

BIRTH IS A MAGICAL STRUGGLE.

It is the pivotal moment when the natural support in the womb of a mother transitions into having to breathe and live on your own strength. It is these first minutes of life outside that have a crucial impact on the rest of life. **This is where a new human being can win or lose.**

We are **CONCORD NEONATAL**. We exist to help babies win in the first minutes of life outside the womb. Especially the ones that are born too soon or those who need extra support. For them, we will challenge the conventions and paradigms that exist. **Birth can be improved.** And we will do it, together with scientists, caregivers and parents around the world.

Concord helps babies win by providing the products, the processes and the knowledge that give babies a '**shock free birth flow**'. The first step is the creation of the **CONCORD BIRTH FLOW** that allows **cord clamping at a time when the baby is fully stable**, leading to a gentle switch from the oxygen rich blood flow from the placenta to autonomous breathing and blood flow. In the new **CONCORD ZONE**, caregivers work as one team to provide a *shock free* birth flow for baby and mother. With the Concord Zone as our basis we will **continuously create new products, collaborations, processes and tools** that help caregivers to help babies win.

We will create a **worldwide society of caregivers, scientists and innovators** to develop the knowledge and insights around the process of birth. And we will build the **company that brings the innovations to market** that support a *shock free* birth flow for every baby. Having the best possible support close to mother in the first minutes of life outside is a birth right for every baby. We will do everything in our power to build the science based tools and knowledge to support this vision. Including mobilizing the WHO to formalize a **CONCORD BIRTH** as a birth right.

LET'S GET BIRTH RIGHT!

BECAUSE WHEN BABIES WIN, WE ALL WIN.

