

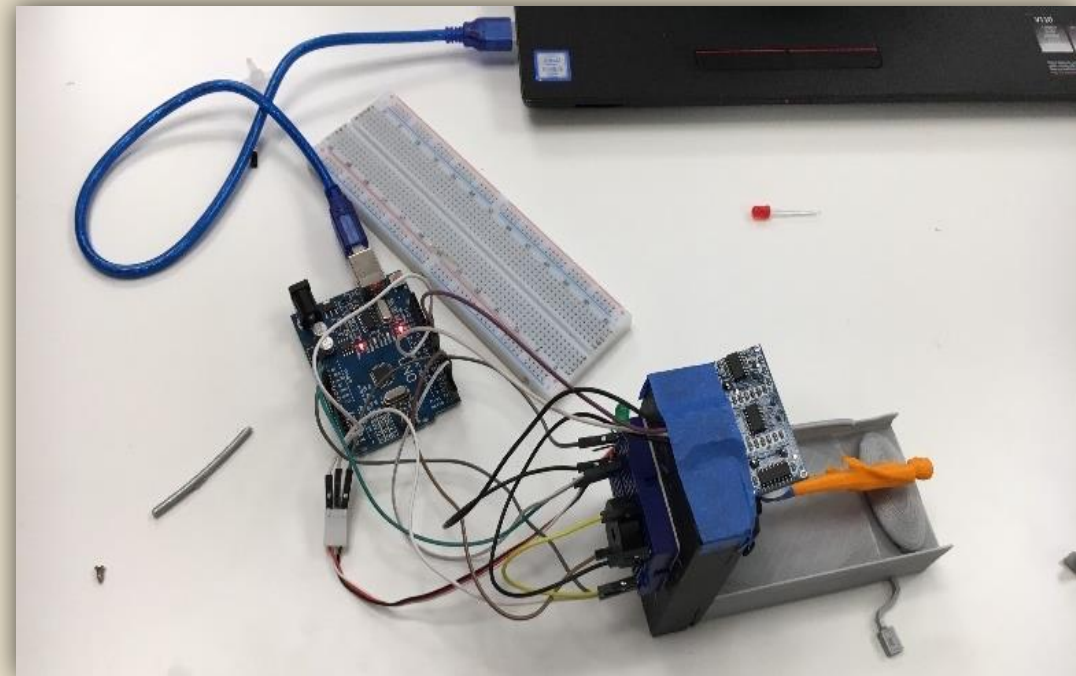


SweetDreams

# SWEET DREAMS

What we created

Our goal



# OUR TEAM

## **MAKERS**

Henry Lawy and  
Tomer Tzoreff

## **DESIGNER**

Eliane Moradi  
Romina Yahya

## **ENGINEER**

Alex Cambier

## **CODER**

Leam Cohen



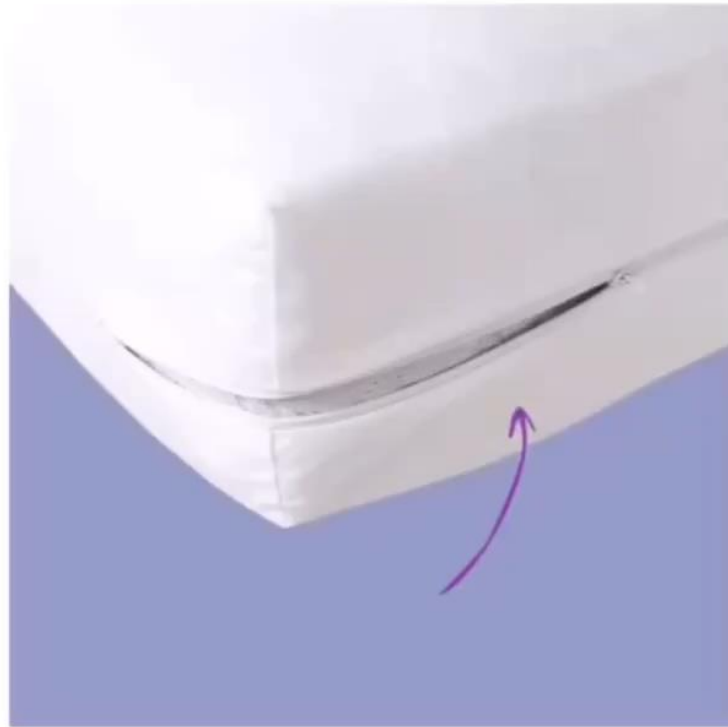
# PRODUCT INFORMATION

Several chips integrated into  
mattresses

Calls the nearest hospital



# HERE'S HOW IT WORKS



CREATED USING  
**POWTOON**

# TARGET MARKET

Our product can be used by anyone, but it is especially designed for elderly people and children.



# REVENUE MODELS



Positioning strategy: mattress  
manufacturers and mattress stores.

# COMPETITORS



We are aware of a company called "Audioline" that holds the majority of this market.

What is the difference between our product and their product?



# Differences compared to competitors

	Babysense	Sweet Dreams
Target Market	Children	Children and elderly people
Technology	A video camera	Sensors, touchscreen
Emergency Response	No	Yes
Call System	No	Yes



***PREVENTION IS BETTER THAN CURE.***