

mamava®

# 2024 Impact Report





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# mamava® Letter from the Cofounders

Hello!

Welcome to Mamava's first official impact report. As we reflect on the past ten years, we're proud of how far we've come. Mamava was founded on the idea that breastfeeding should be a fundamental right, not a privilege. But the infrastructure and support breastfeeding parents needed was sorely missing from public life—from workspaces to schools to stadiums. Our impact has been real.

In 2024 we placed our 5,000th pod, supported 130K parents with our (free) Mamava app, and introduced two new products: the Flex and a redesigned XL. These pods were specifically designed to improve the user experience and reduce weight for more efficient shipping and installation. We also launched a new kind of pod—The Bodacious Optimist podcast—to celebrate other changemakers. We had the privilege of speaking with Olympic medalist and &Mother cofounder Alysia Montaño, 1% for the Planet CEO Kate Williams, and Aunt Flow Founder Claire Coder, to name a few.

We remain committed to the brave little state of Vermont, where we've grown our business and created good-paying jobs. Our Springfield factory is the heart of our manufacturing, where every Mamava pod is built with care. And our Burlington headquarters is where we innovate, collaborate, and lead in the push to normalize breastfeeding in the workplace and beyond. As a Certified B Corp and an Ecovadis Certified business, we prioritize environmental and social governance along with our mission.

We couldn't have achieved all of this without our incredible team, our customer-partners and the broader support of like-minded groups, some of which you'll read about in this report. Together, we are creating a more equitable society where parents have the resources, support, and spaces they need to make breastfeeding a viable, authentic choice.

We are proud of our journey, but also know that our work is far from over. We will continue to innovate, advocate, and create spaces where all parents can thrive.

With deep gratitude and optimism,



Sascha Mayer + Christine Dodson





A photograph of a woman with long brown hair, wearing a black top and blue jeans, sitting on a blue examination table. She is holding a baby in a white shirt and blue overalls. The baby is looking towards the woman. The background is a wall with a blue and white cloud pattern. There are decorative starburst graphics: a large yellow one and a smaller orange one in the top left, and a green and blue one in the bottom right.

# Mamava's mission

To create a healthier society through infrastructure and support for breastfeeding.



# mamava® Our Values

## Yes and...

A concept borrowed from improv that reminds us to approach every opportunity, collaboration, and challenge with an open mind, open heart, and a willingness to hold hands and jump.

## Keep it Simple Sunshine/ KISS

From communications with parents, partners, and each other to product experience, this tenet of good design is integral to our success.

## Empathize to Innovate

Empathy and understanding is what got us here. We honor every individual's journey, and promise to engage, explore, and seek a deeper understanding to make our product and processes better.

## Bodacious Optimism

Our mission is audacious, but we approach our work with confidence and good humor because we know we are shaping a better future with the work we do.

## Feed the Body, Feed the Soul

Food and nourishment is at the center of what we do. Good food is grounding, bonding, and transformative. We thoughtfully prepare, share, and enjoy good food as a way of staying connected to Mamava's reason for being.

## We Each Have Different Gifts for the Revolution

Diverse backgrounds, experiences, talents, and styles make us stronger. Celebrate our differences.





# We're Making the World Better for Breastfeeding

From arenas to zoos, we placed lactation pods in *all* the places parents needed us.

mamava

# Hello!

Get comfortable and enjoy this *mamava* pod.

Save diaper changes for the bathroom and leave the space clean and ready for the next user.

Problem with the pod? Please contact this facility.

Mamava's mission is to create a healthier society through infrastructure and support for breastfeeding. [Learn more.](#)



Product Design: Mamava Inc. | United States Patent and Trademark Office | The Mamava Pod and its registered trademarks are trademarks of Mamava, Inc. in the United States.

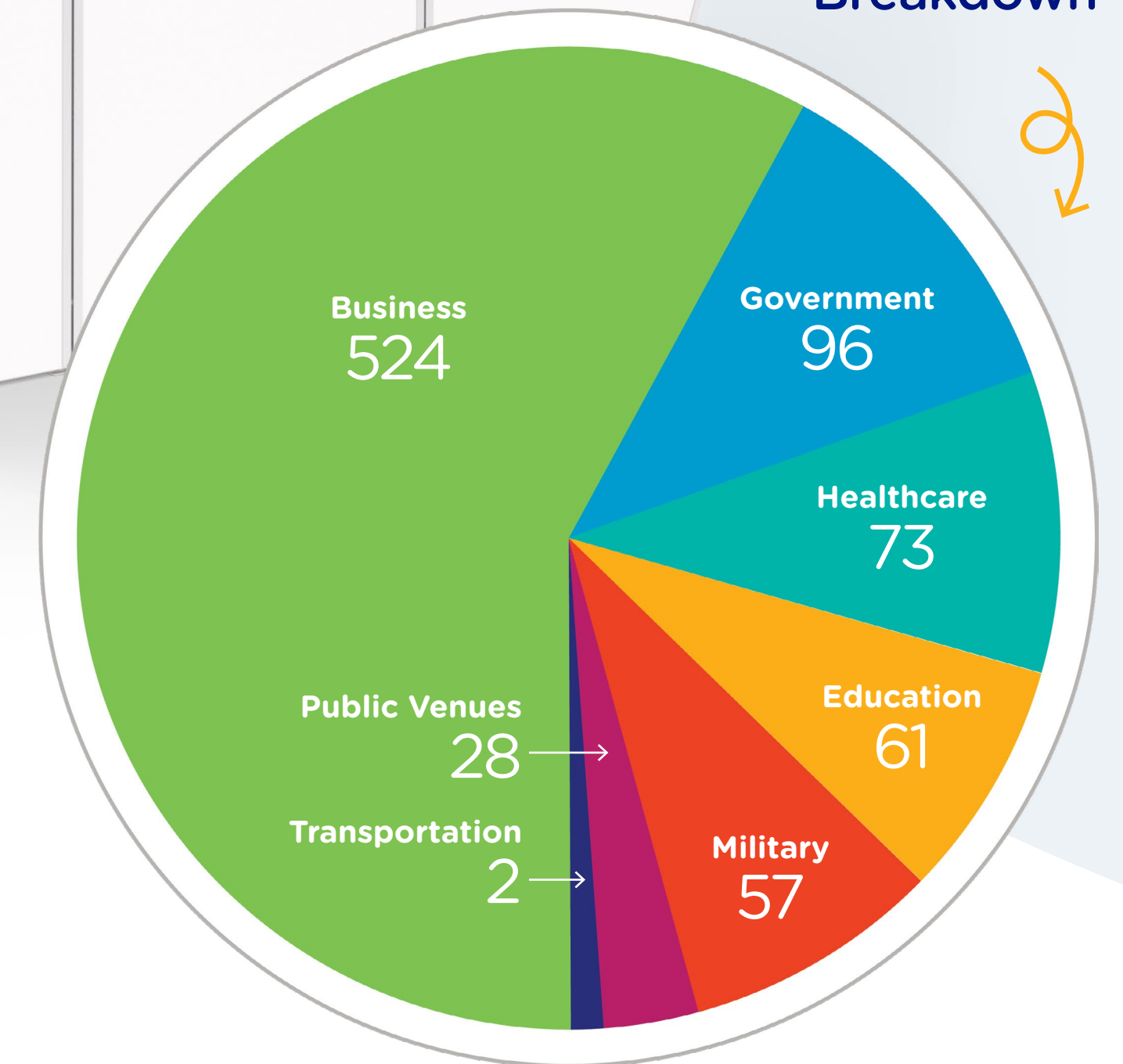


mamava® Making the World Better for Breastfeeding

## We're growing steadily



### 2024 Industry Breakdown



In 2024 we placed

**1,069** in **44**  
lactation pods states

+ we kept our pods in tip-top shape with

**473**  
preventative maintenance visits



**mamava**® Making the World Better for Breastfeeding

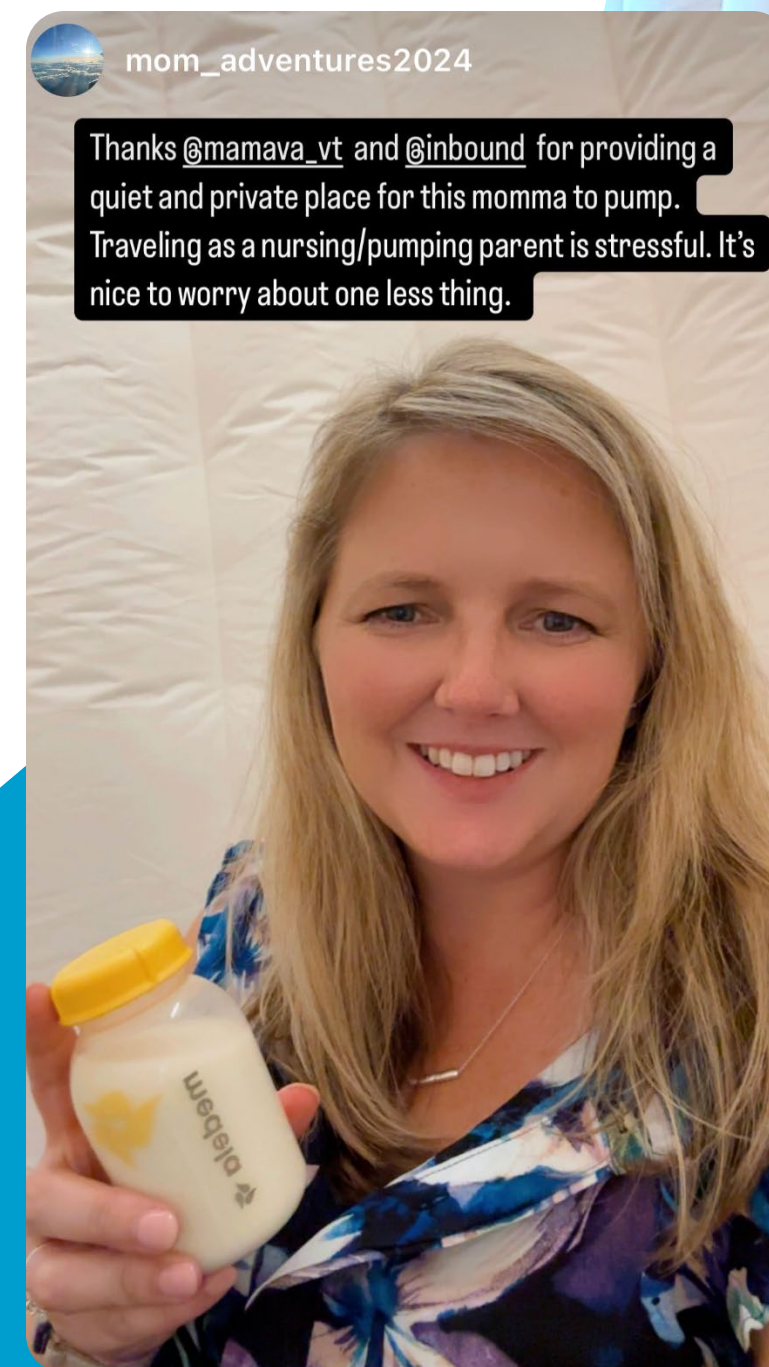
## We were pumped to provide pop-up lactation support for parents on the go

Breastfeeding parents had clean and private spaces to pump at events and conferences all around the country.

## 28 events supported including:

Sephora, 1% for the Planet, Women in Aviation, The L.A. Times Festival of Books, Exclusive Hospitality Experiences at Super Bowl LVIII, & Mother Mom Forward 5K, Colorado Breastival, National Association of Neonatal Nurses, and ISRHML International Conference on Human Milk and Lactation Research

## 232K total reach

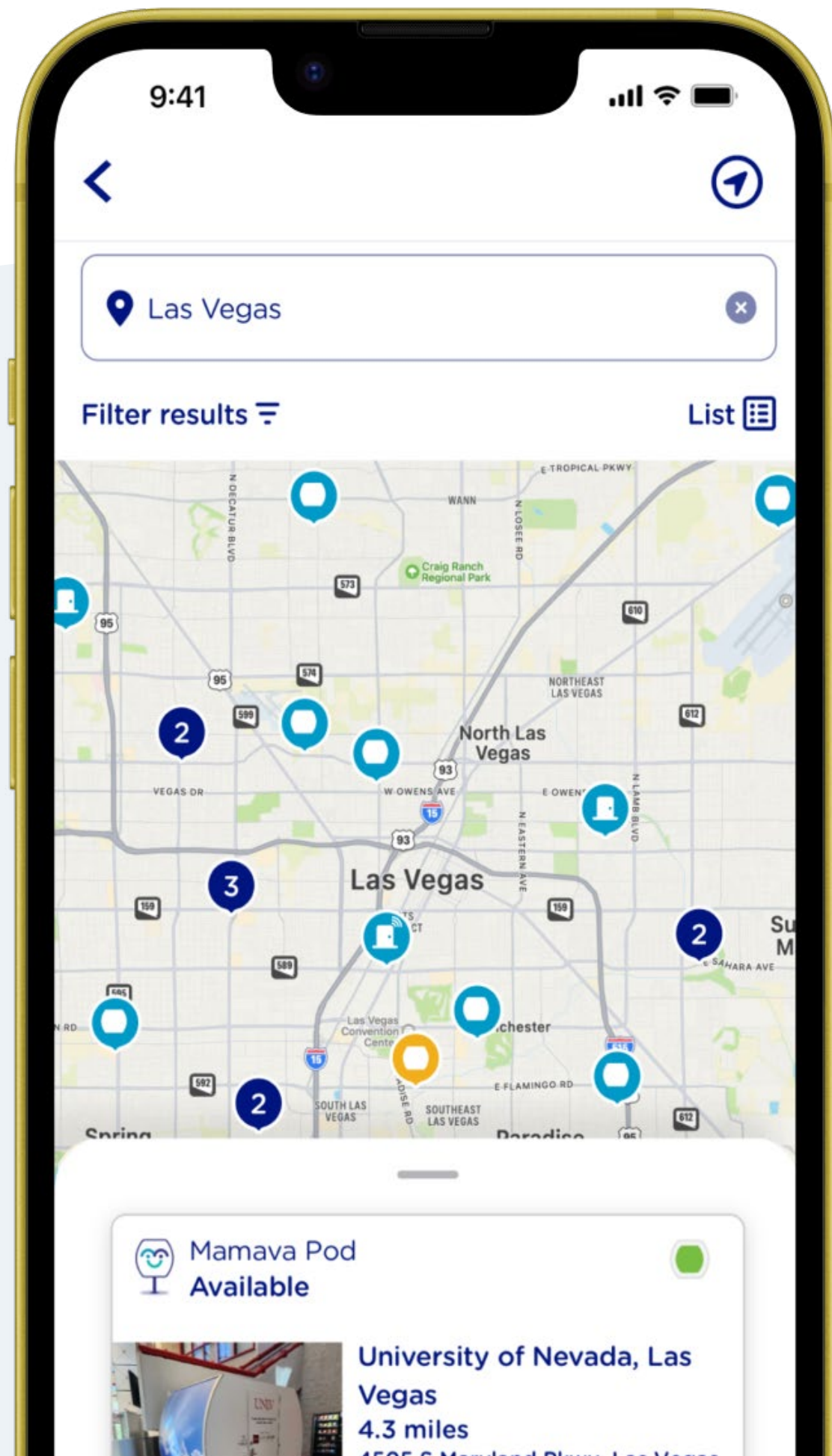
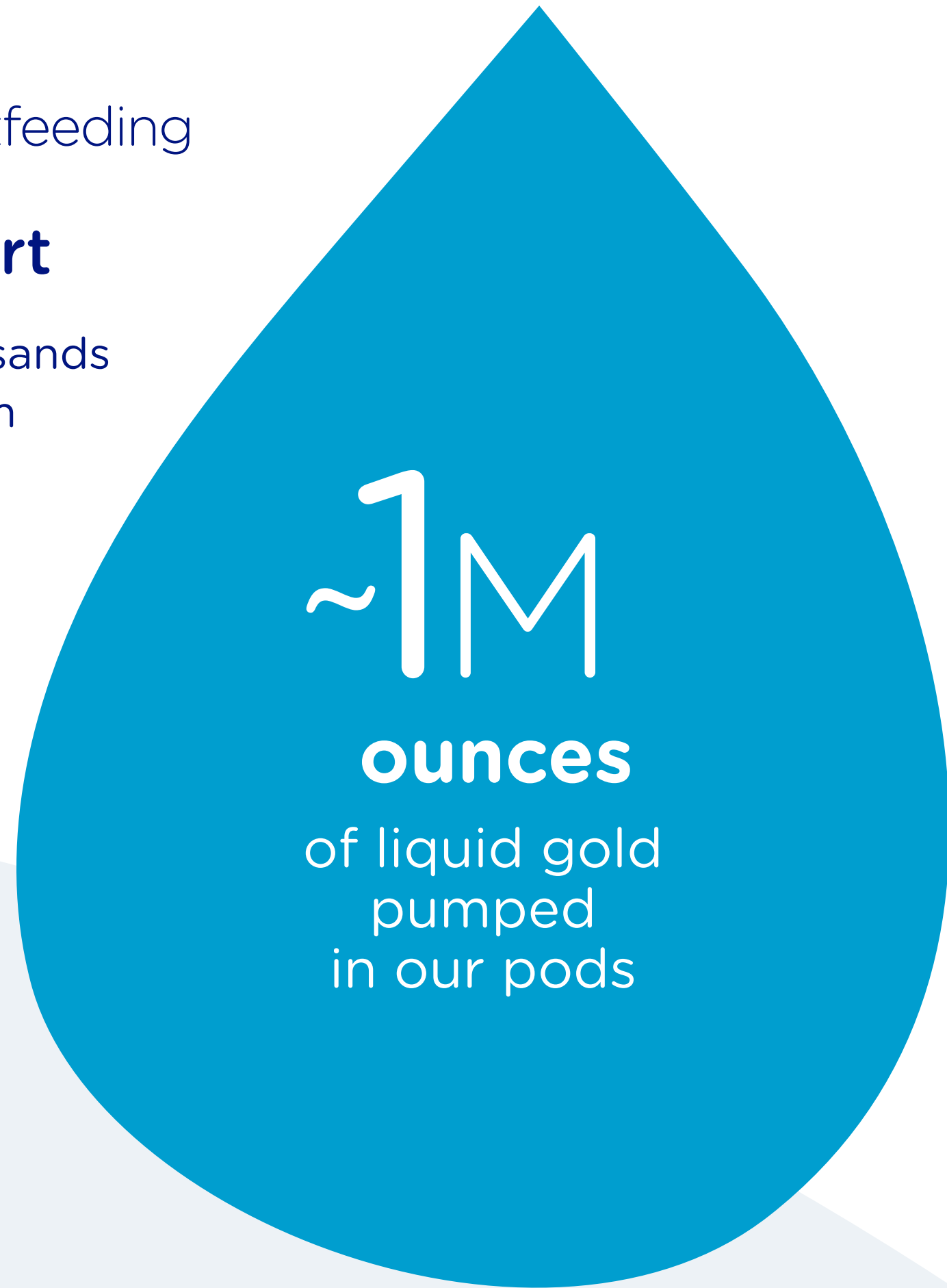




**mamava**® Making the World Better for Breastfeeding

## We're creating a community of support

Breastfeeding parents used our (free!) app to find thousands of lactation spaces, open Mamava pods, read notes from other parents, and cheer each other on.



Remember that your worth is not measured by ounces - every minute and drop that you give your baby is a blessing! You're an amazing mom!! ❤️  
Comment Lauren 3/21/24

This felt like an oasis while traveling! It's so overwhelming trying to find somewhere clean and comfortable to nurse, especially in an airport. To the mamas out there, take a deep breath and drop those shoulders. You got this! Thank you mamava!  
Comment Ashley 10/07/24

This saved me in the Atlanta Airport! It's spacious enough that I was able to have my other child and my baby's stroller inside with me while i breastfed! Comfy and peaceful setting! So thankful for this!  
View 1 Comment Brittany 11/26/24

Used a pod for the first time at Chocolate Wolrd in Hershey, PA! What a wonderful respite for nursing/pumping mamas! Nice and clean space free of distractions to feed my LO! Thank you!  
Comment Sasha 10/14/24

434k pod sessions

130k app downloads

10% growth in users

2k words of support



# The Best Things Come In Pairs

We partnered with some of our  
breast friends to boost our impact.





# mamava® The Best Things Come in Pairs



## Pumping up Workplace Support With Medela

The most trusted breast pump manufacturer provides hospital grade pumps and pumping supplies to make workplace pumping even easier for breastfeeding employees.



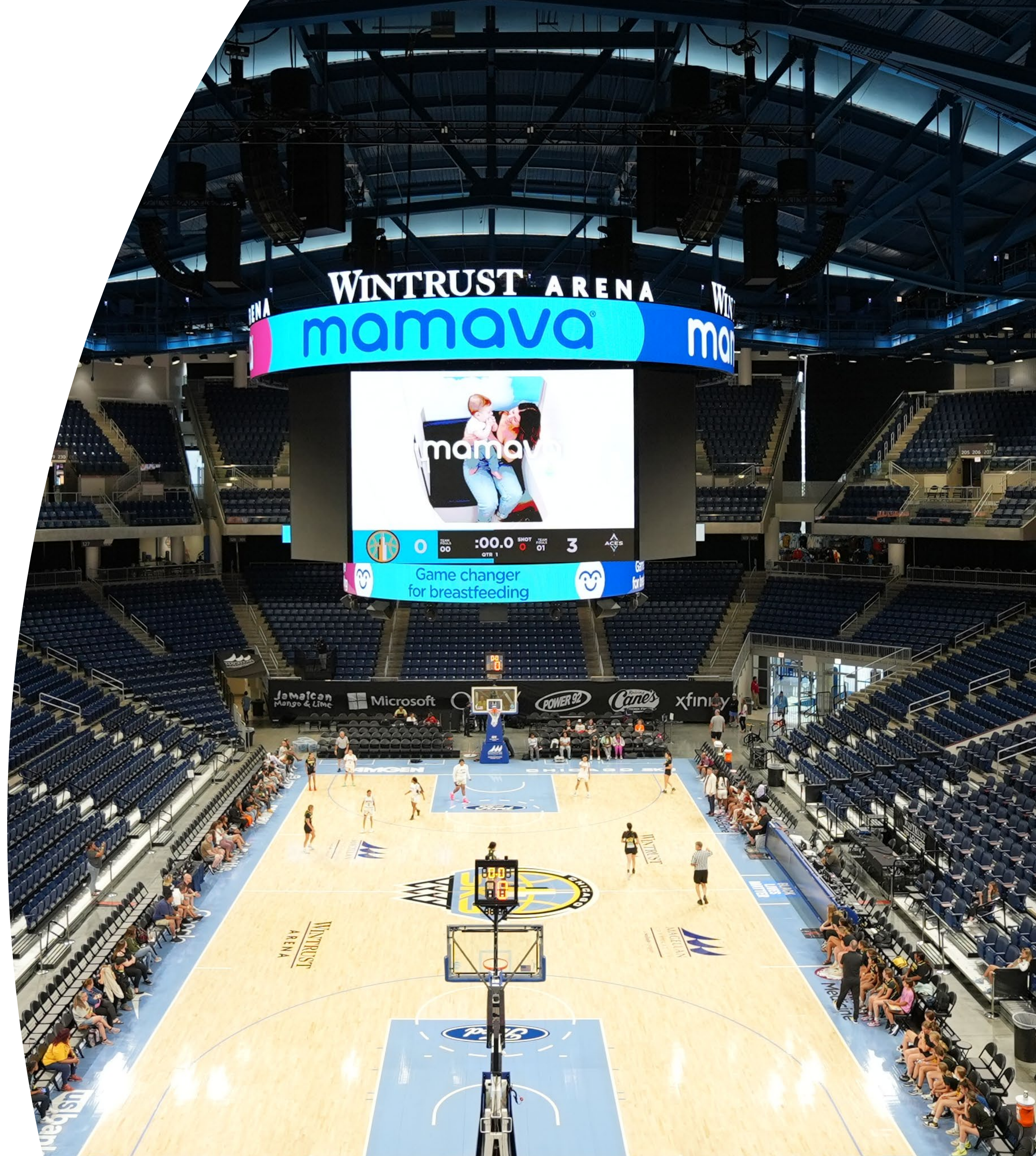
## Changing the Game With the Chicago Sky

Mamava became the official sponsor of lactation support for the Chicago Sky! We donated two lactation pods to Wintrust Arena for use by game-day guests, as well as employees of the team and facility.



## Making Space for All Breastfeeding Parents

We consulted with the Kelly Brush Foundation to ensure that our newly remodeled XL pod provides wheelchair access and more for breastfeeding parents. (Plus we interviewed Kelly for our new podcast, The Bodacious Optimist, about living an adaptive life!)





**mamava**® The Best Things Come in Pairs

## We made breastfeeding a hot topic

The more we can normalize talking about breast-feeding, the more we can change the conversation.

# 314

Media Hits

# 4.3B

Reach



**Nursing parents still have no place to pump at work. Now they're suing.**  
*(The 19th)*



**The confusing, stressful ordeal of flying with a breast pump**  
*(The Washington Post)*



**Employers are scrambling to put in places to breastfeed. This company wants to help.** *(Fast Company)*



**Breastfeeding parents still face challenges at work despite federal protections, survey says** *(HR Dive)*



**The Top 10 Airports for Breastfeeding & Pumping**  
*(The Bump)*



# Our Team Is United in Our Purpose

Mamava employees are committed to making sure that breastfeeding parents have access to private spaces to pump or nurse.





**mamava**® United in Our Purpose

## It's a great time to work at Mamava

### Robust benefits:

- Comprehensive health insurance with an HSA or FSA
- 401(k) employer match
- 20 days of PTO a year (25 days after 5 years) + 12 paid holidays
- 12 weeks of paid parental leave for the birthing parent + 4 weeks for the non-birthing parent
- Wellness reimbursement
- \$500 in professional development / education expenses
- Summer Flexible Fridays
- Milk shipping for breastfeeding employees who travel for work

In the 7-person  
C suite  
**5 identify  
as women.**

Out of 56  
employees  
**35 identify  
as women.**







## 2024 Pod Production

- All products are designed, prototyped, and assembled in our Springfield, Vermont factory.
- Original Pod → Flex Pod **reduced packaging by 68%**.
- XL V5 → XL V6 **reduced packaging by 25%**.
- Our power is **100% carbon free** and **90% renewable**.

## 2024 Employee Training + Development

- Worked with the Vermont Manufacturing Extension Center (VMEC) to improve efficiency and safety in manufacturing processes.
- Instituted a Quarterly Management Training program.
- Offered professional development funds to support employee learning and growth.

## 2024 Community Impact

- Mamava is a champion member of Vermont Businesses for Social Responsibility (VBSR), where Sascha serves on the board.
- Mamava is a financial supporter of Let's Grow Kids, where Christine serves on the board.
- Mamava is a proud supporter of Hunger Free Vermont, Black Breastfeeding Week, Irth's scholarship for aspiring lactation professionals, and Working Fields.
- Mamava is also a supporting member of Lake Champlain Commerce and Vermont Parks Forever.





# mamava<sup>®</sup>

Thank you to all the breastfeeding parents, partners, and organizations helping us push for progress. It truly does take a village.

Join the Mamava movement to make the world better for all breastfeeding parents:

**Get our quarterly newsletter:**

**Sign up for The Drop**