



OBubba

PRESS + PODCAST BRIEF | AUGUST 2026

Your whole parenting village, from bump to baby.

OBubba is one calm, shared place that begins in pregnancy and continues into everyday baby tracking, shared care and gently personalised guidance.

- **Bump-to-baby continuity.** Pregnancy, feeds, sleep, nappies and growth stay in one familiar journey.
- **One live picture for partners.** Partner Sync keeps one per-baby record across connected accounts.
- **One private link for carers.** A parent can create a Bubba Care link or QR; the trusted recipient needs no app or login and can send supported care moments back during the session.
- **Guidance without a magic-day promise.** Personal guidance begins around day four and the picture gets clearer across the first fortnight. Baby cues and professional advice come first.

CURRENT FAMILY OFFER

Premium is on us through pregnancy and corrected-age week 8.

EDITORIAL ANGLES

THE 3AM HANDOVER

TRACKING WITHOUT HOMEWORK

AI CHOICE, EXPLAINED

Useful first. Founder relationship disclosed. No sleep, feeding or health-outcome promise.

PRESS / PODCAST: hello@obubba.com

obubba.com

Available on the App Store and Google Play. Editorial assets and product walkthroughs available on request.

Built-in Luna guidance is separate from optional deeper answers that can use Google Gemini after explicit consent.



ONE APP. ONE SHARED STORY.

Pregnancy to newborn

Tracking, guidance and the people helping

You have got this.

We have got the 3am details.

Current OBubba app icon. Product screens available on request.