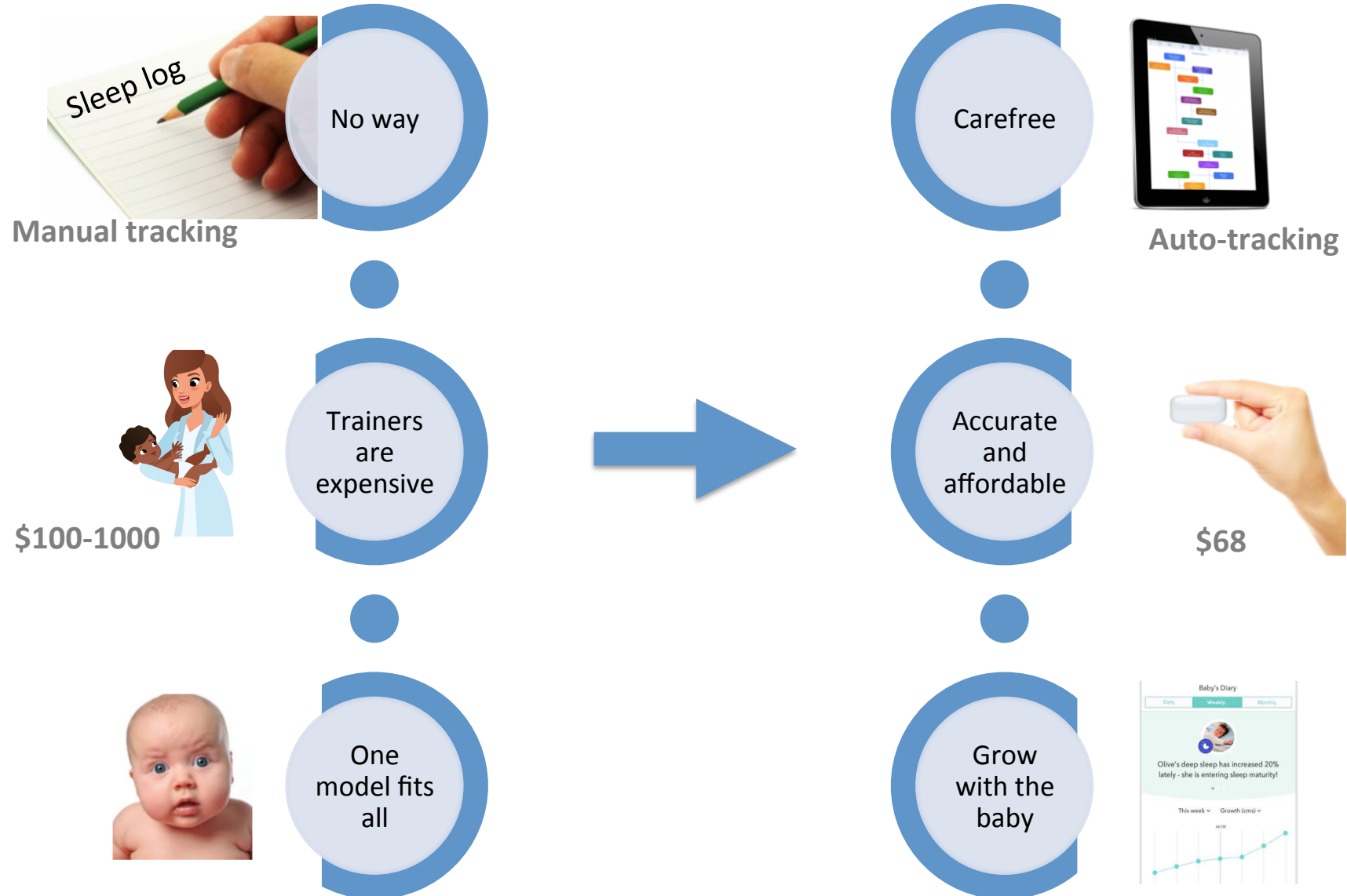




Simplify infant sleep with AI

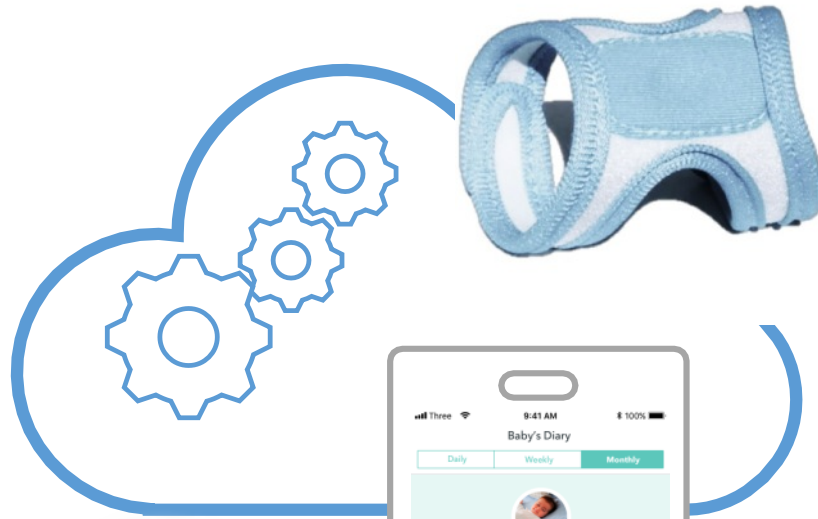


The Problem

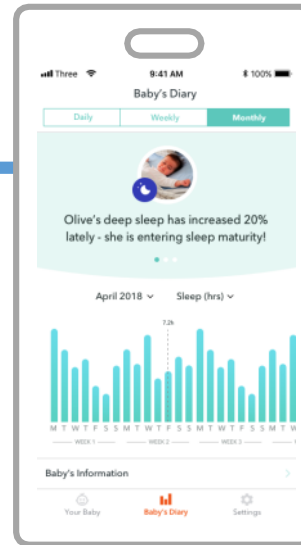


Business Concept

Cloud AI to learn, analyze
and predict sleep pattern



Wearable designed for infant
Medical grade hardware
Organic cotton strap



Automatic sleep tracking

Product Pipeline

2019



SLEEP TRACKER

0-1 month

*Assistant for
postpartum doula*

2020



SLEEP TRACKER+

2-18 month

*First in market,
Smart & Affordable*

2020



SLEEP TRACKER MD

2-18 month

*Tailored for
Pediatricians*

Sales strategy



Launch sleep tracker with free basic sleep training advice



Introduce premium paid remote sleep trainer as a service



Integrate with pediatric hospital systems and provide advanced infant wellness care as a service