

**“Every mother has the **right** to feel like a **superhero** after giving birth.”**

**Title: Mamamoon App Revolutionizes Birth Preparation and Postpartum Recovery**

*Subtitle: Access to the relevant information and preparation for birth increases chances of non-medical birth, reduces the likelihood of birth trauma, and with that limits the risk of postpartum depression.*

**Amsterdam, January 25, 2024** – Mamamoon, a new mobile app developed for parents by parents, is set to redefine birth preparation and postpartum recovery

With a mission to democratize access to essential pregnancy and postpartum resources, Mamamoon aims to empower women and their families and enhance their confidence as they approach childbirth and parenting.

Recent statistics highlight the pressing need for such a solution:

- 50% of women fear childbirth.
- 45% of women experience birth trauma.
- Nearly 15% develop postpartum depression, the leading pregnancy complication.
- Up to 35% of births in The Netherlands involve some form of intervention.

The Mamamoon app offers a revolutionary approach, guided by the recommendations of the World Health Organization (WHO), to address these concerns.

Developed by a dedicated team of clinical experts, domain specialists, parents, and consultants, Mamamoon goes beyond conventional pregnancy apps. It covers a wide range of topics, including hypnobirthing, mindfulness, nutrition, yoga, pelvic floor health, postpartum recovery, parenting coaching, breastfeeding, babywearing, sleep coaching, acupuncture, essential oils, reiki, and more.

The app not only supports expecting mothers and their partners on their journey to giving birth but also empowers them for the joys and challenges of parenting.

Kasia Pokrop, Co-Founder of Mamamoon, expressed her excitement about the official launch, saying, *"At Mamamoon we believe that every woman deserves to feel like a superhero after giving birth. That's why we are thrilled to bring Mamamoon to life and make it accessible to women everywhere."*

*"The role of the family is essential during this journey, hence we created a separate program for the partners as well. With the same goal: to support a mother towards smoother birth, yet also addressing partner's unique needs on the way"*

She added, *"The Mamamoon app is designed to be a trusted companion for parents on their path to parenting. We just want to make it easier. We had to start somewhere, so we decided to start where it all starts, but it doesn't mean we will stop here. Once a baby is born, the questions definitely do not go away."*

Mamamoon invites everyone to join in creating a better childbirth and parenting experience by downloading the app from AppStore or GooglePlay.

#### **About Mamamoon:**

Mamamoon is a visionary company dedicated to empowering women during the transformative journey of becoming a mother. Through their innovative app, Mamamoon seeks to revolutionise how women relate to birth by providing a conscious and personalised birth preparation and postpartum recovery experience. Developed by parents, clinical experts, domain specialists, and consultants, the app covers a wide range of topics that go beyond traditional pregnancy apps, empowering women to have a positive and empowered birth experience, and smoother entry into parenthood.

#### **For media inquiries and interviews, please contact:**

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#### **Relevant links:**

Press Release Photos - link [here](#)  
Mamamoon App website - link [here](#)  
Mamamoon App in App Store - link [here](#)  
Mamamoon App in Google Play - link [here](#)

## Up to 20% of women experience postpartum depression (PPD) - no.1 pregnancy complication of today with a lasting impact on mother, child and family.

### Impact on children:

DELAYED COGNITIVE AND LANGUAGE DEVELOPMENT  
DISORGANIZED OR INSECURE ATTACHMENT  
HIGHER RATES OF BEHAVIORAL PROBLEMS  
LOWER GRADES  
HIGHER RATES OF DEPRESSION IN CHILDREN DURING THE LATTER TEEN YEARS (16 TO 18 YEARS OLD).

### Impact on mothers:

PROBLEMS BONDING WITH AND CARING FOR THEIR INFANTS  
INCREASED RISK OF SUICIDE  
INCREASED RISK OF FUTURE EPISODES OF MAJOR DEPRESSION

SOURCES: NETTI ET AL STUDY, MAYO CLINIC,  
NATIONAL LIBRARY OF MEDICINE



2

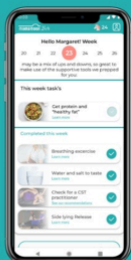
mamamoon

## Our solution delivers science based proven tools available anytime anywhere with AI assisted coaching

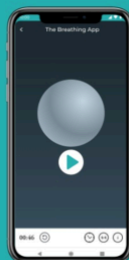
High engagement thanks to relevance of the tools & guidance, strengthened by reward system



Ask Mamamoon - AI assisted coaching currently in test mode



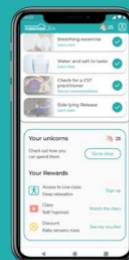
Relevant guidance at the right moment



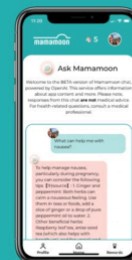
Proven birth preparation tools in the app



Complete care: for Mom and Partner



Rewards driving engagement



AI assisted coaching assisting users with validated guidance in seconds

6

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**Birth preparation recommended by the WHO as a way to improve birth experience and help avoid medical risks.**

Less stress and anxiety

Reduce risks for birth & postpartum recovery

Reduce birth trauma

3

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**“To change the world, we must first change the way babies are being born.”**



Dr. Michel Odent

