Sleep well
You Deserve Good Sleep!

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UC Berkeley ELPP
Annual Healthcare costs attributable to Sleep Disorders

$478B
SleepWell Band

SleepWell Insights
EEG vs Others

Awake – low voltage – random, fast

Drowsy – 8 to 12 cps – alpha waves

Stage 1 – 3 to 7 cps – theta waves

Stage 2 – 12 to 14 cps – sleep spindles and K complexes

Delta sleep – ½ to 2 cps – delta waves > 75 μV

REM sleep – low voltage – random, last with sawtooth waves
Up to $3000 per Sleep Study in Lab
How SleepWell works
<table>
<thead>
<tr>
<th>Phase 1</th>
<th>Phase 2</th>
<th>Phase 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SleepWell Band</strong> $200</td>
<td><strong>DeepSleep Insights</strong> $50/yr</td>
<td><strong>SleepStudy</strong> $100/yr</td>
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<tr>
<td><strong>SleepWell Insights</strong> Free app</td>
<td></td>
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<tr>
<td>EEG <strong>SleepBand</strong> and accompanying mobile app for simple <strong>SleepInsights</strong> data</td>
<td>Combine <strong>SleepBand</strong> EEG data, with third party wearable data for <strong>DeepSleep Insights</strong> and diagnosis signals</td>
<td>Connect to Primary Health care professional, use <strong>DeepSleep Insights</strong> to Diagnose and Monitor sleep disorders.</td>
</tr>
<tr>
<td>Consumer purchased</td>
<td>Consumer purchased</td>
<td>FDA approved, health insurance covered</td>
</tr>
<tr>
<td></td>
<td>Wearables</td>
<td>Under mattress</td>
</tr>
<tr>
<td>----------------</td>
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<tr>
<td><strong>Cost</strong></td>
<td>$300</td>
<td>$100</td>
</tr>
<tr>
<td><strong>Precision</strong></td>
<td>🕵️‍♂️</td>
<td>🕵️‍♂️</td>
</tr>
<tr>
<td><strong>Comfort</strong></td>
<td>🛏️</td>
<td>🛏️</td>
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<tr>
<td><strong>Insights</strong></td>
<td>🤖</td>
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<tr>
<td><strong>Brands</strong></td>
<td>ORA</td>
<td>WITHINGS</td>
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</table>
Opportunity - Year 2024

Top-Down Approach
TAM: $20B
SAM: $14B
SOM: $700M (5%)
USA SOM: $300M (43%)

Bottom-Up Approach
For Band + DeepSleep Insights
# of US Adults: 210M
20% of Population: 42M
SOM 5%: 2M →
$400M band + 50*0.4M = $420M

For SleepStudy
# of sleep studies: 5M
SOM 10%: 500K →
$100*500K = $50M
SleepWell Phase One Go-To-Market

<table>
<thead>
<tr>
<th>Target Market</th>
<th>Strategy</th>
<th>Channels &amp; Partners</th>
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</thead>
<tbody>
<tr>
<td>We are targeting sleep curious adults who are interested in getting a better-night's sleep</td>
<td>Targeted advertising campaigns on all major social media platforms. Paid for promotion by fitness and wellness influencers. Ads in lifestyle, fitness and business publications. Publish whitepapers in scientific journals.</td>
<td>Online e-commerce store powered by Shopify. Omnichannel, selling across Amazon and social media platforms.</td>
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</tbody>
</table>
## Timeline

<table>
<thead>
<tr>
<th>2022</th>
<th>2023</th>
<th>2024 H1</th>
<th>2024 H2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Band + Insights</td>
<td>FDA - 510(k) Premarket Notification for SleepStudy</td>
<td>Official Release via SleepWell.com and Amazon</td>
<td>SleepStudy launch with 5 Healthcare Partners</td>
</tr>
<tr>
<td>Product Development</td>
<td>Manufacturing Partner</td>
<td>Social Media Launch</td>
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</tr>
<tr>
<td>Testing and Feedback</td>
<td></td>
<td>Healthcare Partner development</td>
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</tbody>
</table>
Ask

Expertise needed
- Business Development
- Manufacturing and Supply Chain
- Retail contacts
Thank you and Sleepwell
Image Credits

Slide 1: http://www.freepik.com
Slide 2: https://thecripplegate.com/sleep-disorders-the-glory-of-god/
Slide 2: https://openlab.citytech.cuny.edu/sleepingguide/sleep-deprivations/
https://www.verywellhealth.com/what-is-an-eeg-test-and-what-is-it-used-for-3014879

Slide 3 SmartSleep Deep Sleep Headband | Philips

Slide 3 How to Transfer Contacts From iPhone to Android in 3 Ways (businessinsider.com)
Slide 7: https://www.gminsights.com/industry-analysis/sleep-tech-devices-market
https://www.verywellhealth.com/what-to-expect-in-a-sleep-study-3015121

Slide 4: https://www.itamar-medical.com/professionals/disposable-hsawatchpat-one/