



BABY GEAR GROUP

WHAT IS BABY GEAR GROUP?



Voted

"Best Baby Gear Resource"

By Philadelphia Family Magazine

Baby Gear Group is a network of baby gear rental libraries around the country, each serving their local communities. The libraries house curated collections of the best, most-popular brands of baby gear, such as Slumberpods, UPPABaby strollers, Stokke Tripp Trapp high chairs, etc.

Customers can join Baby Gear Group via a monthly membership or rent a la carte, to get all the baby gear they need for the first year and beyond!

- Save money guaranteed
- Try everything, use what works, and swap when done
- No clutter - live sustainably

Plus, it's more convenient than Buy Nothing or FB Marketplace. The original branch in Philadelphia is now **B Corp Certified**. We make the sustainable choice, the easy choice! www.babygaregroup.com

"It's like Rent the Runway, but for baby gear and local."



ABOUT ME

Hi! I'm Bo Zhao, mom of two girls, ages 6 and 3, and my husband is Ian. My education and career span materials science and ecommerce operations ([LinkedIn](#)). Learn more about my [family](#) and entrepreneurship [journey](#).

As a new mom, I found getting the right baby gear to be a frustrating and wasteful process. I decided this was a problem I could do something about. Be the change – right?

Since starting in 2020 in Philadelphia, I've successfully proven the concept. Baby Gear Group has won several awards and the community loves the service! We grown to 5 branches organically. Now we're ready to expand nationwide.

It's my mission to change the way families gear up for their babies - prioritizing sustainability and community!

JOIN US!

If this mission speaks to you, and you are interested in starting a small side business to serve your community, let's chat!

Let me be clear, this is not an MLM. There is no upline, downline, or required purchases from HQ. This is business education + licensing.

Let's chat! Email bo@babygaregroup.com



BABY GEAR GROUP

WHAT DOES RUNNING A BRANCH LOOK LIKE?

We will provide training and guidance on every aspect of the business. How much time and investment you put in, how fast you grow, are all up to you. Here's what works for me in Philadelphia:

I work from our 1000 sqft home and service about 20-50 customers/mo. About half are ongoing monthly memberships, and the others are "a la carte." Operations averages less than 10 hrs/wk and utilizes ~75 sqft of storage space. I earn revenues around \$1,000-\$3,000 per month and tune profits depending on how much gear I decide to purchase. I get customers through the social media mom-groups I'm already in and word-of-mouth. When I became "too pregnant" with my second, I hired help with deliveries and cleaning.



You are running your own business and empowered to make decisions around inventory and pricing. I can't make any guarantees, however, I am invested in your success and will share all my knowledge!



***I provide training
and guidance on
everything.***

WE'RE BUILDING TOGETHER

We will provide ongoing training and guidance, the website platform, national-level marketing and branding, and work systems and tools as they are created.

I'm counting on you to share feedback, best practices, new ideas, etc. so that we can continuously improve our network.

IS THIS A FIT FOR YOU?

Here's what I anticipate it will take to run a successful Baby Gear Group chapter:

- You know about baby gear and the parenting journey.
- Your area has lots of babies under 3 years old.
- Your area's demographic is city/suburban, middle-class, and sustainability-minded.
- You are/will be involved in local new parent groups on Facebook, in real life, etc. You enjoy building community and helping new parents.
- You have some basic understanding of business concepts, or will learn quickly.
- You have access to free/cheap storage: closet, garage, basement, storage unit, business partnership, etc.
- You can work ~10 hours per week
- Your family finances are comfortable enough to invest in a business. You are fully in charge of how much you invest in gear and expenses. Suggested initial budget is minimum \$1,300:
 - \$300 initial licensing fee
 - \$1,000 worth of gear (can be less if you already have gear or can source secondhand)
- You are willing to try this for a year or longer.
- You are adaptable, ambitious, and not an a-hole. :)

Let's chat! Email bo@babygeargroup.com