

Night Owl

Protection, Comfort, & Convenience

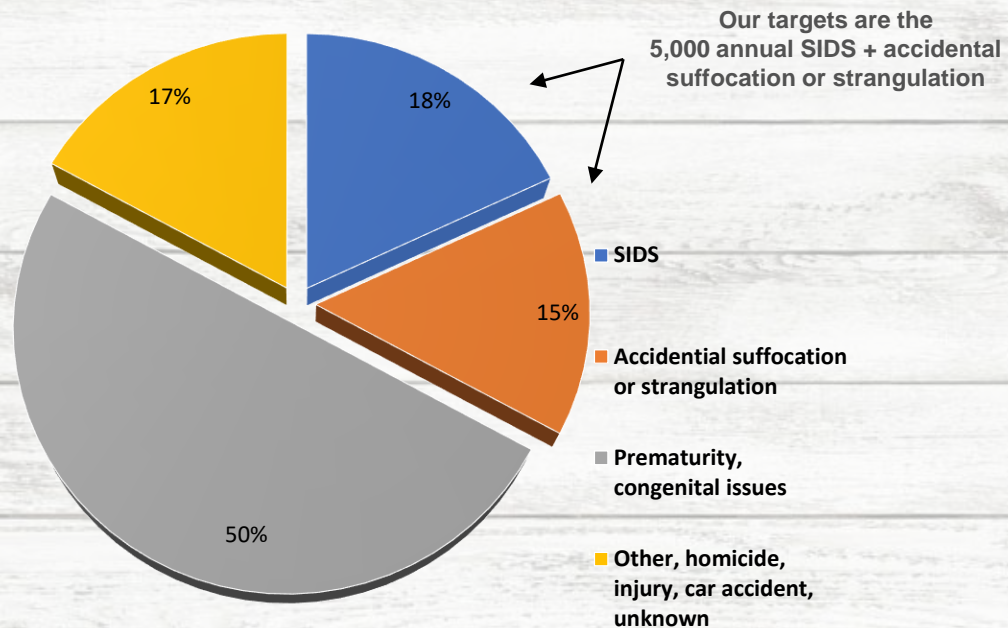


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What's the Problem?

- **25,000** infant deaths/year due to SIDS
- **60%** of parents sleep with their infant(s)
- Existing sleeping environments **do not provide 360° protection**



How it works:

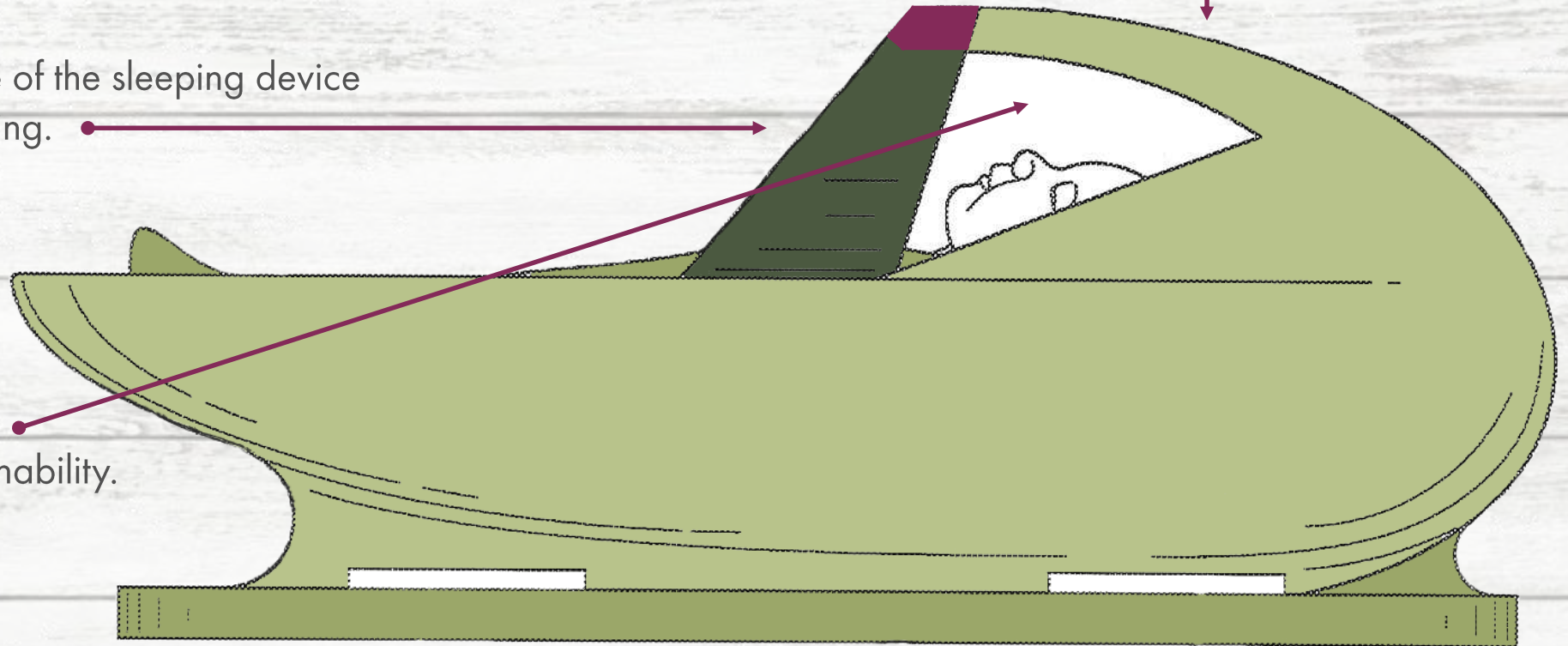
Sensor unit monitors sleep environment

(body temperature, sound emission, weight, motion, blockage, position/tilt of pod, night light, and visual data).

Prevents blankets, pillows, adult limbs, and other foreign objects from **obstructing air way** and breathing space of the infant.

A **rigid bridge** holds up the base of the sleeping device to avoid overturning and collapsing.

Mesh windows provide parents with easy viewing and infant breathability.



Revolutionizing Infant Sleep Safety

Possible External Devices:

- **Software Application** – receives/emits alerts, receives/displays sensor data (temperature, breathing, motion), arms/disarms pod, and controls lights/sounds.

“ The peace of mind this product provides is 100% the reason you would use it. It just takes that sliver of a percentage that something bad could happen away.

-Mark Hoffman, Father of Two



Expected Market

- **Middle-Class** mothers and fathers
- **60%** of parents sleep with their babies
- **4 million births** in US annually
- **\$17.8 billion** market in the U.S. for juvenile products



Revenue Model: B2C

Pricing Structure in process (~\$99-299)

In-bed sleepers \$45-\$62

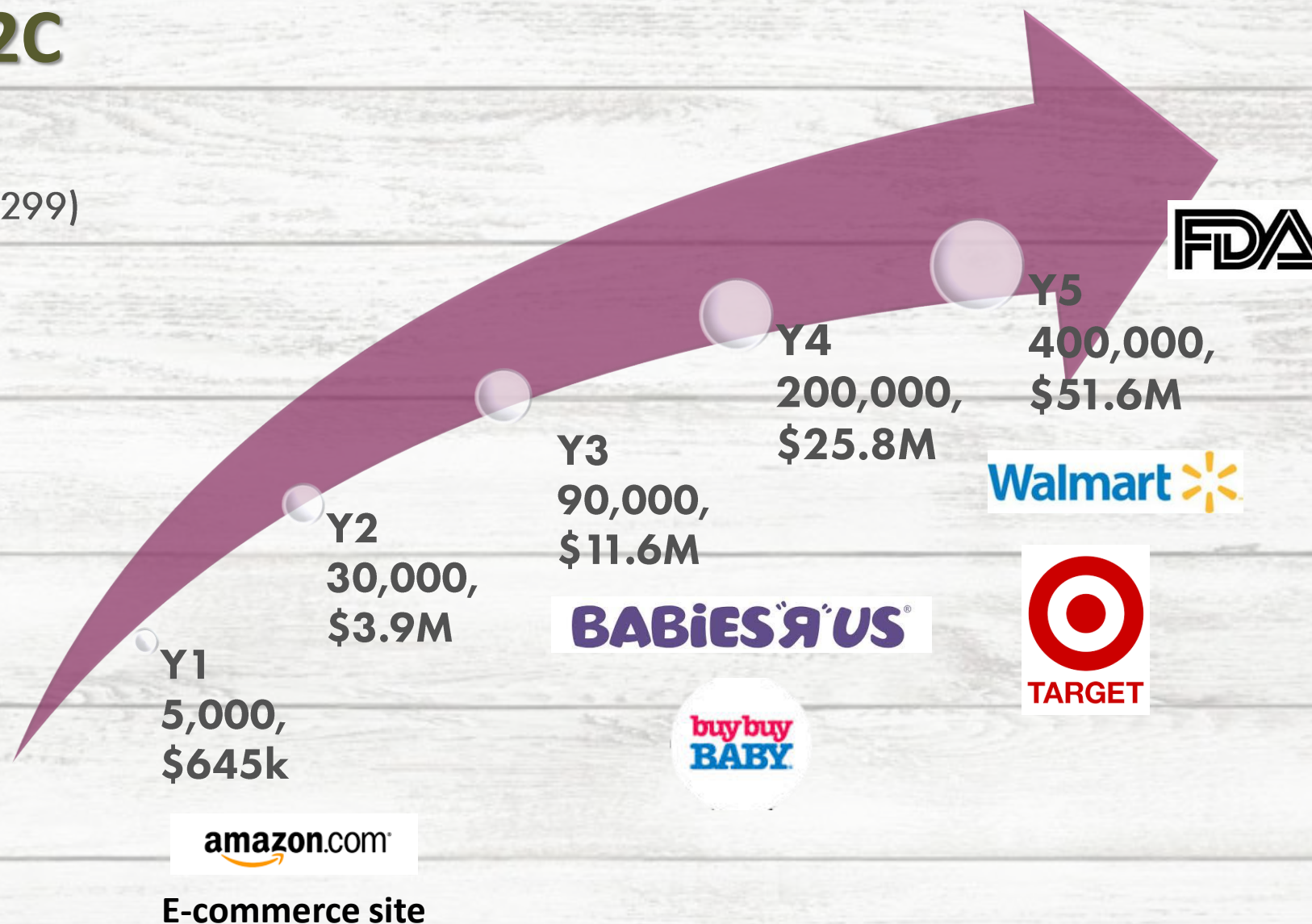
Bassinets: \$45-\$300

(None include technology)

Angel-type Monitors: \$75-\$250

Parents: \$50 more for sensors

*(Assuming \$129/unit)



Three Primary Customer Segments:

Middle class parents ages 20-36 (n = 70 surveyed)

Product A

Basic (No Sensors)

- \$65 (Shelf Price)
- Experienced parents who have slept with their babies previously

Product B

Night Light + Blanket Detector

- \$87 (Shelf Price)
- Parents who worry about blanket ingress

Product C

Smart Position Monitoring

- \$108 (Shelf Price)
- First time parents

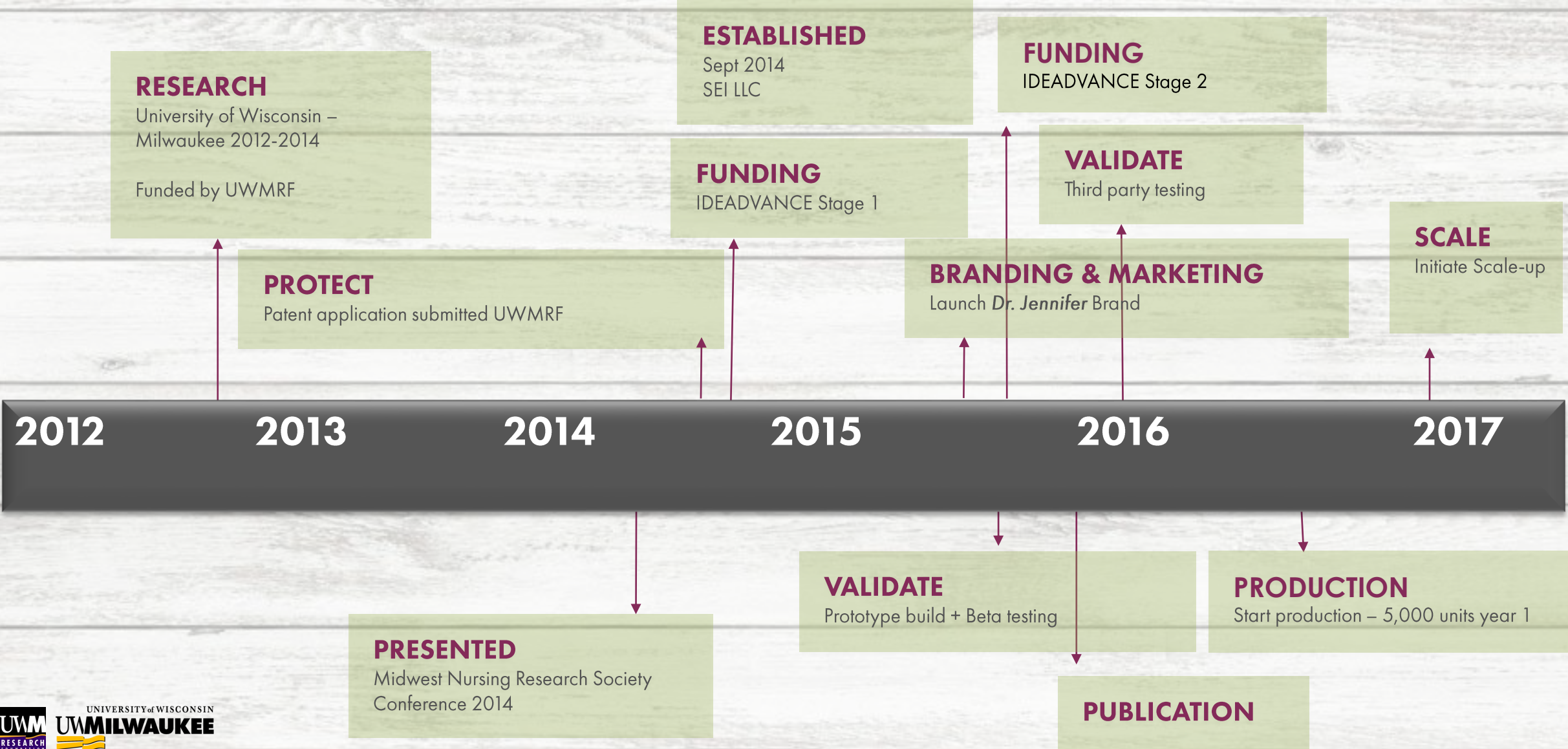
Intellectual Property & Partnering

- U.S. Utility Patent **9,554,659**
- U.S. Design Patent **D711152**
- U.S. Utility Patent **20140173822 A1**

We are looking for a partner for the development, manufacturing, and distribution of the final product for commercialization.



Next Steps - \$600K investment



Next Steps...

- Determine new American Academy of Pediatrics (AAP) Standards
 - *Build the data through testing to demonstrate safety*
- We need a partner interested in creating a new type of product that fits the needs of technology minded parents

**This product is the future of
safe sleeping with infants!**



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