



## **4moms Company Fact Sheet**

**Company Name:** 4moms

**Investors:** Bain Capital Ventures, Castanea Partners, BT Allied Angel Investors, Innovation Works and private investors

**# Employees:** ~50

**Headquarters:** Pittsburgh, Penn.

**Founded:** March 2006 (Thorley Industries founded June 2005)

**Co-founders:** Rob Daley and Henry Thorne

**Facebook:** <https://www.facebook.com/4moms>

**Instagram:** [http://instagram.com/4moms\\_hq](http://instagram.com/4moms_hq)

**Twitter:** <https://twitter.com/4moms>

**YouTube:** <http://www.youtube.com/user/4moms>

**Pinterest:** <http://pinterest.com/4moms/>

## **4moms Overview**

[4moms®](#) has transformed the baby gear industry by leveraging technology and user-centered design to create dramatically better products, like the 4moms [mamaRoo®4](#) infant seat that replicates the bouncing and swaying motions parents make when soothing their babies, the 4moms [breeze® playard](#) that opens or closes in one simple step, and the 4moms [high chair](#), which uses magnetic technology to make mealtime easier. The company, founded in 2005 and based in Pittsburgh, Penn., currently sells its products at buybuy BABY, Amazon, Best Buy, Target, walmart.com, specialty retailers, and 4moms.com.

## **4moms History**

In 2004, friends Henry Thorne, a world-leading roboticist, and Rob Daley, a successful businessman, met over lunch to discuss their individual plans for future business ventures. They both knew there were only two ways to make it as an entrepreneur: create a new market or change an existing one. After researching industries, specifically elder care and juvenile products, Rob and Henry determined the \$8.9 billion juvenile product industry presented the most appealing opportunity. Enter 4moms. Officially established in 2005 under the parent company Thorley Industries, 4moms' namesake comes from its first focus group of mothers. The group explored juvenile product pain points and provided valuable insight that led to the creation of the 4moms infant tub. Today, 4moms is

a rapidly growing company that is changing the way parents think about baby gear.

## **4moms Product Line**

- **4moms mamaRoo®4**

Parents don't vibrate like a bouncy seat or swing like a swing. They bounce and sway, and that's what the new 4moms mamaRoo4 app-controlled infant seat does; it moves like you do. It's the only infant seat with five unique motions – Car Ride, Kangaroo, Tree Swing, Rock A Bye and Wave – that mimic the natural movements parents make to comfort their baby. It also allows parents to control the seat's motions, speeds and sounds directly from their iOS or Android device.

- **4moms rockaRoo™**

The 4moms rockaRoo infant seat flips the traditional swing on its head – literally – with the pivot at the base. It creates a soothing back and forth gliding motion that babies love. At 70 percent smaller than a typical swing, it also is significantly less clutter. It features five speeds, a mp3 hookup and reversible toy balls.

- **4moms breeze® playards**

Playards are hard to use. The 4moms breeze playard is easy. Just push down on the center hub to open, and pull up to close – the latches are automatic and there's no tricky sequence of steps. There are two breeze playard options, including:

- **4moms breeze plus** – an all-in-one care station, including a removable bassinet and changing station. It comes in a modern black color, and includes a convenient travel bag.
- **4moms breeze GO** – a perfect solution for traveling and on-the-go parents. It comes with a convenient travel bag.

- **4moms® high chair**

The 4moms high chair uses magnets both in the tray latches and on the tray top to make mealtime easier for parents. Parents can easily attach the tray with one hand by placing the tray over the chair and letting the magnets guide and lock it into place. Magnets in the tray top help keep 4moms bowls and plates in place – minimizing the mess at mealtime.

## **Product Availability**

4moms products are sold through retailers in-store and online – both big and specialty – and are sold directly to consumers at 4moms.com.

Retail stores: buybuyBaby, Target, Best Buy, and specialty stores.  
Online: Amazon, buybuybaby.com, target.com, bestbuy.com, walmart.com, 4moms.com and several ecommerce sites.

### **4moms Cares**

The [4moms Cares](#) program dramatically impacts the lives of children and families in need through meaningful product donations, hospital discounts and supporting our local communities.

- **Hospital Program:**

Maternity wards, NICUs, and Pediatric units in more than 350 hospitals across the U.S. use the 4moms mamaRoo to comfort babies. Doctors and nurses have found it transformational in caring for preemies and babies with conditions such as congenital heart defects and Neonatal Abstinence Syndrome, which affects babies born to drug-addicted mothers. 4moms offers a 30 percent discount on its products to hospitals and health care centers.

- **Product Donations:**

4moms Cares makes product donations (approx. 10/month) to help families, as well as non-profits whose mission aligns with ours – dramatically impacting the lives of children and families.

- **Community Support:**

We proudly support our hometown of Pittsburgh, PA through programs that help local children and families. From robotics camps at 4moms HQ, to food and toy drives; 4moms Cares takes a hands-on approach to making a difference in our community.