

Our Story

Don Phan founded taembe.com after shopping for groceries with his wife. They noticed a young mother struggling to drive a motorbike while holding her baby and large packs of diapers. The idea for a diaper delivery service was born.

The company's motto is:
"làm mẹ dễ dàng hơn"
-Making Mom's Life Easier



hotline: **0908 886 017**

làm mẹ dễ dàng hơn

taembé.com

Pain Point



Revenue

\$412,200 USD

average basket size

\$19.92 USD


of Moms

8165

of orders

20,690



A photograph of a baby sitting on a dark surface, holding a large watermelon rind. A slice of watermelon is on the surface to the right. A large green speech bubble with a yellow border is positioned to the right of the baby, containing two paragraphs of text.

"There are, however, some brief periods in a person's life when old routines fall apart and buying habits are suddenly in flux. One of those moments - the moment, really - is right around the birth of a child, when parents are exhausted and overwhelmed and their shopping patterns and brand loyalties are up for grabs. "

"At that moment, new parents' habits are more flexible than at almost any other time in their adult lives. If companies can identify pregnant shoppers, they can earn millions."

Charles Duhigg, The Power of Habit: Why We Do What We Do in Life and Business, 2014.

E-Commerce in Vietnam

SLEEPING GIANT



Demography is Destiny

High Fertility Rate

- 1.5 million babies born every year

Young Population

- 57% of population is under 30 years old
- 64% of population is under 35 years old
- 37% of the Vietnamese population is 20-39 years old
- Two-thirds of Vietnam's 90 million people are of working age

Demographic Indicators	Value
Total population 2012	89,780,000
Urban population	32.5%
Birth Rate (per 1,000)	16.9
Death Rate (per 1,000)	7.0
Fertility Rate	2.05

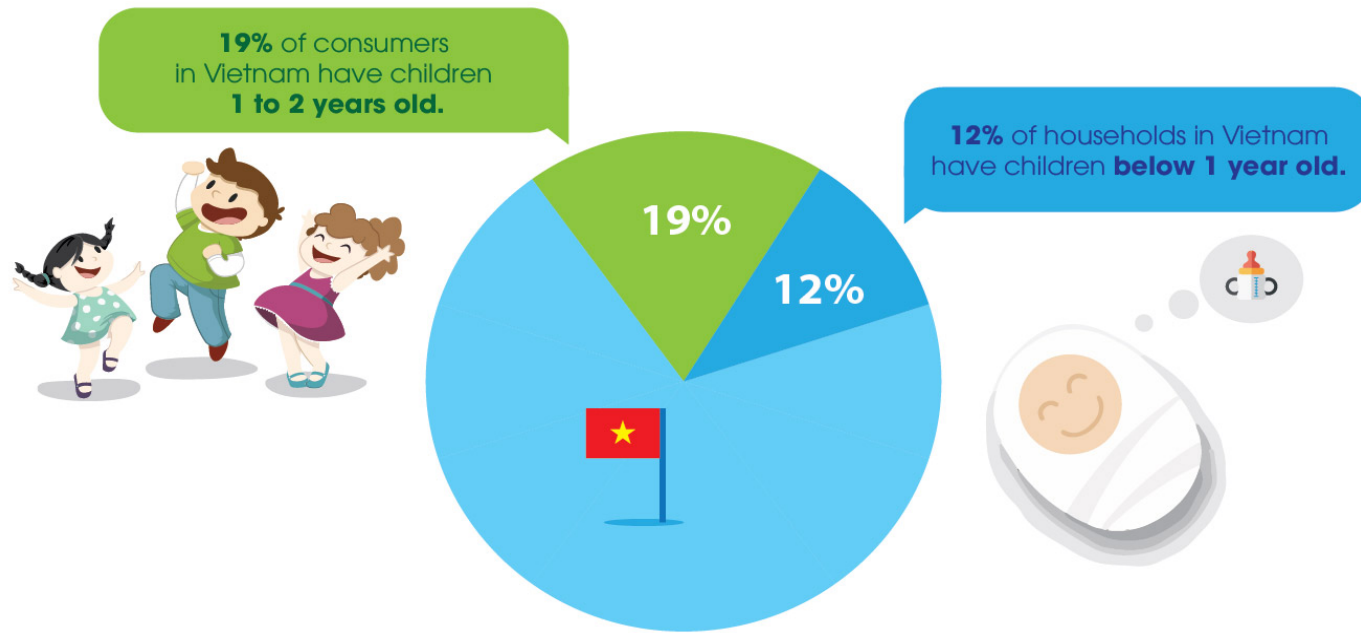
Source: data.worldbank.org: <http://data.worldbank.org/indicator/SP.DYN.TERT.IN>

Demographic Table: General Statistics Office. "Statistical Data. Population and Employment." 1 Jan 2013. Web. 15 July 2014.

"Running Deer: Family Planning in Vietnam," The Economist, January 2, 2016.

<http://www.economist.com/news/asia/21684813-draft-population-law-looks-ill-considered-and-discriminatory-running-deer>

Demography is Destiny



More than **one in ten** consumers in Vietnam report having a baby below the age of one in their household, the **highest level in Southeast Asia** and double the global average of 5%. **A further 19%** of consumers in Vietnam have children 1 to 2 years old in their household compared to just 9% globally.

Source: "Oh, Baby! Trends in the Baby Food and Diaper Markets Around the World," Nielsen, August 2015.

Babies & Smartphones Everywhere

Vietnam Apple's fastest growing market



“...iPhone sales more than doubled and the strong growth appears likely to continue given Vietnam's predominantly young, tech-savvy population, rapid growth in internet and mobile phone use and a projected doubling of the middle class by 2020.”

Source: Nguyen Phuong Linh, "Apple's sales boom in communist Vietnam," Reuters, April 24, 2014.
<http://www.reuters.com/article/2014/04/24/us-apple-vietnam-idUSBREA3N1DC20140424>

Team



Yale

Don Phan
Co-Founder & CEO



Nghĩa Phạm
Co-Founder
& Engineer



Hì ền Đoàn
Co-Founder
& Buyer



Jason Smith
Backend Engineer



Quang Lê Đức
Engineer



Chung Nguyễn
Product Manager

Investors



Binh Tran



Yale SCHOOL OF
MANAGEMENT

Edward Thai



Swiss Founders Fund



Expara Ventures



DISCOUNT 50K

ON ORDERS OVER 500K

VOUCHER CODE

AMCHAM