



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 Uppababy strollers, Stokke Tripp Trapp high chairs, Magic Merlin sleep suits, 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. 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 4 and 1, and my husband is Ian. My education and career span materials science and ecommerce operations (see [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 annoying 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! Now my plan is 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 part-time business to serve your community, let's chat! I'm looking for an initial cohort of people around the country who are interested in starting their own local chapters of Baby Gear Group.

Let me be clear, this is not an MLM. The closest descriptor would be a franchise, but I don't want that term to intimidate anyone.

Let's chat further! Email info@babygaregroup.com



BABY GEAR GROUP

WHAT DOES RUNNING A CHAPTER LOOK LIKE?

We will provide training and guidance on every aspect of the business. How much time and investment you put in, part time vs full time, 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 20-30 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 new 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. For example, you will be responsible for your own local sales and marketing, inventory and buying choices, and operations. 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 develop these systems to best suit your needs. Because you're helping me as much as I'm helping you, there will be **no initial franchise fees**. We will be building and growing together and learning as we go!

IS THIS A FIT FOR YOU?

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

- 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 have ~10 hours per week and \$10K that you'd be willing to set aside for this business venture.
 - You likely won't need to actually spend \$10K, especially if you already have baby gear, but basically your family finances should be comfortable enough where you can invest in a business and not compromise your standard of living.
- You are willing to try this for a year or longer.
- You are adaptable, ambitious, and not an a-hole. :)

Let's chat further! Email info@babygeargroup.com