

CHILDREN'S SAFETY • TRAVEL • E-COMMERCE

Award-Winning Children's Travel Safety Brand, 15-Year Heritage

A recognised, category-defining children's travel safety brand with 15 years of operating history, multi-channel retail distribution, and a robust IP portfolio generating \$3.41M in annual revenue.

ASKING PRICE

\$1,429,251

36x Monthly Multiple

\$3.41M

TTM REVENUE

\$476K

TTM PROFIT

14%

PROFIT MARGIN

\$284K

AVG MONTHLY REVENUE

BUSINESS MODEL

Multi-Channel FBA

FIRST MADE MONEY

2009

OWNER INVOLVEMENT

40 hrs/week

TEAM SIZE

7 Employees

CUSTOMER MARKET

Global

TREND

Stable

Investment Highlights

- ✓ Pioneered inflatable portable booster seat category with patented design
- ✓ Multi-market sales across major retail and ecommerce channels
- ✓ Extensive IP portfolio: patents and trademarks across US, UK, EU, and beyond
- ✓ Low TACoS of 8.4% reflects strong organic brand demand
- ✓ Scalable fulfilment infrastructure supporting diversified channel growth

Growth Opportunities

US Market Expansion

Significant runway to grow existing product sales across US consumer segments.

White-Label Product Lines

Add complementary products for vertical and horizontal category expansion.

Retail Channel Deepening

Grow recently launched retail partnerships to increase non-Amazon revenue share.

Adjacent Family Markets

Leverage brand equity to enter related travel and family safety categories.

Interested in Learning More?

Sign an NDA to access full financials, business details, and schedule a call with the seller.

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