



INVESTOR OVERVIEW

The place families go to find their midwife.

A nationwide directory that connects families to midwives.



Families and midwives have a hard time finding each other.

Families

Finding a midwife means word of mouth, scattered social groups and search results that mix in everything else. There is no one place to look and compare.

Midwives

Most are small practices. Their time goes to their clients, not to marketing, so the families looking for them often never find them.



One nationwide place to find a midwife.

Families search where they live. Midwives get found. We do the marketing for them.



Two sides, one marketplace.

Families

Always free

Search midwives near them, compare profiles and reviews, and reach out to the ones they like.

Midwives

\$7 a month

Already listed. She confirms the listing is hers, builds her full profile, and carries the pink Midwife Market verified check.

WHERE IT STANDS



The directory is built, and it is already full.

24,346

midwives, practices and birth centers listed nationwide on day one, from public records.

9,166

with an office phone on record, ready for direct outreach.



A simple monthly membership.

30 days free

She confirms her listing and builds her full profile.

Then \$7 a month

She stays verified, with the pink check families look for.

If she stops

Her listing returns to the basic one. No penalty. Everything she built is kept and comes back when she does.



Four steps, and she pays last.

1. Find her listing

She is already in the directory. She searches her name and taps "This is me".

2. Sign in by email

One emailed link signs her in. There is no password to make, forget or steal.

3. Build her profile

Photo, bio, services, openings and contact details. It saves as she types.

4. Get Verified

She sees exactly what families will see, then chooses a plan and pays.



The tools to grow her practice.

Her profile

Photo or logo, a short bio for her search tile, her full bio and the services she offers.

Book a visit

She pastes her own booking link and her profile gets a Book a visit button.

Requests from families

Families ask about care from her profile. She answers by call, text or email.

Openings by month

A 12-month grid she taps to mark open or full, so families know before they ask.

Reviews

Five stars and a few words from families. She can reply, and share her review link by text, email or QR code.

Refer a midwife

Her own link. Every midwife who joins with it earns her three months of credit.



Billing runs itself, through Stripe.

Four ways to pay, one rate

Monthly, or ahead for one, two or three years. Every plan renews by itself until she cancels.

Stripe handles the money

Stripe Checkout takes cards, Apple Pay and Google Pay. Card numbers never touch our servers.

No one chases a payment

Paying turns Verified on. A failed payment starts reminders. Not paying returns her to the free listing, with her work saved.



Midwife Market

Get Verified



Monthly

\$7 a month



1 year

\$84



2 years

\$168



3 years

\$252

[Continue to payment](#)

Secure payment by Stripe. Renews until you cancel.



The right email, sent at the right moment.

Sign-in links

Sent the second she asks, good for one use and 20 minutes.

Your card did not go through

A friendly reminder every few days with the date her listing goes back to basic, and one button to fix it.

Weekly emails to midwives

A queue of on-brand emails to the midwife list, each with one-click unsubscribe.

Notes to the owners

A short email whenever a midwife creates an account or claims a listing.



Midwife Market

Your card did not go through

Hi Jane,

We tried to take your Midwife Market payment and your card did not go through. It happens: an expired card, a new number, a bank being careful.

30 days left. Everything you built is saved, and it all comes back the moment you pay again.

[Update my card](#)



Built to be hard to fake and hard to break.

No passwords

Sign-in is a one-use emailed link, so there is no password list to leak.

Facts come from the public record

A listing's name, credentials and city are read from our own data, never from what a browser sends.

Card details stay with Stripe

We store who is paid up, not card numbers.

One account per listing

Once a listing is claimed, a second person is refused and sent to a human.

Bots and floods are stopped

Hidden traps on every form and limits on how often any one address can try.

Private stays private

No street addresses or personal phone numbers on a listing, and emails are never shown.

FOR THE OWNERS



One dashboard to watch it all.

Sign in from anywhere

Owners get the same emailed-link sign-in, on the site itself, on a phone or a computer.

Who is joining

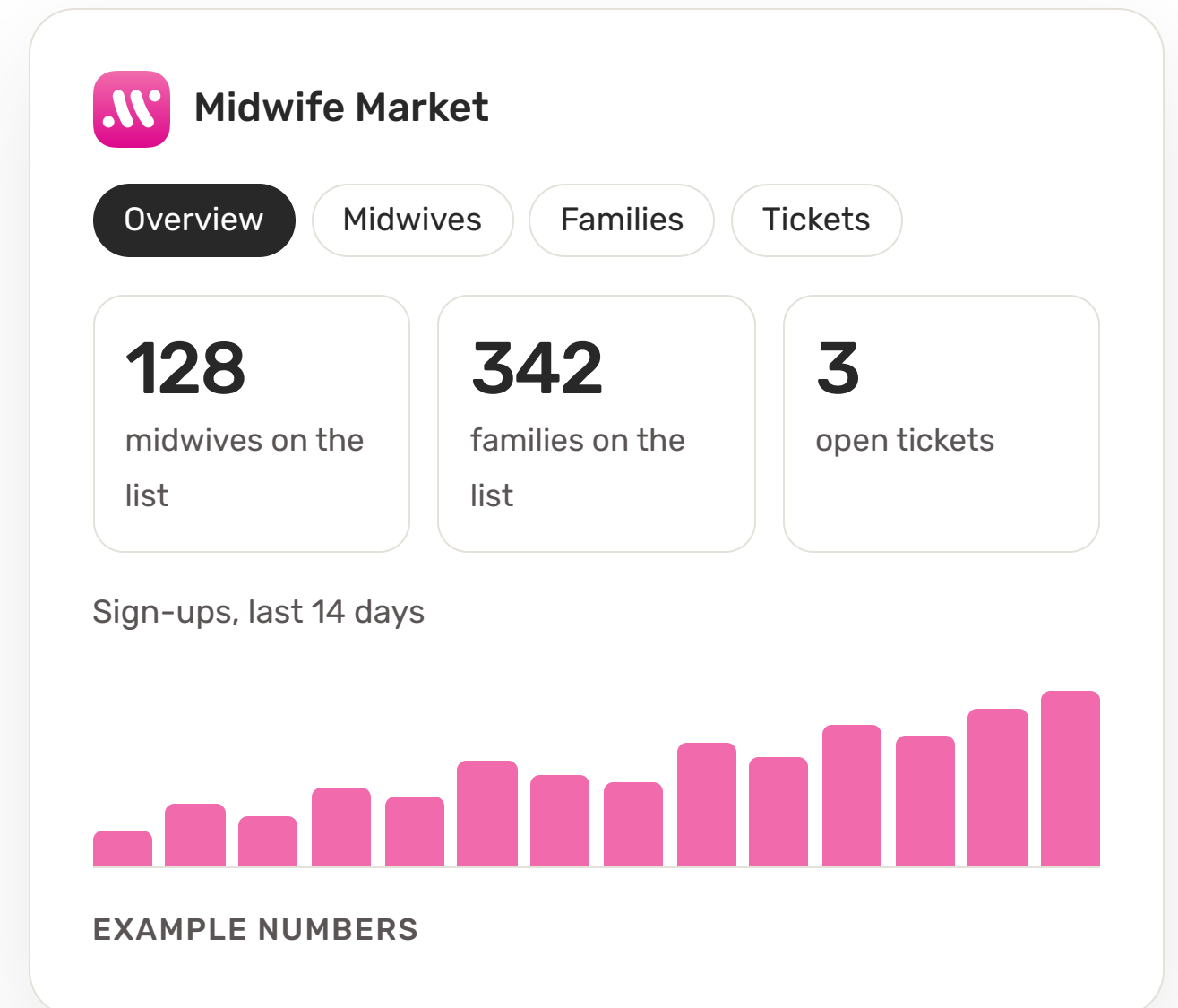
Midwives, families and accounts as they come in, with search and a spreadsheet download.

Tickets

Every note from the help and contact pages in one list, marked done when handled.

Marketing in the same place

Social posts and emails are scheduled and sent from one control board.





Most of it is built. The rest is connected before launch.

Built

The directory and search, listings and profiles, midwife sign-in and her dashboard, the owners' dashboard, the email and social tools.

Being connected

Stripe checkout and payment reminders, a text-message code to prove a listing is hers, reviews, family requests and referrals.

At launch

A live demo anyone can click through.



What membership could add up to.

\$7 a month is \$84 a year for each midwife, before payment fees.

Share of listings that pay	Paying members	Membership a year
2%	487	\$40,908
5%	1,217	\$102,228
10%	2,435	\$204,540

An illustration based on 24,346 listings. It is not a forecast.



Two ways in, and what each could pay.

You own a piece of Midwife Market and share in what it pays out. Your share of each year's membership, by how many midwives pay:

You invest	If 487 midwives pay (2% of listings)	If 1,217 pay (5%)	If 2,435 pay (10%)
\$25,000 for 5%	\$2,045 a year	\$5,111 a year	\$10,227 a year
\$50,000 for 10%	\$4,091 a year	\$10,223 a year	\$20,454 a year
Years for payouts to match what you put in	12.2	4.9	2.4

An illustration, not a forecast or a promise. This is ownership, not a loan: payouts come from profit, are not guaranteed, and the investment is not paid back. Figures are before running costs, payment fees and taxes, counted from the year that many midwives are paying.



Two campaigns, one for each side.

Now

Organic posts nationwide. To families: find your midwife. To midwives: we do the marketing for you.

Next

Paid ads behind the posts that already worked, a few chosen areas at a time.

Then

Partnerships with the voices families in the birth world already trust.

WHO IS BEHIND IT



Built by a marketer.

Corey Jeppesen

Founder of bahlr media, an award-winning ad agency in North Idaho, in business for more than 12 years.

Why it matters

The brand, the website and every campaign are made in-house. Marketing money goes to reaching people, not to agency fees.



Marketing capital to grow both sides.

\$25,000 for 5% of Midwife Market, or \$50,000 for 10%. Every dollar goes to marketing.

Families

Paid social and search in chosen areas.

Midwives

Direct outreach and ads that invite her to verify.

Partners

Trusted voices in the birth world.