

Profile number

110795

Premium, patented pram and wagon combination seeks €500,000 in start-up capital.

Located in

Netherlands

Personal data

Sector

Retail non-food

Type of company

Baby- and child clothing

Legal entity:

Limited Company

Type of transaction

To be determined

Life phase enterprise

Starting

Employees in FTE

< 5

Type of buyer:

- Strategic acquisition
- Investor

Financial information

Turnover last financial year

€ 0 - € 100.000

Asking price

€ 0 - € 500.000

Earnings before taxes

Confidential

Company history/background

The Idea: Which problem is being solved?

The baby industry is experiencing massive capital destruction: an average premium stroller costs €1,300 but is used by parents for only 2.5 years. After that, it is no longer used or is thrown away; in the Netherlands alone, this results in 65,000 strollers ending up in the waste stream every year (accounting for 1.2 million kilos of difficult-to-recycle waste).

This company has developed the patented sustainable answer: the first truly circular stroller that grows with the family. The unique and patented design transforms effortlessly from a stylish, spacious bassinet for a baby to a stroller seat, and finally to a robust wagon.

Because two children can be transported simultaneously in wagon mode, parents do not need to buy a new pram or double pram when a second child arrives. This doubles the product's lifespan and is a major USP.

Business model:

Direct-to-Consumer (DTC): Sales will soon take place directly via the company's own webshop. Because there are no intermediaries or physical stores involved, the profit margin remains entirely under its own control.

The product has been fully developed and production is in place, but additional capital is required to take the actual step towards production and sales. Letters of intent and retailers are already in place. In addition, the first sales leads have already come in from the trade fairs they exhibited at.

Funding requirement:

To take the actual step to market, the company is seeking seed financing of €500,000. This capital is being raised in two tranches of €250,000 each.

- Tranche 1: down payment for molds, inventory purchase, and marketing
- Tranche 2: purchasing inventory, launching marketing (Germany).

Unique selling points

- **Team:** The team has many years of experience (40 years combined) in design, engineering, and supply chain management in the baby industry.
- **Unique deposit model:** The stroller is sold new for €1,399. Parents can return the stroller up to 10 years after purchase and receive a guaranteed €100 back.
- **A profitable second round:** The company refurbishes the returned cars in a separate BV and resells them as a factory-certified model for €699. This resolves the hygiene and safety concerns that consumers normally have with second-hand cars.
- **Duoseater:** The stroller that converts into a wagon fits 2 children; this is unique in the market and significantly extends the lifespan of the stroller.

Other

Financials:

Initial revenue is expected in Q4 2026 (+/- € 100K), while the revenue forecast for 2027 is +/- € 1,700,000.

The product has a very high contribution margin of over 55%, which is exceptionally high for the industry. The company is expected to be cash flow positive in Q4 2027.

Investor profile:

The entrepreneurs are preferably seeking a strategic partner or syndicate with active knowledge and a network in the field of e-commerce (online marketing and sales of consumer products). The minimum ticket size per investor is €75,000.

A pitch deck and financial model are available.