

melk  flow

## Partner Programme

*Let's put your content where it matters most.*



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# The Opportunity

*Why partner with Melkflow*

*Though there's more information available now than ever before, parents still rely on lactation consultants for hands-on support and reassurance. That clinical moment is exactly where the right guidance belongs.*

**39,374**

Credentialed IBCLCs  
across 137 countries<sup>1</sup>

**14,550**

Private-practice LCs  
in EU + North America<sup>2</sup>

**57%**

Of parents used an app  
to track feeding<sup>3</sup>

**€1.9B**

Lactation support  
market by 2034<sup>4</sup>

Melkflow embeds partner instructional materials directly into the clinical workflow — inside our resource library, care plans (when relevant) and eventually our parent-facing app.

<sup>1</sup> IBLCE Worldwide Registry, Jan 2026 · <sup>2</sup> Private-practice subset across target markets — internal estimate · <sup>3</sup> BabyCenter Feeding Survey, 2023 · <sup>4</sup> Future Market Insights, 2024

# Who We Partner With

*Brands, educators, and organisations*

Melkflow's partner programme is open to organisations that create trustworthy content for the lactation and parental-health community.



## Pump manufacturers

Setup, sizing, troubleshooting and pumping-technique content.



## Lactation product brands

Feeding, nipple-care and lactation-product education.



## Professional education

CE materials, clinical protocols and position statements.



## Peer support communities

Guides, handouts and community resources for families.



## Perinatal non-profits

Parental-health, access and perinatal-wellbeing resources.



## Research & evidence

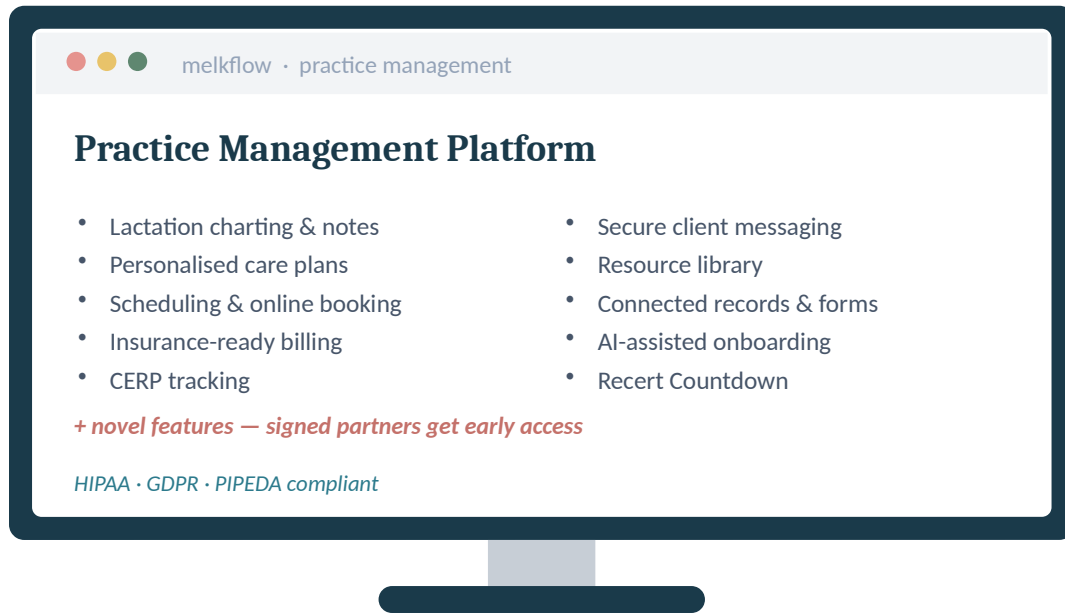
Clinical guidelines and evidence-based recommendations.

***Every partnership is non-exclusive, attributed, and free — content for clinical distribution, nothing more.***

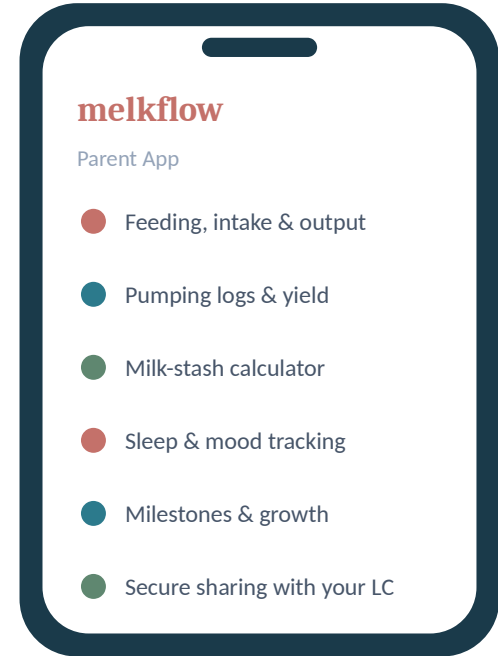
# The Platform & The App

*Built for practitioners and parents*

Two connected surfaces — the practitioner platform where care happens, and the parent app where it continues at home.



**For practitioners**



**For parents**

# The Clinical Moment

*Where partner content belongs*

Answers and content related to the questions IBCLCs field are what belong in our learning library and care plans.



## Pump setup & assembly

Setup, sizing and troubleshooting guides that get parents pumping with confidence.



## Mental health & wellness

Perinatal mood, stress and wellbeing resources to support the whole parent.



## Diversity, inclusion & advocacy

Content that reflects every family, plus access and advocacy resources.



## Lactation support & instruction

Latch, supply, feeding and hand-expression guidance for everyday challenges.

**The takeaway:** these aren't ad placements — they're resources a practitioner chooses because they help. That's the highest-trust touchpoint in the journey.

# How It Works

*The clinical workflow*

1

## LC sees a client

The lactation consultant assesses the parent's needs and the support they're looking for.



2

## Builds a care plan

In Melkflow, the LC assembles a personalised plan around those needs — notes, recommendations, videos and handouts.



3

## Partner content is included

Relevant partner videos, guides and resources appear in the plan — matched to the situation.



4

## Parent receives & uses it

At home, they use the content at the exact moment they need it — between appointments.

# What Partners Gain

*Partner benefits*



## Clinical placement

Your content appears at the exact moment an IBCLC is advising a client — the highest-trust touchpoint in care.



## The IBCLC recommendation

Practitioner trust is the strongest driver of product choice and insurance / FSA-HSA claims. This puts your brand there.



## Reach a closed channel

Lactation pros are nearly impossible to reach via advertising. Melkflow is a direct line into their workflow.



## Lighter support load

Common questions answered in-plan — resolving them before they become support tickets.



## Multi-market from launch

US, Canada, UK and EU in a single partnership — aligned with your footprint.



## Ongoing visibility

Content lives in care plans indefinitely — every returning client encounters your brand again.

# The Reach Compounds

*How the partnership grows*

Onboard once, and your content travels with the platform as it grows — into the family-facing app and into new practitioner communities.



## The parent app

From Year 3, a family-facing app brings innovative tools and a learning library — so your content reaches families again, beyond the clinical plan.



## New practitioner communities

Melkflow extends into doula practice management and pelvic-floor therapists — each a fresh audience surfacing your guidance.



## More markets

Built multi-region from day one — live across all English-language markets, with the EU to follow.

**One partnership, an expanding audience:** from a founding launch cohort toward a network of over 650 practitioners, plus corporate clients serving 25,000 families each per year.

# More Ways to Partner

*Scaling together — beyond content*



*Lunch-and-learns, delivered on the platform*

We want to scale with you — bringing knowledge and support to lactation consultants across North America, the UK and Europe. Beyond embedded content, that means:



## **Lunch-and-learns & webinars**

Co-host live training on your products and topics — for lactation consultants worldwide.



## **On-demand training**

Partner product and lactation training opportunities for lactation consultants — CERP-eligible where it qualifies.



## **Build parent communities together**

Co-host lactation-awareness events such as World Breastfeeding Week, and co-sponsor education — like country-specific parental-leave guidance.

**Why it works:** practitioners who learn more about your brand and are exposed to programs keep it top of mind and recommend with confidence.

# What We're Asking For

*Simple. One-time. No cost to you.*

In exchange for access to your content, we ask for one thing: a **non-exclusive content usage agreement** allowing Melkflow to embed your existing videos, guides, and worksheets within our platform — at no cost, no exclusivity required.



**Non-exclusive:** You retain all rights and can share the same content anywhere else, simultaneously.



**No fee either way:** Neither party pays the other. Pure content distribution into the clinical workflow.



**Full attribution:** Your name, logo, and source link appear alongside every piece of content.



**Revocable:** Request removal of your content at any time, with 30 days' notice.



**You stay in control:** We use only what you provide and approve. No modifications without consent.

**Projected reach:** Melkflow launches across the US, Canada, UK & EU, growing from a founding cohort toward hundreds of practitioners — plus corporate networks serving 25,000+ families each. Your content compounds as the platform scales.

# Content That Fits

*You already have all of it*

No new production. We use your existing assets — the same materials already on your product pages, in your app, and in your library.



## Instructional videos

- Product setup & how-to
- Technique walkthroughs
- Quick-start guides
- Troubleshooting



## Guides & worksheets

- Printable handouts
- Checklists & planners
- Sizing & fit tools
- Care & maintenance



## Education & evidence

- CE materials
- Clinical protocols
- Position statements
- Evidence summaries



## Wellbeing & community

- Mental-health resources
- Peer-support guides
- Inclusion & advocacy
- Family resources

**Rule of thumb:** if a practitioner would use it with a client, it belongs in Melkflow. Not sure about a piece? Send a sample and we'll confirm the fit.

# How Your Content Is Chosen

*Two simple rules*

Marketing teams ask: with so many partners offering similar content, how does ours actually get used? Two clear rules.



## Device content: automatic

Assembly, settings, cleaning, troubleshooting — all specific to your product. There's nothing to choose between: when a care plan includes your product, your guidance is the default source for it. A client using your product sees your content for it, automatically.



## Clinical education: on merit

Overlap only arises for universal topics — latch, hand expression, engorgement — where several partners may have a video. We select on objective, clinically-grounded criteria, and more than one can qualify: the IBCLC picks what fits. Not winner-takes-all.

*Our bar: accuracy, neutrality, inclusivity and clarity.*

**Why criteria-based, not relationship-based?** Lactation professionals are highly attuned to commercial influence over clinical content. A clear line between our commercial agreements and our content decisions is what protects that trust — and your association with it.

# Why Now

*Be a founding partner*

Melkflow is in active development toward a Q2 2027 launch. Content onboarded now is live in care plans from beta — and founding partners get first-mover advantage in their category.



*First-mover advantage: founding partners are the ones practitioners learn the platform with.*

# A Proposed First Step

*A simple, low-risk pilot*

*A lightweight way to begin — no fee, no exclusivity, fully reversible.*

## 1 • Founding partner

You join as one of our founding content partners — recognised across the platform.

## 2 • Onboard content

We integrate your setup, sizing, and how-to content into beta care plans for Q1 2027, with full attribution.

## 3 • Launch & measure

Live across US, Canada, UK & EU at market launch. Quarterly usage and reach reporting, shared with your team.

## What we'd need from you

- A content contact on your side
- Links or files for existing setup, sizing & how-to content
- Sign-off on a simple one-page, non-exclusive content usage agreement

# Frequently Asked Questions *For your marketing & partnerships team*

## **Q** What reach can we expect?

Reach builds from approximately 6,500 families at initial launch to over 150,000 per year by year five — exclusive of the app. Your content lives in care plans indefinitely and compounds as the platform grows.

## **Q** Is it exclusive? Winner-takes-all?

No — it's non-exclusive. For universal topics more than one partner's content can qualify, and Melkflow and the IBCLC choose what's used for each client. Your device content is always your own.

## **Q** How do you keep content neutral?

Content decisions are criteria-based, never relationship-based, and kept separate from our commercial agreements — see “How Your Content Is Chosen.” That separation is what protects practitioner trust.

## **Q** What about beyond lactation?

We're expanding the platform to other allied-health professions, the app will reach parents across life stages, and IBCLCs often need information well beyond lactation.

*More questions? Karissa Binkley · [info@melkflow.com](mailto:info@melkflow.com) — happy to walk your team through any of this.*

# Let's put your content where it matters most.

- 1 Review this proposal with your team
- 2 Share sample content to make available
- 3 We draft a one-page material-use agreement
- 4 We feature you in our promotional material
- 5 Your content goes live in beta care plans

