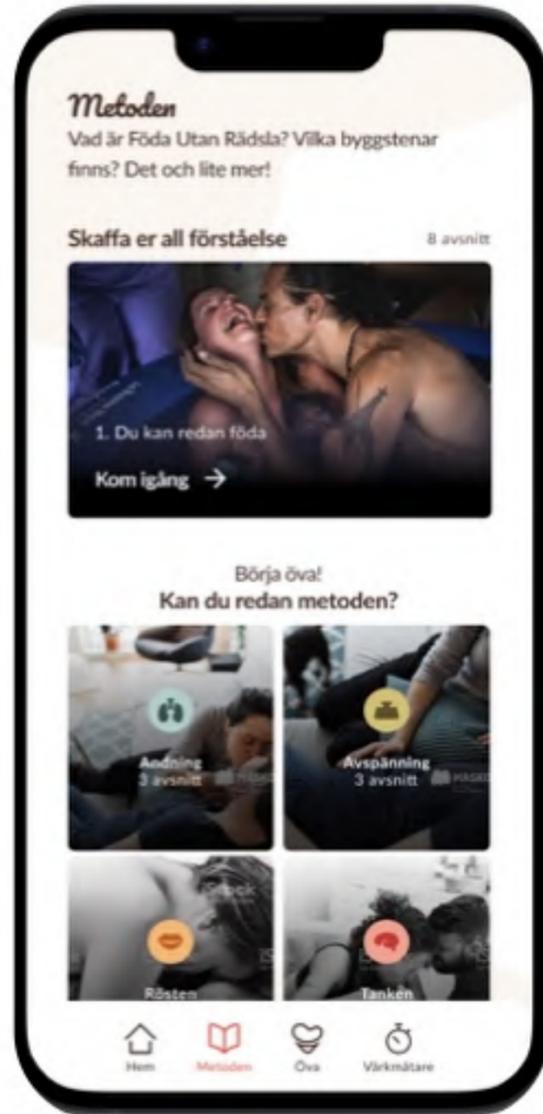
## STABLE GLOBAL MARKET

Number of live births in Europe in 2020, in selected countries



Endless stream: 130 to 140 million births globally each year.

# Business Idea



# Pricing plan

Services and products designed for expectant parents in the private sector, along with education programs tailored for the public sector.

**\$ 300 - 5000**

## **HEALTH CARE EDUCATIONS**

Conferences, workshops, in-depth education, and instructor training.

**\$49/99/199**

## **CHILDBIRTH CLASS**

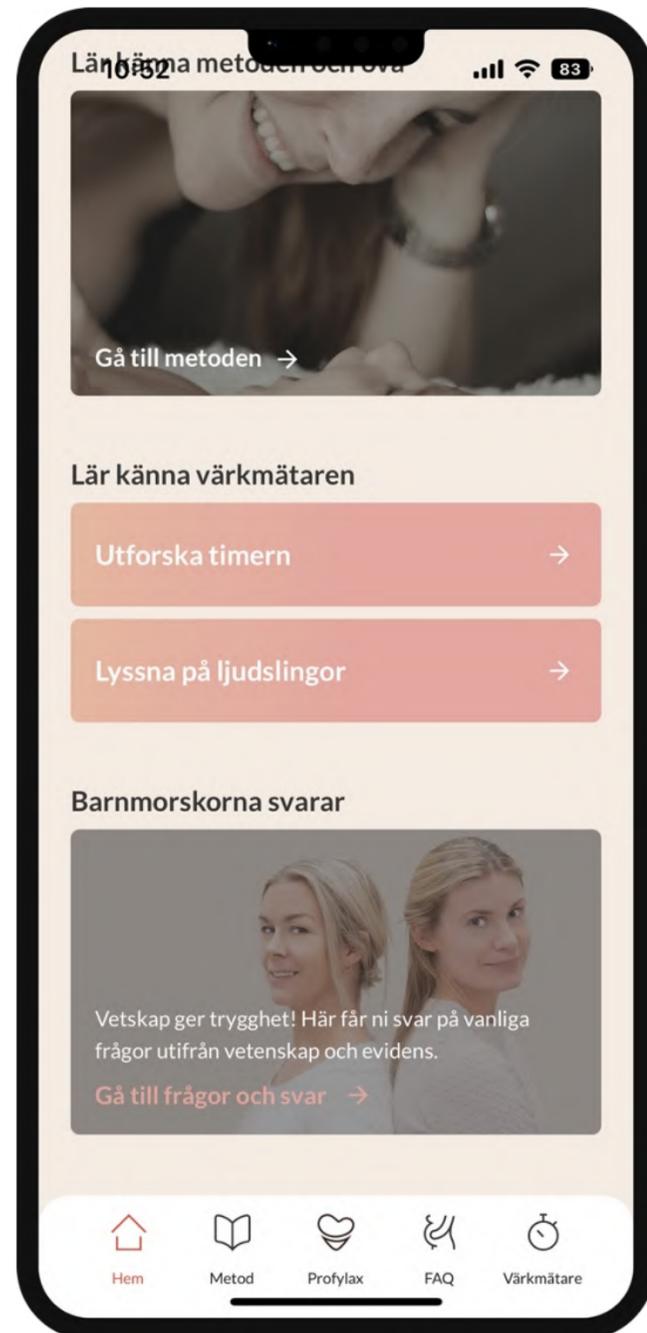
Pre-recorded/live Zoom/live physical sessions offered in multiple languages through the app and homepage.

**\$9**

## **APP PREMIUM**

The app also sells the Childbirth Classes and have a Free basic version for healthcare and organizations.

# It all comes together in the ELSA Birth app



**"The world's first digital birth support with birth preparation and timer."**

1. Scientifically proven with a successful 15-year track record of the proof of concept.
2. Offers a comprehensive solution for both expecting parents and healthcare providers.
3. Already integrated into and spread by the healthcare system.
4. Staffed by a team of expert professionals.
5. Global focus and adaptable for upscaling and long-term sustainability.
6. Minimal ongoing costs and little need for adjustments.
7. Premium will be developed in June 2024, with the potential for an estimated revenue of 50 percent of pregnant women using it.

## Unique multicultural focus!

### For an equal world <3

"Additionally, women not born in the western world, including immigrants, often receive less care and experience more adverse outcomes, such as a higher risk of maternal mortality. To work closely with organisations and healthcare providers to address this, the app will be available in common foreign languages spoken in Sweden and around the world.





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