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A pitch via LinkedIn got her Austin startup a deal with Dr. Phil's

Dec 26, 2014, 12:37pm CST



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UpSpring Baby of Austin has partnered with a digital health care platform co-founded by television personality Dr. [Phil McGraw](#) to take its expertise in lactation consultation online.

As a component of the Doctor On Demand app that McGraw helped launch last year, UpSpring offers one-on-one video consultations with mothers for a flat fee.

The service launched earlier this month and provides a new line of revenue and high visibility for the company, which was founded in 2004 to market the Milkscreen home test to detect alcohol in breast milk. The company's products are now available in Walgreens, Target, **Wal-Mart** and Babies "R" Us.

UpSpring co-founder [Julie Jumonville](#) said the online consultation opportunity helps the company grow beyond its physical line of products and further UpSpring's brand as leaders in the field of lactation help for new mothers.

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Jumonville said the potentially lucrative partnership with Doctors On Demand came about simply by connecting with Dr. Pat Basu, the company's chief medical officer, on LinkedIn and making a simple business pitch.

"He said he gets about a pitch a day online and he loved this idea of helping moms in a crucial time in their lives," Jumonville said. "It's a great natural fit for us because we are connected with lactation consultants and they chose us because we know the space as well as anyone."

Entry into the digital space offers the company a chance to broaden its reach for very low cost, but UpSpring is also developing new products including a nutritional supplement to increase

milk production that will be available in Target stores.

UpSpring, which employs 15 people, doesn't release its revenue but the company reports it is profitable and saw double-digit revenue growth in 2014.

Jumonville said the company's pace of growth is causing it to outgrow its current office and warehouse facility near The Domain. She didn't give a timetable but said she and other members of the company's management team are exploring options for their next location to accommodate UpSpring's growing line of products and workforce.

Chad Swiatecki covers Austin's creative industries, health care and education.