



nessle

making new parenthood a more supported experience





Nessle origin story

Founder Carly Buxton gave birth to her first child in Boston in 2017, far from the support of family and close friends. As an overwhelmed new parent, Carly spent countless hours online, trying to research her way out of all of the problems she was having feeding and caring for a new baby—and for her own postpartum body. As a user researcher, she couldn't believe there wasn't a better way for parents to get the tailored perinatal guidance they needed online, free of judgmental trolls, well-meaning but outdated advice, and sponsored posts.

Carly was determined to build a solution. She founded Nessle in 2018, earned her certifications as a postpartum doula and lactation counselor, and started supporting families in person and online.

In 2019, Carly moved to Richmond, Virginia and began developing Nessle as a user-friendly platform that would enable new and expectant parents to get the immediate support they need online from qualified perinatal experts.

Nessle is

an online platform that connects new and expectant parents with trained perinatal experts for on-demand, evidence-based, tailored guidance on all things pregnancy, postpartum, and parenting.

Our mission is

to make new parenthood a more supported experience.

We aim to help new and expectant parents cut through the internet noise to find virtual perinatal guidance that's judgment-free, evidence-based, and customized to their needs and schedule.



About Carly Buxton

Founder Carly Buxton, PhD is a writer, user research consultant, and entrepreneur working to make the world a more understanding place by promoting empathy in historical practice and experience design.

She earned her doctorate from the University of Chicago in 2016, with a dissertation that focused on the power of the physical and discursive environment to shape collaboration in World War II Japan. She transitioned from academia after graduation to work in product management and user experience research for an international education company, and later, for a market research agency.

Carly certified in 2019 as a postpartum doula with DONA and as a Certified Lactation Counselor with ALPP. She serves virtual clients across the US, as well as in-person clients in Richmond, VA.

Fact Sheet

2018

Founded in Boston, MA

10

Experts listed on Nessle



1.6M+

target clients: new and expectant parents in the US, active on social media and technology for perinatal learning

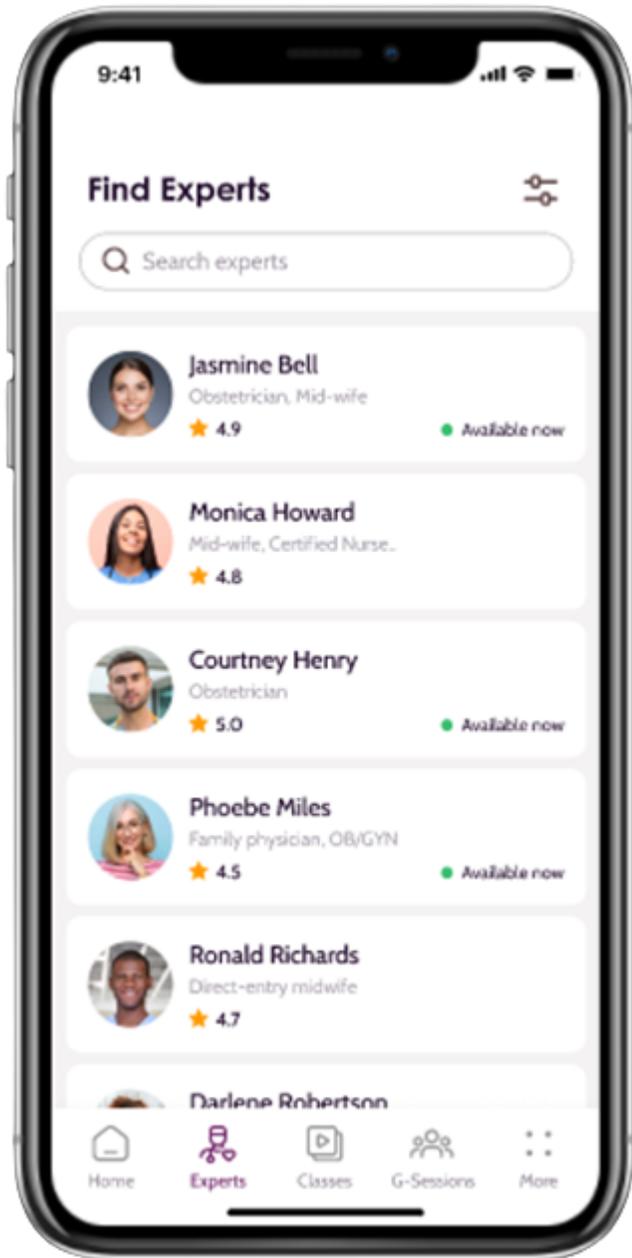
32,000+

Nessle-eligible, trained perinatal providers in the US

\$20,000

equity-free pitch competition winnings to date





Product

Nessle's online platform offers both a listing directory where parents can find the ideal perinatal experts for their specific needs, and an on-call Q&A telesupport service where parents can ask questions securely and privately—and have their questions “grabbed” by a trained perinatal expert who offers a 20-minute virtual meeting to answer the question and provide support and guidance. Consultations are ad-hoc and on-demand, no subscription necessary, and cost \$20 per 20-minute session.

Parents are able to have their own unique questions and challenges addressed by certified experts on their own time and turf. No more late-night Facebook parent forums or mommy-blog research frenzies.

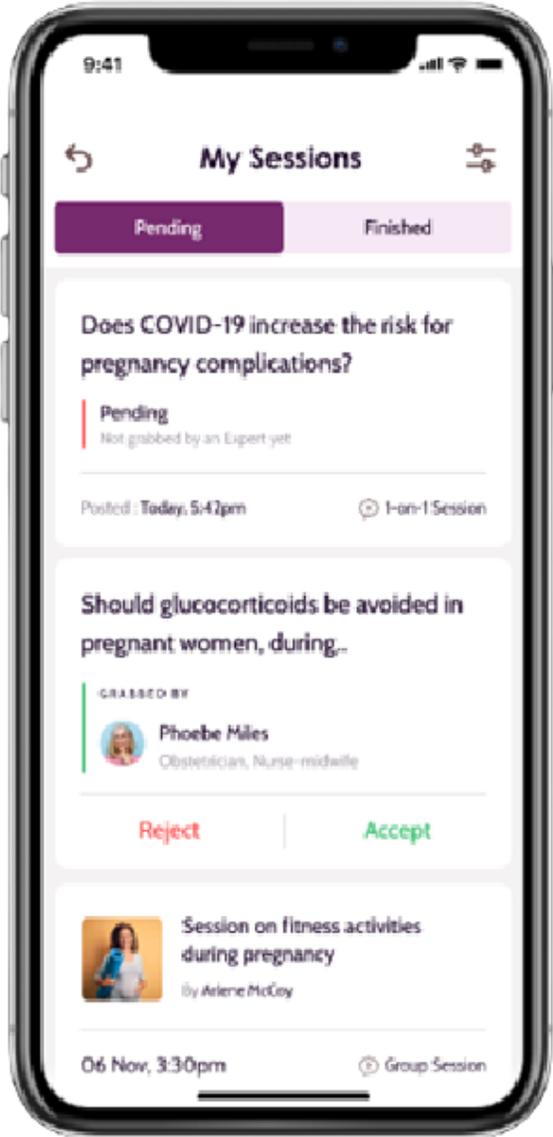
And experts can connect with new clients across North America, diversifying their offerings, making extra income on flexible schedules, and growing their reach.

[product demo video](#)



Get one-on-one counselling on perinatal questions

Next



Press



[Richmond Times-Dispatch Business Feature](#)

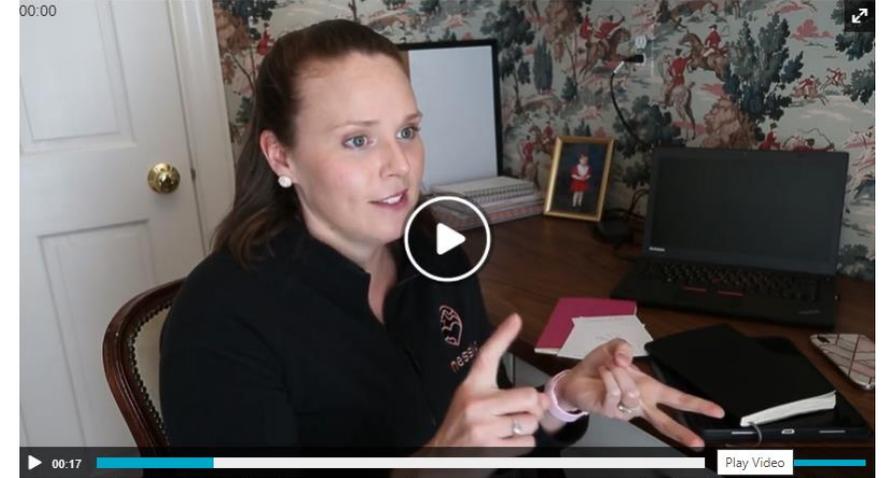
August 27, 2021

Photo by Alexa Welch Edlund



[Covintus Tech Tank Founder Spotlight](#)

July 2, 2021



00:00
00:17 Play Video
Carly Buxton, founder and CEO of Nessel, talks about providing virtual doula/ postpartum services from her Richmond, Va., home Wednesday, July 22, 2020. Video by Alexa Welch Edlund/Times-Dispatch

[Richmond Times-Dispatch Startup Spotlight](#)

July 30, 2020

[Video by Alexa Welch Edlund](#)

Let's Work Together

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