



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



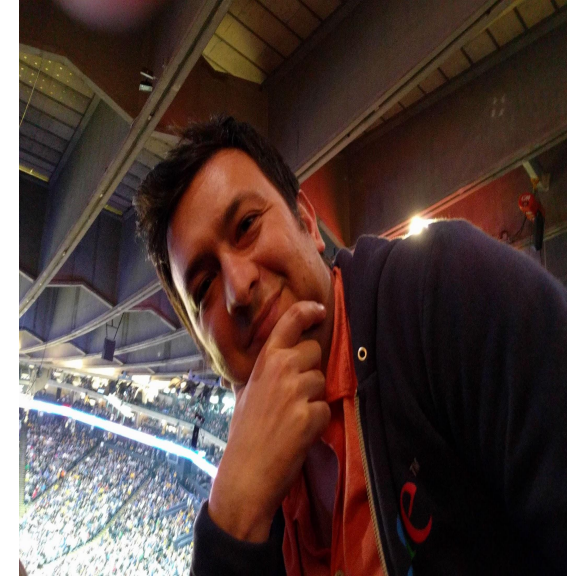
Brian Paden
CTO

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

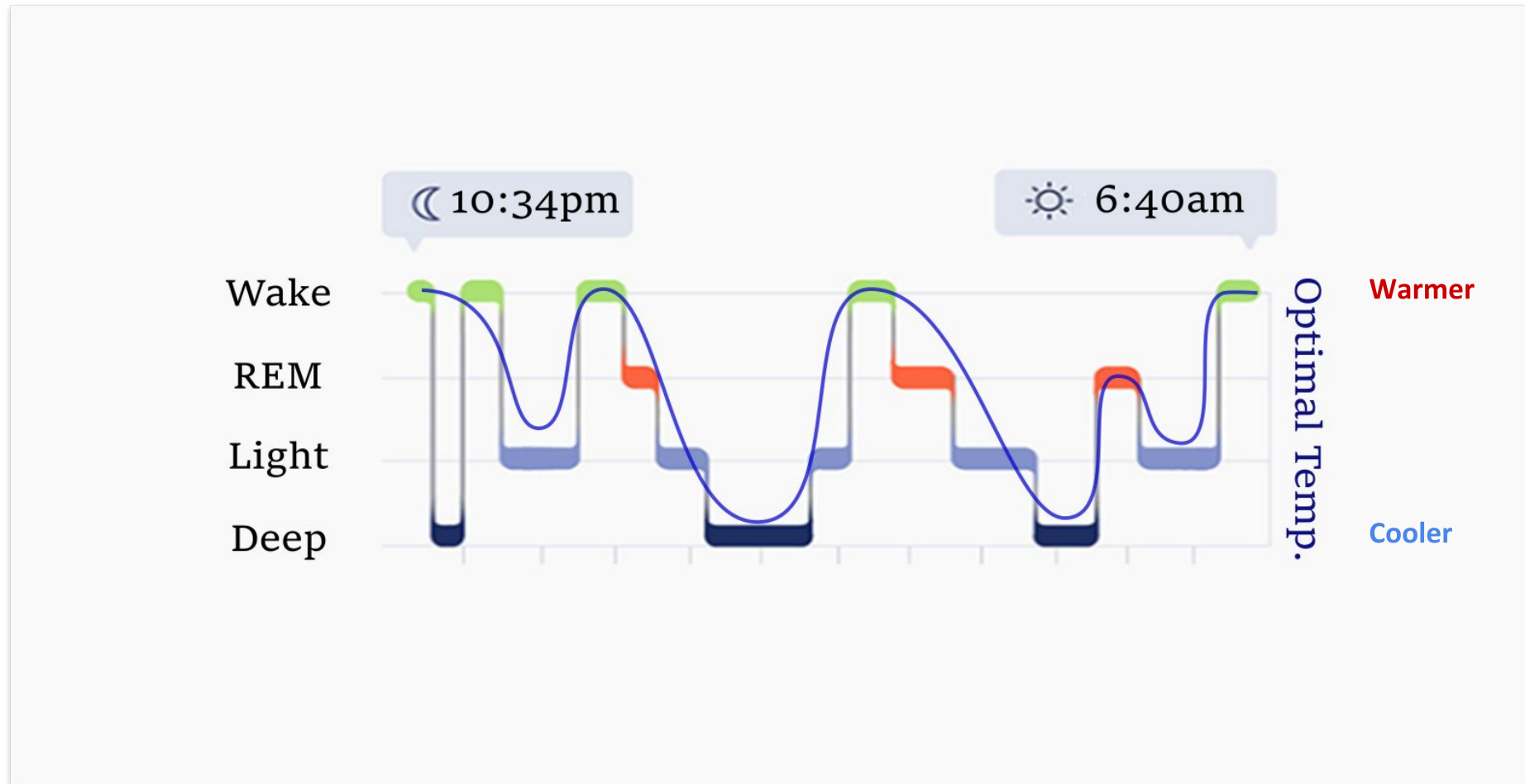
Ronen has a PhD in CS from UC Irvine and over a decade of navigating product uncertainty to create value for billions of users around the world.

Problem

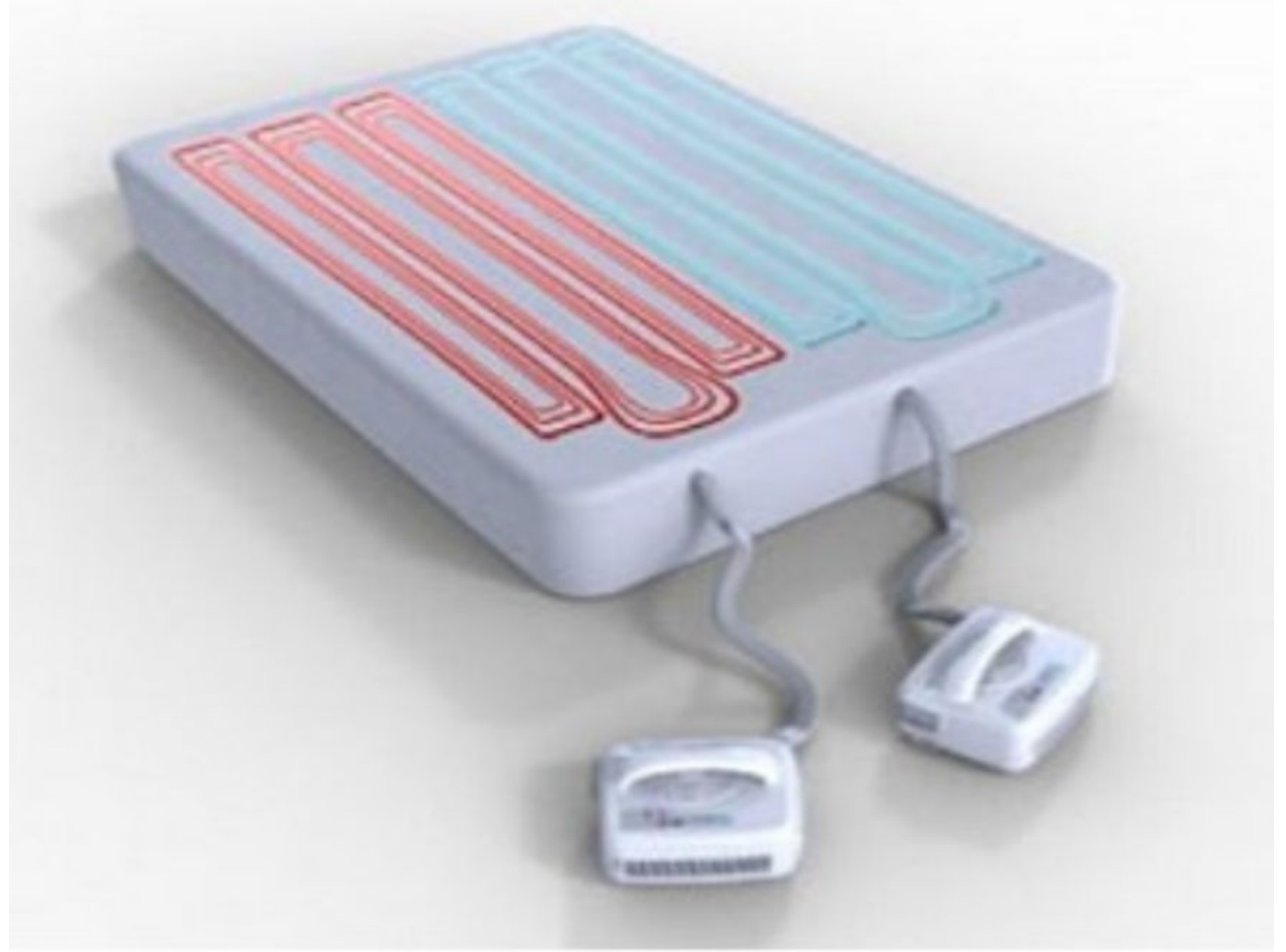
- ❑ **Good sleep** is vital to Healthy life [[1](#), [2](#)]
- ❑ **Poor temperature regulation** contributes to poor sleep [[3](#)]
- ❑ Current consumer market solutions are **expensive** and collect **low resolution data**



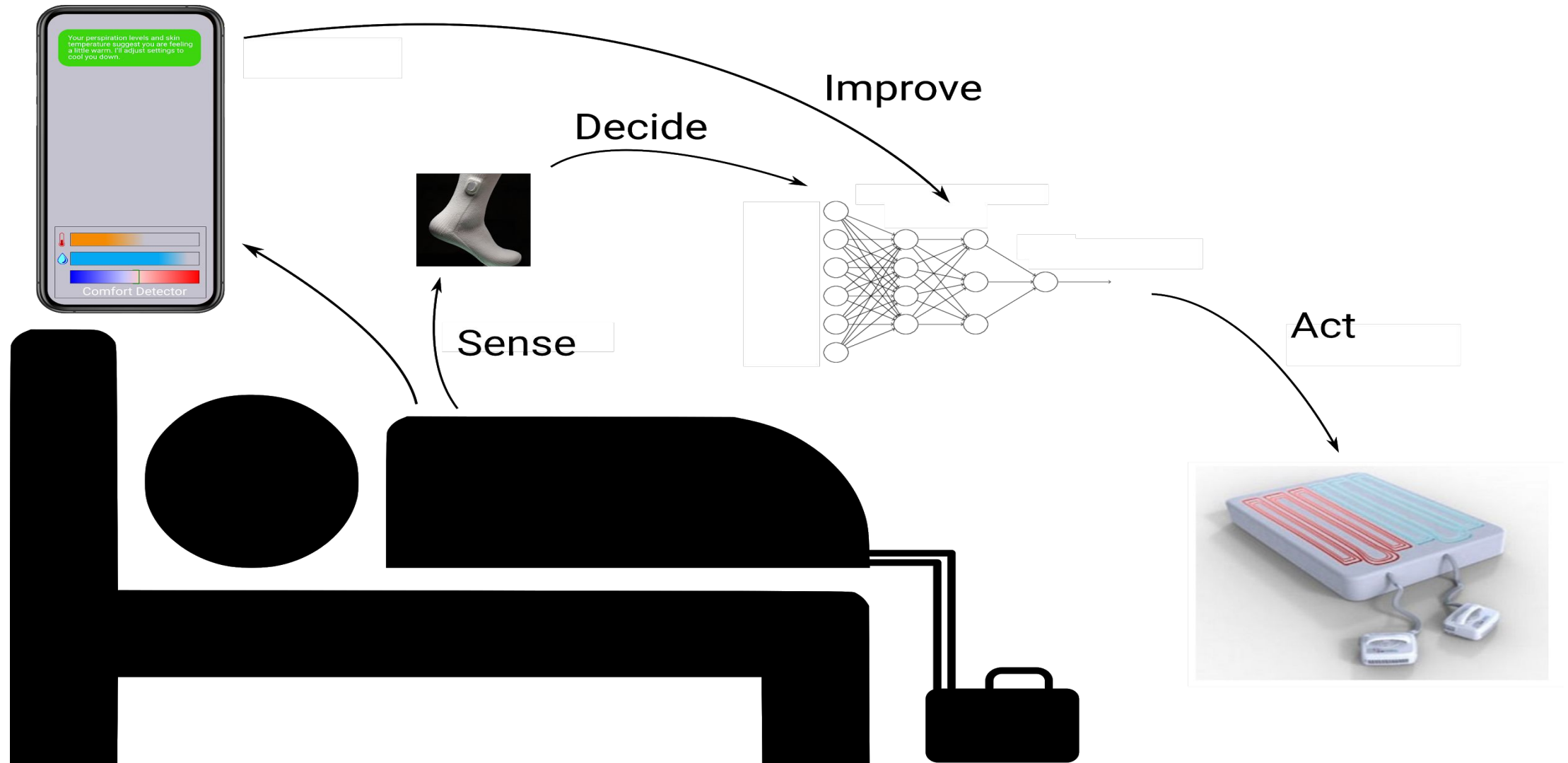
"Comfy Fuzzies" Solution



introducing comfy fuzzie

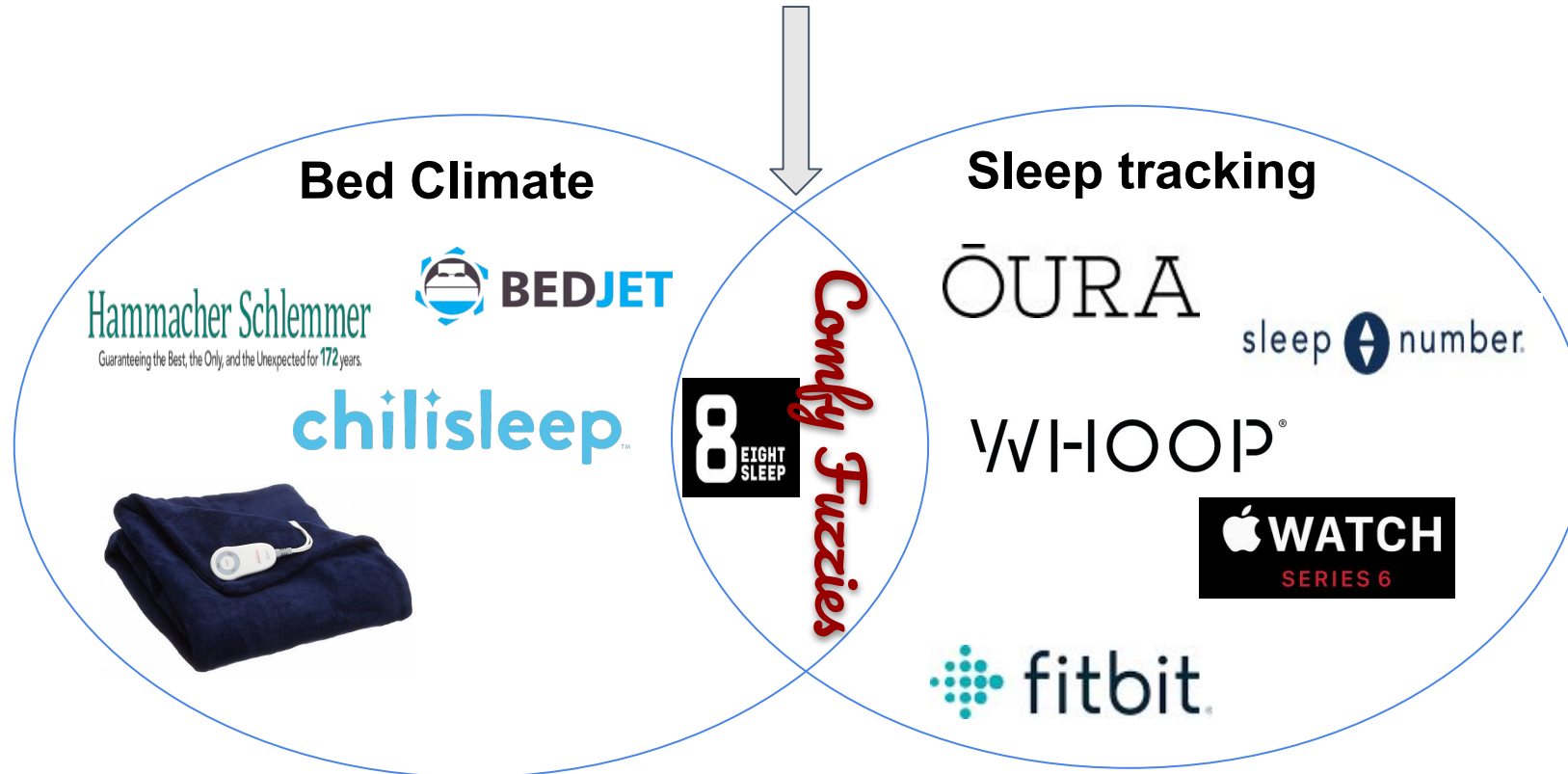


Product Technology



Competition Landscape

Sleep Climate AutoRegulation



Market Validation

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

100,000+ units sold

chilisleep Climate controlled bed

150,000+ units sold

ÖURA 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 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

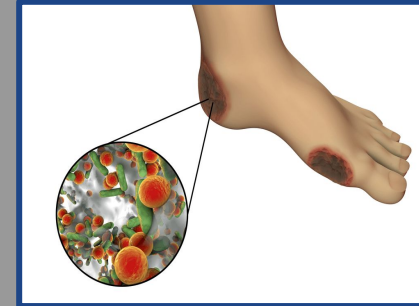
Focus and Adjacent markets

> 50 M



**Focus Market
Elderly**

20 M



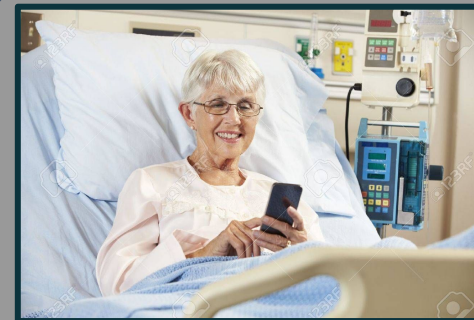
Neuropathy

> 40 M



Menopause

17 M



Cancer patients



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



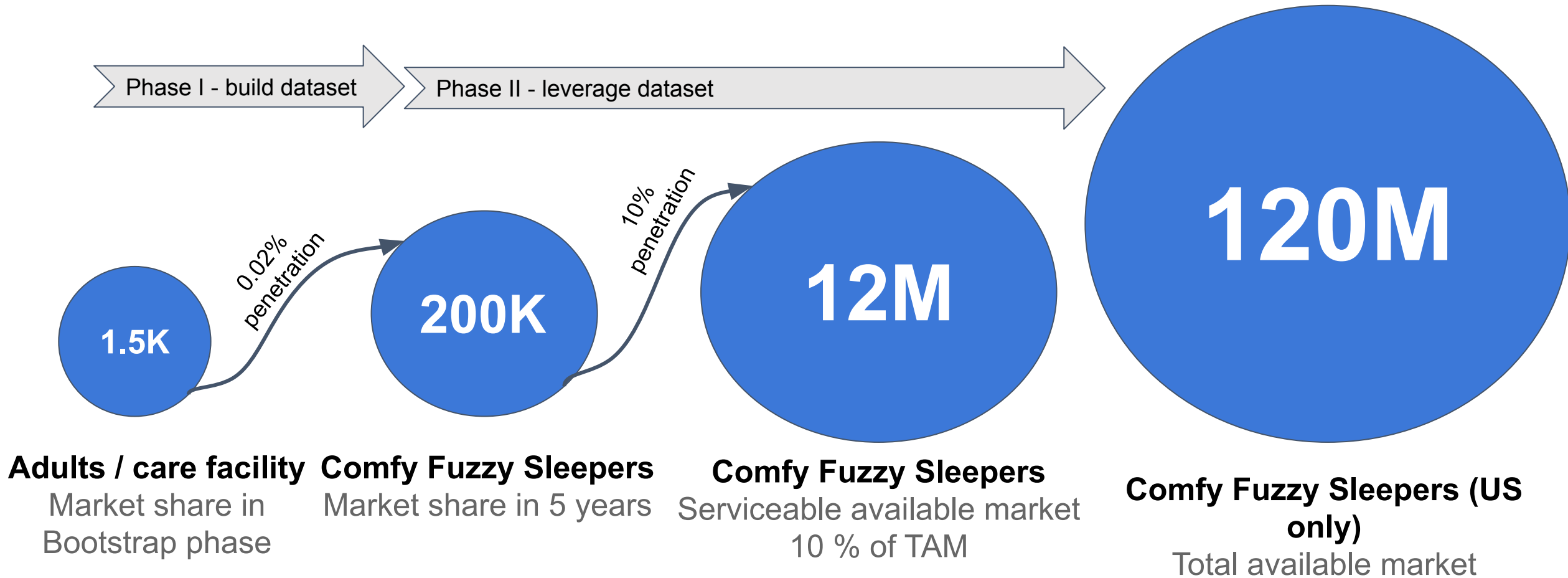
Competitive Advantage

PRICED AT \$1,200 LESS THAN COMPETITOR

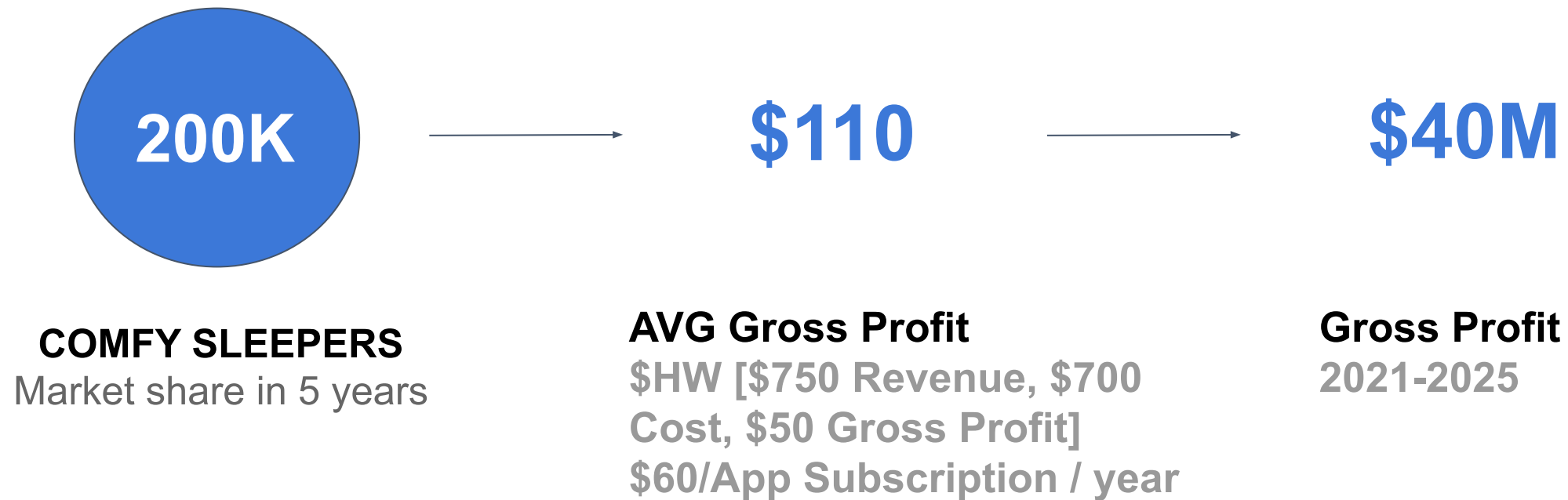
INSURER INCENTIVE

VALUE DATASET

Market Size

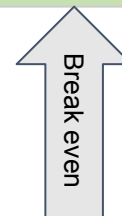


Business Model



Financial Projections

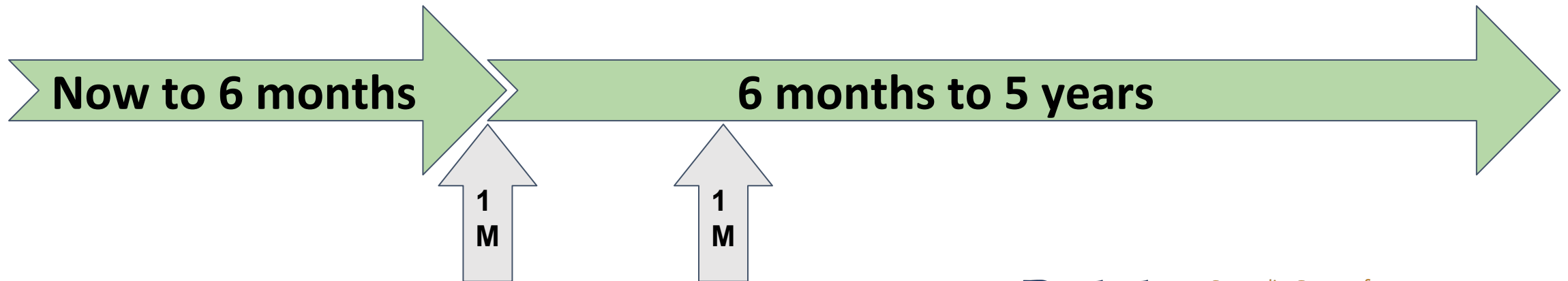
| | Year One | Year Two | Year Three | Year Four | Year Five |
|----------------------|----------|----------|------------|-----------|----------------|
| Devices Sold | 200 | 1,500 | 24,500 | 63,200 | 190,200 |
| Revenue | \$0k | \$1.2M | \$19.9M | \$52.7M | \$159.4M |
| Gross Profit | \$0k | \$165K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



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/>

1. <https://jphysiolanthropol.biomedcentral.com/articles/10.1186/1880-6805-31-14#ref-CR3>
2. <https://jphysiolanthropol.biomedcentral.com/articles/10.1186/1880-6805-31-14#ref-CR4>
3. <https://jphysiolanthropol.biomedcentral.com/articles/10.1186/1880-6805-31-14#ref-CR1>

Slide 9

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