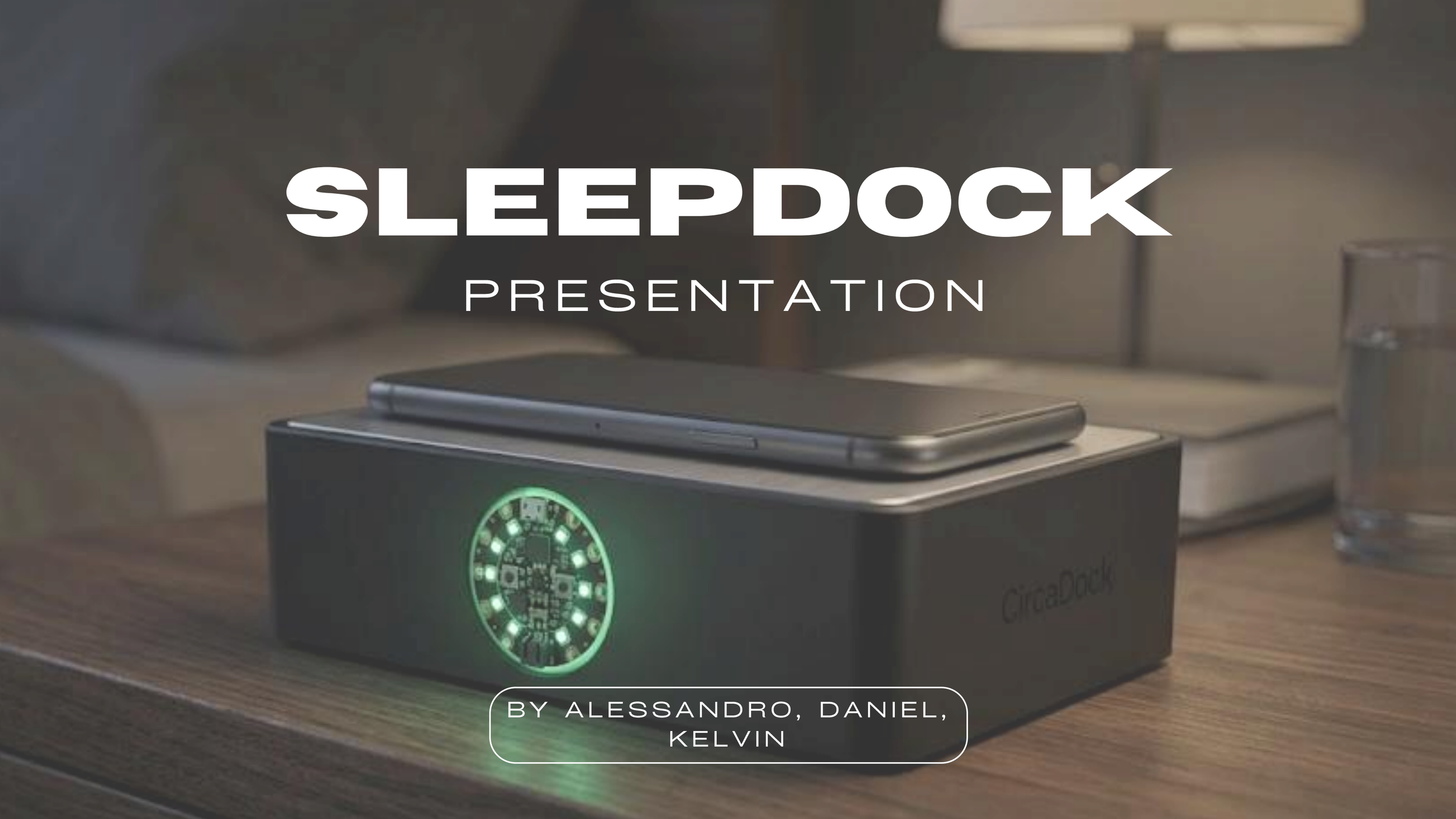
SLEEPDOCK

PRESENTATION



BY ALESSANDRO, DANIEL, KELVIN

PROBLEM
DISCOVERED

About 90% of US residents watch electronic devices before going to bed. This is **harmful** to the **eyes** of the user, and disrupts **the sleep** of the user, due to **blue light** emitted by the smartphone and **compulsive phone checking**. We are here to help this!

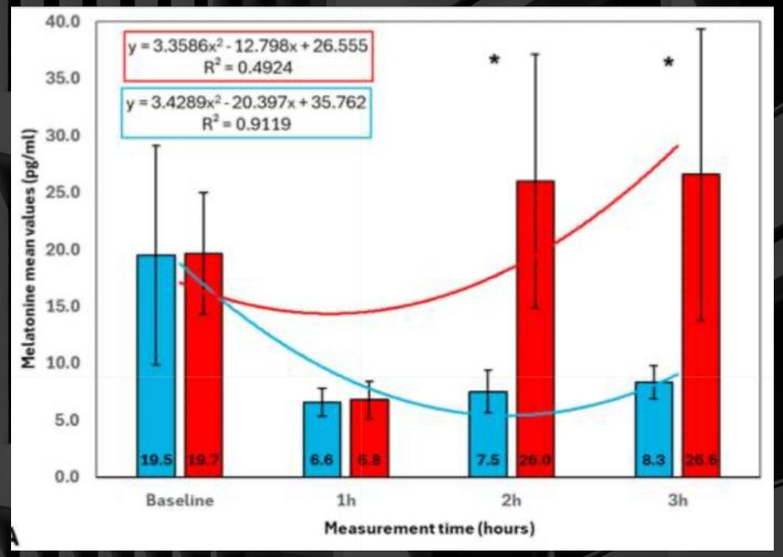


Figure 1 - shows blue and red light effect on melatonin levels

Statistic	Percentage
Prevalence among young adults	15.2% – 99.7%
Anxiety when separated from phones	44%
Average daily checks	52 to 144 times

Figure 2 - shows reported cases of compulsive phone checking and consequences

PROBLEM
DISCOVERED

Other less known problems which we addressed include: **social jet-lag**, due to consistently **changing sleeping routine and bedtime anxiety**, due to racing thoughts and worries accumulated during the day. ***SLEEPDOCK*** can help!



Figure 4 - Percetage of Americans with Sleep Anxiety

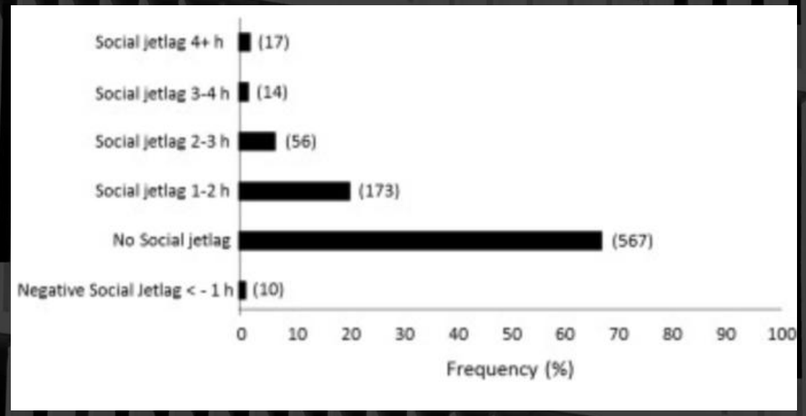


Figure 5 - Average nights with Sleep Anxiety by Generation

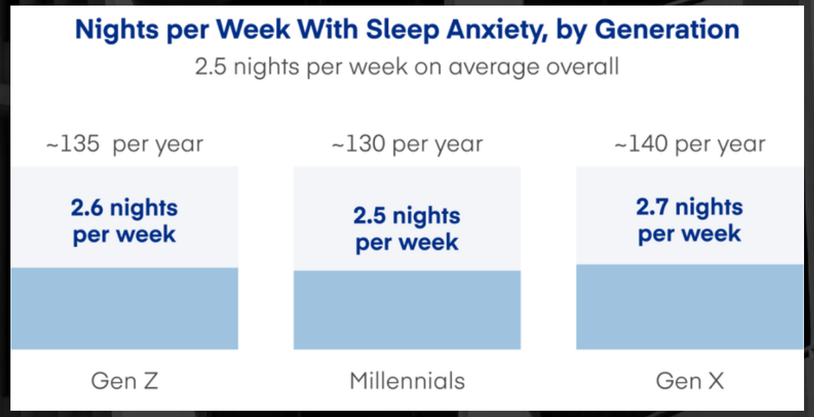


Figure 3 - Social jet-lag reports in a 837 people survey in Austarlia

TARGET AUDIENCE



90% OF US RESIDENTS

The vast consumer base who use electronic devices right before bed, are suffering from artificial melatonin suppression and degraded sleep quality.



STRESS-INDUCED INSOMNIACS

43% of adults in U.S. states that bedtime anxiety, racing thoughts, and high friction hinder them to fall asleep.



CIRCADIAN-DISRUPTED NIGHT OWLS

46.5% of American adults suffer from "social jetlag" due to indoor lifestyles and screen blue light, which directly suppresses melatonin.

35$ FOR SALE!!!



ABOUT SLEEPDOCK

Composed of:

- **A piece of CPX(Circuit Playground Express)---25$;**
- **A bottom and a detecting wire---1$;**
- **The Sleepdock case (for the clock version)---5$;**
- **The Sleepdock watch (for the watch version)---15$.**

45$ FOR WATCH!!!



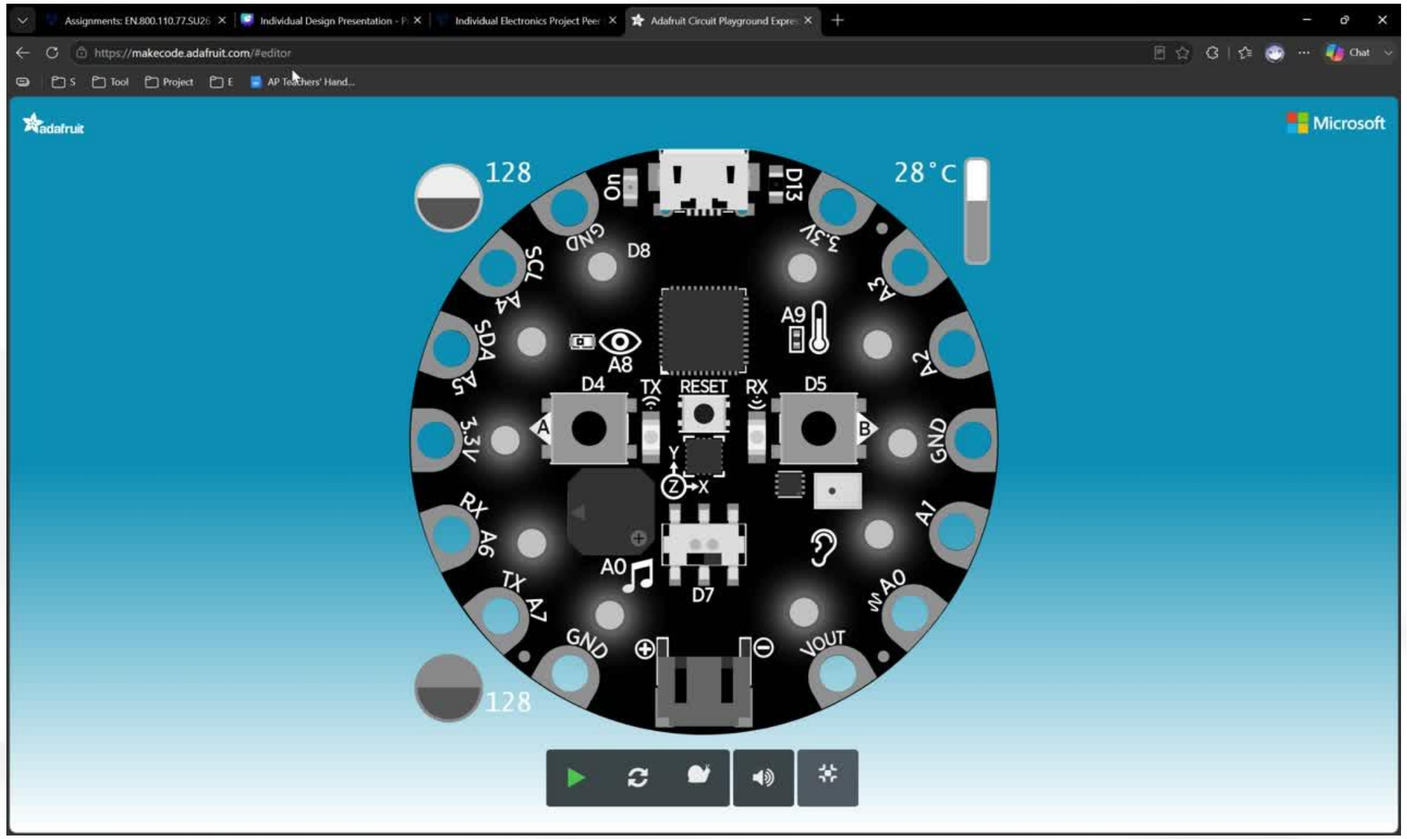
ABOUT SLEEPDOCK

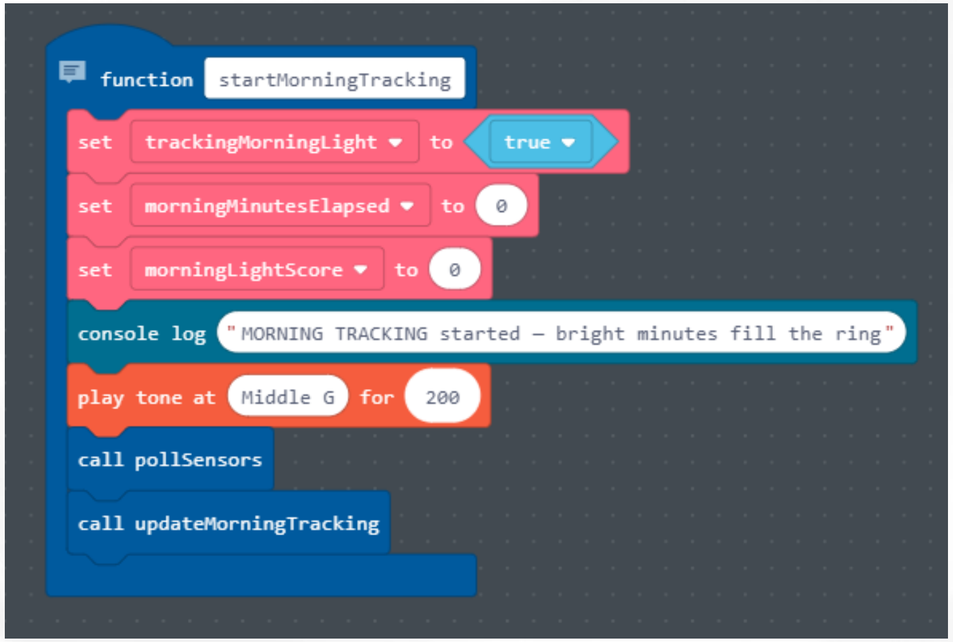
Functions:

- **Morning Light Detection**
- **Pre-Sleep Breathing Exercise**
- **Forces the user to separate from his electronic devices**
- **Scan the sleeping environment around it**

Morning Light Detection

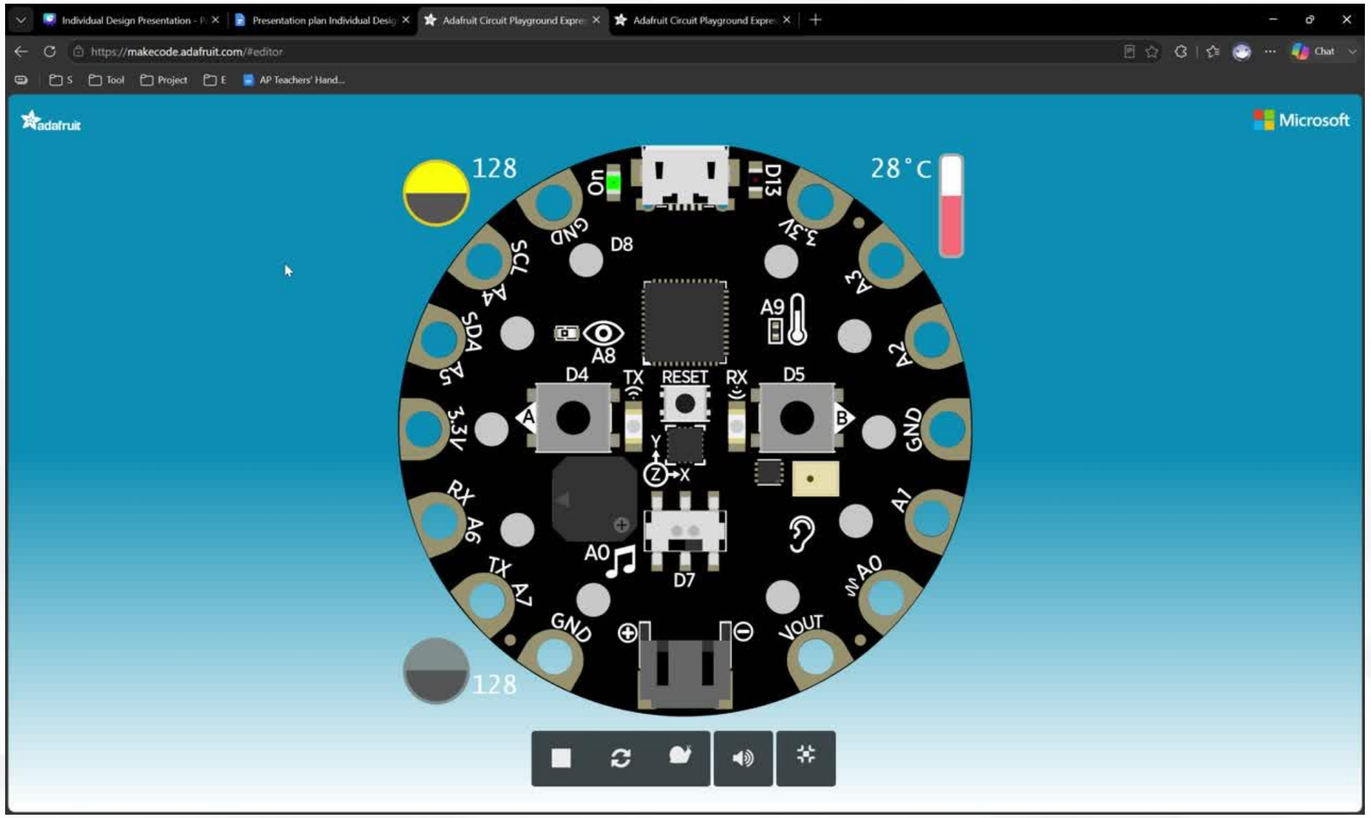
Trigger: tap touch pad A1 as soon as you wake up.
This mode tests the **light intensity**. If the light intensity is not in the ideal range, the bulbs will be lighted

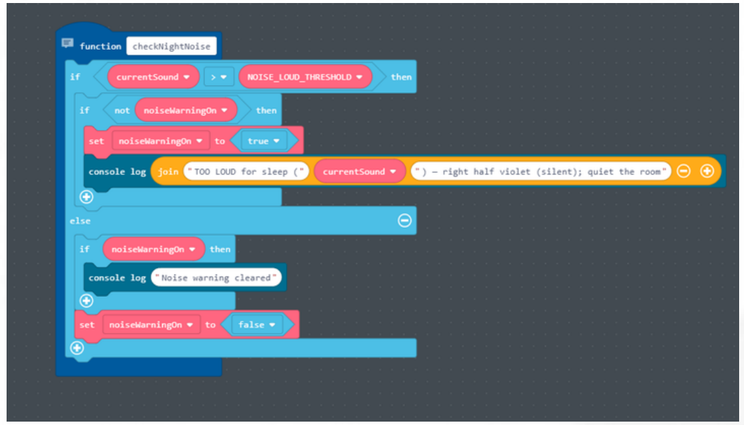


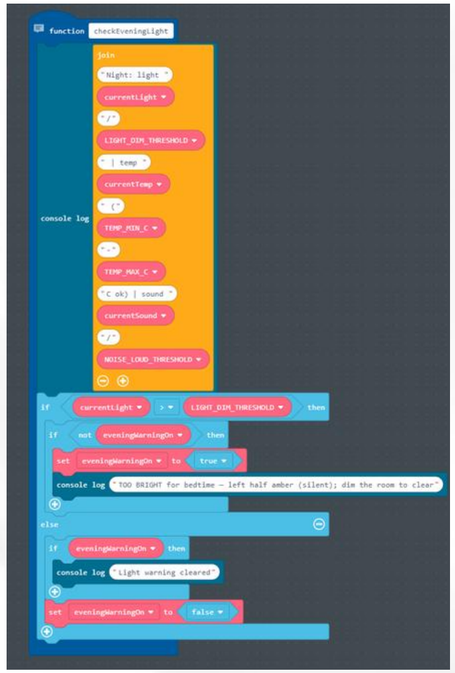


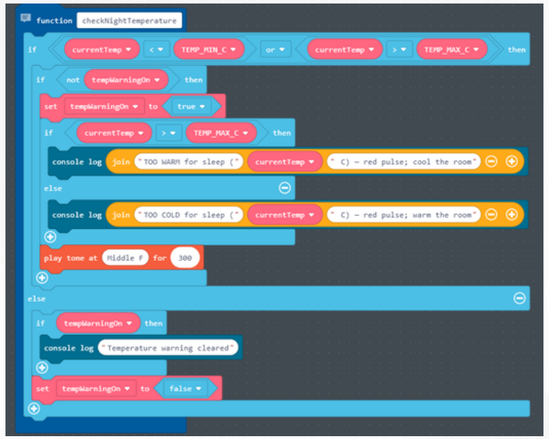
Night Mode: Sleep-Environment Check

Trigger: slide the switch to the LEFT at bedtime. ***SLEEPDOCK*** checks the three things a good sleep environment needs – darkness, a cool room, and silence.





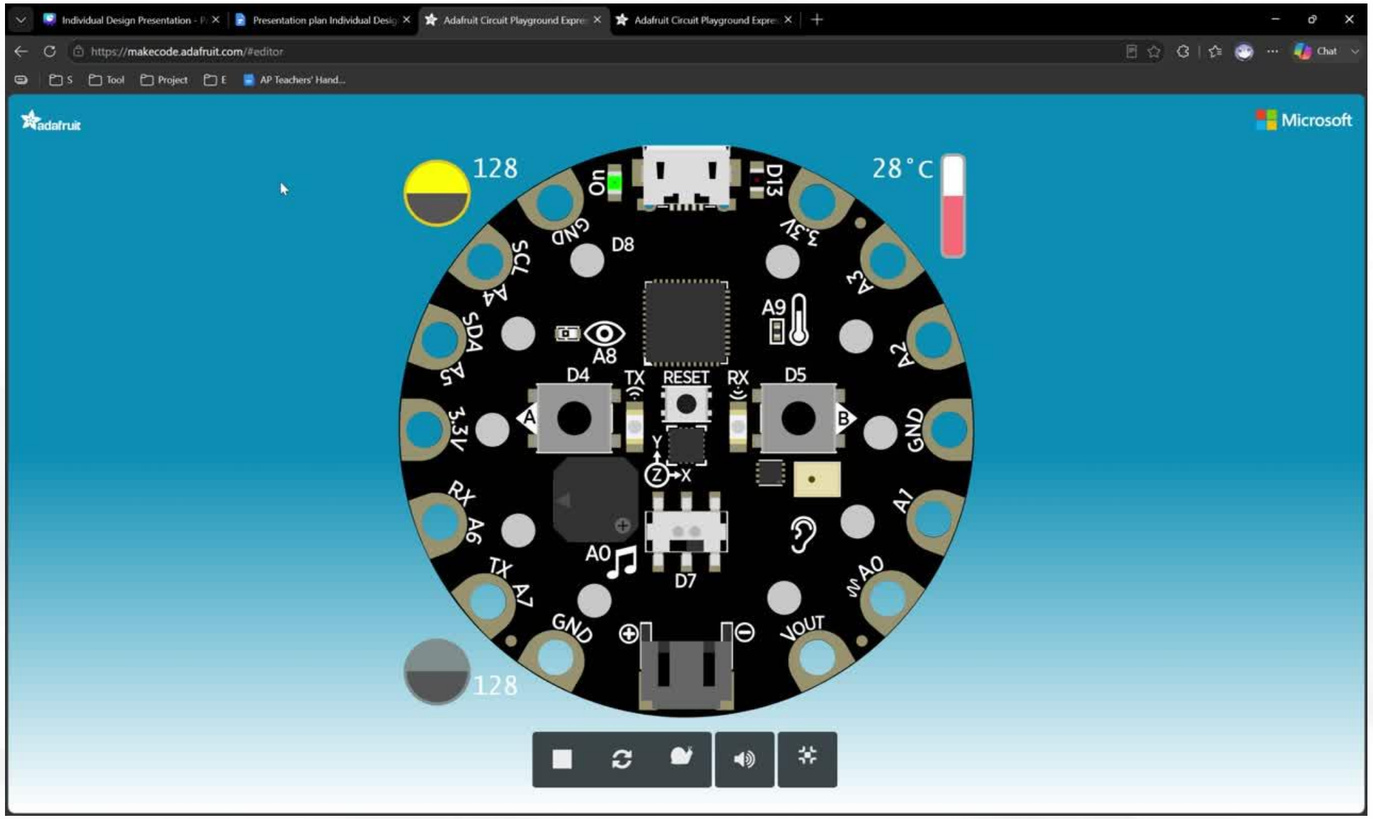


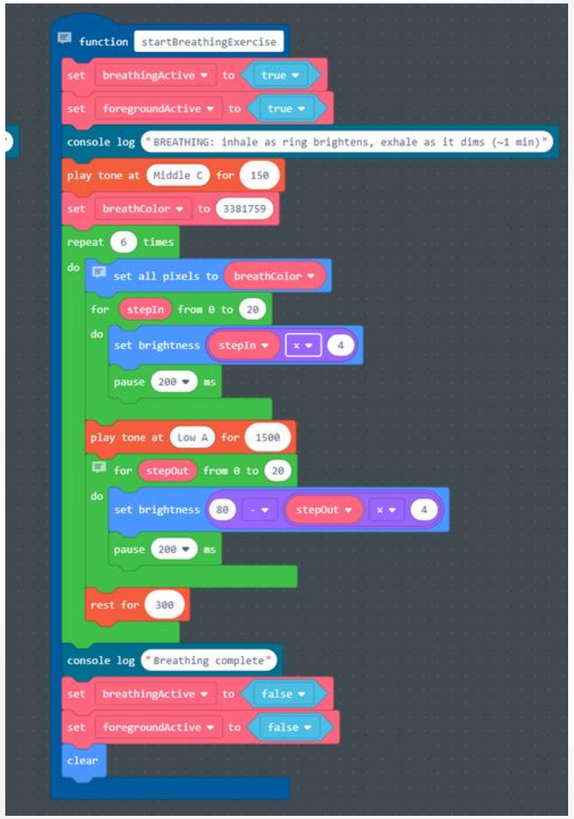


Pre-Sleep Breathing Exercise

Trigger: tap touch pad A2

The ring will glow a **calm blue**, gently brightening up as you inhale and dimming as you exhale, for **six cycles** (about one minute) to help you relax before bed.

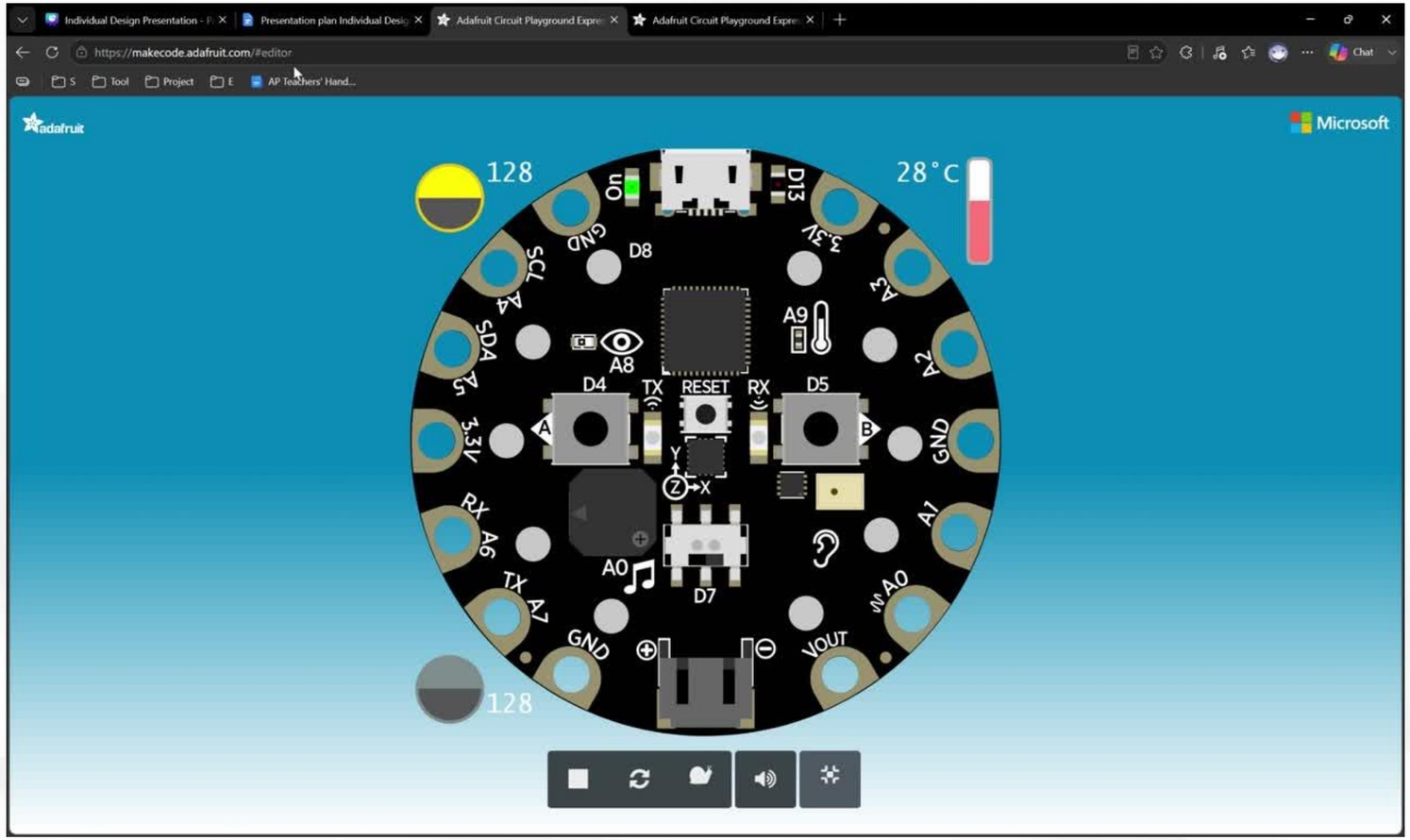


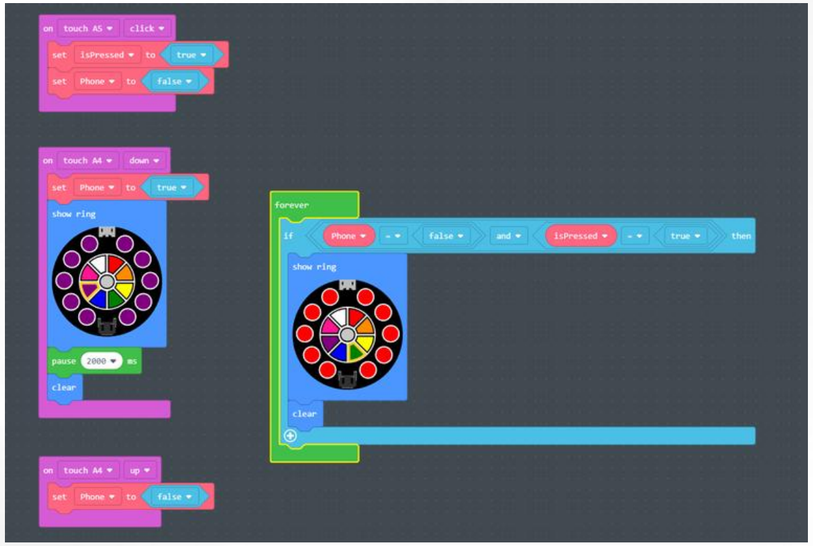


Phone Detection

Trigger: tap touch pad A5 to start, and keep your phone touching A4

If the phone is **not** touching A4, the bulbs will be lit up in red





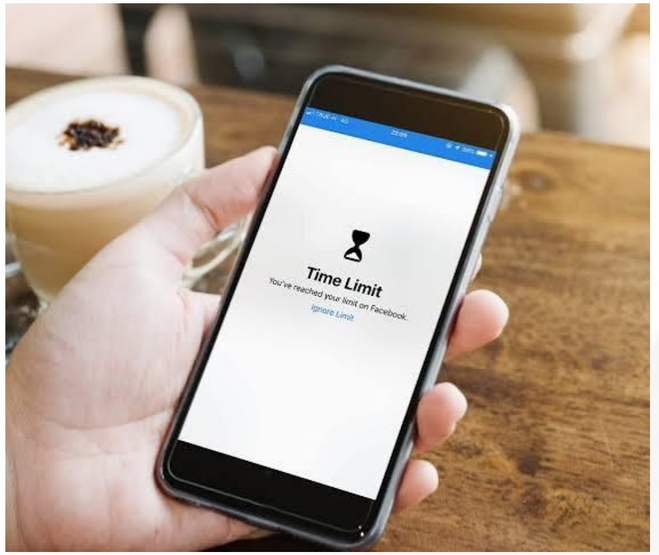
OTHER PRODUCTS VS SLEEPDOCK

A **Ineffective: Screen Time Managing Software**

Screen time monitoring softwares are extremely ineffective because they can **easily be bypassed** with a simple button click.

B **Ineffective: YouTube meditation videos**

Youtube meditation videos do achieve their goal to reduce stress. However, this involves the use of a smartphone, which might lead to **distractions**.

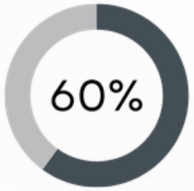


C **Effective: *SLEEPDOCK***

***SLEEPDOCK* is:**

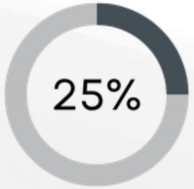
- a **forceful hardware** system
- device which **monitors** sleeping environment
- with **no risk** of distraction
- with extremely **low emission** of blue light.

ANALYSIS
OVERVIEW



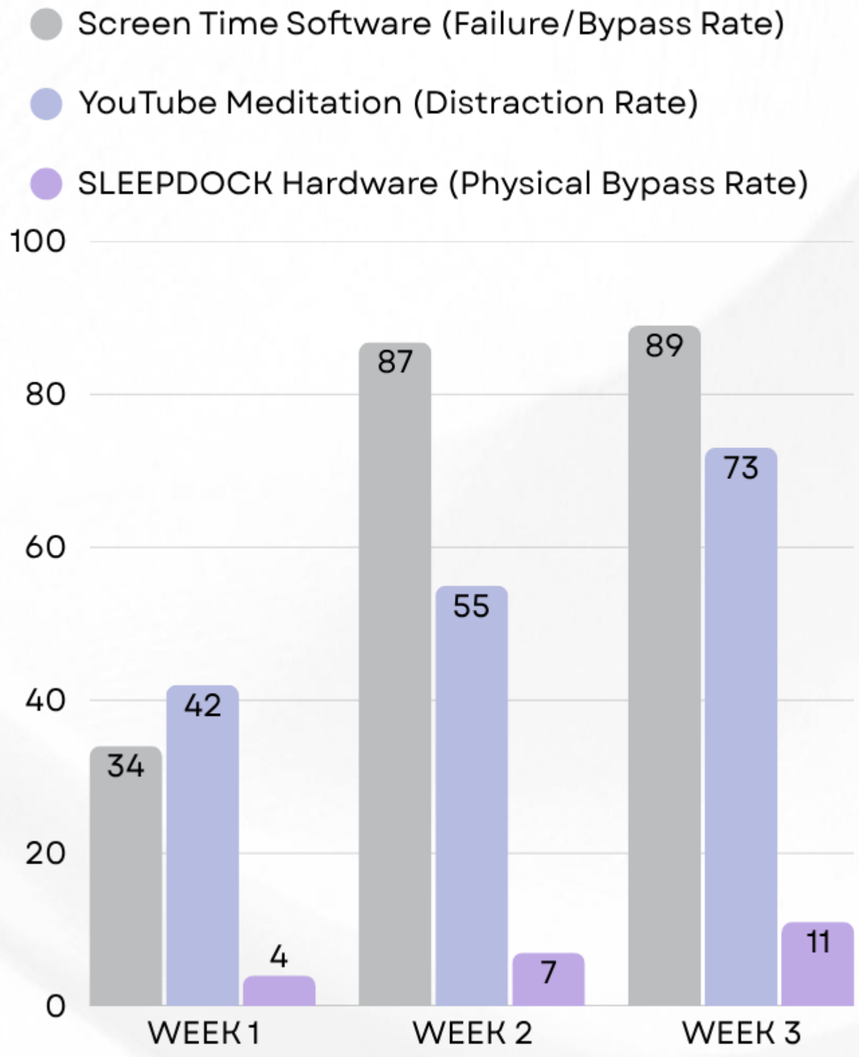
Sleep Onset Acceleration

Eliminating **blue light emissions** and **smartphone proximity** accelerates melatonin production, **reducing the time required to fall asleep by 60%.**



Optimized Deep Sleep Ratio

Continuous environmental stabilization **ensures** users reach the **golden standard of sleep architecture,** dedicated to a **25% deep sleep ratio.**



PREDICTED

PARTNER WITH US FOR A BETTER NIGHT'S SLEEP

- 90% of US residents suffer from sleep disruption.
  - SLEEPDOCK provides a forceful, hardware-based separation from phones while monitoring environmental sleep quality.
    - Highly effective and affordable at just $35, far outperforming easily bypassed software limiters.

We invite Wellness Inc. to adopt SLEEPDOCK into your portfolio. Together, let's help millions reclaim their rest.

CITATIONS **USED**

2011 research on “the sleep and technology use of Americans” (PMC) - https://pmc.ncbi.nlm.nih.gov/articles/PMC3836340/#sec13

Figure 1, PMC research- (https://pmc.ncbi.nlm.nih.gov/articles/PMC12113466/#life-15-00715-f004)

Figure 2, Recovery Home - https://www.recoveryhomepa.com/blog/addiction-to-cell-phone-statistics-facts/

2014 research on “sleep procrastination” (PMC)- https://www.frontiersin.org/journals/psychology/articles/10.3389/fpsyg.2014.00611/full

CITATIONS USED

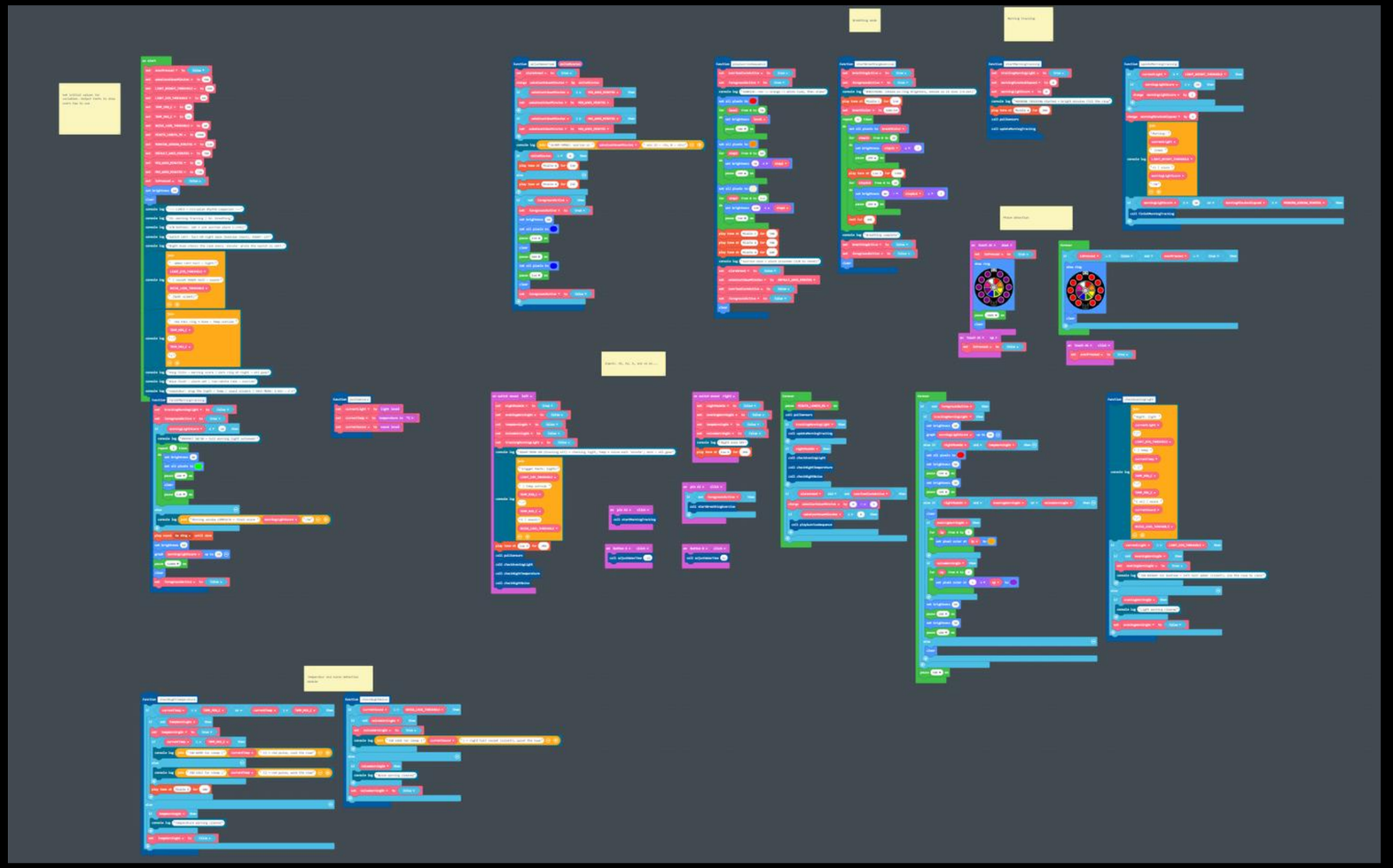
2025 research on “the role of sunlight in sleep regulation” (PMC) - https://pmc.ncbi.nlm.nih.gov/articles/PMC12502225/#Sec8

2025 research on “the effect of breathing exercises on adult’s sleep quality” (PMC)- https://pmc.ncbi.nlm.nih.gov/articles/PMC12713868/

2018 research “Sociodemographic and behavioural correlates of social jet-lag in Australian adults
” (Science Direct) - https://www.sciencedirect.com/science/article/pii/S1389945718303356

Figure 3, 4, 5 (amerisleep) - https://amerisleep.com/blog/the-sleep-anxietyindex/#:~:text=It%20can%20make%20it%20harder%20to%20wind,around%20bedtime%20or%20the%20next%20day's%20demands.

CODE IMAGE



https://makecode.com/_hLePMTWy3Hq



THANK YOU & QUESTIONS

BY ALESSANDRO, DANIEL, KELVIN