

**LIFE'S HARD.**  
CARRYING YOUR BABY  
SHOULDN'T BE.



## The A,B,Cs of **TushBaby™**

### WHY WE STARTED TushBaby™

TushBaby came out of pure and simple necessity: our founder, Tammy Rant, couldn't find an easy, comfortable way to carry her kids, and she knew other parents had the same problem. It was a pain in her arms and a strain on her back to shift her kids from hip to hip every five minutes. Strollers were too bulky. Strap-in carriers were too complicated. And wraps and sacks were too hot and sweaty.

So Tammy created TushBaby, a unique, strapless baby carrier to help caregivers carry their kids comfortably, stash their stuff conveniently, and save their backs — thankfully.

### WHEN WE STARTED TushBaby™

TushBaby was founded in January of 2018 when Tammy prototyped her first model, wore it to a local park, & was practically tackled by 12 mothers and fathers asking her where they could buy one. Right then she realized she had created a truly problem-solving product

She began working closely with designers, manufacturers, and pediatricians to create a safe, ergonomic hipseat carrier for caregivers of any age. TushBaby officially launched in May 2018 on Kickstarter, earning \$124k — well above the 10k that was set. Featured on BuzzFeed, Parents, Good Housekeeping and 15+ major outlets — and garnering over 60 million views — TushBaby went viral in a matter of weeks.

### WHO USES TushBaby™

TushBaby isn't just for moms and dads; it's great for any caretaker, of any age. Perfect for grandparents, babysitters, and parents with special-needs children who tend to be late walkers, TushBaby offers a unique, strapless baby carrier that helps people carry their kids comfortably and easily access the things they need.

### WHERE TushBaby™ IS USED

You can use TushBaby pretty much everywhere: while running errands, at the park, on a walk, during play dates, hanging out at home and during travel. You can even use TushBaby as breastfeeding support.

### WHERE TushBaby™ IS SOLD

TushBaby is sold on [TushBaby.com](https://TushBaby.com) and [Amazon.com](https://Amazon.com).



# TAMMY RANT

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## CEO & FOUNDER

Tammy began her first business at seven years old, collecting lost golf balls at the local golf course on Friday nights, scrubbing them clean, and then selling them back to their prior owners the next morning. She also attempted to “sweeten cherries” by dipping them into honey and sugar and selling them to older ladies around the neighborhood who couldn’t resist her “chutzpah.”

Tammy took her natural-born hustle down to Santa Barbara where she studied people and their needs, earning a degree in sociology. She returned to the bay area, where she dove headfirst into software sales working at Salesforce for four years, and then LinkedIn for six. Throughout her sales career, she has remained in the top 1% of the entire sales division.

When Tammy had children, she switched gears into baby products — hunting for the best strollers, sippy cups, and sleep sacks, and reviewing them all. But when it came to carrying her children easily and comfortably, she couldn’t find the solution she wanted.

So she created her own with TushBaby, an ergonomic hipseat that evenly distributes weight to reduce back, arm, and hip strain, and has built-in storage so parents don’t have to lug around 3 bags.

Customer appetite was clear. TushBaby blew up on Kickstarter, earning 124k — well above the 10k that was set. Featured on BuzzFeed, Parents, Good Housekeeping and 15+ major outlets — and garnering over 60 million views — TushBaby had gone viral.

Tammy began working directly and diligently with designers and manufacturers to bring TushBaby to life. At six months pregnant, she went on Shark Tank and pitched her product. And over the next three months, TushBaby proved to be a commercial success not only in the U.S., but also reaching parents internationally in Europe and Asia — garnering hundreds of 5 star reviews from caregivers around the world.





# SARA AZADI

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## CMO & CO-FOUNDER

Sara joined TushBaby in June of 2018. As mama and marketer, Sara instantly knew that Tammy had created a game-changing product that would truly help parents — and became wildly passionate about getting the word out.

This passion stemmed from a personal experience. Sara's daughter loved being held and hated being tucked away in a stroller or squished in traditional, complicated carriers. Sara decided it was simply easier to carry her daughter on her hip, and did so for several years. In 2017, she had to have shoulder surgery, and still suffers from sciatica today. Since then, she's made it her mission to reach as many caregivers as possible with a better carrying alternative. Hello, TushBaby.

Prior to TushBaby, Sara spent 19 years working at world-renowned agencies where she helped clients large and small meet their marketing objectives by focusing on the cross-section where culture, consumers, and data meet.

At Edelman, the world's largest marketing communications firm, Sara served as EVP, Managing most complicated business challenges, and building brand narratives into human truths that stick.

Before Edelman, Sara was Director of Client Partnerships at Swirl, Inc, a McGarryBowen agency. There, she was in charge of developing marketing strategies, guiding agency innovation, and leading partnership strategies. Working with the Grateful Dead, Pandora, Dolby, Microsoft and Red Bull, Sara led an initiative focused on building a community of brands to redefine the current state of the music industry and how artists and corporations collaborate to create original content while supporting consumers' behaviors. Her goal? To make marketing a desirable experience rather than just a sales aid.

Sara is a proud California native, who lives in San Francisco with her husband and three children. She also has a misbehaved dog named Stevie Heart Nicks.

