

Hello people!



This is BEBE&BEBE Inc.

Tagline “The Mother’s Actual Heartbeat is the Baby’s Lullaby” represents the core value of the BEBE & BEBE brand: enhancing the bond between parents and a baby. We designed identity by integrating this strategy (the meaning) with form (design)

About company

Founded in 2017

Located in Diamond Bar, California

Co-Founder and General Manager: Cha Nam Koh

The Mother's Actual Heartbeat is the Baby's Lullaby

We designed from the ground up the new brand. We developed a brand strategy and the whole corporate identity (logo, promotion materials, pictograms, etc.). For Tokki, the first Lubby Dubby Dolls products we designed new packaging. We also developed a new responsive website.

BEBE & BEBE

The Mother's **Actual Heartbeat** is the Baby's Lullaby

How it all began

represents the core value of the BEBE & BEBE brand: enhancing the bond between parents and a baby.

Record and Play **Actual Unique Heartbeat**

Our Lubby Dubby Dolls can record and replay your actual unique heartbeat so that your baby can fall asleep faster and sleep longer at the comfort of the womb-like experience.

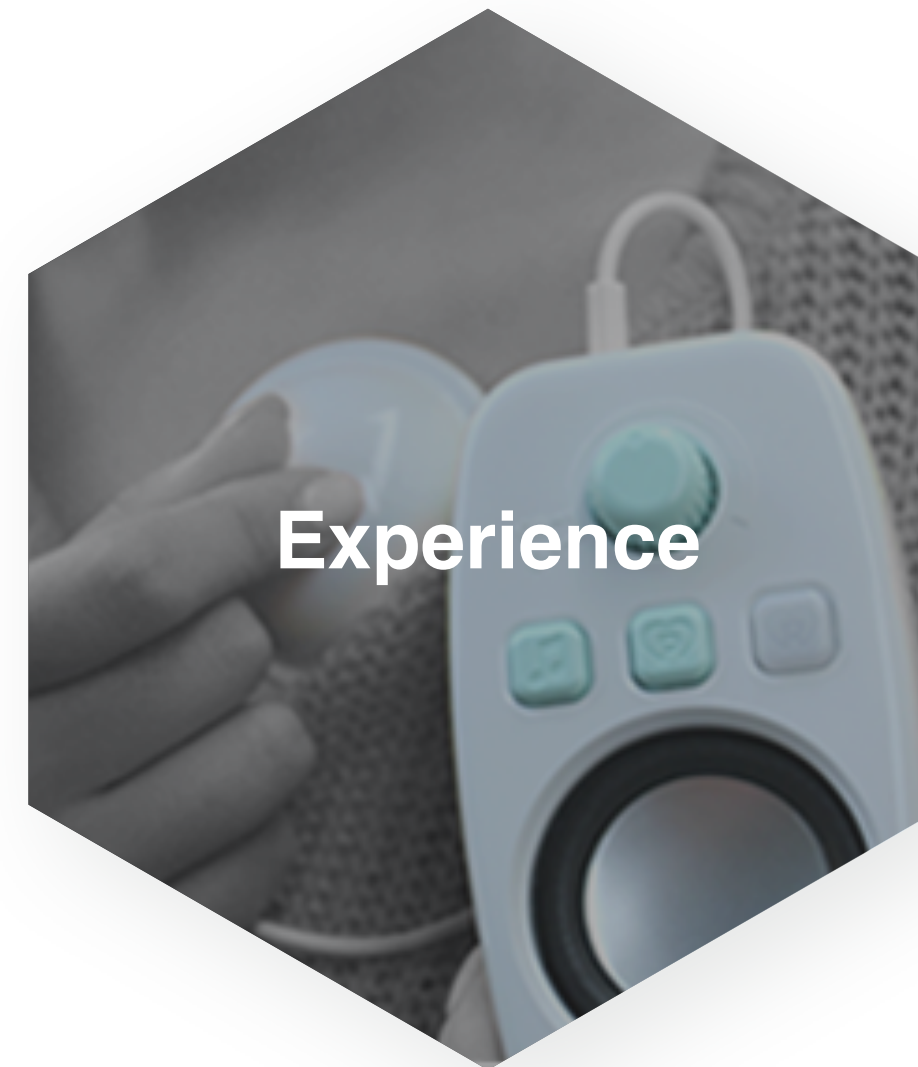




Scientific



Safety



Experience



Perfect Gift

**To make products that can be help
both the parents and their children.**

Lubby Dubby Dolls' patent-pending SoundBox not only provides better sleep for your baby but also for yourself!

Our Test Results

Our tests on selected infants resulted in significant increase of nap and night time sleep.



49.1%
increase in sleep
duration



takes **26.6%**
less time to fall asleep



43.4%
increase in nap time
duration



"Astonishing."

Mom of Jacob, 7 months

"Our baby had never taken a nap on his back before in his 7 months. He also had never slept this long at night. It was astonishing. I want to keep testing this product."



"brain development"

Mom of Vincent, 18 months

"At first we needed some time to get used to the device, but our baby's sleep duration continued to increase with time, and it was amazing. We really started wondering if this is because of the heart beating sound from the device. I felt safe and relieved to hear that mother's heart beating sound can have positive effect on the baby's brain development while providing comfort and security."

Testimonials

"...affected by the sound"

Mom of Sean, 3 months



"It seemed like our baby was affected by the sound of mommy's heartbeat. He would sleep while the sound is playing and then wake up when the sound stopped. He didn't cry when the sound stopped though. If it is possible in the future, it would be really great for the baby to feel the heart beat as well."



"It was amazing to see my baby snoring while sleeping next to the beating heart sound."

Mom of Yuna, 9 months

"I thought that this product would have even more effect if babies were to start using these while younger. It was amazing to see my baby snoring while sleeping next to the beating heart sound. My baby sleeps relatively well but not like this."



A person's heartbeat is as unique as a finer print!

Allows Mothers to record their unique heartbeat for the child rather than using a pre-recorded stranger's heartbeat (a person's heartbeat is as unique as a fingerprint!)



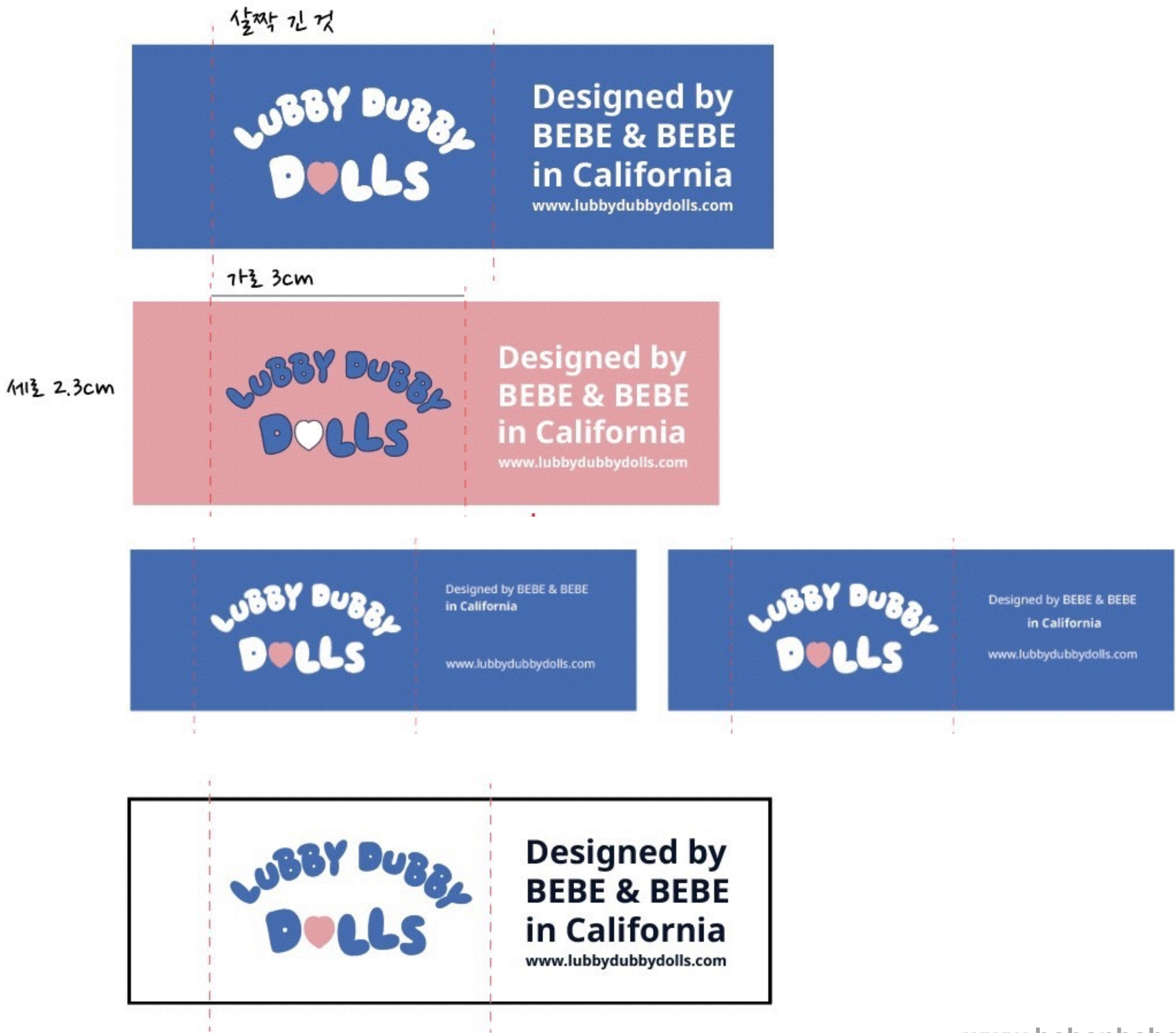
Heart of Lubby Dubby Dolls

The world's first consumer stethoscope recording device



Best sleepmate for your baby

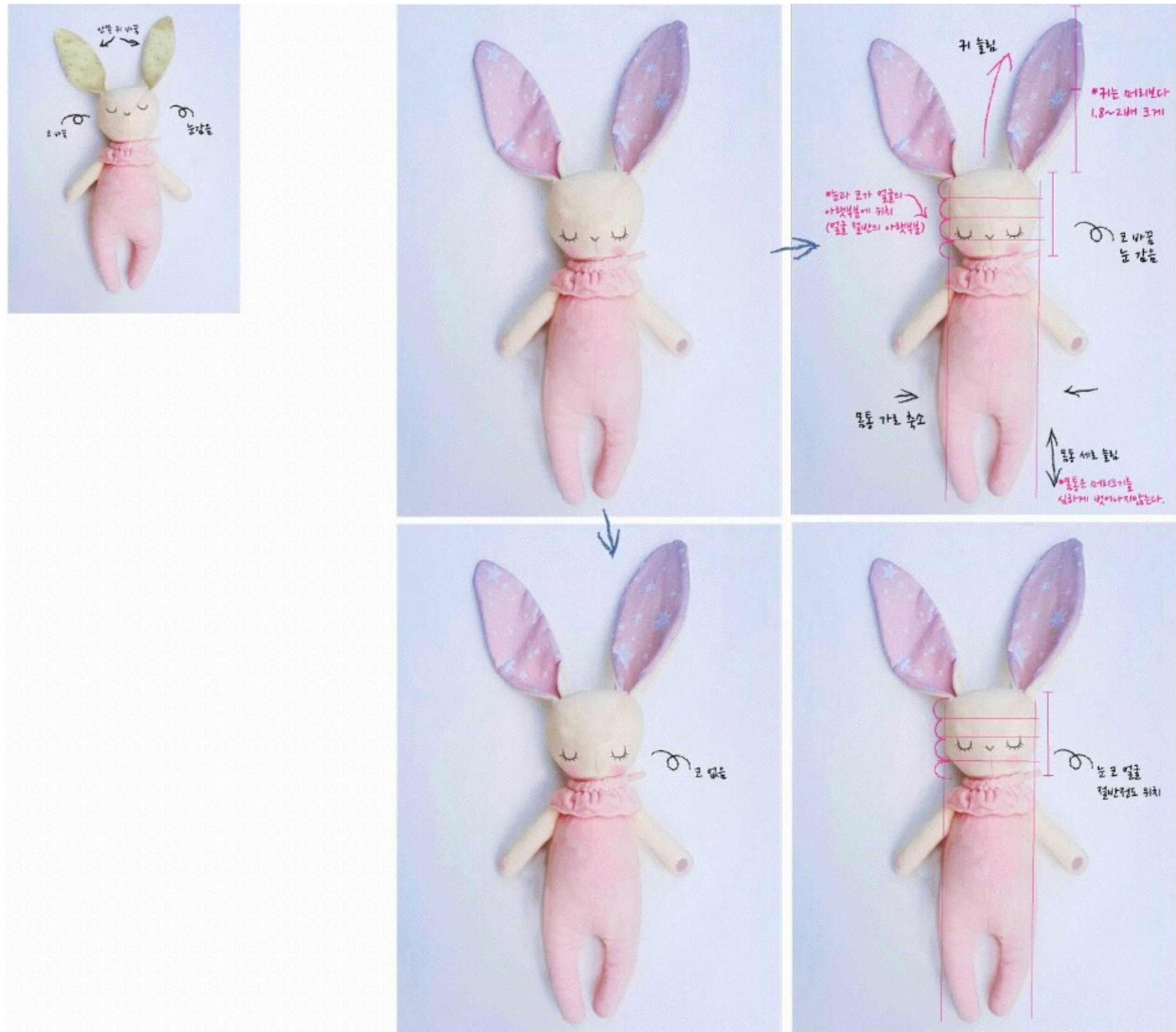
Soundbox adds white noise to the recording, emulating sounds babies hear inside a womb



The Development

- Based on multiple studies on the effects of mother's heart beat, there have been some attempts to use the heart beating sound to help babies sleep.
- We at BEBE&BEBE asked, "What could be better for the baby than the sound of the actual mother's heart beating?"
- This question led us to develop Lubby Dubby Dolls, which are capable of capturing the mother's actual heart beating sound to be delivered through the SoundBox hidden inside the doll.

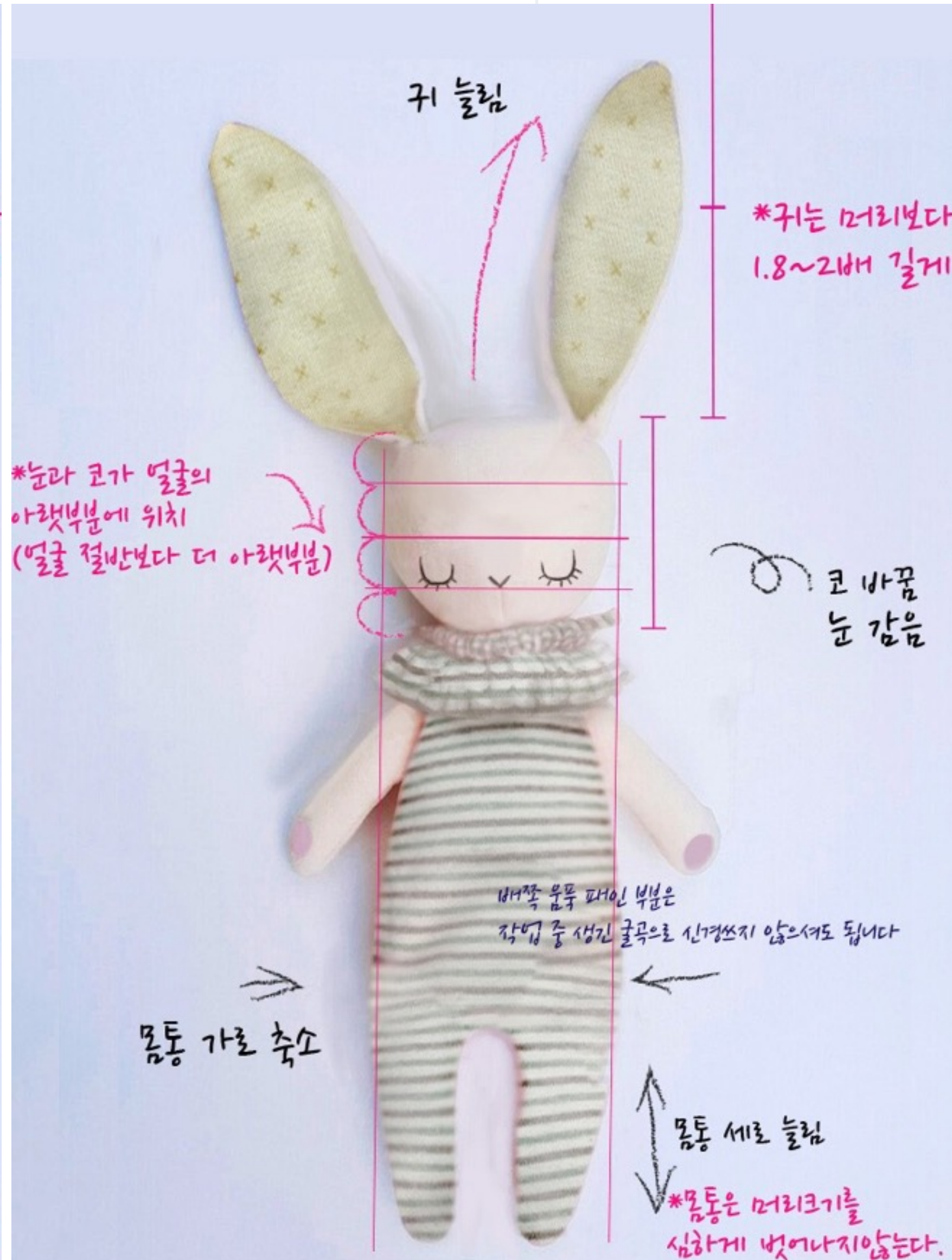
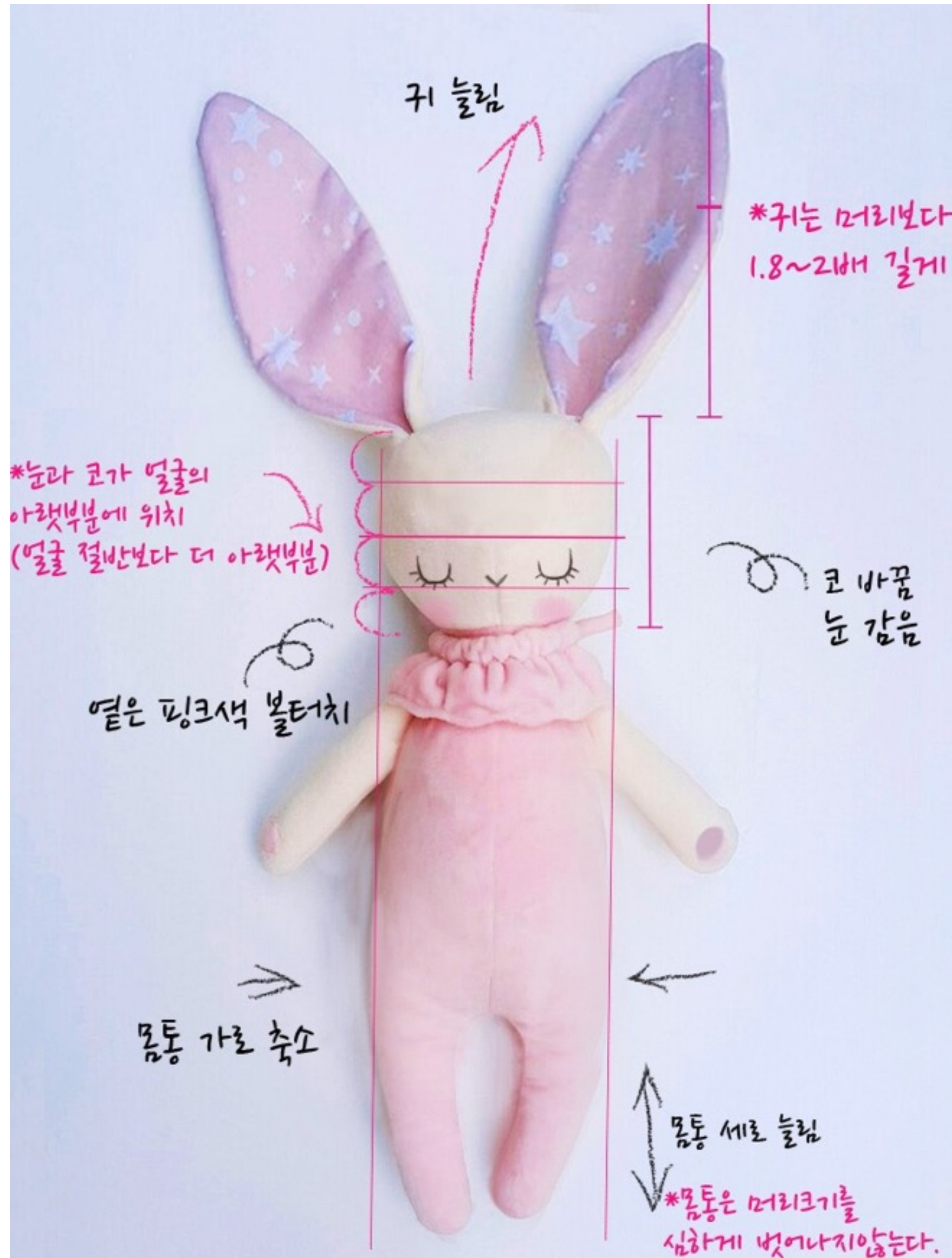






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피그렛같은











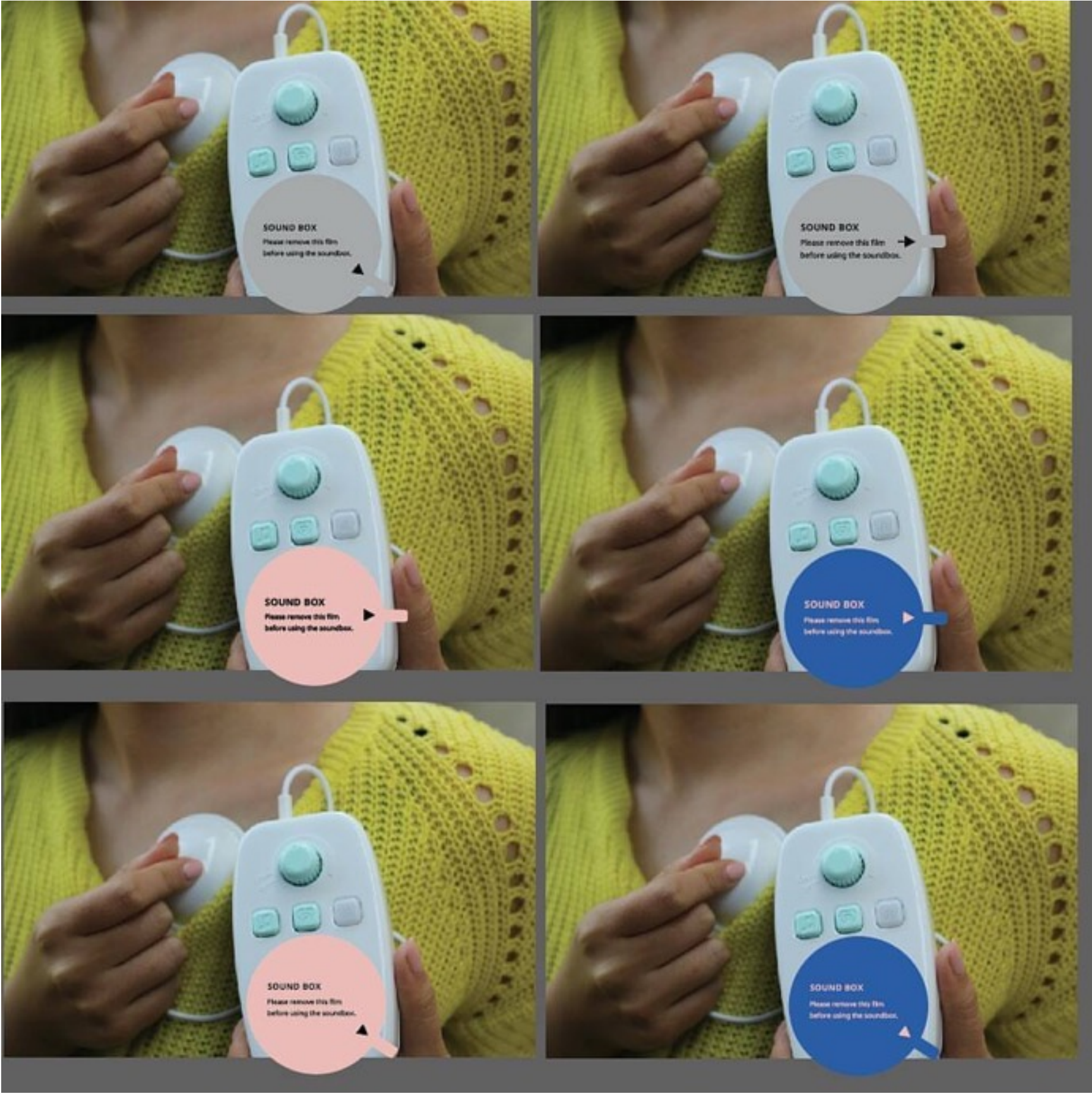
BEBE & BEBE

The Development



www.bebenbebe.com

2.5



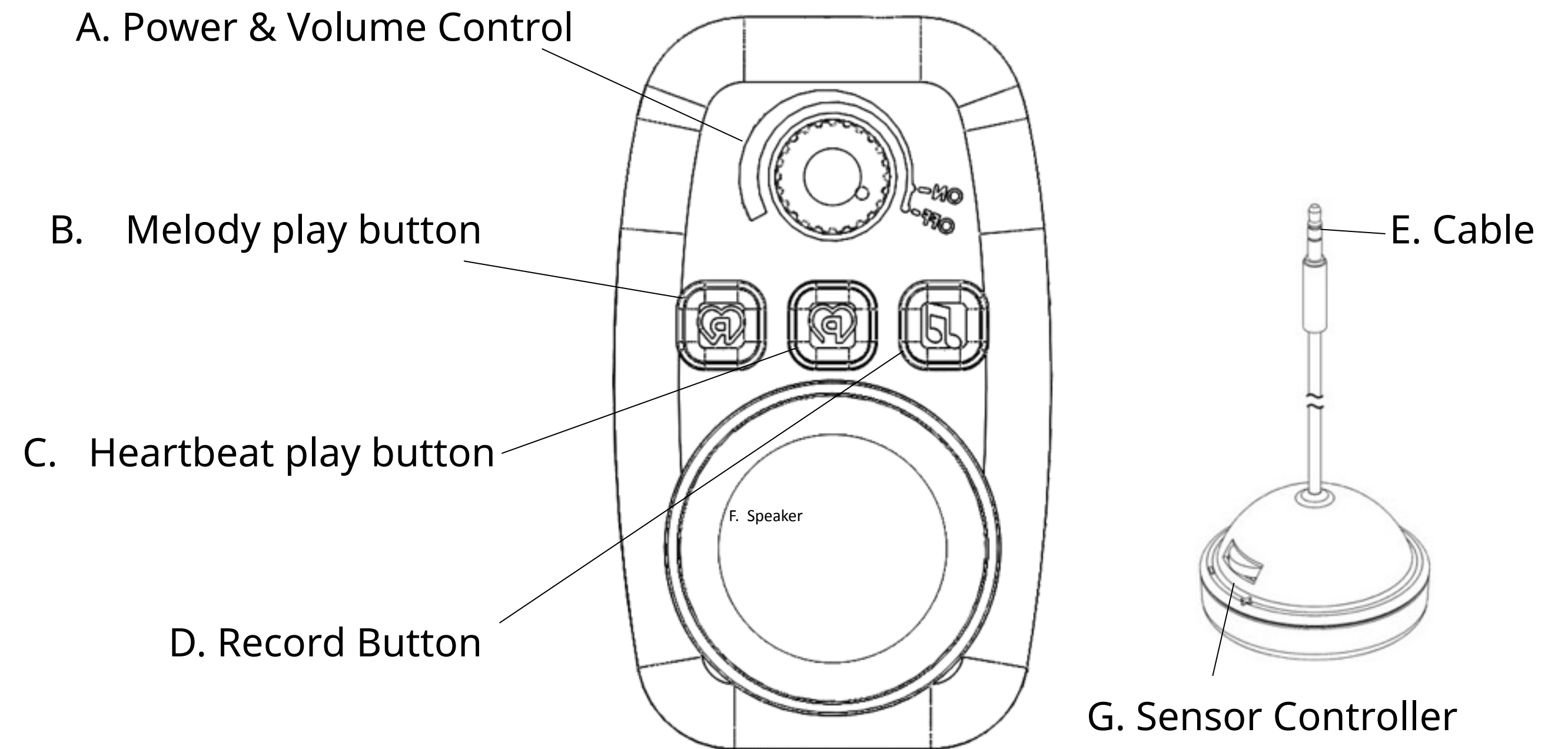
Specification

Size(inch) & weight(oz)	Tokki : 25.2inch, Average weight: 6.4 oz The Soundbox : 2.6(W) X 4.4(H) X 1.9(T), 7.2oz The Mic : Ø2.4 X 1.4(T), 1.0oz
Size(mm) & weight(g)	Tokki : 640mm(H), 180g(average) The SoundBox : 67(W) X 111.7(H) X 48(T), 203g The Mic : Ø60.4 X 35.2(T), 28g
Battery	1.5V AA Alkaline battery X 3EA (Max 92 Hour)
Power consumption	Min 0.15 – Max 1W(at 4.5V)
Recording time	30 seconds
Play function	Heartbeat & Music(Auto repeat)
Display	LED(Button Lighting)



How it works

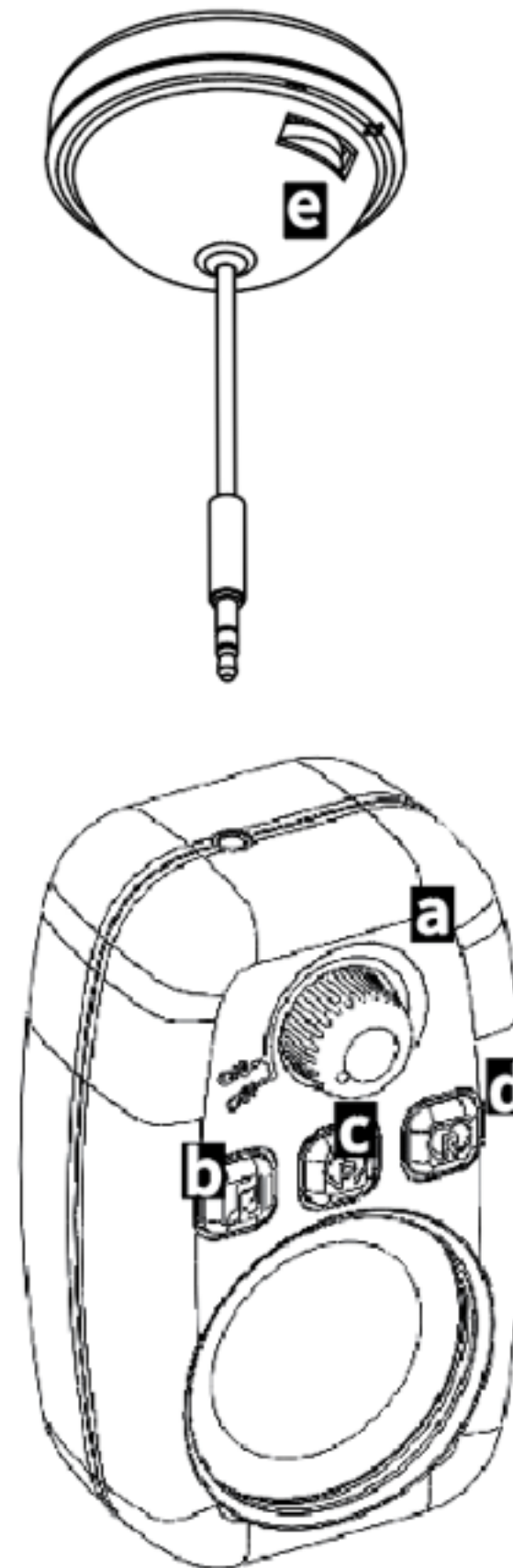
IMPORTANT TIP: Make sure to record in a very quite environment.
Do NOT talk or move while you are recording.



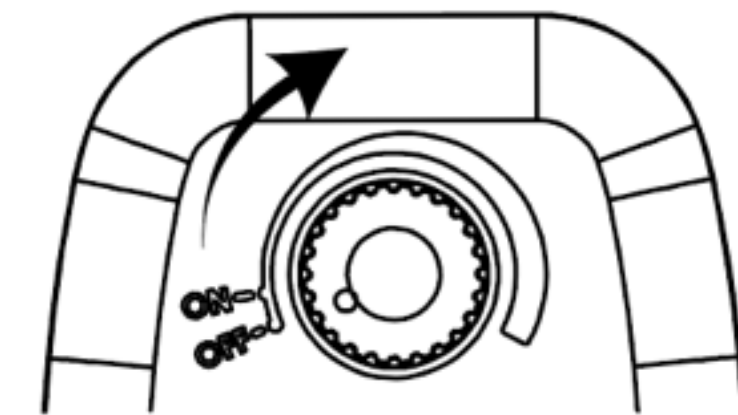
How it works

IMPORTANT TIP: Make sure to record in a very quite environment.
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1. Connect the Mic cable to the SoundBox.



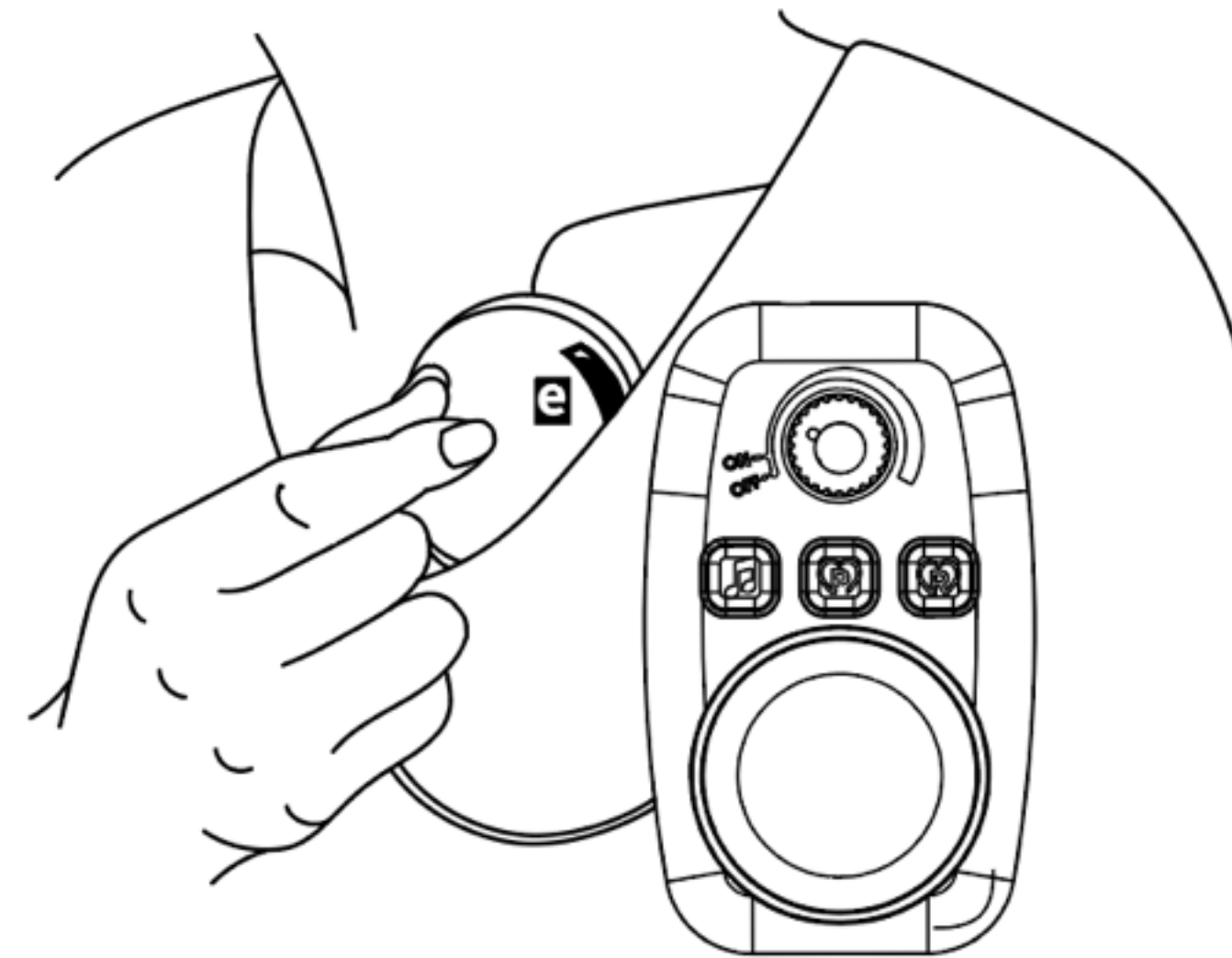
2. Turn the SoundBox on by turning the button clockwise.



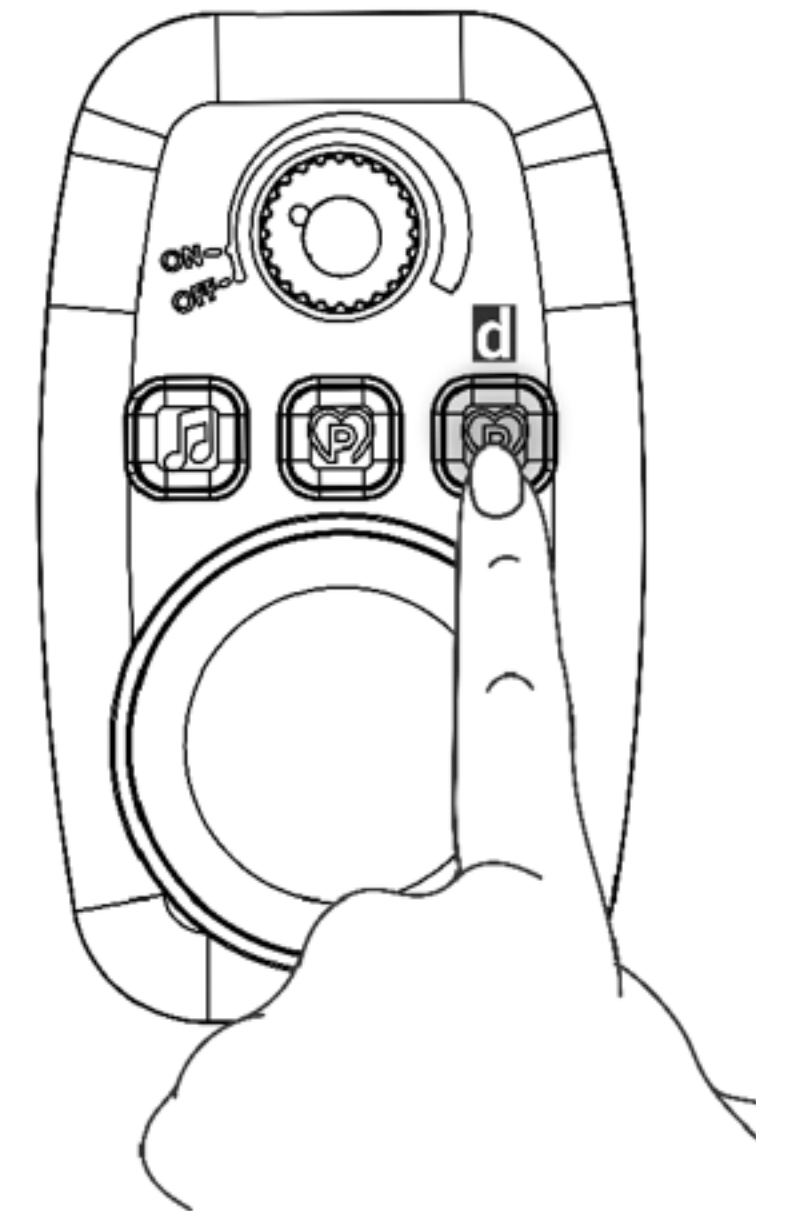
How it works

IMPORTANT TIP: Make sure to record in a very quite environment.
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3. Place the Mic on your left chest. Control the recording volume by turning the sensor key of the Mic.



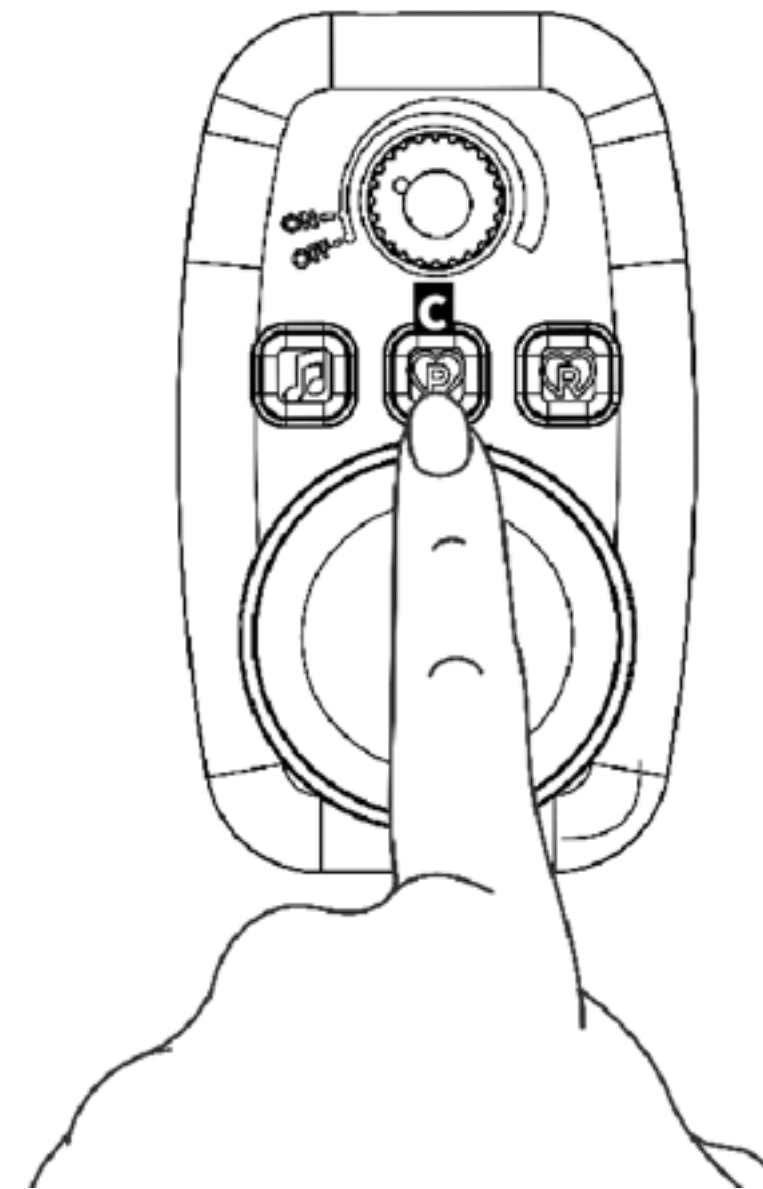
4. When ready, press the record button and hold still for 30 seconds.



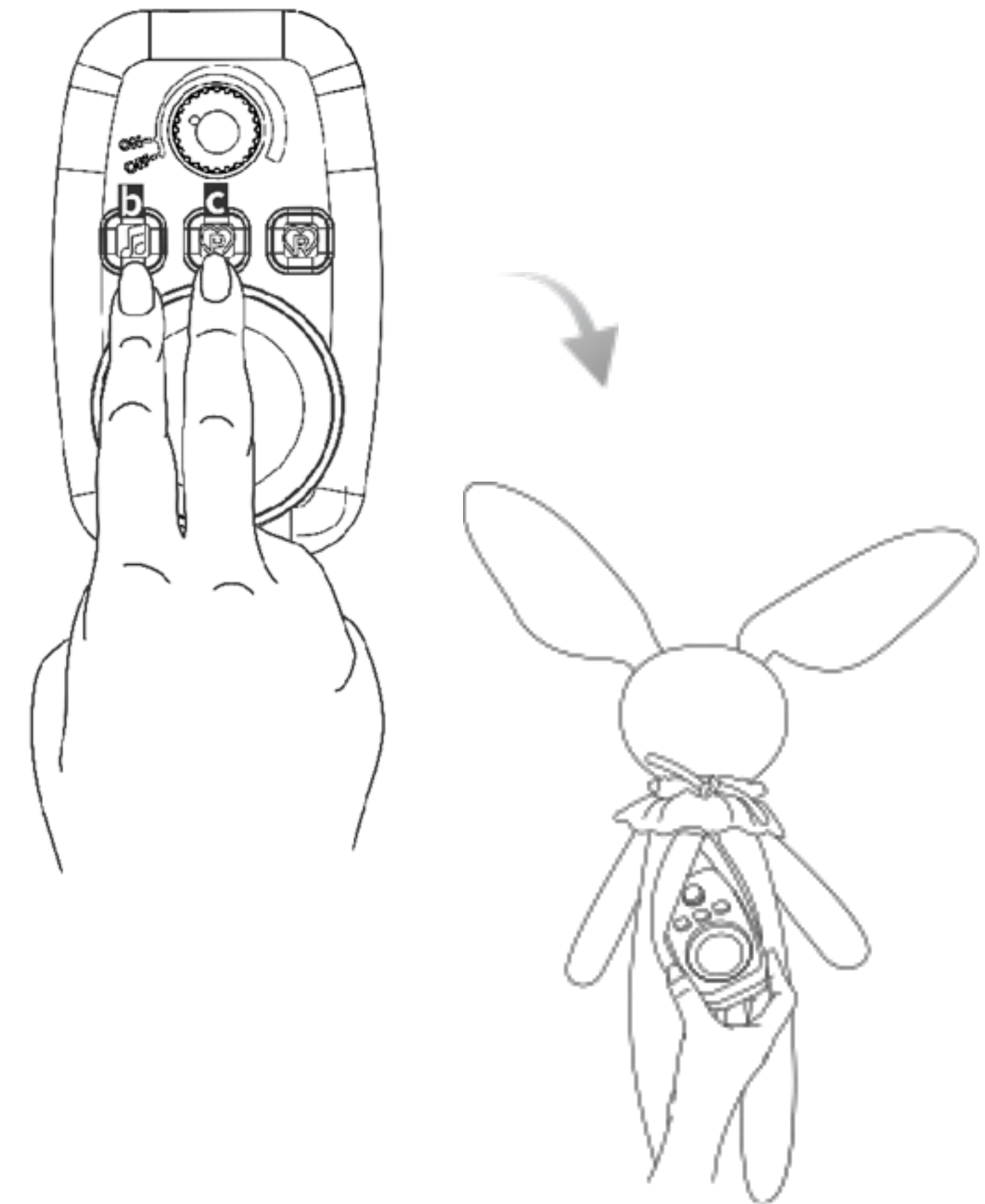
How it works

IMPORTANT TIP: Make sure to record in a very quite environment. Do NOT talk or move while you are recording.

5. When finished, press the play button to finish recording and play the recorded heartbeat.



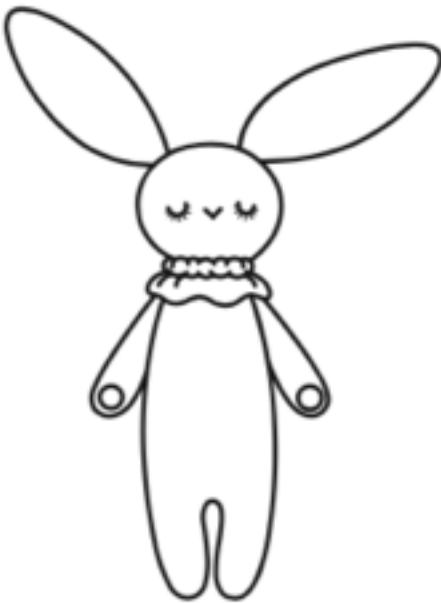
6. Unplug the Mic and put the SoundBox in lock mode by following the manual. Place the SoundBox inside Tokki's hidden pocket.



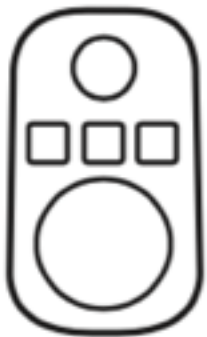
TOKKI THE RABBIT

COMPONENTS

*Please read the instruction carefully before using the Lubby Dubby Doll for the first time.



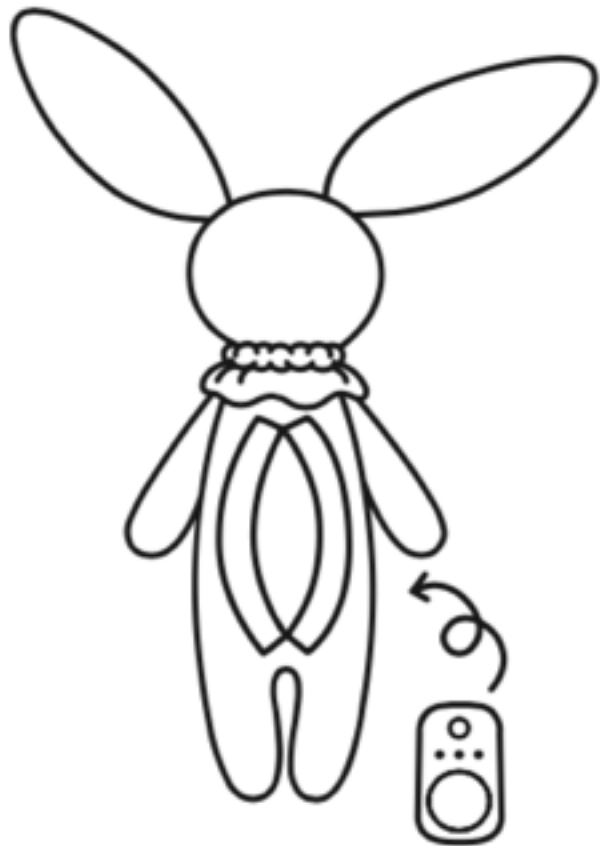
TOKKI The rabbit



The Soundbox



The Mic



SPECIFICATION

Size(inch)&weight(oz)	TOKKI: 25.2inch, 6.4oz(average) Soundbox: 1.9(L)x2.6(W)x4.4(H), 7.2oz Mic: Ø2.4 x 1.4(T), 1.0oz
Size(mm)&weight(g)	TOKKI: 640mm(H), 180g(average) Soundbox: 48(L)x67(W)x111.7(H), 203g Mic: Ø60.4 x 35.2(T), 28g
Battery	1.5V AA Alkaline battery x 3EA(Max 92 Hours)
Power consumption	Min 0.15 - Max 0.4W (at 4.5V)
Recording time	30 seconds
Play function	Heartbeat & Melody (auto-loop)
Display	LED(Button lighting)

Located on the back of Tokki is a hidden pocket to securely place the Soundbox. After recording the mother’s heartbeat, put the Soundbox inside Tokki with the speaker facing out.
If you wish to hang Tokki on a crib or elsewhere, you can untie and tie the knot located around Tokki’s neck.



SOUNDBOX & The MIC : FUNCTIONS

A Power & Volume

This knob turns the power ON or OFF. A clicking sound should be at the start of ON and at the end of OFF. With the power on, the knob controls the volume. When on, the Soundbox is in default lock mode.

C Heartbeat

With the power on, press to listen to the recorded heartbeat (automatically on loop). Heartbeat must be recorded first to be played.

B Melody

With the power on, press the button to play three prerecorded melodies on loop. Press again for next melody. The three melodies are: lullaby 1, lullaby 2 and white noise.

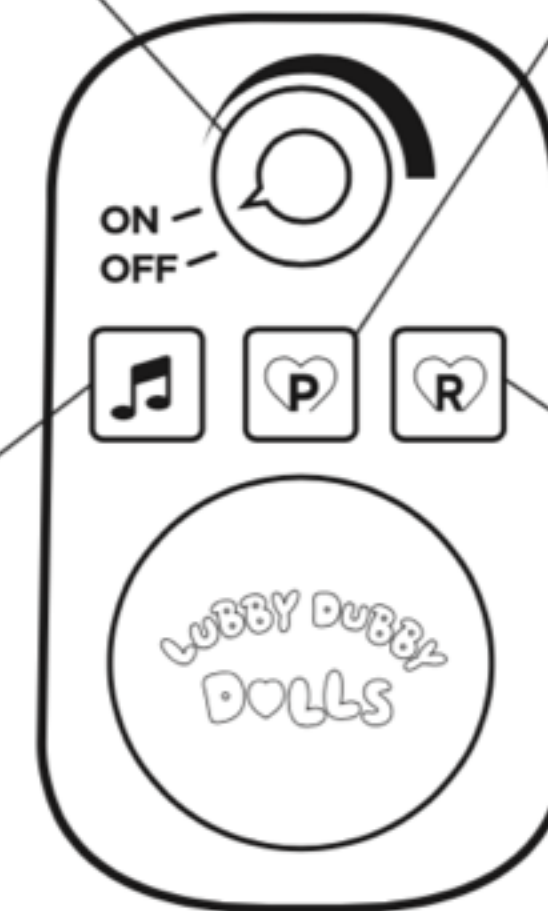
D Record

To record, the Soundbox must be unlocked first. Then press this button to start recording. Pressing during recording will cancel recording.

E Sensor Controller



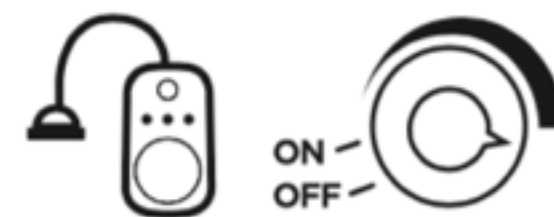
When connected to Soundbox, turn the controller to the desired recording volume of the Mic. Turning clockwise is volume up, counter- clockwise is down.



RECORDING: EASY STEPS

STEP 1. PREP

- ① Find a quiet place.
- ② Connect and turn on.



- ③ Unlock the soundbox.
[P] & [R] 3 seconds.

STEP 2. FIND & TEST

- ① Look for your heartbeat.



- ② Adjust volume of recording.



STEP 3. RECORD

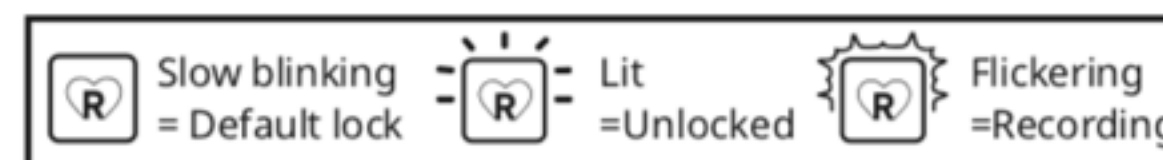
- ① Ready?
- ② Press [R] for 2 seconds.
- ③ 30" Wait.
- ④ To cancel, press [R] during recording.

STEP 4. CHECK

- ① Press [P] to listen to recording.
- ② If ok, turn off and disconnect.



- ③ If not ok, unlock and re-record.
[P] [R] → [R]
3 seconds.



DETAILED INSTRUCTIONS: SOUNDBOX

STEP 1. PREP:

- ① Find a quiet place to start recording.
- ② Connect the Mic cable to the Soundbox and turn on the power with the ㉑ Power knob by turning it clockwise at maximum volume.
When on, the Soundbox is on default lock mode and will only be able to play the three melodies and the recorded heartbeat, if any. LED will blink slowly.
- ③ Press buttons ㉒ and ㉓ together for 3 seconds to unlock the Soundbox to enable recording. LED will light up. Now the Soundbox will immediately play the sound currently being captured from the Mic. Adjust the speaker volume by turning the knob.

STEP 2. FIND & TEST:

- ① Place the Mic head on your left chest (directly on your skin) and find your heartbeat to record through the connected Soundbox. Move the Mic slowly across the chest and find the best quality heartbeat sound.
- ② Also adjust the recording level of the Mic with the ㉑ Sensor controller to obtain the best sound. Medium is the recommended level. If the heartbeat sounds faint, turn the level up; if there is excessive white noise, static or crackling noise, turn the level down. Some amount of white noise is completely normal and actually familiar to your baby.

STEP 3. RECORD (but calibrating first):

- ① Recording will take 30 seconds; please do not move or talk during the recording for optimum results.
- ② When ready, press the ㉓ Record button for 2 second to begin; the LED should start flickering and the Soundbox will go silent momentarily. This means the Mic is calibrating the beating heart. When calibration is over, the Soundbox will automatically start recording the heartbeat and then after 30 seconds immediately go into default lock mode to safeguard the recording.
- ③ To cancel, press ㉓ during recording.
- ④ Once the recording is completed and the default lock mode is enabled, the LED will blink slowly.

STEP 4. CHECK:

- ① Press the ㉒ Heartbeat play button to listen to the recorded heartbeat which will be on auto-loop with smooth transition.
Adjust the volume to listen to the recording. Place your ear close to the speaker to listen up close. Hearing some white noise is absolutely normal. Babies are used to hearing mother’s heartbeat with white noise.
- ② If you are happy with your recording, turn off the power and disconnect the Mic cable from the Soundbox.
- ③ If unhappy, unlock the Soundbox and record your heartbeat again.

UNLOCK:

- ① To record the heartbeat, Soundbox must be unlocked first. Press buttons ㉒ and ㉓ together for 3 seconds. The ㉓ Record button will light up. Proceed with recording.

NAP/BED TIME:

- ① Turn the power on, adjust the volume with the knob, and place the Soundbox, with speaker facing out, inside Tokki.

TIPS & NOTES:

- Long hair or clothing near the Mic may be reasons for crackling noise.
- There is no need to press the Mic too firmly against the skin. It suffices to place it lightly onto the skin.
- Having much static or crackling noise in the recording may use up more battery life.
- To prevent possible injury by entanglement, keep the Mic in a safe place when not in use and away from children’s reach. Failure to comply may expose children to injury.
- Always connect and disconnect the Mic with the power off. This is to protect the Soundbox and its speaker.
- Ensure that the Mic is firmly connected to the Soundbox when recording. Crackling noises may result from improper connection.
- You are recording this for the baby. Record in a comfortable position and with happy thoughts!

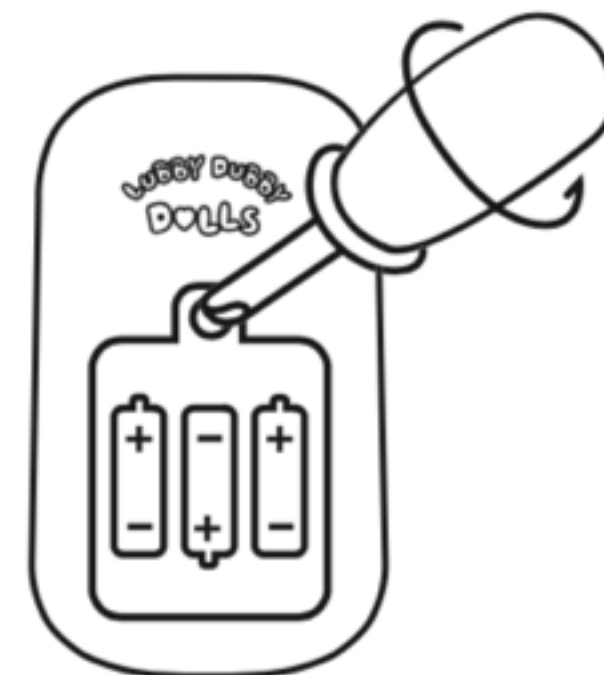


BATTERIES

Battery Installation

(Requires 1.5v AA x3 Alkaline batteries and a screw driver)

- ① Before changing batteries, ensure that the power is off.
- ② Open the battery cover on the back of the Soundbox using a screw driver to loosen the screw. (Be careful not to lose the screw!)
- ③ Remove old batteries, if any, and install three 1.5v AA batteries (please check the polarity for proper installation.)
- ④ Replace the battery cover and refasten the cover with the screw to secure the battery box.
- ⑤ Dispose of batteries properly.



Battery Warning

- Turn off the power when not in use.
- Use alkaline batteries, and do not use rechargeable batteries.
- Do not mix different types of batteries: alkaline, standard (carbonzinc) or rechargeable (Ni-Cd, Ni-MH).
- Do not mix new and used batteries.
- Do not use damaged batteries.
- Install batteries with the correct polarity.
- Do not short-circuit the battery terminals.
- Remove batteries during long periods of non-use.
- Remove exhausted batteries and dispose accordingly.
- Do not dispose of batteries in fire.
- Do not charge non-rechargeable batteries.
- Misusage of a battery may cause overheating or rupture.
- If lachrymal fluid oozes out, do not touch the fluid with hands.
- Upon physical contact with the fluid from the battery, consult a doctor immediately.



tokki the Rabbit

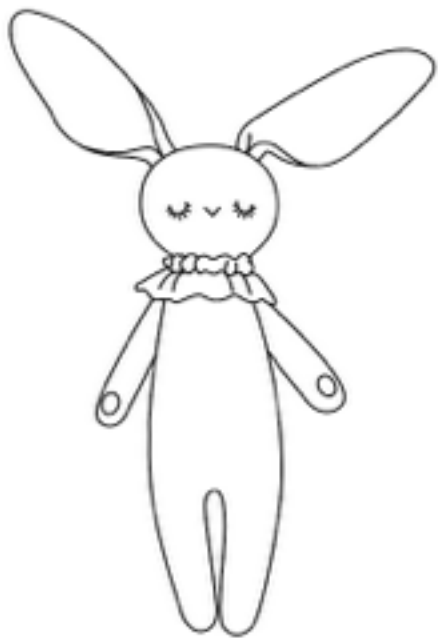
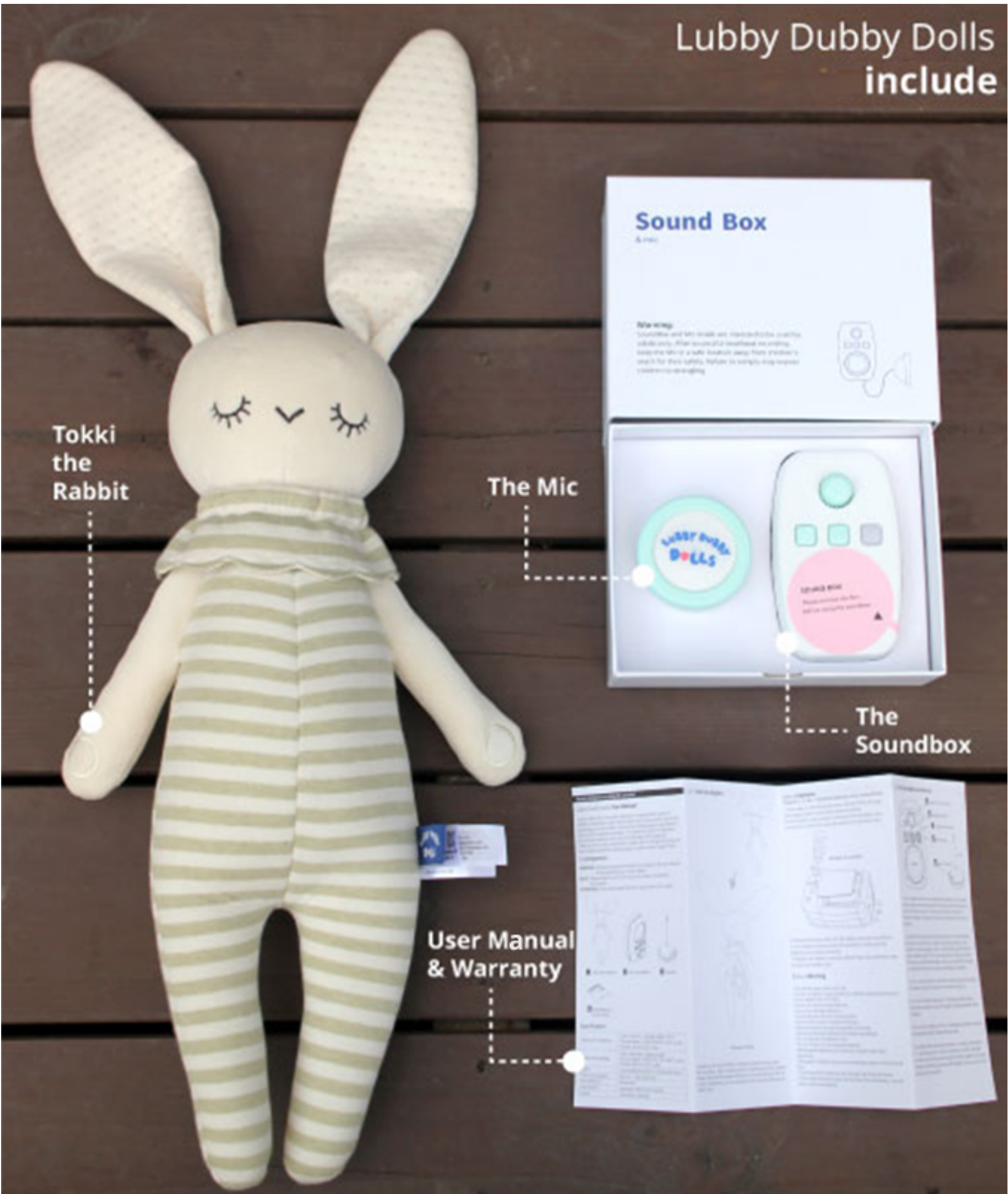
- Named after the Korean word meaning “rabbit,” Tokki is will be the first Lubby Dubby Doll to be released
- The outer layer is 100% made of organic fabric approved by GOTS (Global Organic Textile Standards)
- On the back is a pocket to securely place the main mechanical unit
- Made with organic fabric using zero glue finishthe Rabbit



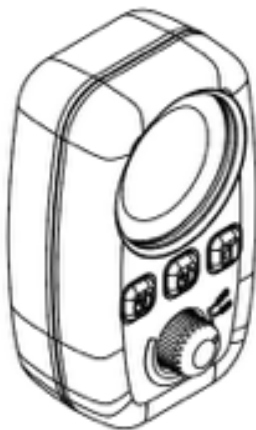
Available in Three Colors

Product feature

-  Green Stripes
-  Brown Stripes
-  Green+Brown Stripes



1 Tokki the Rabbit



2 the SoundBox



3 the Mic

How to Use

Tokki is an incredibly simple toy to use, with 3 main steps



1. Record your heartbeat with soundbox + stethoscope.



2. Put the Soundbox inside Tokki and play the heartbeat sound until your baby falls asleep.



3. Once your baby falls asleep, hang Tokki around the crib using the knot behind its neck.

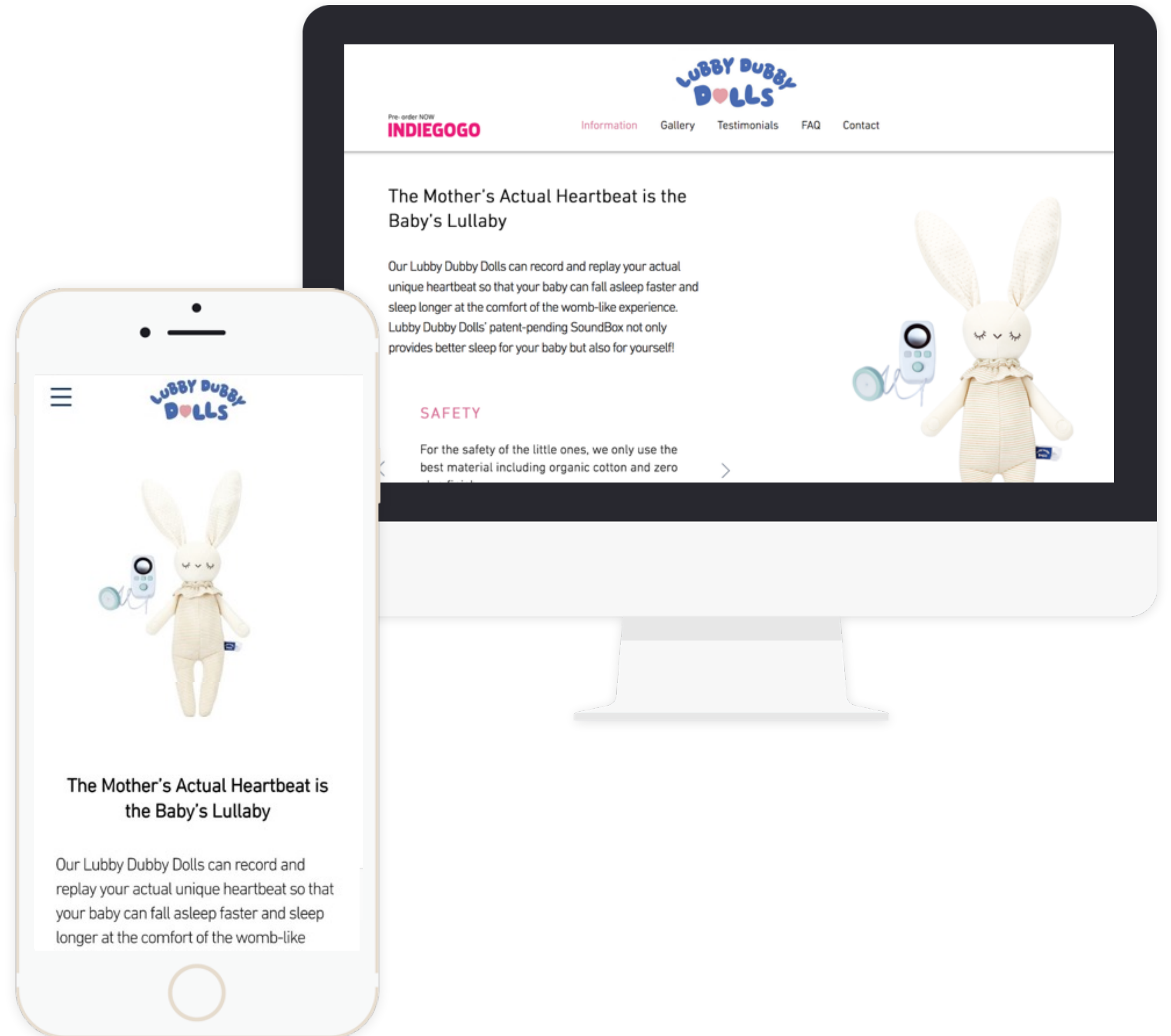


Stay connected across screens

No device can replicate mother's loving touch, but our Lubby Dubby Dolls can replicate the sound of her heartbeat to help her baby sleep. Our unique sound-capturing technology records mommy's actual heart beating sound and delivers the sound through the SoundBox.



Soothe your baby to sleep
with the sound of the mother's
recorded heartbeat



Product Photo

Life style



Team members

Led by our founder Charlie, BEBE & BEBE, Inc. comprises of experienced individuals from diverse professional background who have gathered with a shared vision: to make products that can be help both the parents and their children.



Simon Cho

Founder



Charlie Koh

Founder



Phoebe Moon

Creative Designer



Payson Titcomb

Marketing

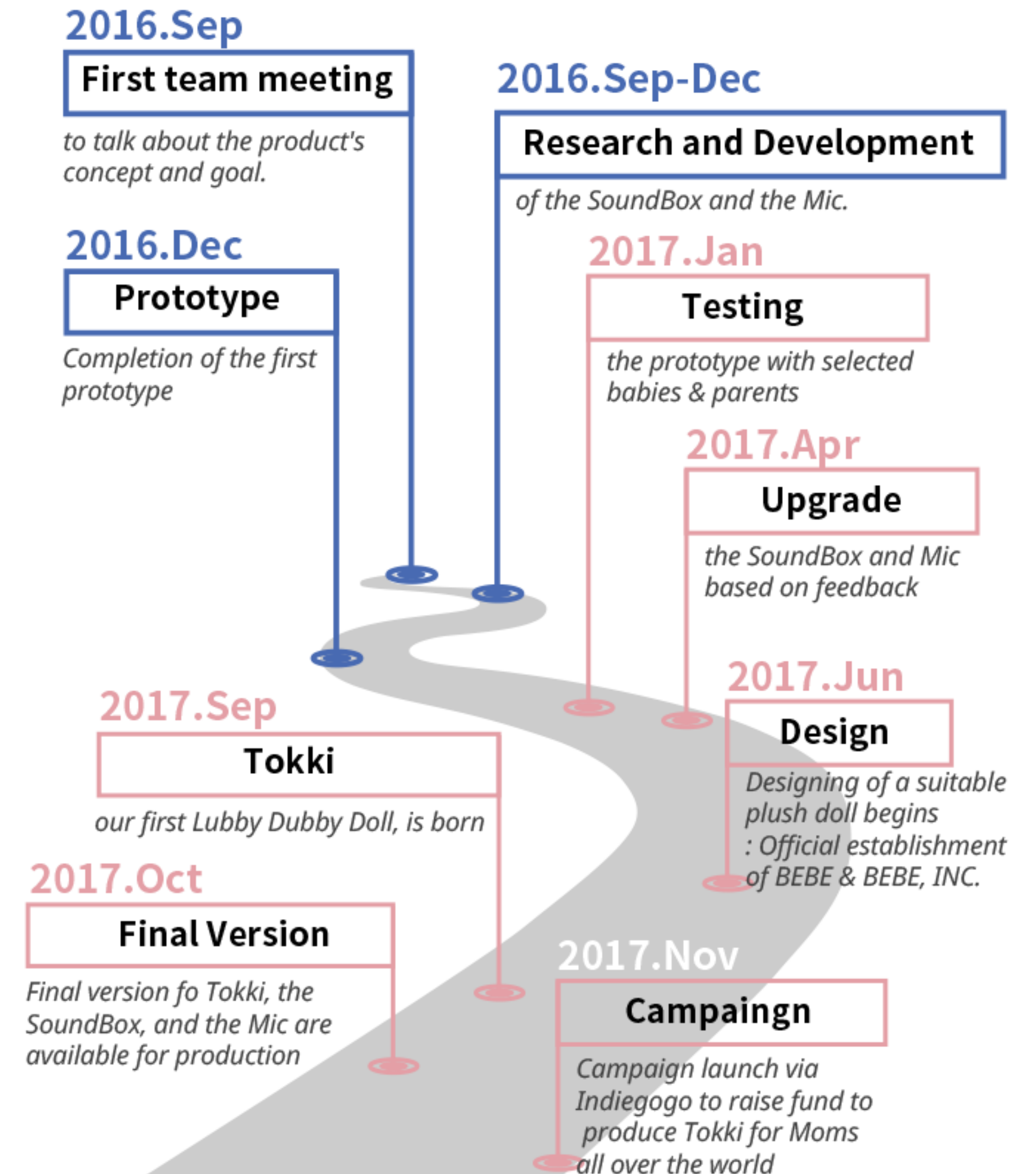


Manx Taiki Magyar

Marketing

To make products that can be **help both the parents and their children**

Our team started the Lubby Dubby Doll project in JUL17 from scratch with a goal to develop a product that can help babies sleep. After over a year of success and setbacks, we are happy to present with confidence Tokki the Rabbit, our first Lubby Dubby Doll.





Our Goal

CHALLENGES

- Cheaper substitutes available in the market
- Tight delivery timeline
- Zero brand awareness

OBJECTIVE

- Successfully release the first Lubby Dubby Doll, Tokki, via Indiegogo campaign in mid-Nov17.
- Ship out all merchandise with target delivery before Christmas.

STRATEGY

- Prepare and successfully launch Indiegogo campaign including video production, SNS marketing,
- Offer discount up to 60% during Indiegogo campaign
- Co-work with a marketing agency

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Our Lubby Dubby Dolls can record and replay your actual unique heartbeat so that your baby can fall asleep faster and sleep longer at the comfort of the womb-like experience. Lubby Dubby Dolls’ patent-pending SoundBox not only provides better sleep for your baby but also for yourself!

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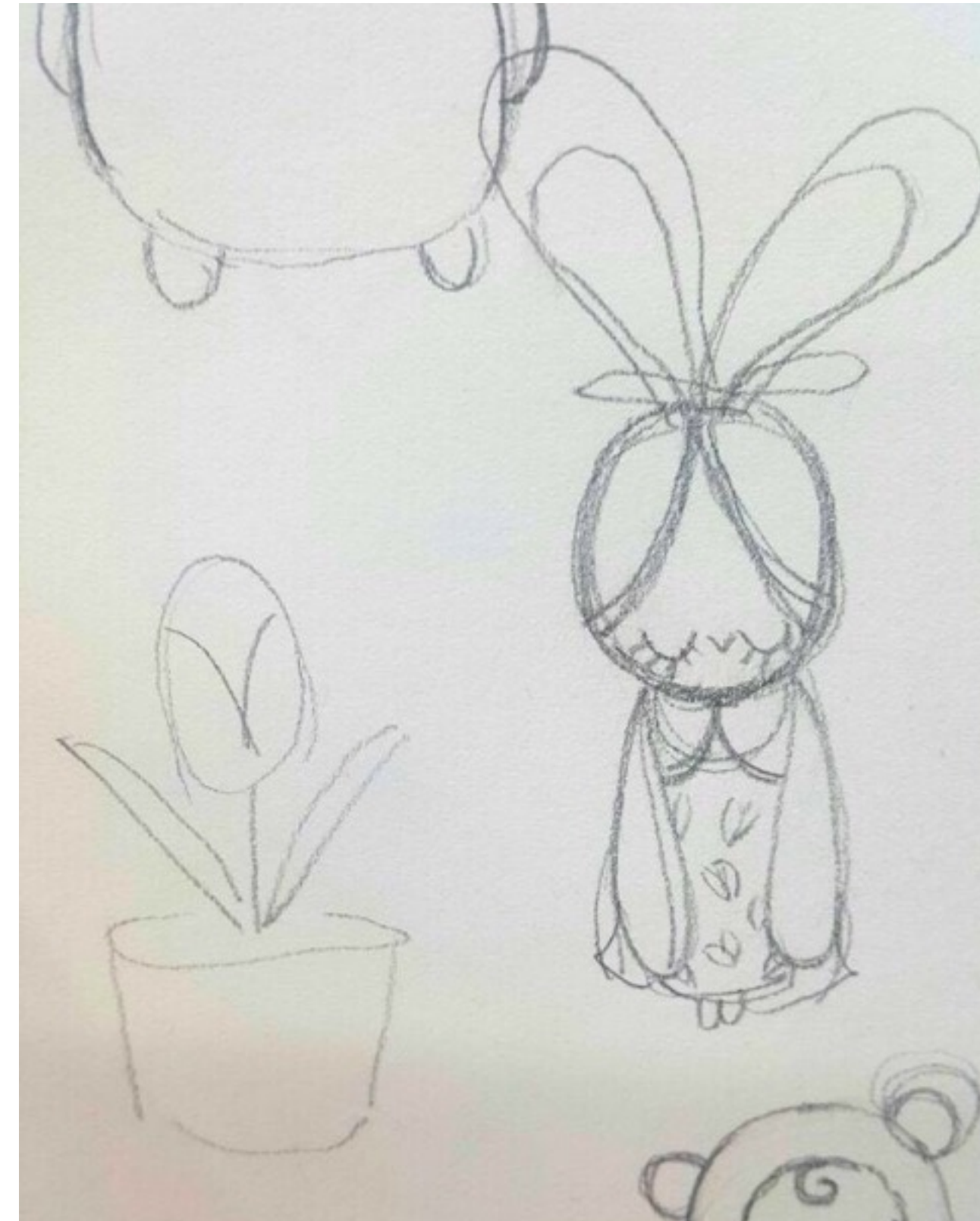
JAN -FEB 2018

Lubby Dubby Dolls

Vol. 2







LUBBY DUBBY
DOLLS





