



[m]otherboard

birth preferences made simple



**AMY HADERER**
MOTHER

**PAUL FISHER**
PARTNER

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DOULA

LABOR	 Induction Avoided	 Intermittent Monitoring	 Eat And Drink Freely	 Freedom Of Movement	 Keep Waters Intact
	 Wait For Urge To Push	 Birth In Any Position	 Delay Newborn Procedures	 Delayed Cord Clamping	 VBAC
	 Immediate Skin-To-Skin	 IBCLC Visit	 Delay Bath	 Room-In	 Keep Intact
	 YES Vitamin K	 NO Eye Ointment	 DELAY Hep. B Vaccine	BABY MEDS	

NOT YO' MAMA'S BIRTH PLAN

Motherboards are different.

We use interactive software help bring parents and birth teams together on the most important day of their lives.

1

LEARN

Research your options and choose which preferences best suit your needs and wishes.

2

COLLABORATE

Invite your support team to see your preferences and view your Motherboard in REAL TIME.

3

SHARE

Export your completed Motherboard from anywhere, to any device. No more "I left the birth plan on the dresser!"



PARENTS

Become an educated, empowered part of your birth process.



CARE PROVIDERS

Enhance your prenatal visits by collaborating with your patients. Build better relationships, foster shared decision-making, and improve satisfaction



EDUCATORS / DOULA

Look up your client's Motherboard on the go from any device. Collaborate with them on their preferences at prenatal visits

GO TEAM!

Let's face it, traditional "birth plans" don't always have the greatest reputation...

DID YOU KNOW?

- 34% OF PARENTS TAKE A CHILDBIRTH CLASS Yet most couldn't answer simple questions about the birth process or common procedures.
- 65% OF PROVIDERS AND STAFF BELIEVE THAT BIRTH PLANS = WORSE OUTCOMES You may hear, "A birth plan is a ticket to the operating room." Seen as too long, demanding specific... Motherboards are the cure for the traditional birth plan.
- THE ONLY WAY TO BREAK THIS CYCLE IS THROUGH EMPATHY AND BETTER COMMUNICATION TOOLS

"I learned more from [M]otherboard than I did from a 6-week hospital childbirth education class"
- Rici, first time mom



NEXT STEPS

Childbirth education, doula work, and birth plans only get you halfway. We need to engage with providers to make meaningful change.

[M]otherboard is currently building relationships with hospitals and care providers to integrate our software (and your [M]otherboard!) onto the Labor and Delivery floor.



MEET THE CEO

Amy Haderer has been a Certified Labor Doula since 2008, caring for hundreds of families as they fall in love with their babies. She believes that education and true collaborative care (between midwives, doctors, nurses, and doulas) will result in better outcomes for babies and birthing folks. Amy is passionate about bridging the gap between parents and providers and humanizing the birth experience.

Amy lives in Denver, CO with her husband and six kids and also makes art about the childbearing year (mandalajourney.com).