

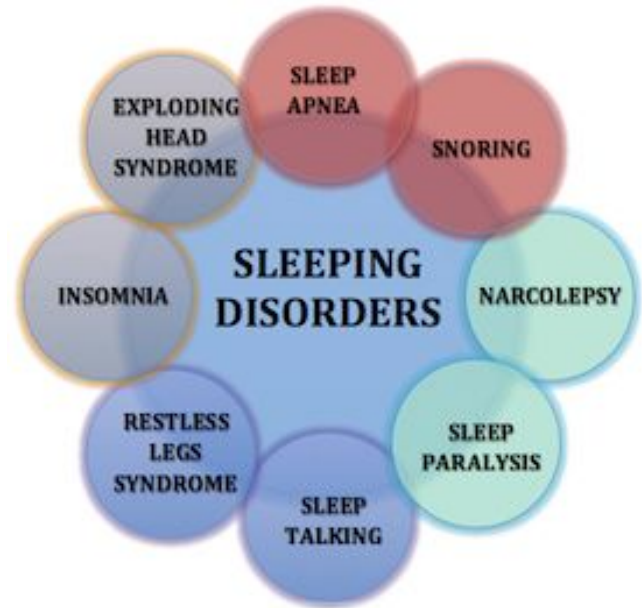
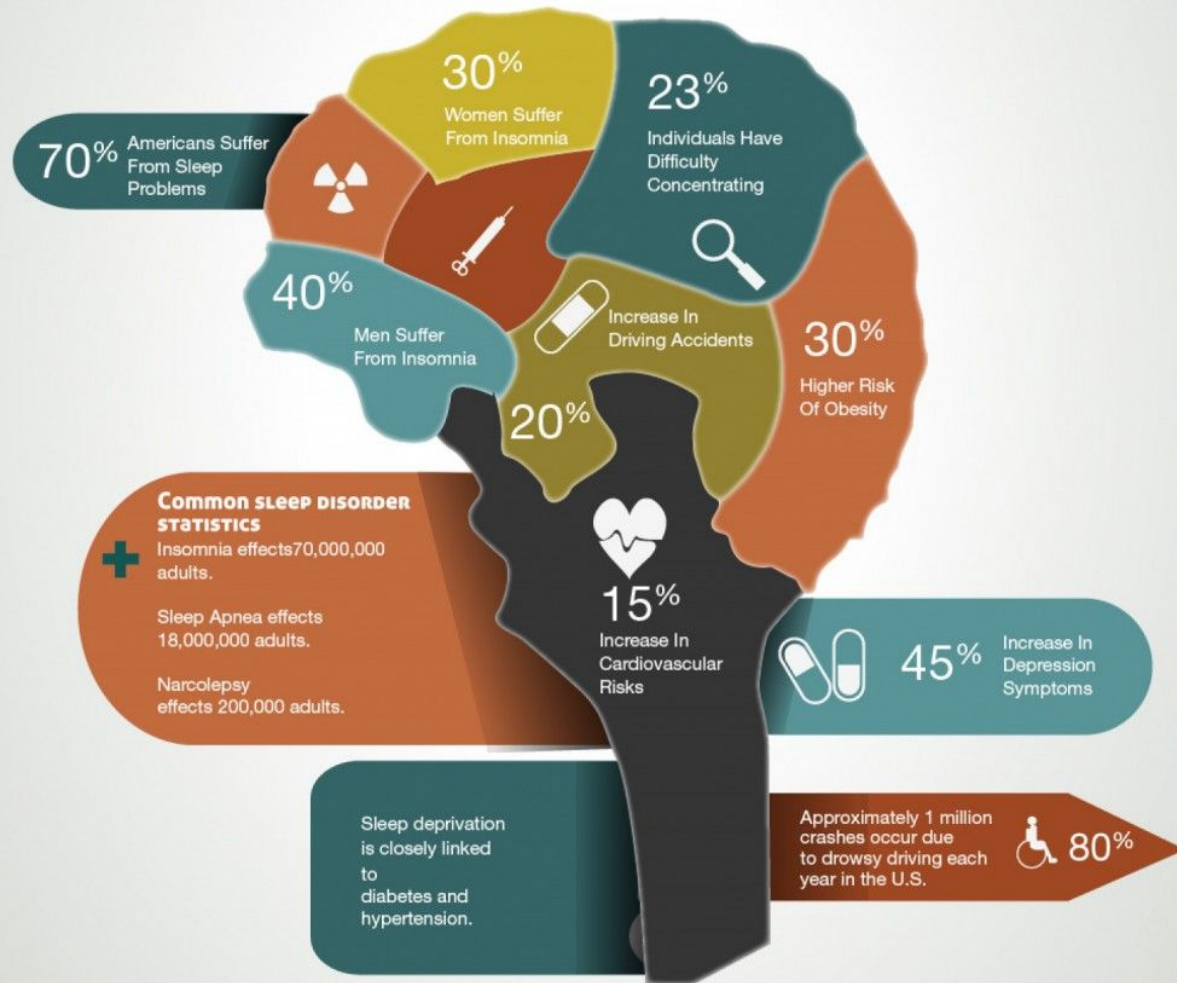
Sleepwell

*You Deserve
Good Sleep!*

*By Arun Gupta
Niruthya Venkatesan
Rong Zheng
Simon Taggart*

*December 2021
UC Berkeley ELPP*





\$478B

Annual Healthcare costs attributable to Sleep Disorders

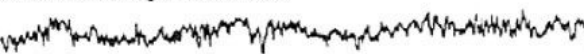
SleepWell Band



SleepWell Insights



Awake – low voltage – random, fast

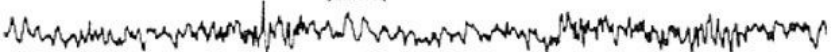


EEG vs Others

Drowsy – 8 to 12 cps – alpha waves



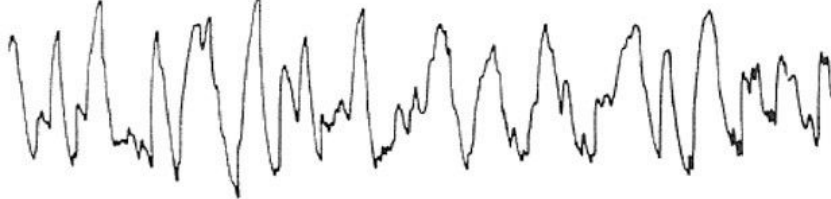
Stage 1 – 3 to 7 cps – theta waves



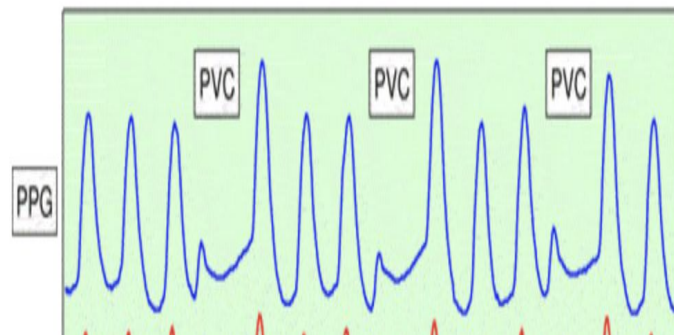
Stage 2 – 12 to 14 cps – sleep spindles and K complexes



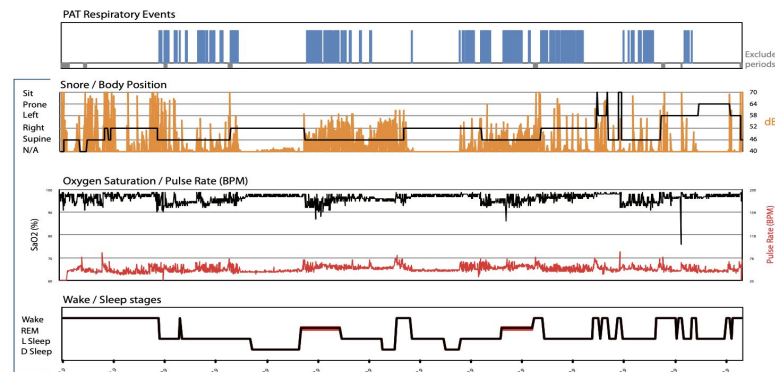
Delta sleep – ½ to 2 cps – delta waves > 75 μ V



REM sleep – low voltage – random, last with sawtooth waves

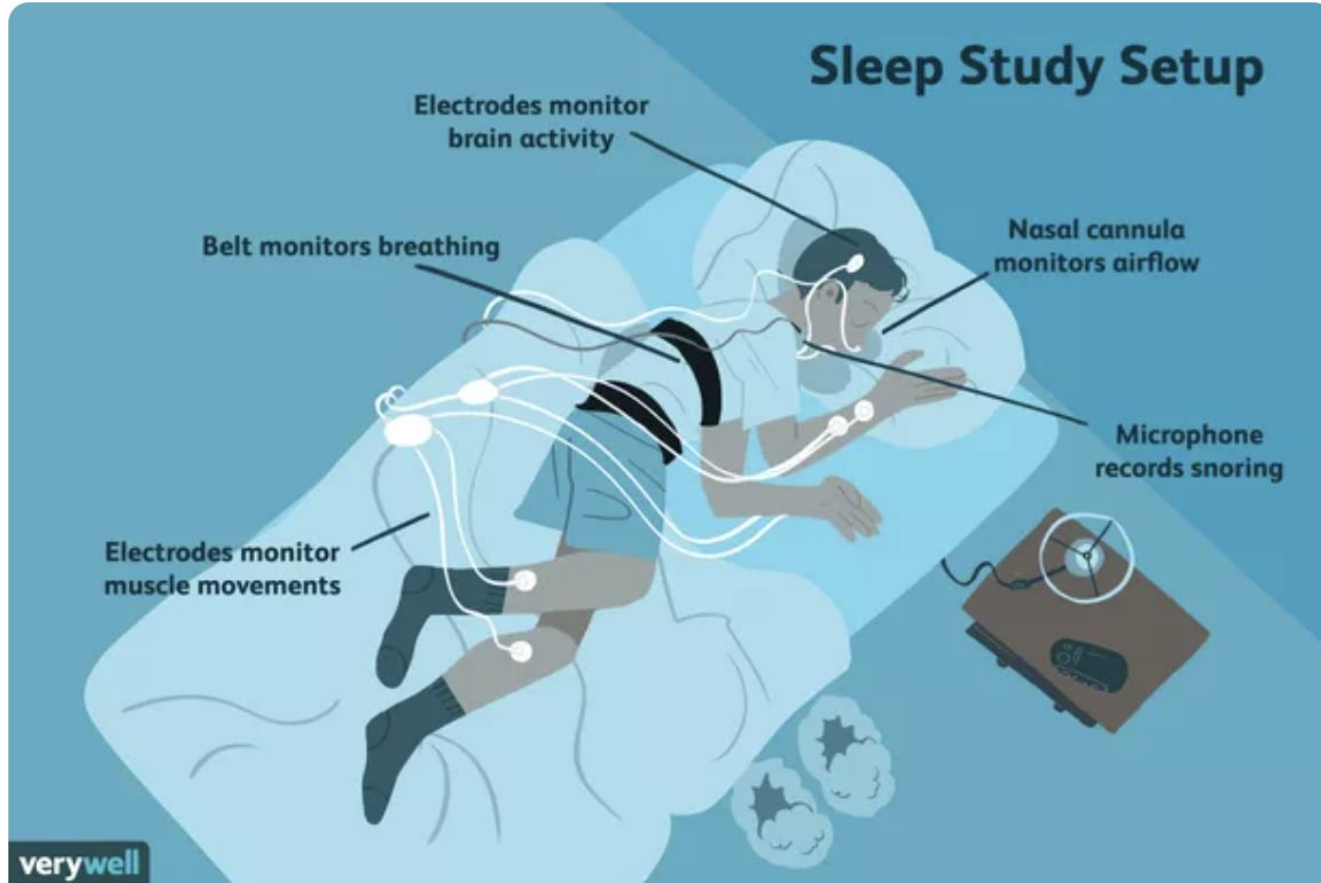


PULSE OXIMETER

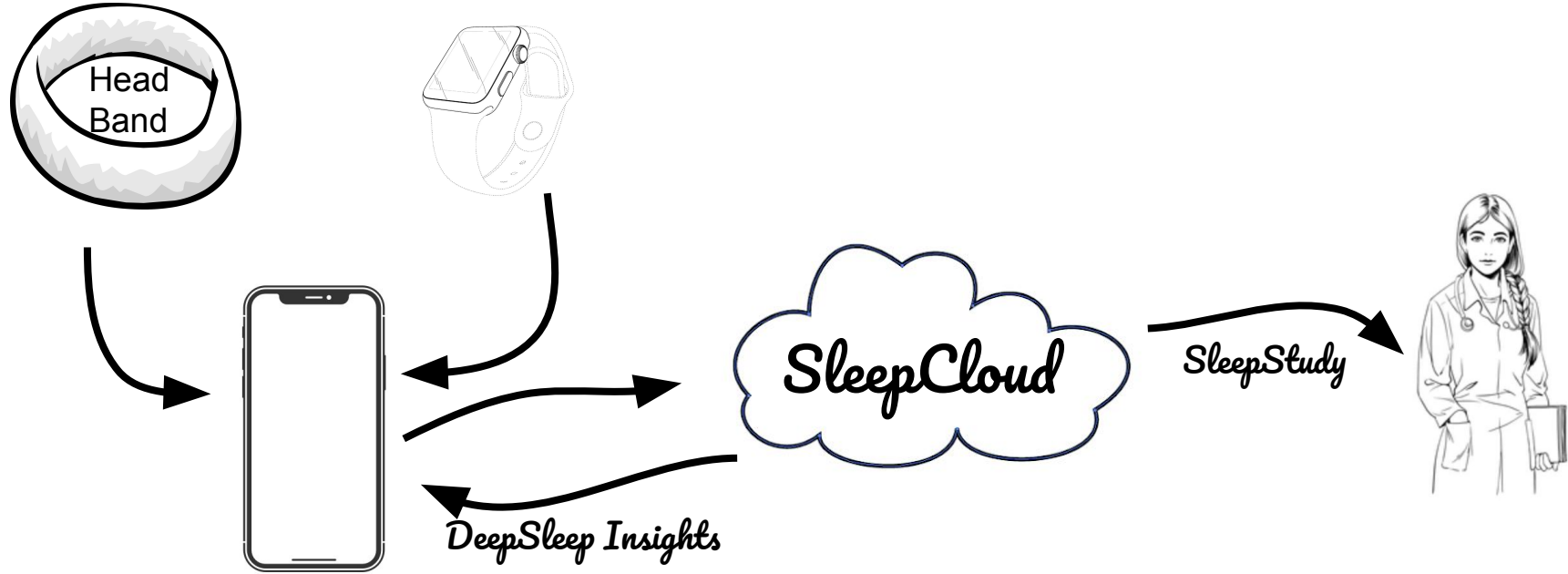


WATCH PAT

Up to \$3000 per Sleep Study in Lab



How SleepWell works



SleepWell Business model

Phase 1

SleepWell Band - \$200

SleepWell Insights - Free app

EEG **SleepBand** and accompanying mobile app for simple **SleepInsights** data

Consumer purchased

Phase 2

DeepSleep Insights - \$50/yr

Combine **SleepBand** EEG data, with third party wearable data for **DeepSleep Insights** and diagnosis signals

Consumer purchased

Phase 3

SleepStudy - \$100/yr

Connect to Primary Health care professional, use **DeepSleep Insights** to Diagnose and Monitor sleep disorders.

FDA approved, health insurance covered

SleepWell Competition

	Wearables	Under mattress	Contactless	SleepWell Band	DeepSleep Insights	SleepStudy	Home Sleep Study	Lab Sleep Study
Cost	\$300	\$100	\$150	\$200	\$50/yr	\$100/yr	\$500	\$3000
Precision								
Comfort								
Insights								
Brands	 							

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 →

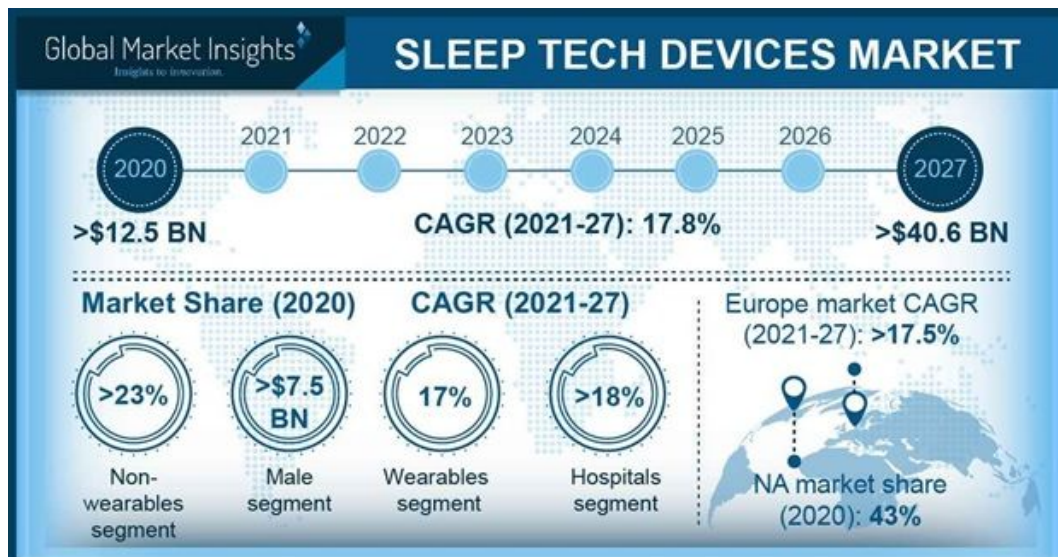
\$400M band + $50 \times 0.4M =$ **\$420M**

For SleepStudy

of sleep studies: 5M

SOM 10%: 500K →

$\$100 \times 500K =$ **\$50M**



SleepWell Phase One Go-To-Market

Target Market

We are targeting sleep curious adults who are interested in getting a better-night's sleep

Strategy

Targeted advertising campaigns on all major social media platforms. Paid for promotion by fitness and wellness influencers.

Ads in lifestyle, fitness and business publications.

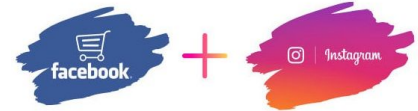
Publish whitepapers in scientific journals.

TIME



Channels & Partners

Online e-commerce store powered by Shopify. Omnichannel, selling across Amazon and social media platforms.



Timeline

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

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-deprevations/>
<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/>

<https://www.amperordirect.com/pc/help-pulse-oximeter/z-what-is-oximeter-plethysmograph.html>