



PROINFLUENCE

## ProInfluence Startup Spotlight: Episode #4

Startup Spotlight features new, consumer-based startup companies and their passionate founders.

### Startup: Austlen

Leslie Stiba, CEO & Co-Founder



### How do you describe Austlen to people you meet?

Austlen™ Baby Co. creates products that make being a parent a little easier. We have a team of in-house engineers (many of whom happen to be parents) that truly understands the daily lives and frustrations of new moms and dads. They've stopped at nothing to create intuitive, purpose-driven, well-made products that make family life easier and more fun — giving parents more freedom to live in the moment without being overwhelmed by more & more.



### Who are the Austlen founders and their backgrounds?



*Leslie Stiba*, former global product manager and a parent of two young children, conceived Austlen™ Baby Co. to fill a need in the market for gear that adapts to the ever-changing daily activities and long-term needs of growing families. Aside from the demands of running a company, Leslie cherishes time with her family and sharing comedic moments with friends.



*Patrick Laffan*, co-founder and parent of three, was a previous director of engineering for Newell Rubbermaid™'s baby product divisions (Graco®, Aprica® and Teutonia®). Patrick has extensive experience in the stroller and juvenile industry, and has led the design and engineering of the Entourage from concept to launch.

### Who is your competition and how do you differentiate Austlen from them?

We compete against other high-end luxury strollers on the market. We are different from them in that our stroller, the Entourage, is the market's only expandable stroller and it's the only stroller that can carry up to 150 lbs. of kids plus cargo.





### Who is your target market?

Our target market are parents and caregivers who are either expecting or already have a child, and who value high quality, premium products that truly make their lives easier. We are currently sold only in the United States.

### Where can consumers buy Austlen today?

The Entourage is available from buybuybaby.com as well as select buybuy Baby stores, many specialty retailers and austlen.com. You can use our Store Locator at [www.austlen.com/retailers](http://www.austlen.com/retailers) to find a store near you.



### How do sales look? How are they trending?

Things are going very well so far. Since we're privately held, we're not able to disclose specific sales information, but we can tell you that sales are continuing to grow.

### Does Austlen currently own any intellectual property?

Yes! The Entourage has several issued and pending patents both domestically and internationally.



### Are you currently raising capital?

Yes, we're always interested in speaking to capital sources, particularly the ones who can add value to the business.

### If people wanted to learn more about Austlen, where should they go, who should they contact?

To learn more about Austlen and the Entourage stroller, visit [www.austlen.com](http://www.austlen.com) or reach out to [sales@austlen.com](mailto:sales@austlen.com).

### Where on social media can we find Austlen?

@Austlen   @austlen   @AustlenBaby

### Special Offer

FREE Austlen cargo bag with purchase of an Entourage stroller (a \$60 value). Visit <https://www.austlen.com> and use Discount Code: **PROINFLUENCE2017**



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