

Mother Of Invention: Mompreneur Ericka Perry Creates OB-GYN-Approved Prenatal Subscription Service

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1 Comment



Subscription boxes have become a crowded industry over the last few years. From beauty to art to clothing, snacks and kids toys, there is basically a subscription service for every interest, need and desire. They all work in a similar way. You sign up to have a set of products delivered to you at various times through the year – either monthly, bi-monthly or quarterly – for a one-time or recurring fee. And for the duration of the subscription, you receive a new box or bag filled with curated samples or full-sized goodies that you can try.

The best of the best of these subscription companies tend to be the ones that are able to surprise and delight their members with treats that are new, exclusive or add value to their lives. One such subscription service is delivering that and more to expecting and new moms.



The Stork Bag launched in 2014 by entrepreneur Ericka Perry, is a subscription bag designed to help women through each trimester of pregnancy by providing the products she needs when she needs them.

Ericka came up with the idea when her BFF was pregnant but she couldn't find any pre-made gift baskets to send her to help with her normal but pesky prenatal challenges (you know things like morning sickness, dry skin and sleepless nights). A three-time mom herself, Ericka leveraged her expertise and put a care package together herself. She quickly realized that expecting moms everywhere could benefit from a service like this.

Two-short years later, The Stork Bag has the unique designation of being the only OB-GYN-approved subscription service in the marketplace and has a rapidly growing membership filled with expecting and new moms and thoughtful gift-givers.

We caught up with the busy mompreneur and found how she keeps The Stork Bag growing.

MadameNoire: What was your inspiration for launching The Stork Bag?

Ericka: So, my best friend she was pregnant in 2014 and she was just really going through it. She was like, 'I have morning sickness, I'm achy and I can't sleep.' So, I said let me make a care package for you. I went to the Internet looked all around I didn't see anything that I was looking for. So I just picked out a lot of cool little products from different websites and sent it to her in a little bag that she could keep. She loved it, but more than that, it got me thinking to myself how many other people wanted to gift a pregnant person but didn't see anything out there.

So the idea for my company was literally born out of personal need. I launched **The Stork Bag** in about six weeks and it took off.



What

kind of items do you include in the bag?

All of our bags have between eight and twelve different products. All of our Stork Bags are reusable and our Post-Bump Bag -which is our postpartum bag – has between twelve and fifteen products.

Our First Trimester Stork Bag has things like a pregnancy journal, reusable water bottle, we have morning sickness lip balm, we have morning wellness tea, we have stretch mark creams, we have some preggy pops in there as well.

Our Second Trimester Stork Bag has items like our belly band extender and our stretch marks belly butter which is an exclusive product just for the Stork Bag. We also have the mommy deodorant in the second trimester Stork Bag and some really fun beauty products for mom like an collagen eye gel.

The Third Trimester Bag includes a special tonic called the third trimester tea and our belly casting kit. This is one of our mom's favorite items because that allows her to cast her belly and keep this as a keepsake for when baby comes. We also have some fun stuff for baby in there.

Our Post Bump Bag is like the ultimate bag to have for your postpartum period. There's some fun stuff in there for baby and for the new mom. We allow our customers to customize our postpartum bag based on if they have a C-section or natural birth or will breastfeed or bottle feed.

How much does the subscription service cost?

We have a lot of different options. Our prepaid Stork Bag subscriptions are \$145 if our customers choose to order all three bags. They can also do an installment subscription for \$40 per bag plus \$10 flat rate shipping. Lastly, customers can purchase Stork Bags a la carte – forgoing a subscription – for \$45 each plus shipping and the Post Bump Bag for \$59 plus shipping.

Your business is OB-GYN-approved. What does that certification mean?

When we got that certification from the OB-GYN it was huge. We were actually approved by the head of Pediatric and Obstetrician Care in New Jersey. OB-GYN certified basically means that when our customers shop with us they can be confident in knowing that each one of the products in our bags and the bag itself has been reviewed by an OB-GYN.

It's really exciting because we're the only pregnancy subscription to have this OB-GYN approval.

What's been the best part of running your business?

The best part is the flexibility. I can literally if I wake up one morning and say okay let's come out with a totally different product, let's name it something different, let's go for a different market. I can do that.

Also, I am really passionate about women and mothers, so being able to serve a group that I absolutely love is one of the most fulfilling things.

You're married, with three sons and running this growing business. What tips would you give other mompreneurs who need help balancing it all?

I tell people you have to have a time of the day where you just cut everything off. That's worked for me. And you have to be disciplined in cutting it off, because if you don't you'll get so bogged down in all the business stuff that you'll lose sight of the reason why you created a company in the first place.

What advice would you give to women who have a good item for a company, but are afraid or don't know how to start?

Thoughts become things is like the affirmation that I live by. My advice for women and especially women of color is just to do it. If you know you have a great idea, then put it out there. Even if the reception is not good at first. That just means that you have to go back and tweak it. Until you put it out there, you'll never know what it can become.
