Comfy Fuzzies

Good sleep is a reachable dream!

Yana Doctorov, Brian Paden, Santosh Pathak, Ronen Vaisenberg
Comfy Fuzzies Team

Yana Doctorov  
CEO  
Yana has 30 years of experience building and shipping enterprise IT products as well as nursing and caregiver experience.

Brian Paden  
CTO  
Brian holds a PhD in robotics from MIT and has extensive experience in mechatronics and automation.

Santosh Pathak  
CMO  
Santosh holds a MS in Computer Science and post graduate diploma in business management with specialization in marketing and sales promotion.

Ronen Vaisenberg  
CFO  
Ronen has a PhD in CS from UC Irvine and over a decade of navigating product uncertainty to create value for billions of users around the world.
Good sleep is vital to Healthy life [1, 2]

Poor temperature regulation contributes to poor sleep [3]

Current consumer market solutions are expensive and collect low resolution data
“Comfy Fuzzies” Solution

Wake
REM
Light
Deep

Optimal Temp.

Cooler
Warmer

10:34pm
6:40am
introducing comfy fuzzie
Competition Landscape

Sleep Climate AutoRegulation

Bed Climate

Sleep tracking

Comfy Fuzzies

Hammacher Schlemmer
BEDJET
chilisleep
8IGHT SLEEP

OURA
Sleep number
WHOOOP

fitbit
Market Validation

$28B$ sleep market with $16B$ mattress market [4]

100,000+ units sold

chilisleep  Climate controlled bed

150,000+ units sold

OURA  Sleep tracking ring

Quotes from Comfy Fuzzies Market research responders -

"I'll do anything to have at least 5 hours of straight sleep (without waking up), but nothing I tried so far has worked for me"

- Anatoly, 79 year old male from Oregon.

"Nothing works, I've been struggling for years! I am on 3 anti-anxiety pills, 1 sleep pill, dumped the sleep machine as I couldn't breath normally through it, I tried hypnosis and meditation."

- Vlad, 81 year old male from California

"Your idea sounds great, especially if insurance will reimburse some of the cost"

- 2 female residents of Lytton Gardens senior care facility, Palo Alto, CA
Focus and Adjacent markets

Focus Market
Elderly

> 50 M

Neuropathy
20 M

Menopause
> 40 M

Cancer patients
17 M

Engineering Leadership Professional Program, Fall 2020
Market Adoption

Bootstrap/Launch
Pilot program with ~200 units in one of the Elderly care facility. (B2B approach)

Growth phase
Continue to expand within US elderly care facilities and senior villages

Nationwide expansion and adjacent markets
Get into big box retailers
Competitive Advantage

PRICED AT $1,200 LESS THAN COMPETITOR

INSURER INCENTIVE

VALUE DATASET
Market Size

Adults / care facility
Market share in Bootstrap phase

Comfy Fuzzy Sleepers
Market share in 5 years

Comfy Fuzzy Sleepers
Serviceable available market 10% of TAM

Comfy Fuzzy Sleepers (US only)
Total available market

Phase I - build dataset
Phase II - leverage dataset

1.5K
0.02% penetration

200K

12M
10% penetration

120M
COMFY SLEEPERS
Market share in 5 years

200K

AVG Gross Profit
$HW [$750 Revenue, $700 Cost, $50 Gross Profit]
$60/App Subscription / year

$110

Gross Profit
2021-2025

$40M
# Financial Projections

<table>
<thead>
<tr>
<th></th>
<th>Year One</th>
<th>Year Two</th>
<th>Year Three</th>
<th>Year Four</th>
<th>Year Five</th>
</tr>
</thead>
<tbody>
<tr>
<td>Devices Sold</td>
<td>200</td>
<td>1,500</td>
<td>24,500</td>
<td>63,200</td>
<td>190,200</td>
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<tr>
<td>Revenue</td>
<td>$0k</td>
<td>$1.2M</td>
<td>$19.9M</td>
<td>$52.7M</td>
<td>$159.4M</td>
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<tr>
<td>Gross Profit</td>
<td>$0k</td>
<td>$165K</td>
<td>$2.8M</td>
<td>$8.5M</td>
<td>$26.2M</td>
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<tr>
<td>Gross Margin</td>
<td>N/A</td>
<td>13.58%</td>
<td>13.97%</td>
<td>16.14%</td>
<td>16.48%</td>
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<tr>
<td>Fixed Costs</td>
<td>$500k</td>
<td>$1,000K</td>
<td>$1.5M</td>
<td>$2M</td>
<td>$2.5M</td>
</tr>
<tr>
<td>Net Profit (Pre-tax)</td>
<td>-$500k</td>
<td>-$835k</td>
<td>$1.3M</td>
<td>$6.5M</td>
<td>$23.7M</td>
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</table>
Goals and Timeline

We can get to 5 years goal of 200K customers with 1M investment in 6 months and 1M in 18 months

- Build prototype
- Solicit Insurance and Hospital interest
- Receive doctors’ endorsement
- Raise 1M capital

- Pilot program with 200 participants data set
- Raise the second million of capital at 18 months
- Go-to market campaign to reach 200K customers
THANK YOU!

Comfy Fuzzies contacts

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References

Slide 3 - CDC declares an insomnia epidemic
https://www.sleepdr.com/the-sleep-blog/cdc-declares-sleep-disorders-a-public-health-epidemic/


Slide 9

1. https://blog.marketresearch.com/top-6-things-to-know-about-the-28-billion-sleep-market