

## Jessica Kim Bio

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BabbaCo founder and CEO Jessica Kim is an entrepreneur, but she's also a mom and wife trying to balance it all. Born and raised in New Jersey, Jessica was an undergraduate studying linguistic anthropology at Brown University when she started her first business and discovered her entrepreneurial spirit.

Jessica launched Jessica's Wonders from her Brown University dorm room during her sophomore year. Initially, she baked and sold banana bread to local campus hot spots. Investors soon noticed the rapid growth of the business and backed Jessica's Wonders. From 1998 through 2003, the company grossed \$3.5 million in sales and distribution spread to the entire East Coast.

Her experience with Jessica's Wonders led Jessica to business school. She traded in her company shares to pay tuition at Northwestern University's Kellogg School of Management, where she earned an MBA in 2005.

After business school, Jessica stayed in the food industry, moving from the entrepreneurial to the corporate side. She spent three years in brand management at Kraft Foods, where she learned what it takes for a Fortune 500 company to remain successful.

Jessica gained a new perspective on business when her first child was born. She became interested in the parenting industry and founded BabbaCo in 2008 with a mission to help make busy parents' lives easier and less stressful.

Initially, Chicago-based BabbaCo created and sold items that Jessica felt were missing from the market. These products included the BabbaCover, stylish and protective infant seat cover, and the BabbaMat, a convenient, multipurpose play mat. These products were sold in more than 1,000 stores.

The success of BabbaCo put Jessica in close contact with her customers. She discovered that they shared her interest in finding quality projects and activities through which they could engage their children. The BabbaBox was born and with it, a new way to reach customers – “members,” as Jessica calls them – through a subscription service.

Introduced in late 2011, the BabbaBox is a one-stop, subscription-based service that delivers an activity box every month. Each box revolves around a theme —nature, the seasons; or even life lessons, large and small. Drawing from her own experience as a creative, busy mom and seeking the knowledge and advice of nannies, moms, doctors, artists, crafters, educators and others, Jessica works to create innovative, engaging content for each box. The result is a package containing everything parents and their kids, age 3 to 7 years, need to create wonderful memories together.

Subscriptions for the BabbaBox continue to multiply dramatically. Just four months into its subscription model, the subscription-growth exceeded those projected by Jessica for BabbaCo's third year. Understanding the needs of busy parents everywhere seems to be a piece of cake — or banana bread — for Jessica Kim.



**BabbaCo**  
by Jessica Kim