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  
taembe.com
Revenue
$412,200 USD

average basket size
$19.92 USD

# of Moms
8165

# of orders
20,690
“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.”

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

<table>
<thead>
<tr>
<th>Demographic Indicators</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total population 2012</td>
<td>89,780,000</td>
</tr>
<tr>
<td>Urban population</td>
<td>32.5%</td>
</tr>
<tr>
<td>Birth Rate (per 1,000)</td>
<td>16.9</td>
</tr>
<tr>
<td>Death Rate (per 1,000)</td>
<td>7.0</td>
</tr>
<tr>
<td>Fertility Rate</td>
<td>2.05</td>
</tr>
</tbody>
</table>

Demography is Destiny

19% of consumers in Vietnam have children 1 to 2 years old.

12% of households in Vietnam have children below 1 year old.

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.

“...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.”

Team

Yale

Don Phan
Co-Founder & CEO

Nghĩa Phạm
Co-Founder & Engineer

Hièle Đoàn
Co-Founder & Buyer

Jason Smith
Backend Engineer

Quang Lê Đức
Engineer

Chung Nguyễn
Product Manager
Investors

Binh Tran

Edward Thai

Swiss Founders Fund

Expara Ventures
DISCOUNT 50K
ON ORDERS OVER 500K

VOUCHER CODE
AMCHAM