



Practice software built for lactation consultants

Everything an LC needs to open and run a practice, in one platform, set up in under an hour.

Pre-seed · Raising €160,000 · 2026

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THE PROBLEM

Lactation consultants run clinical practices on tools built for someone else.

Wrong tools

Generic practice software has no lactation charting, growth charts or feeding plans.

Costly to start

New LCs pay thousands for templates and set-up before seeing a single client.

Families left out

Immigrant and refugee mothers get little support in their own language.

Drawn from 20 years in perinatal care and lactation practice in the US and the Netherlands.

THE SOLUTION

One platform to chart, bill and care, from sign-up to first client in under an hour.

- **AI-guided onboarding.** No technical background needed.
- **Run the business.** Scheduling, billing, secure messaging and editable templates.
- **Lactation charting.** Intake, notes and growth charts that flow into each other.
- **Multilingual, multi-region.** Every EU language plus Arabic, Mandarin, Cantonese and Hindi.

THREE LAUNCHES

1 • LC business software

Launching Q2 2027 • in our numbers

2 • Parent-facing app

Not in numbers • business plan written

3 • Research database

Not in numbers • business plan written

THE MARKET

A specialised profession with a clear, reachable market.

TOTAL MARKET

€37M

a year: all 39,374 IBCLCs worldwide
(21,185 in the US) at our average
price

SERVICEABLE MARKET

€11M

a year: ~11,800 outpatient IBCLCs
we can serve today (US, EU and
other markets)

OUR YEAR 5 TARGET

3.8%

of them is all we need by Year 5: 446
subscribers, €481k ARR

THE BIGGER PICTURE

Lactation is the starting point, not the ceiling.

TODAY

IBCLCs

39,374 worldwide

NEXT

Lactation counsellors & doulas

23,000+ counsellors,
~14,000 DONA-certified
doulas

LATER

Allied perinatal care

Pelvic floor
physiotherapists, feeding
speech therapists,
perinatal mental health
therapists

ALONGSIDE

Parent app & research data

Est. 400,000–1,000,000
families a year reached
through practitioners

€72M+ a year practitioner software alone, across IBCLCs, counsellors and doulas at today's pricing. Not in our financial plan.

BUSINESS MODEL

Simple monthly subscriptions.

Basic

€50/mo

Advanced

€75/mo

Multi-user (2-10)

€150+/mo

Corporate • €750-2,500/mo

Hospital systems and healthcare support companies,
from Year 2

PER SUBSCRIBER

€79

average per month

€2,446

lifetime value

€150

estimated cost to acquire

16 : 1

lifetime value to acquisition
cost

TRACTION

Advisors, collaborations and a validated prototype.

Collaborations

Medela
Lactation Education
Resources
Hazelbaker assessment
tool
InfantRisk Center*
World Health
Organization*

Advisory board

Brian Bowman, MD, PhD,
FAAP (pediatrics)
Elizabeth Braithwaite, PhD
(psychology research)
Nadine Herrwerth
(commercial strategy)
Tina Sherman (health
equity and advocacy)

Product

Prototype validated by LCs
and physicians
20 waiting to beta test

Funding pipeline

Grant applications
submitted
YES!Delft incubator place,
contingent on finding a co-
founder

Now · prototype

Q4 2026 · security audit

Q1 2027 · beta, 10 IBCLCs

Q2 2027 · launch

COMPETITION

Others help LCs run a practice. Melkflow also helps them start one.

Generic practice software

Jane, SimplePractice, Practice Better. Affordable, but no lactation charting and costly to set up for this field.

Lactation-specific EHRs

MilkNotes, LactaRoute, NuBloom. Good charting and booking for practices that already exist.

Paper and spreadsheets

Cheap, but no compliance, billing or connection to families.

WHERE MELKFLOW IS DIFFERENT

Built to start a practice

AI onboarding, editable templates, first client in under an hour

Multilingual from day one

Every EU language plus Arabic, Mandarin, Cantonese and Hindi

Parent app on the roadmap

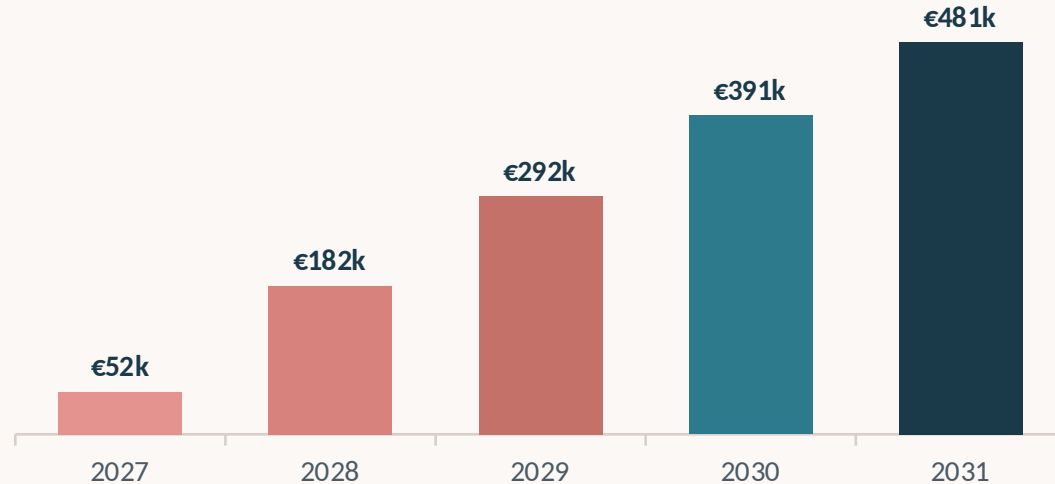
Feeding and pumping tracking that flows into the LC's notes

European base, US-ready

GDPR, HIPAA, PIPEDA and UK; research data on the roadmap

€481k ARR by Year 5, break-even in July 2028.

Annual recurring revenue at year end



€1.23M

revenue over 5 years

446

subscribers in Year 5, after 3%
monthly churn

Upside not included

Parent app, research database and
expansion beyond IBCLCs

TEAM

A practitioner-founder with strong advisors.



Karissa Binkley, Founder & IBCLC

20 years in perinatal care, over a decade in clinical lactation, with active practices in the US and the Netherlands. She is building the tool she needed.

HIRING

Technical co-founder (CTO)

In active conversations. This hire also unlocks our YES!Delft incubator place. Development is contracted from Q4 2026.

Brian Bowman, MD, PhD, FAAP

Pediatrician, 25+ years.
Former Chair of Pediatrics,
WakeMed Cary; Duke-
trained.

Elizabeth Braithwaite, PhD

Senior Lecturer in
Psychology, Manchester
Metropolitan University.
Breastfeeding research.

Nadine Herrwerth

Former CEO of TWTG
(Rotterdam); earlier
Lockheed Martin and Royal
Mail. Commercial strategy.

Tina Sherman

National Director for
Maternal Justice,
MomsRising. Leads national
advocacy for the health,
dignity and economic
security of mothers and
birthing people.

THE ASK

Raising €160,000

Pre-seed · open to equity or convertible terms

USE OF FUNDS

Development	€95k
Go-to-market	€40k
Legal and compliance	€15k
Contingency	€10k

Not in these numbers: additional revenue from the parent app and from data sharing with academic institutions. Both are in the detailed business plan.

WHAT IT DELIVERS

Q2 2027 · market launch

Dec 2027 · 61 paying subscribers, €52k ARR

Jul 2028 · monthly break-even

2031 · €481k ARR, conservative plan

Alongside this round, to extend runway to break-even: grant applications submitted.

YES! Delft incubator place once we bring on a co-founder.



Let's talk.

A detailed plan is available on request.

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