

Pitch Deck

# BEDDYZ

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**Get started**

**Let's Go**



Lecturer: Nguyen Thi Thu An

## **App Overview**

# **Introduction**

BeddyZ is a sleep solution that help you achieve your final goal of productivity

Come to BeddyZ to optimize your sleep and productivity of life



## **App Overview**

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## **Our Company**

# **Our Team**

BeddyZ has a professional and trusted team to provide all technology solutions for your life.



CFO, Project management  
Chau Ho



Chief Marketing Officer  
Dan Tran



Chief Operating Officer  
Huong Bui



Chief of Information Officer  
My Nguyen



Chief Admin Officer  
Minh Lam

# THE PROBLEM

BuddyZ

"Highly variable sleep patterns caused by fast-changing work schedules..."

are key drivers messing up biological clocks and enhancing sleep fatigue...

which negatively affects productivity"

**20%**

Shift workers suffer busy and changeable schedule  
(McGroarty 2020)

**65%**

Experience sleep fatigue that they feel tired when waking up  
(CDC 2016)

**38%**

Suffer reduced productivity at workplace associated with sleep duration & quality

## PROBLEM STATEMENT

Although people can sleep whenever they feel sleepy, they still do not have an effective sleep to ensure productivity for job performance in the next

# OUR OPPORTUNITY

BeddyZ



Sleep tech industry  
is on the rise



Preference for mobile  
than wearable devices



Demand more engaging  
healthcare app



**518B**  
USD in 2022

**7th**

Top mobile usage  
worldwide



**14.6%**

Healthcare  
gamification  
(GMI 2021)

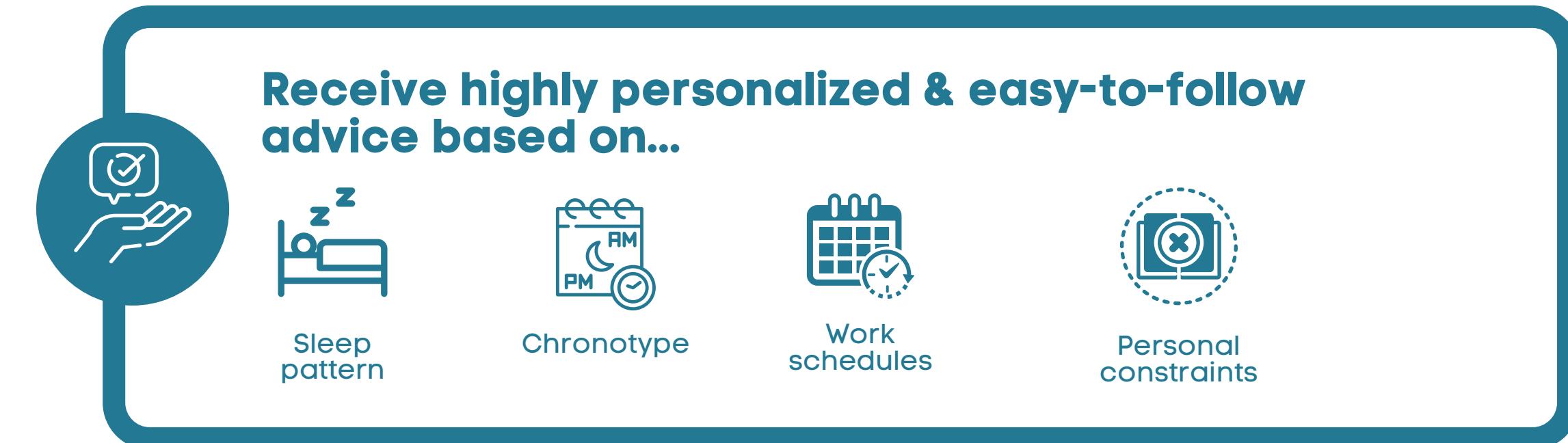


**7.1%**

(Precedence Research 2020)

**>50%**  
Vietnamese

Feel no need of wearable  
devices due to phone  
availability (Nguyen 2021)



# VALUE PROPOSITION

Beddyz



"I feel tired and energy-drained after waking up as my sleep schedule constantly changes to align with my work"

## A Personalized Sleep Planner

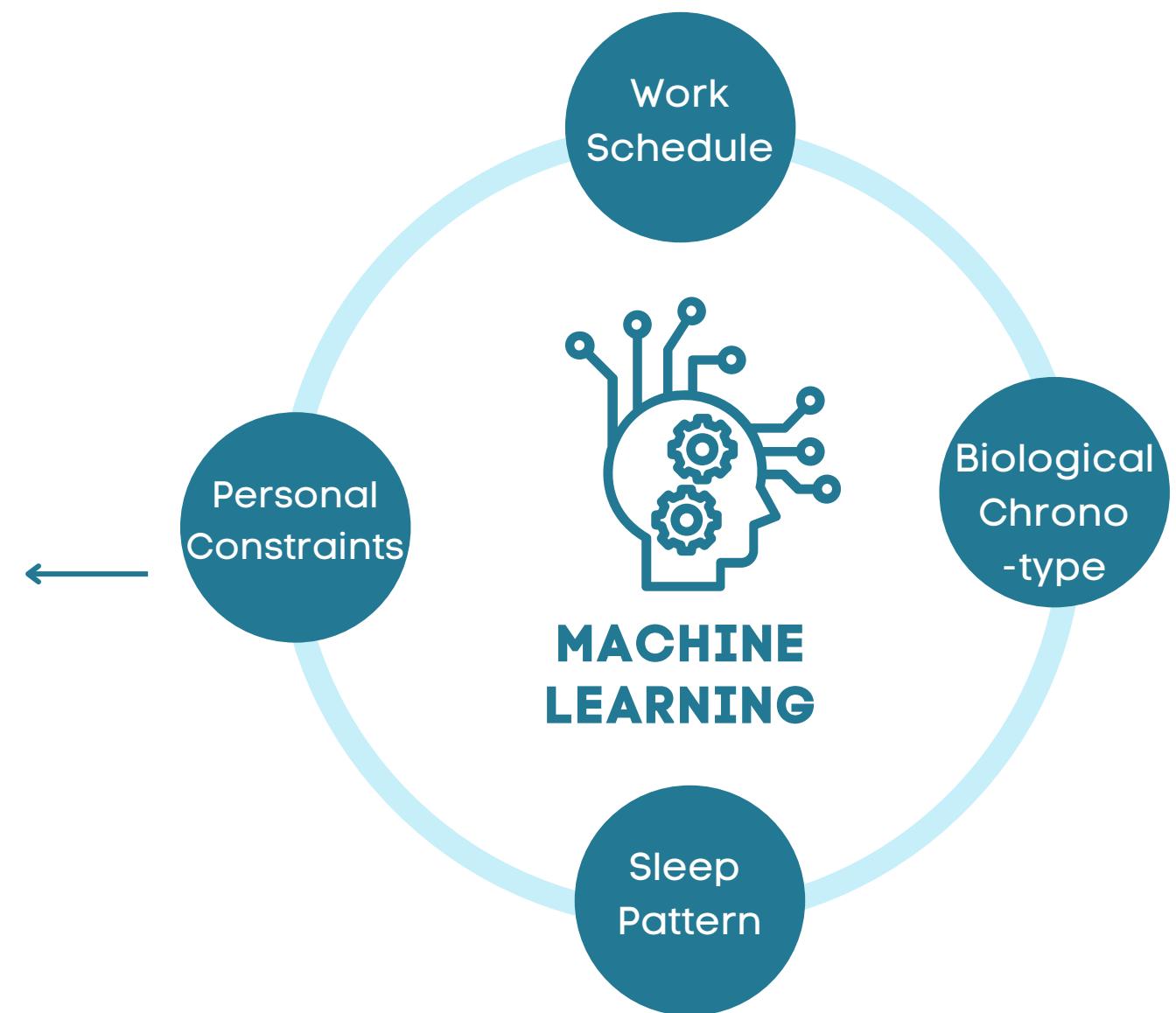
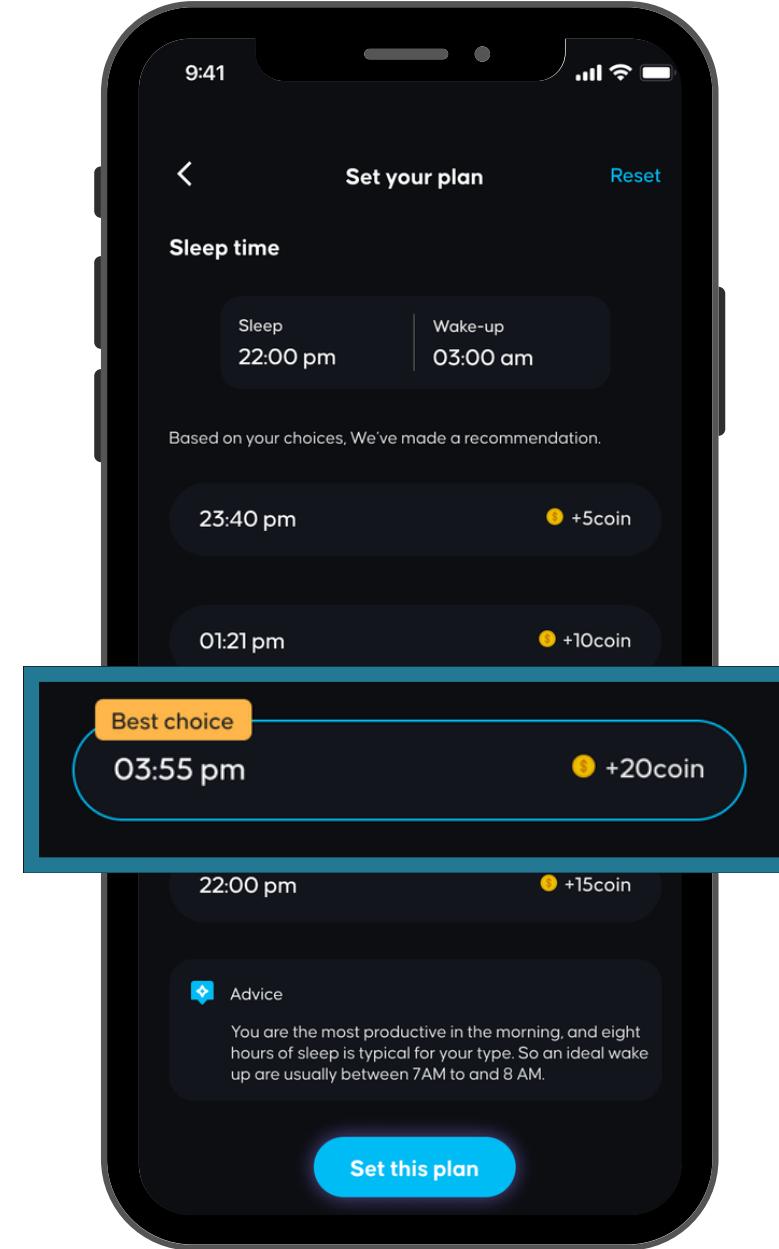
recommends multiple optimal wake-up times



cater to users' preference & fast-changing work schedule



guarantee productivity & energy after waking up



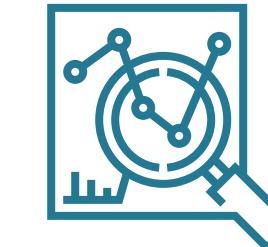
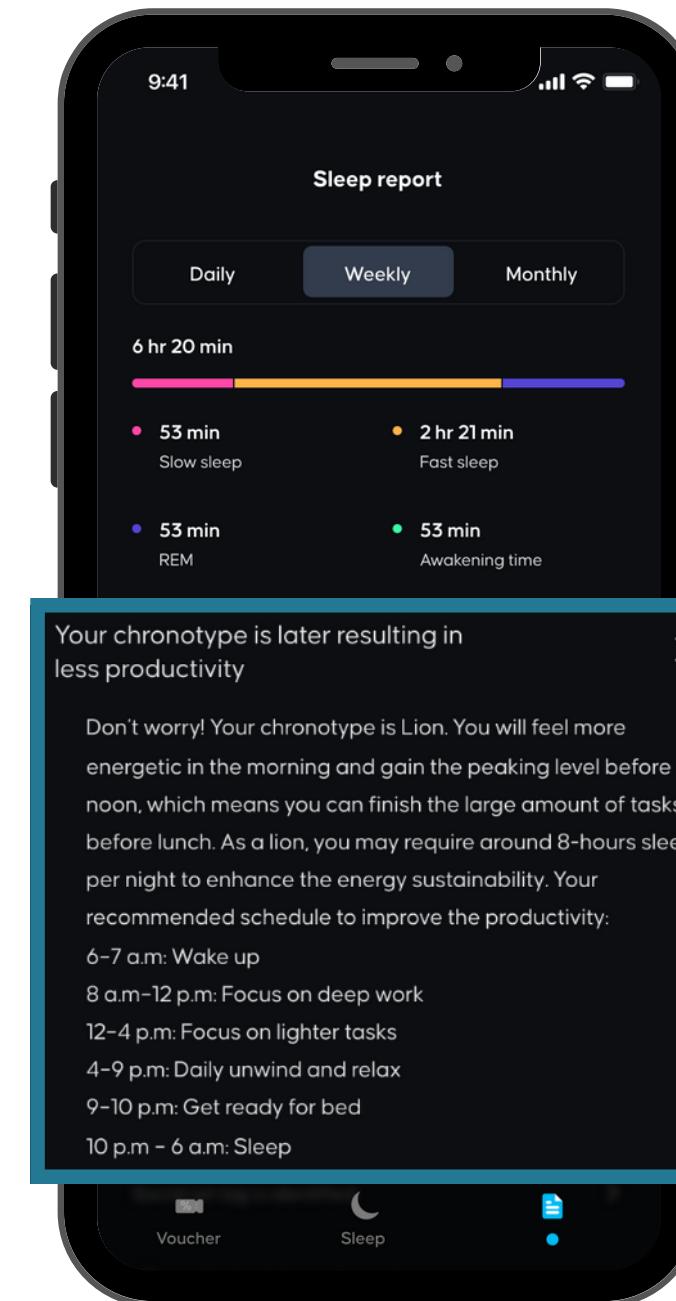


"Existing sleep apps are hard-to-follow as they are not customized to my given work schedule"



# Detailed Sleep Diary

track & measure key sleep metrics to spot your sleep trends, → and then providing....



In-depth sleep analysis & practical insights for productivity boost

## VALUE PROPOSITION

BeddyZ

# VALUE PROPOSITION

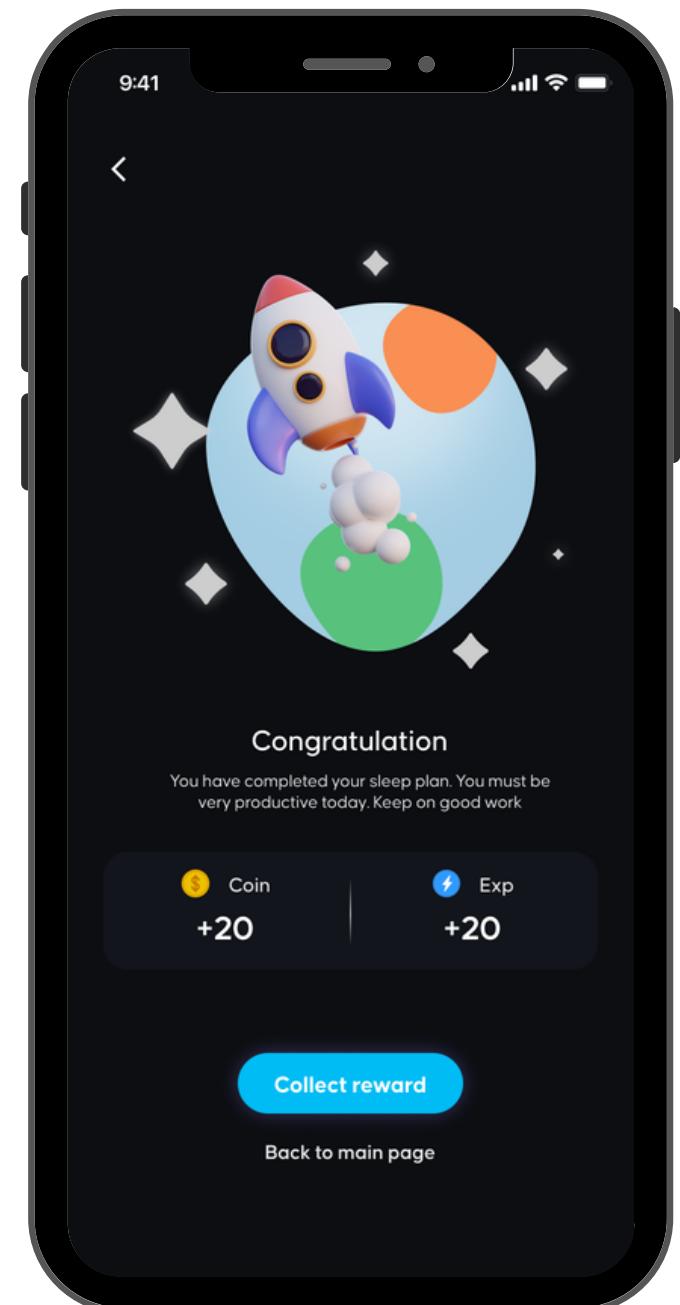
BeddyZ



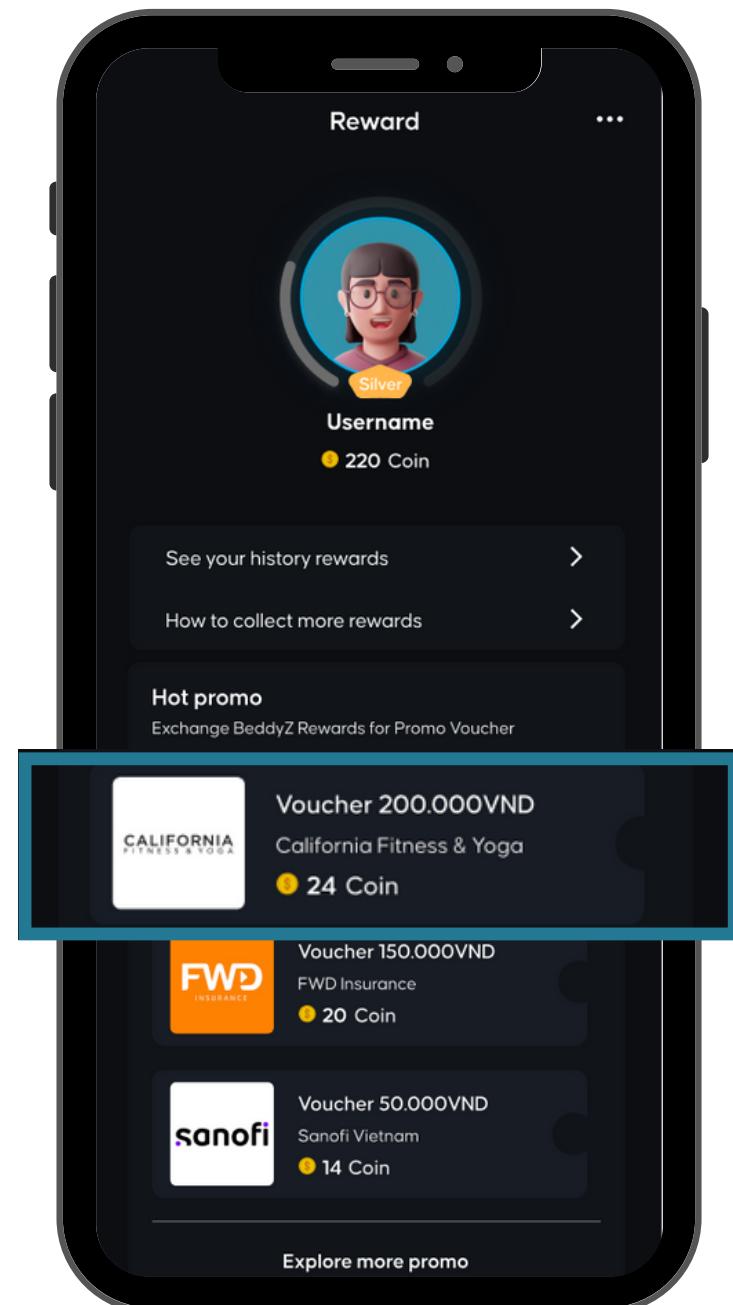
"To me, sleep is a biological necessity, I sleep whenever I feel sleepy. Hence, I tend to abandon sleep apps after a few trial days as I feel bored and demotivated to follow their advice"

## Motivating Rewards System

grant users reward if follow BeddyZ sleep plans



Users redeem earned rewards for promo vouchers from BeddyZ's partners



# Our User

BeddyZ



**Thao Nguyen**

Age: 30

Status: Single, living alone



## Occupation

Doctor (Shift worker)



## Location

Live in the city - Urbanist



## Behaviour

Have limited time, work-life imbalance



## Psychology

Are very tech-savvy, find solutions online  
Socialize in physical and on social media

# PROTOTYPE

## Thảo Nguyễn

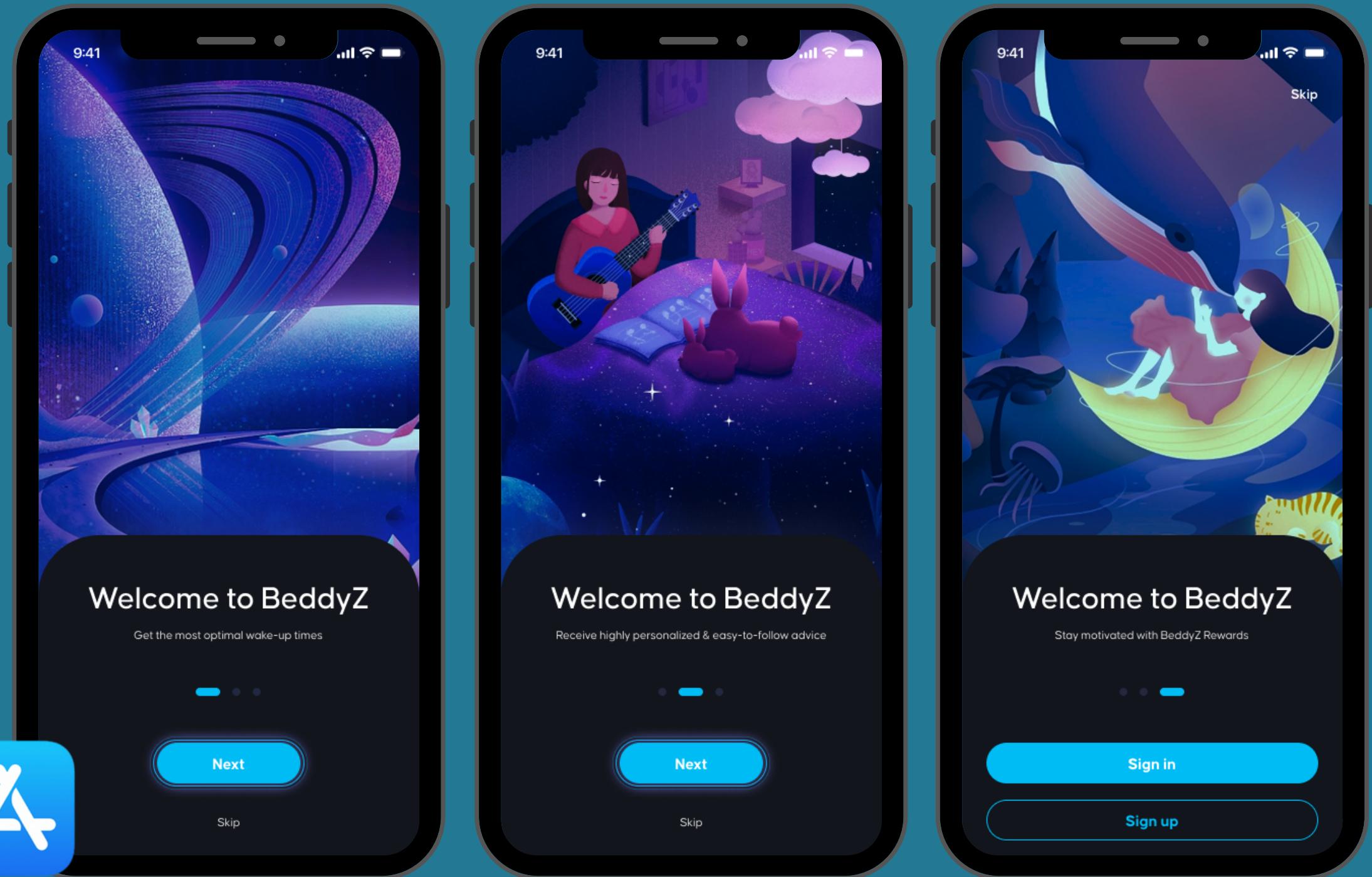
As a doctor, Thao is seeking for a solution help with her sleep to ensure productivity while her sleeping pattern can be highly irregular due to her job characteristics.

So she downloads Beddyz on Appstore



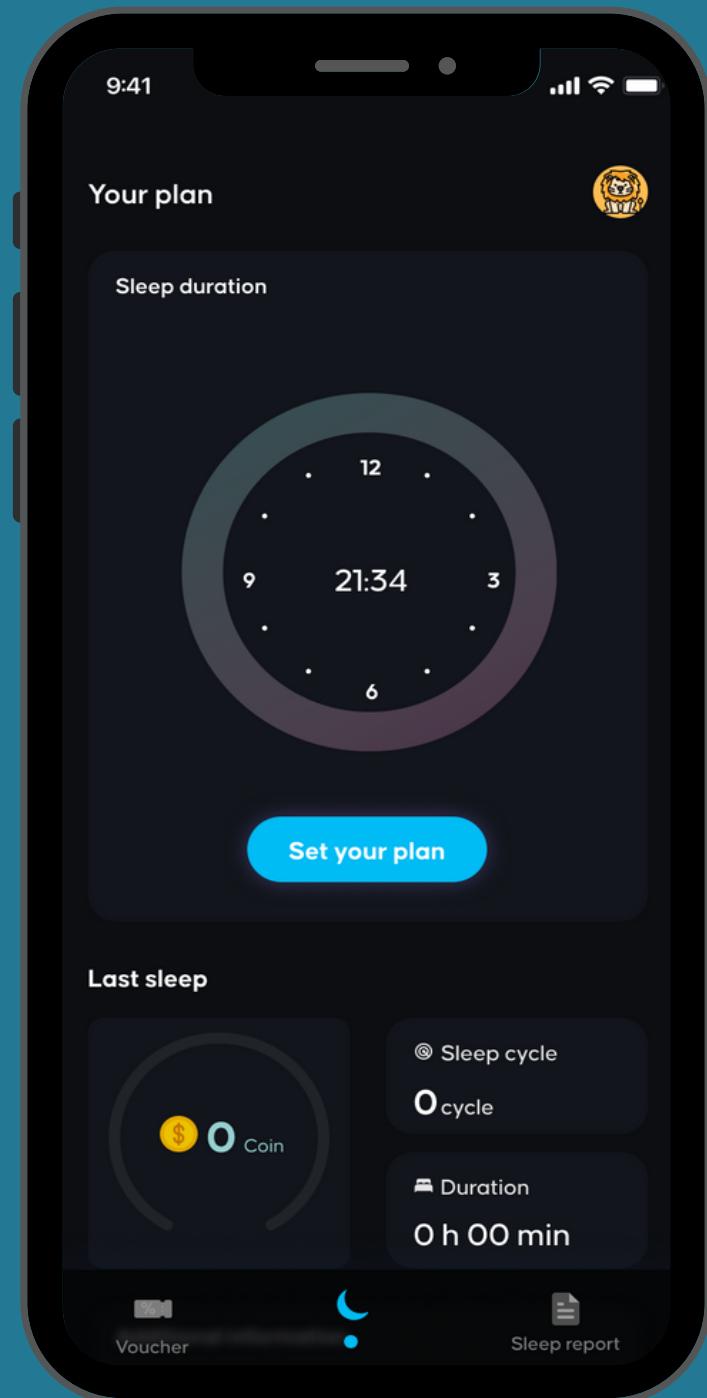
App Store

Prototype link



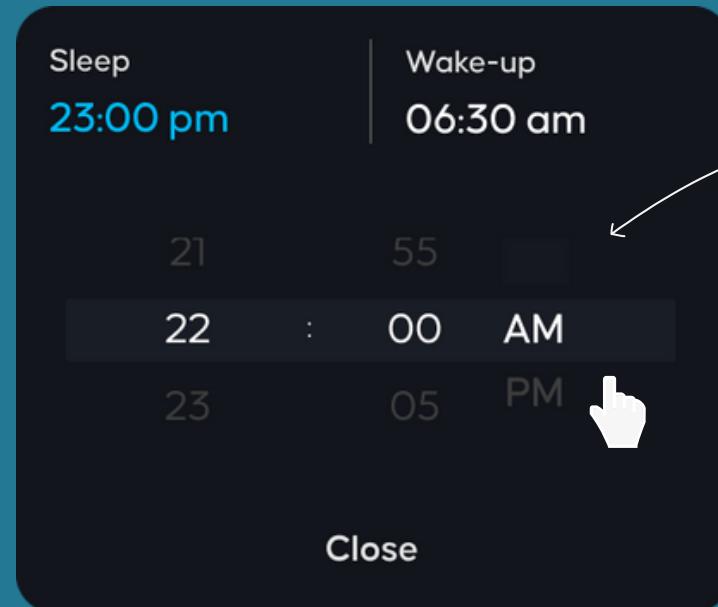
# ABOUT PROTOTYPE

BeddyZ



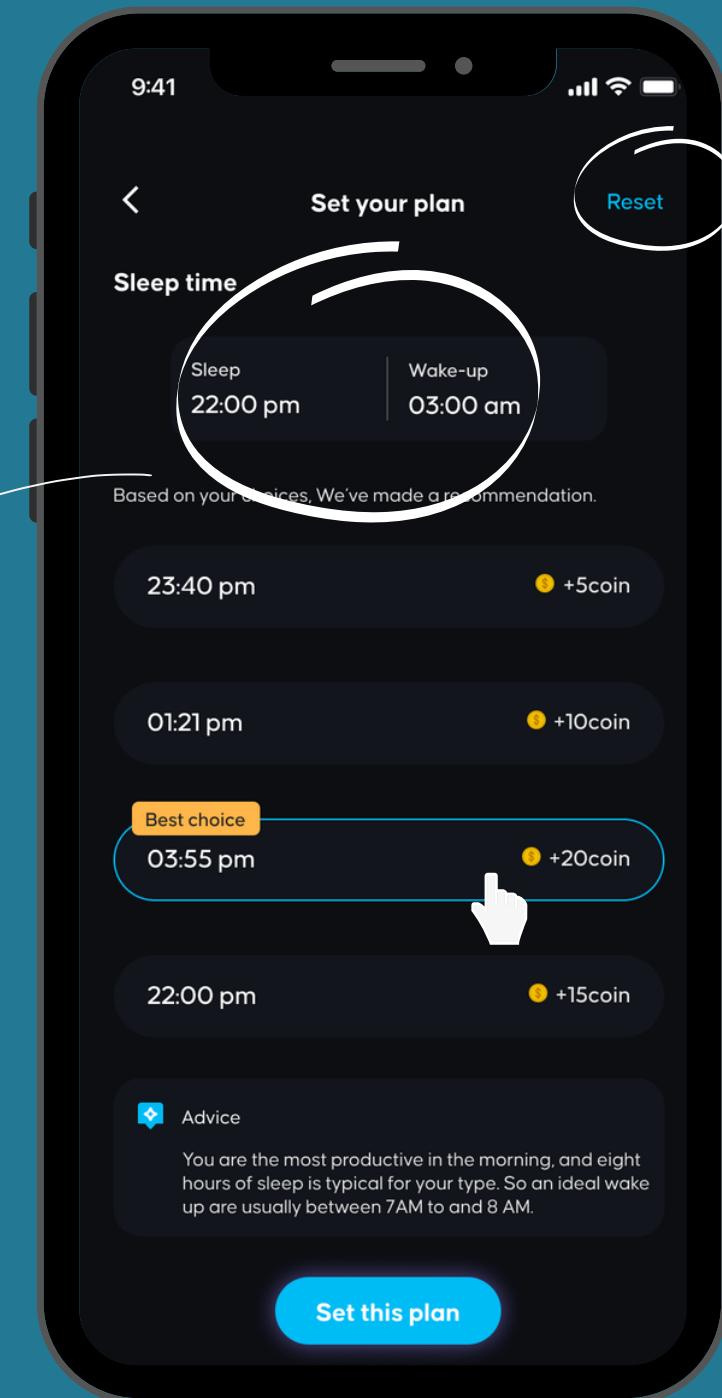
## Step 1

Thảo enter the main page and choose "Set the plan"



## Step 2

She submits preferred sleeping/wake up time for recommendation helping her feel productive afterwards



Always space for error

## Step 3

She chooses the best plan suitable for her but the most healthy option would help her gain the most coins

# ABOUT PROTOTYPE

BeddyZ

## Step 3

If her sleeping time is later than the current time, she will be back to the main page and be reminded 15 minutes before sleeping mode is activated

Cancel is available for any sudden events

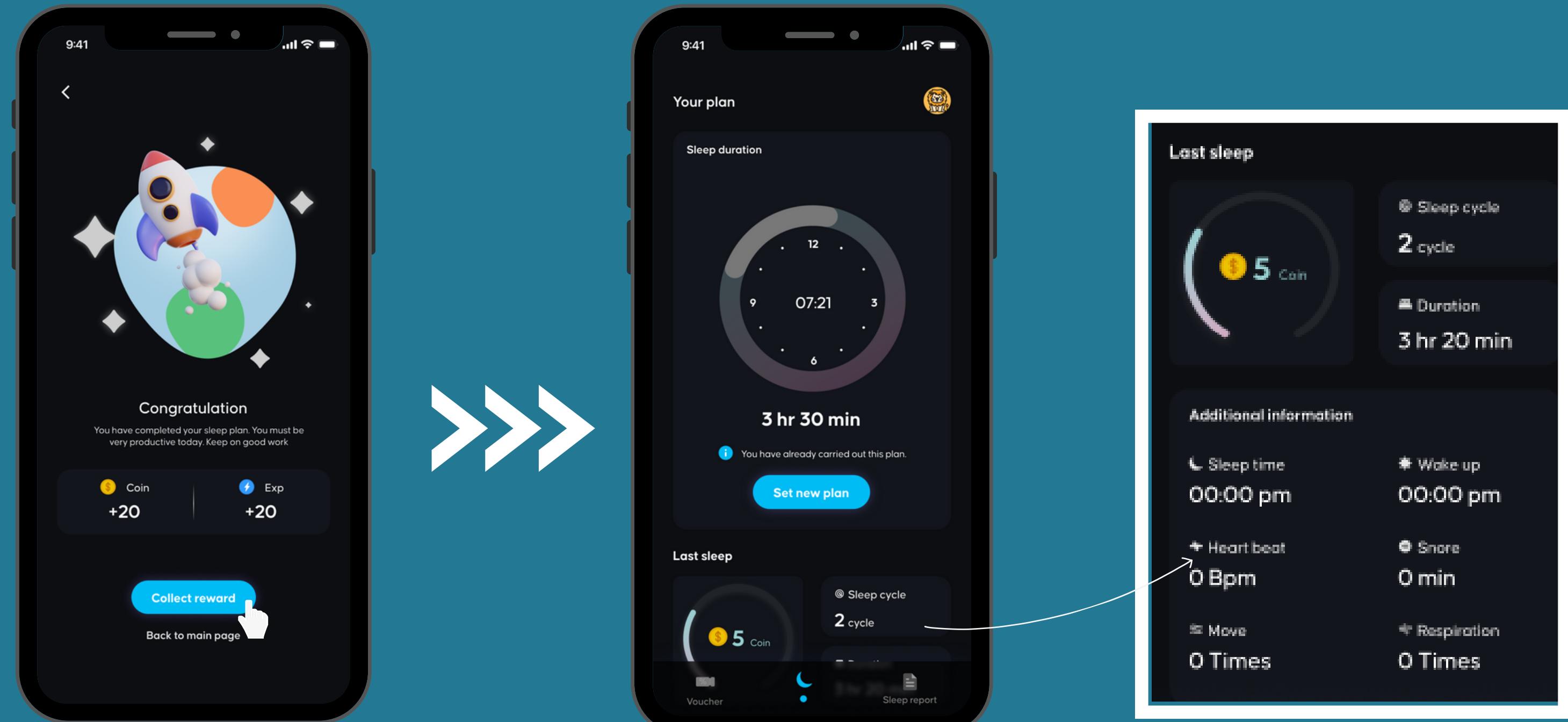


## Step 4

If her sleeping time coincides with the current time, sleeping mode is activated

# ABOUT PROTOTYPE

BeddyZ



## Step 5

After completing the sleep plan,  
she would feel energetic as well as  
receiving the rewarded coins

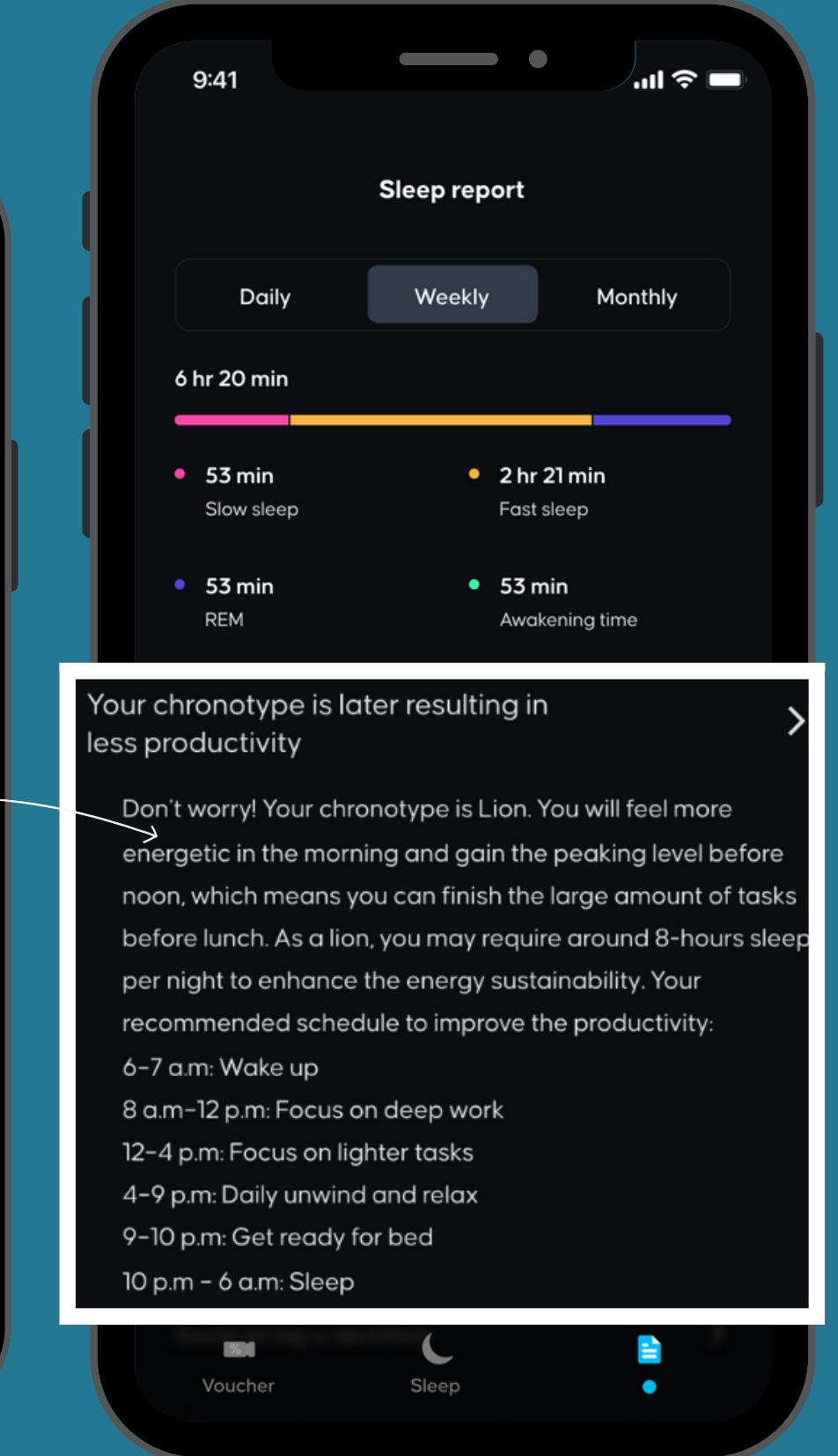
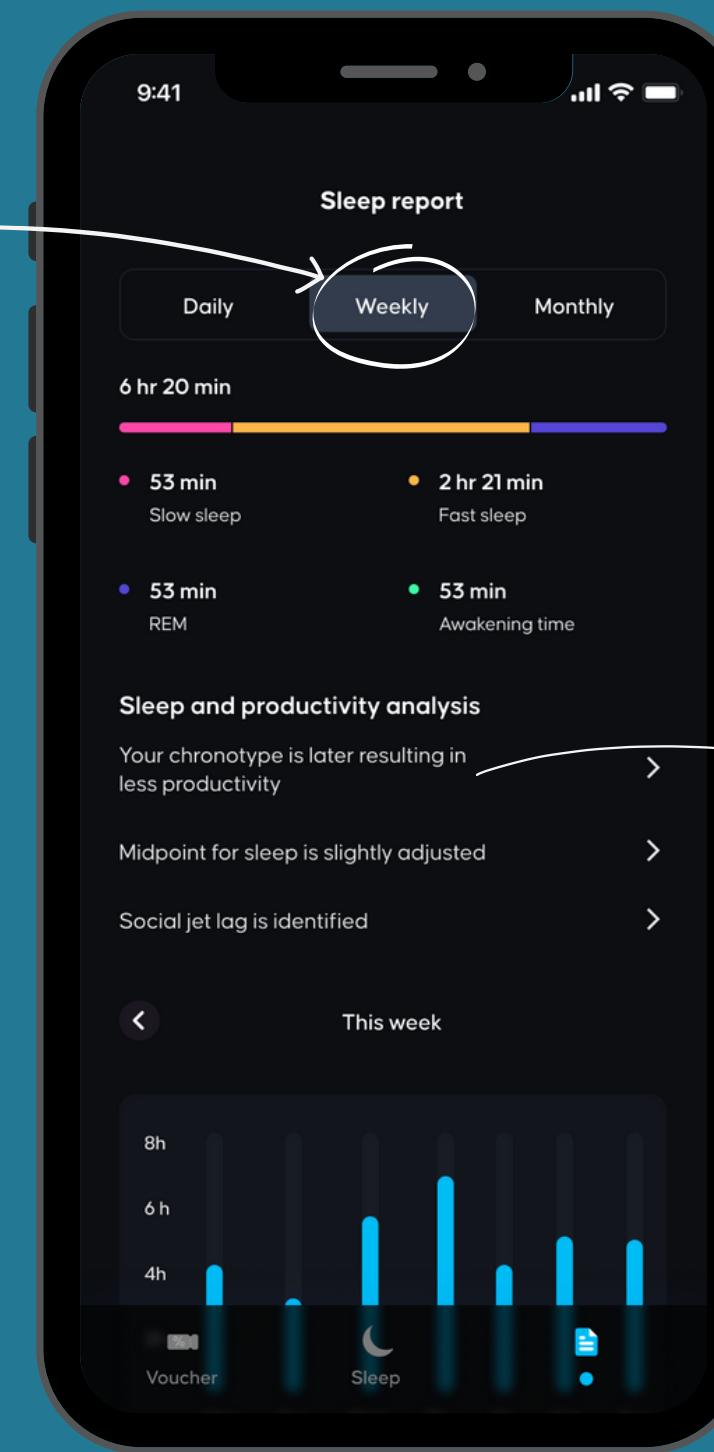
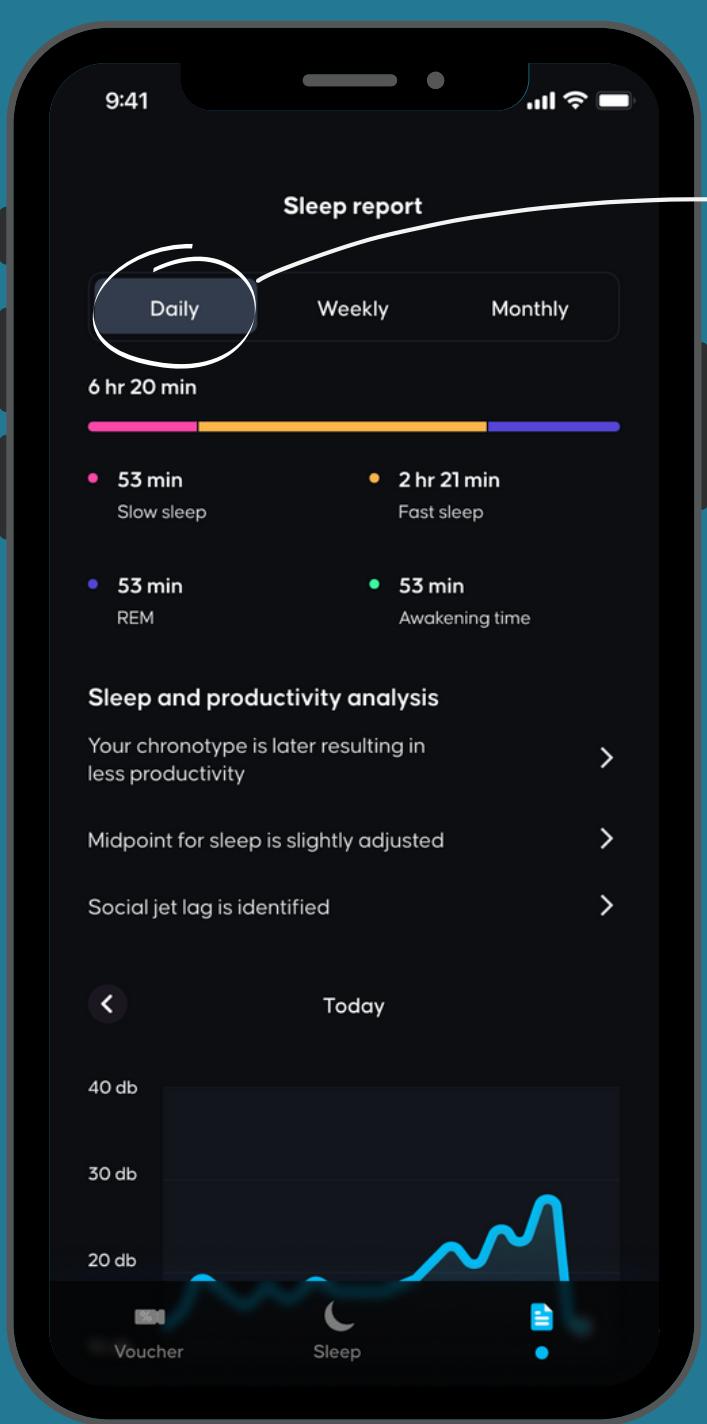
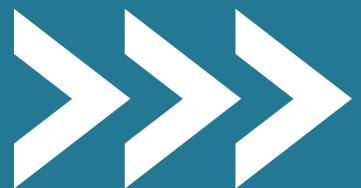
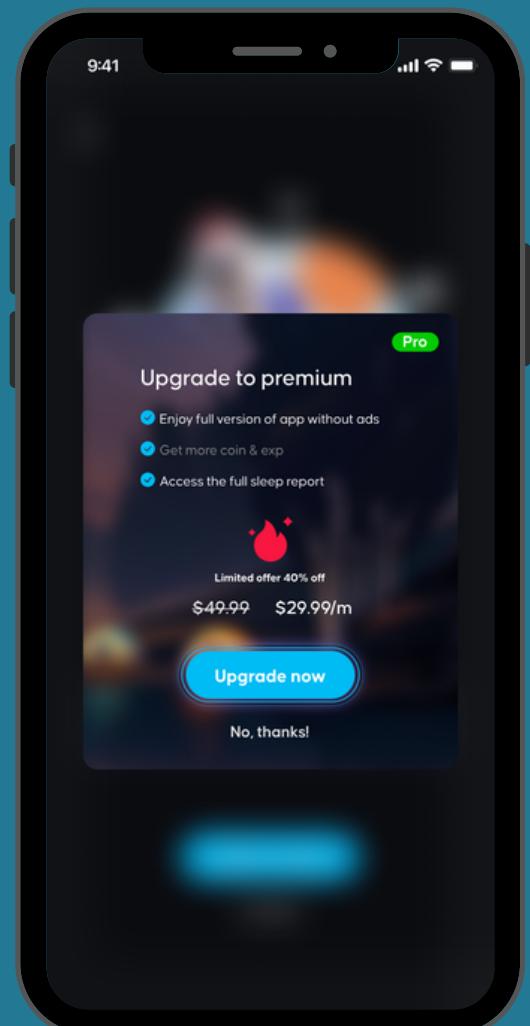
## Step 6

After that, she would be back to the homepage to  
view her sleep history last night by scrolling down

# ABOUT PROTOTYPE

## Step 8

Then she would register for premium account to get more insights into her sleep and the way to productivity

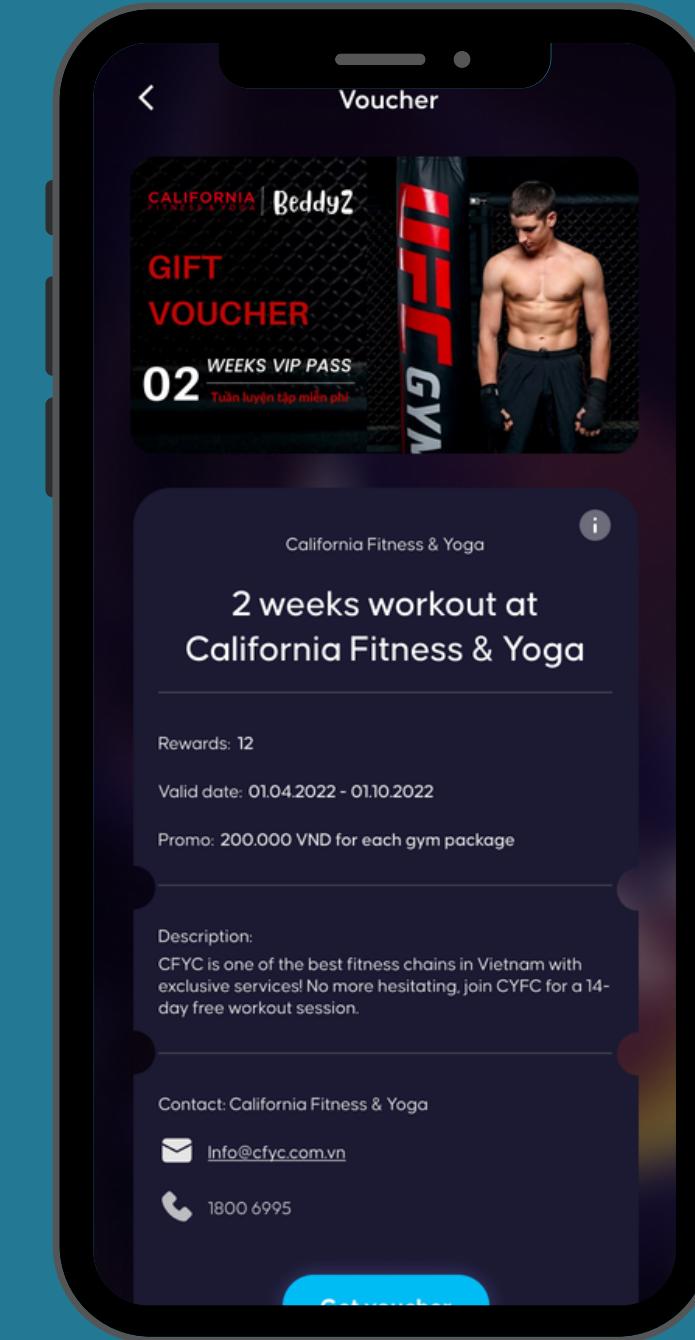
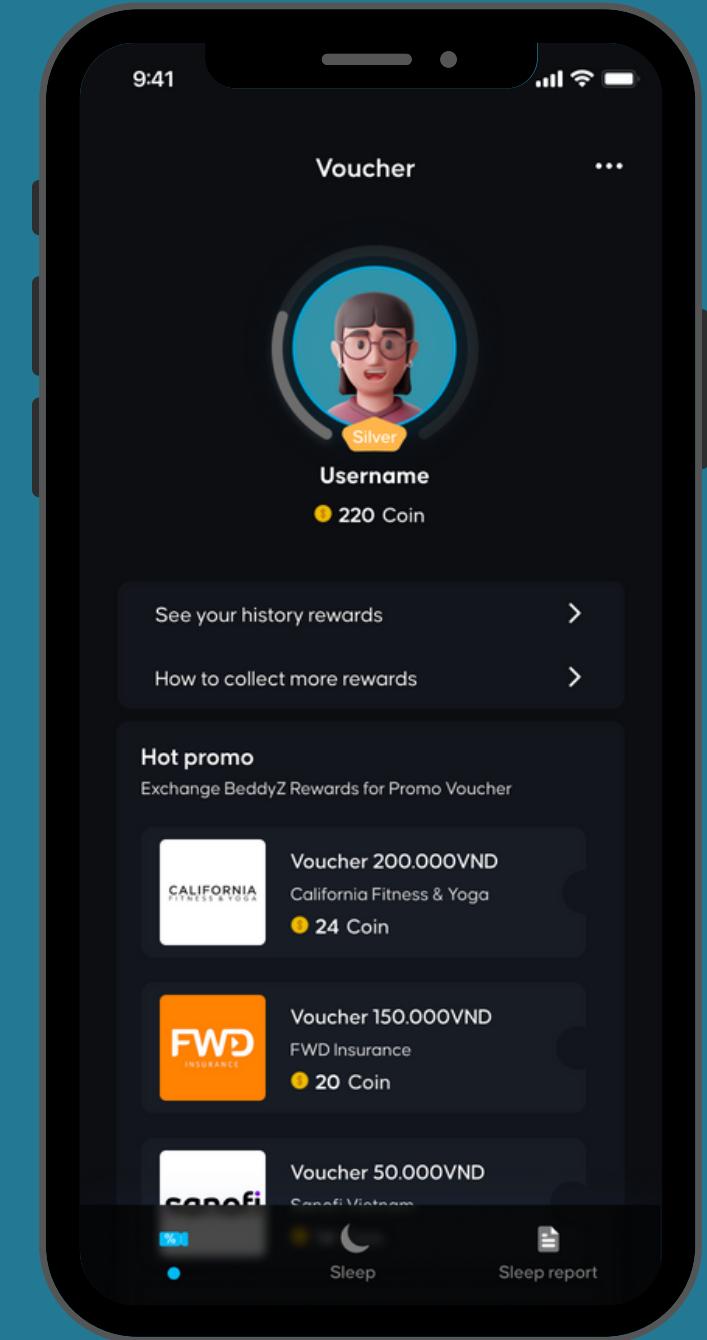
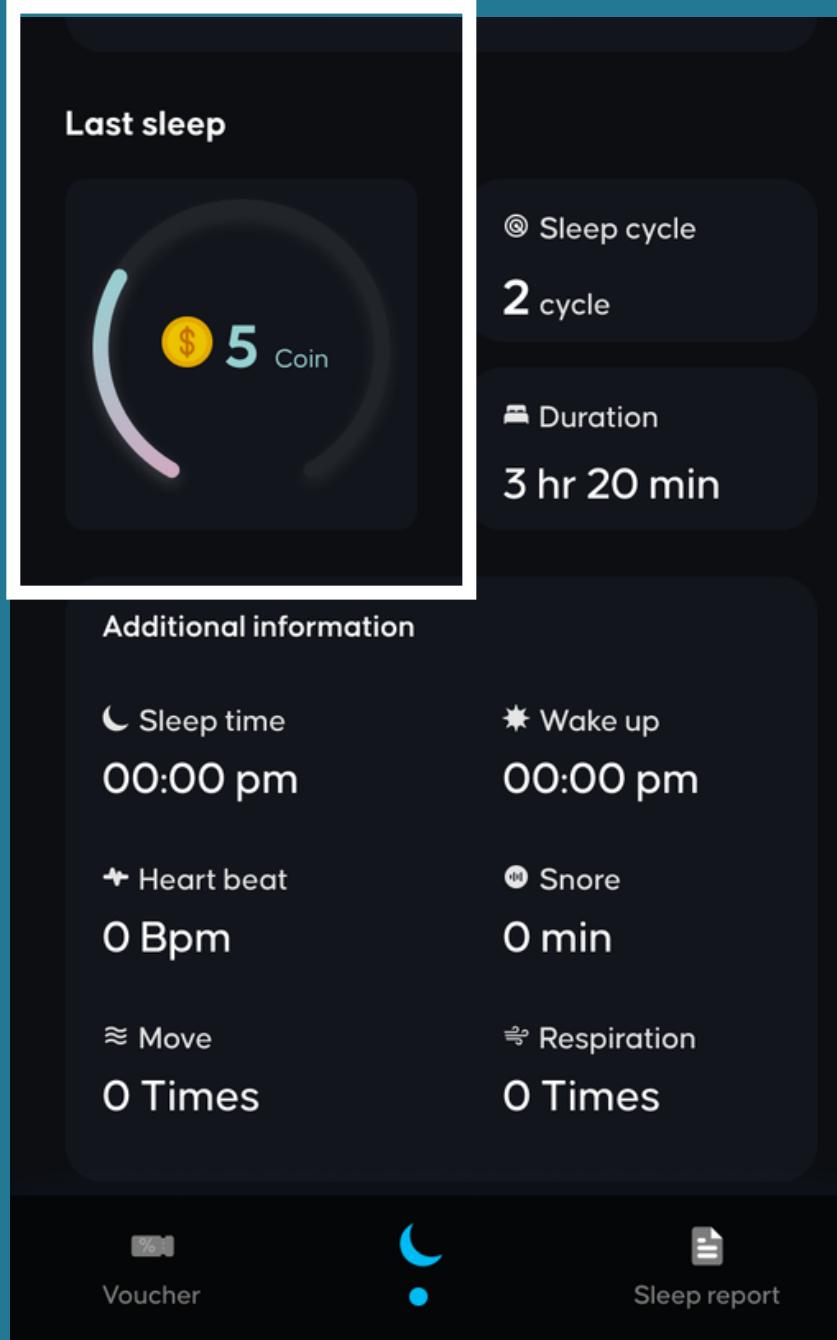


## Step 9

Beddyz also give the sleep report so that she can view our analysis and recommendation of her sleeping pattern (daily/weekly/monthly) associated with her productivity

# ABOUT PROTOTYPE

BeddyZ



Main page

Voucher page

Step 10

When she gains enough coins, she can claim our partners' vouchers

# Appendix

# NGUYEN DUC HUNG



AGE: 36

STATUS: MARRIED

LOCATION: URBAN (HCMC)

OCCUPATION: COMMERCIAL PILOT

Travel

Coffee

Social

## GOALS

Have an quality sleep even if my sleep schedules are highly variable and messed up due to flights at disrupting times

## FRUSTRATION

1. Other sleep tracking app are automated and not customized for more complex sleep patterns of shift workers
2. I need personalized and practical advice given such highly variable sleep patterns

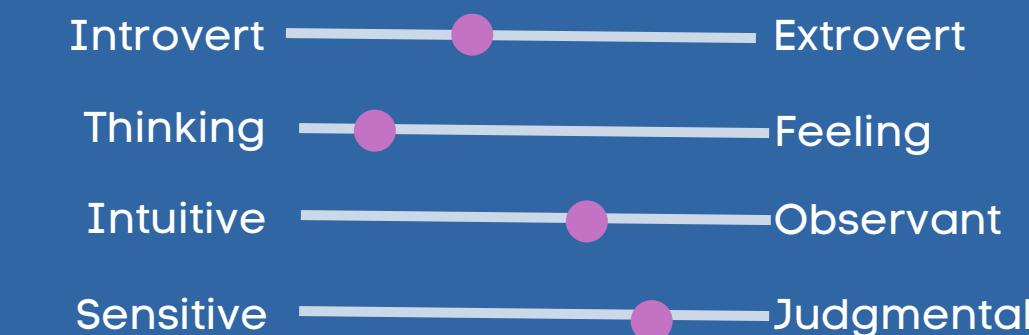
## BIO

Hung is a commercial pilot at Bamboo Airways. He loves to spend his spare time with his family. He often works on weekends or goes on business trips. Normally, Hung comes home at midnight and returns to work early in the morning. He always have sleep deprivation due to irregular sleep times in accordance with his boarding time.

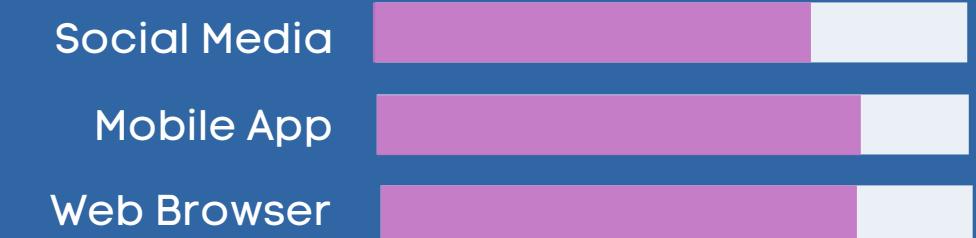
## MOTIVATION



## PERSONALITY



## TECHNOLOGY



# Pham Khanh Linh



AGE: 25  
STATUS: Single  
LOCATION: URBAN (Ha Noi)  
OCCUPATION: GRAPHIC DESIGNER  
AT A CREATIVE AGENCY

Creative      Digital-savvy      Night person

## GOALS

Need an alternative short-cut for limited sleep time during peak periods, which still ensure productivity after waking up.

## FRUSTRATION

1. I don't know that beside having an 8-hour sleep which I can barely afford, there are other sleeping techniques make me feel productive
2. I find it hard to consistently follow a plan from other sleeping apps

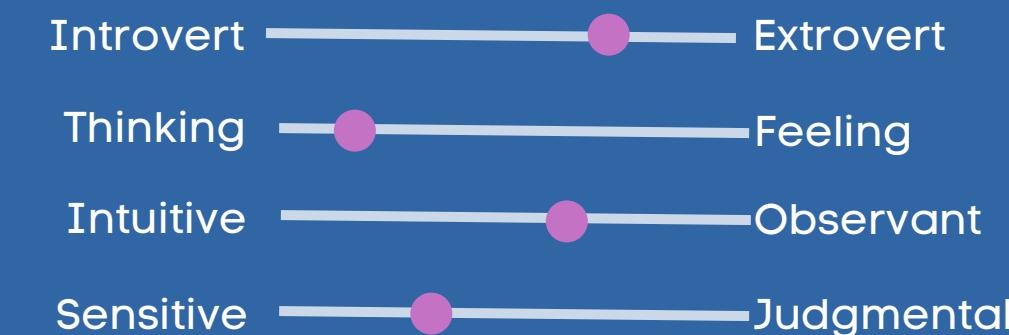
## BIO

As a graphic designer at the peak time of campaigns, Linh's schedule is so tight due to piled-up deadlines from her clients. Linh ends up pulling an all-nighter and overusing caffeine to stay awake. When she strives to bank extra sleep to compensate for sleep debt, she tends to feel tired and have headache after a long sleep.

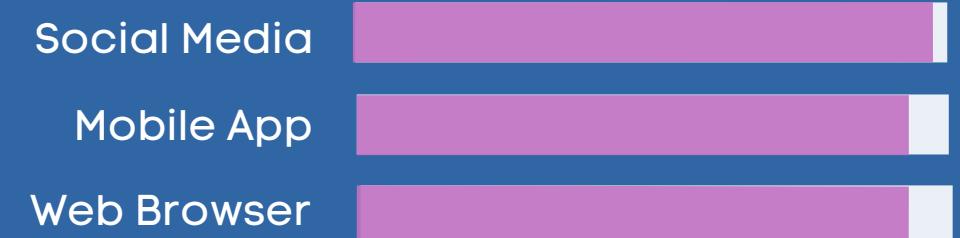
## MOTIVATION



## PERSONALITY



## TECHNOLOGY



# Le Tuan Minh



AGE: 33  
STATUS: Single  
LOCATION: Da Nang  
OCCUPATION: Consultant

Convenience-seeker  
Career-oriented

## GOALS

Want to maintain a good sleep like back at home and wake up feeling energized for business meetings the next day

## FRUSTRATION

1. Taking long-haul business trips to overseas with completely different time zones has messed up my sleep schedule
2. Have to work and stay productive while my body needs some rest and wind-off

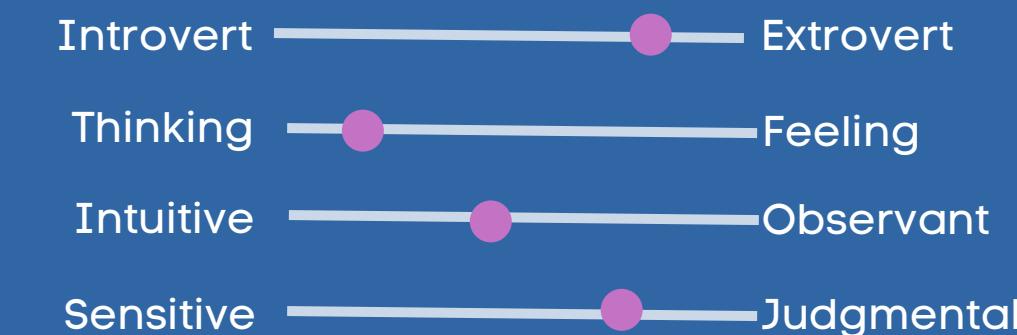
## BIO

As a consultant, Minh has to constantly go on business trips overseas. Travelling back and forth between Vietnam and countries with different time zones has severely disrupted his sleep pattern. Before Minh even adjusts his sleep to new time zones, he is on the way again.

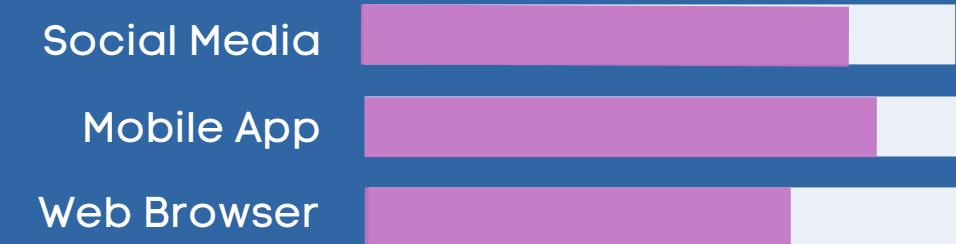
## MOTIVATION



## PERSONALITY



## TECHNOLOGY



# OUR TARGET MARKET



- Millenials and Gen Y (age range 26 – 55)
- Live in the city - Urbanist
- Unpredictable working hours yet the price cut worth their efforts
- Have limited time, work-life imbalance
- Are very tech-savvy, find solutions online
- Socialize in physical and on social media

## PAINPOINTS

- Highly variable sleep partterns caused by shift work schedules
- Misalignment between your chronotype (your biological sleep and wake preferences) and sleep schedule

## NEEDS

Want to optimize their sleep time to wake up feeling productive (Sleep efficiently)

# ABOUT PROTOTYPE

BeddyZ

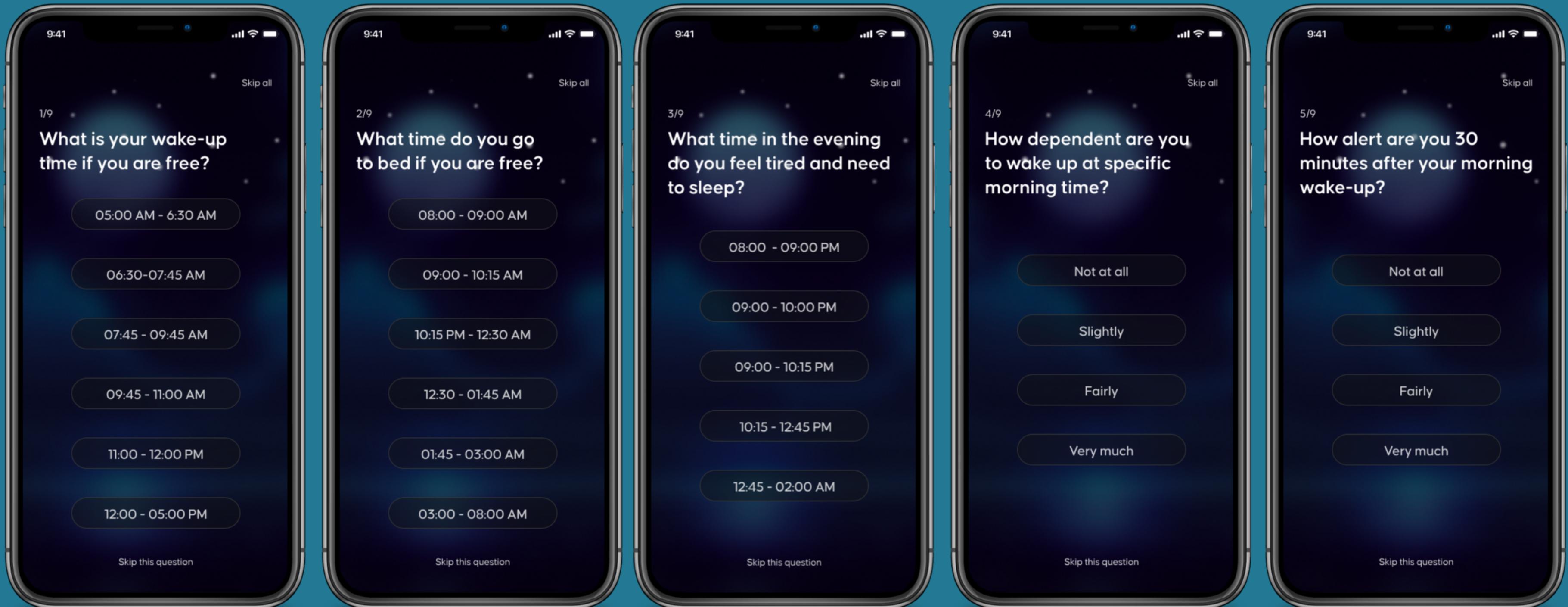


She would sign in via her social media account or log in if she already have a account

She would choose the reminder for further notification helping her improving the sleep easier

# ABOUT PROTOTYPE

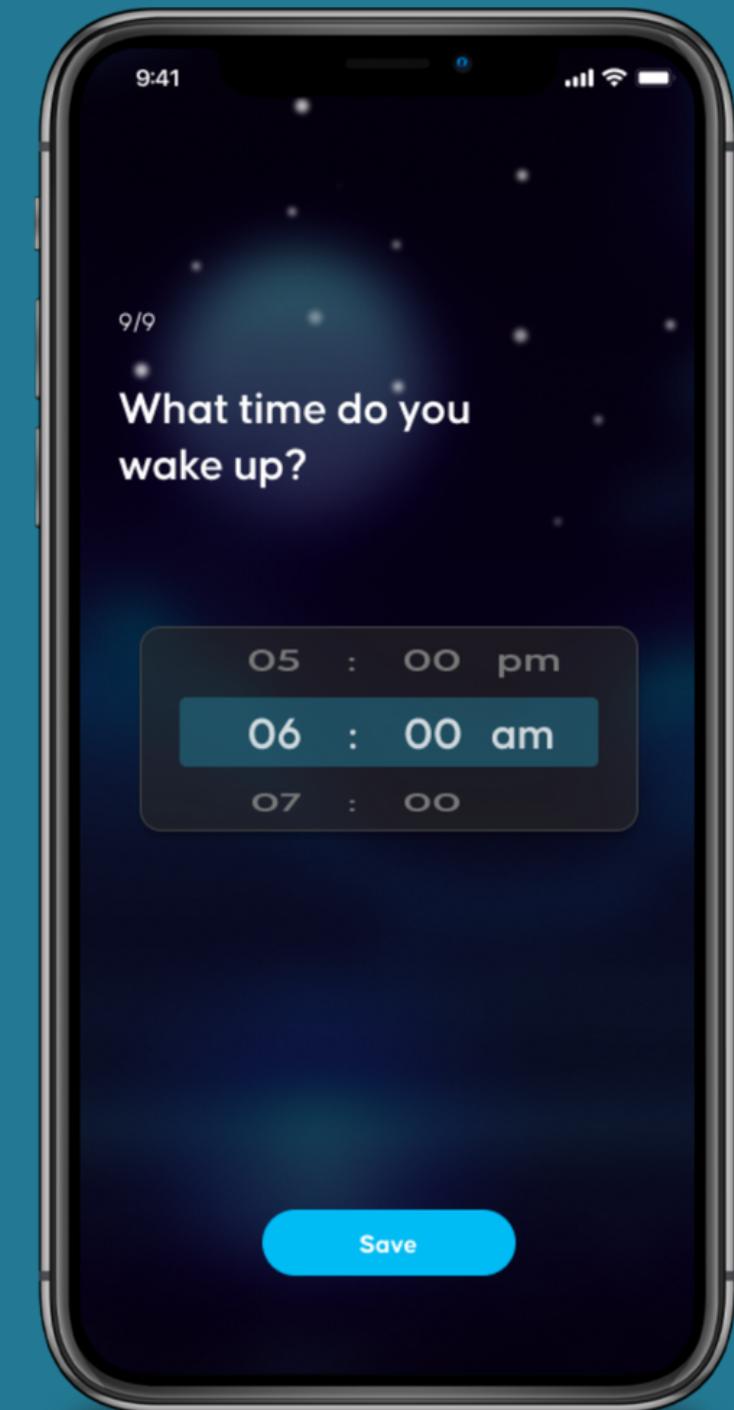
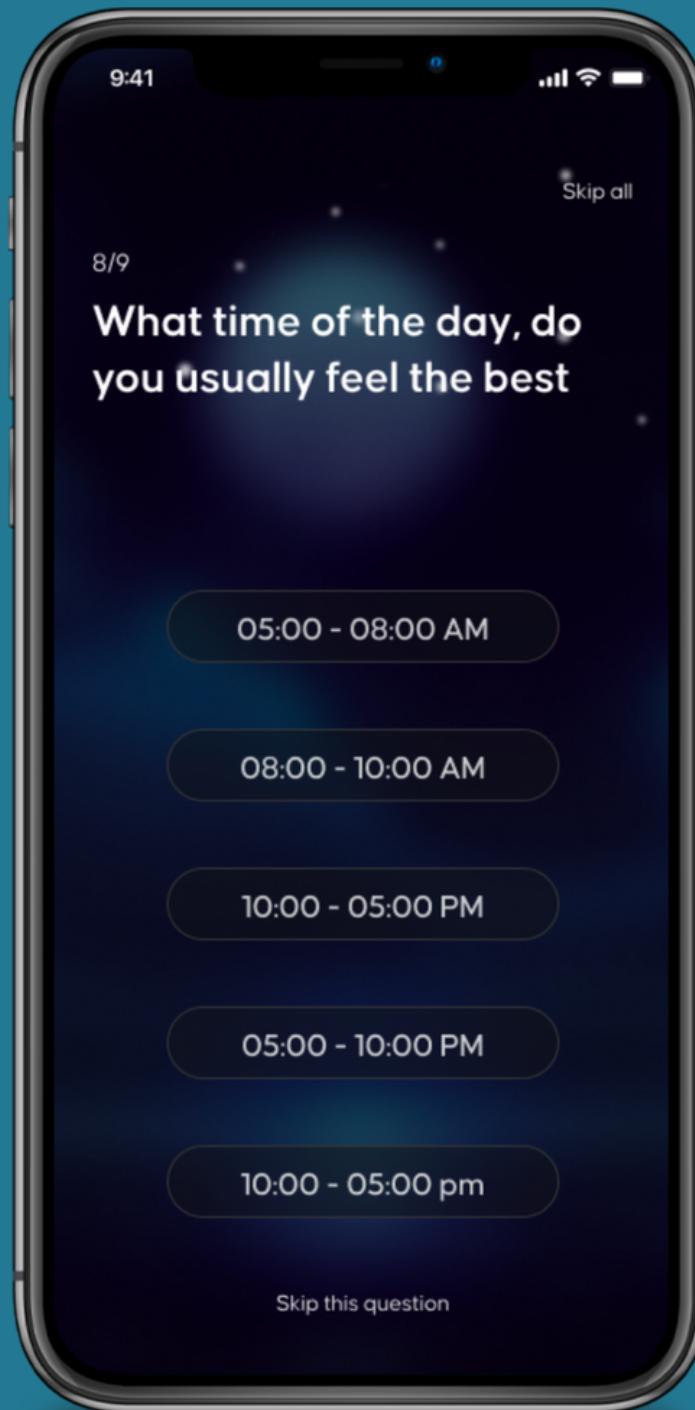
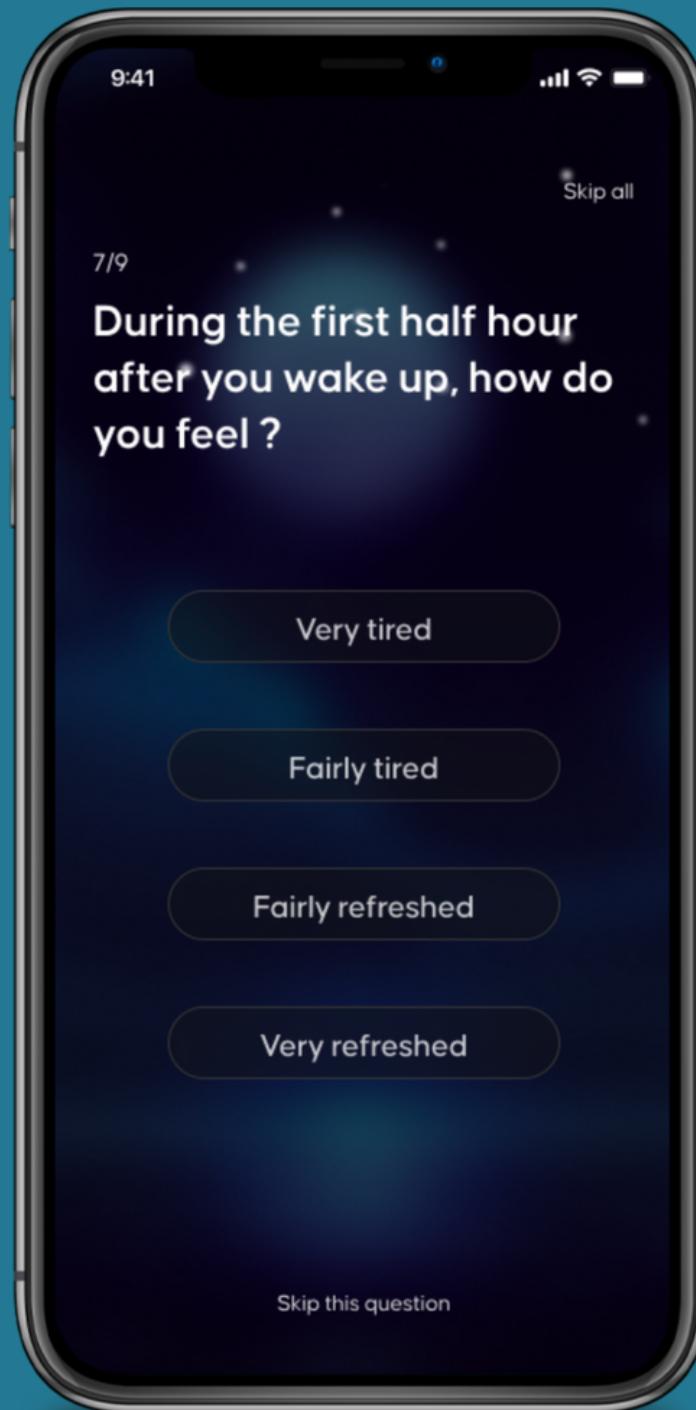
BeddyZ



Get-to-know question would make us easier in personalizing her journey

# ABOUT PROTOTYPE

BeddyZ

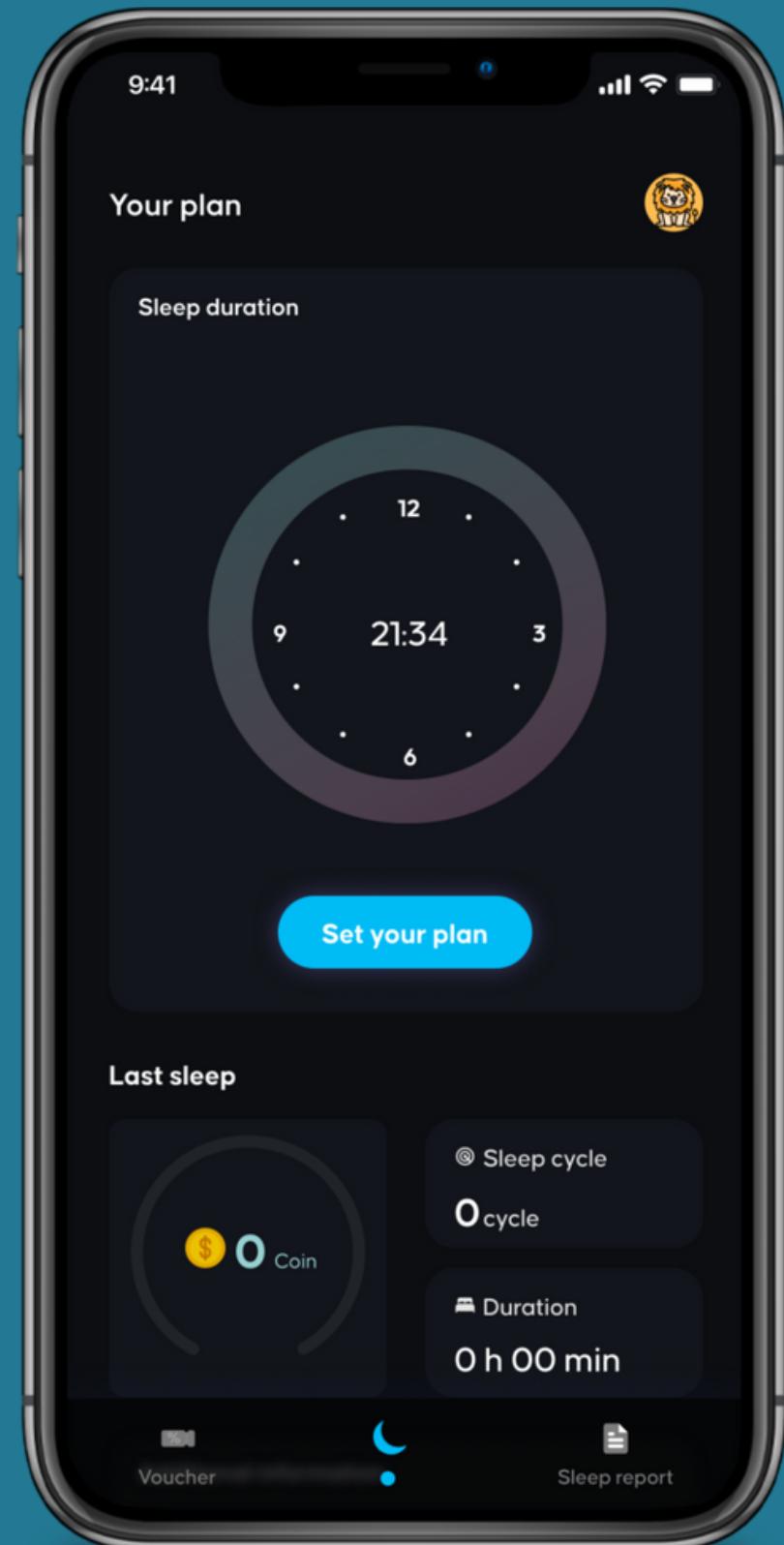


Get-to-know question would make us easier in personalizing her journey

# ABOUT PROTOTYPE

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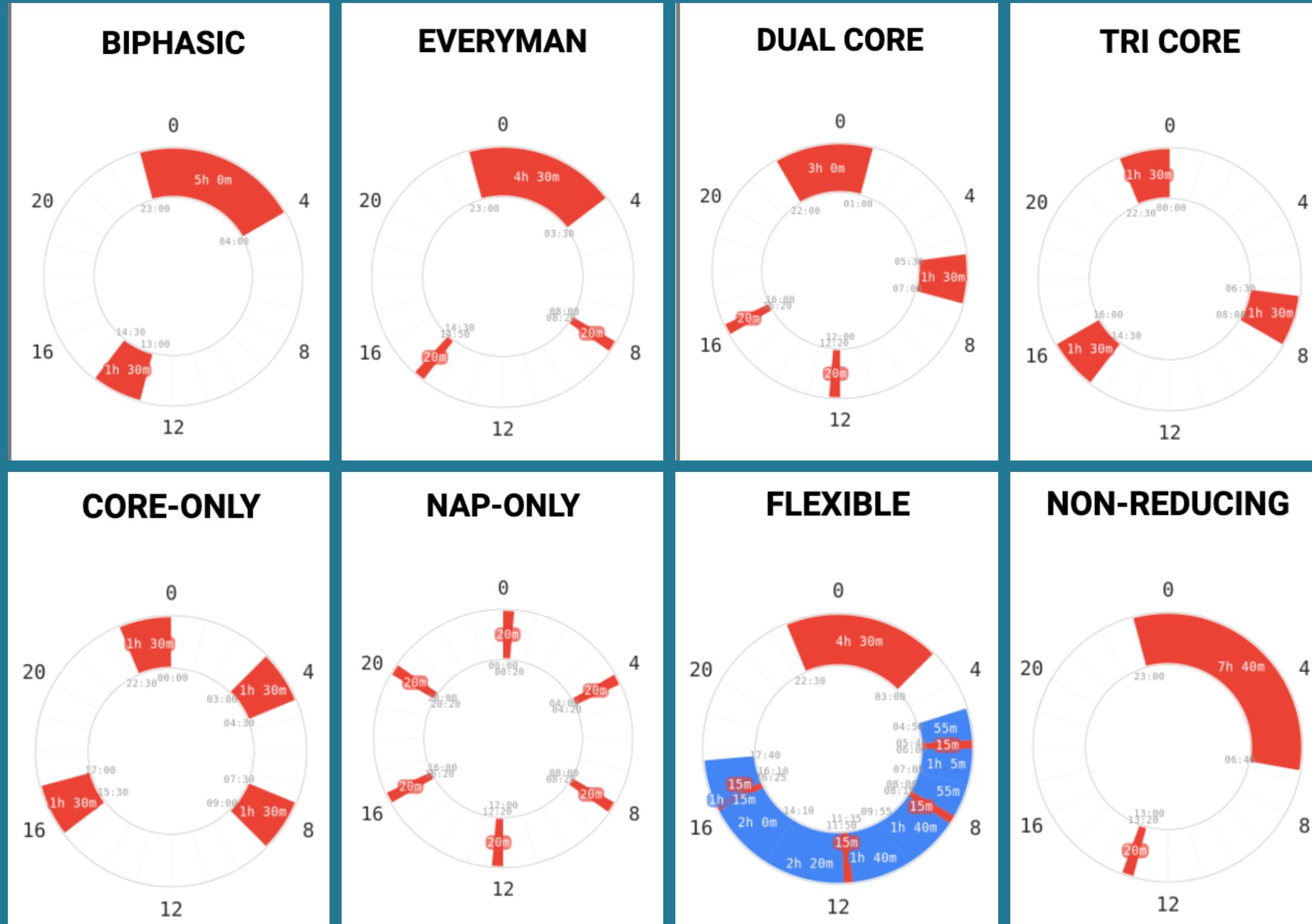
BeddyZ



Jump into the main  
page for her  
wished function

# MECHANISM

BeddyZ



## Polyphasic Sleep

The concept of dividing your sleep schedule into smaller blocks throughout the day  
(Polyphasic Sleep 2022)

## Benefits

- Shorten total required sleep time
- Mitigate the risk of chronic tiredness
- Help workers overcoming the challenges of demanding schedules

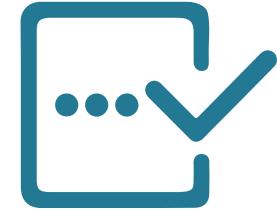
## How to have a healthy polyphasic sleep

- Maintain a scientifically sufficient deep sleep (cell renewal) and REM sleep (memory & learning)
- Minimize unnecessary light sleep

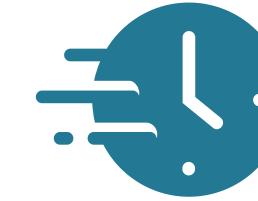
(Aethermind 2021)

# ABOUT CHRONOTYPES

BeddyZ



Finding your Chronotype  
or sleep patterns



Identify peak hours for  
resting and working



Increase productivity and  
get better sleep

## 4 CHRONOTYPES

(Casper 2020)

Sunlight-aligned



Night owls



Early morning types



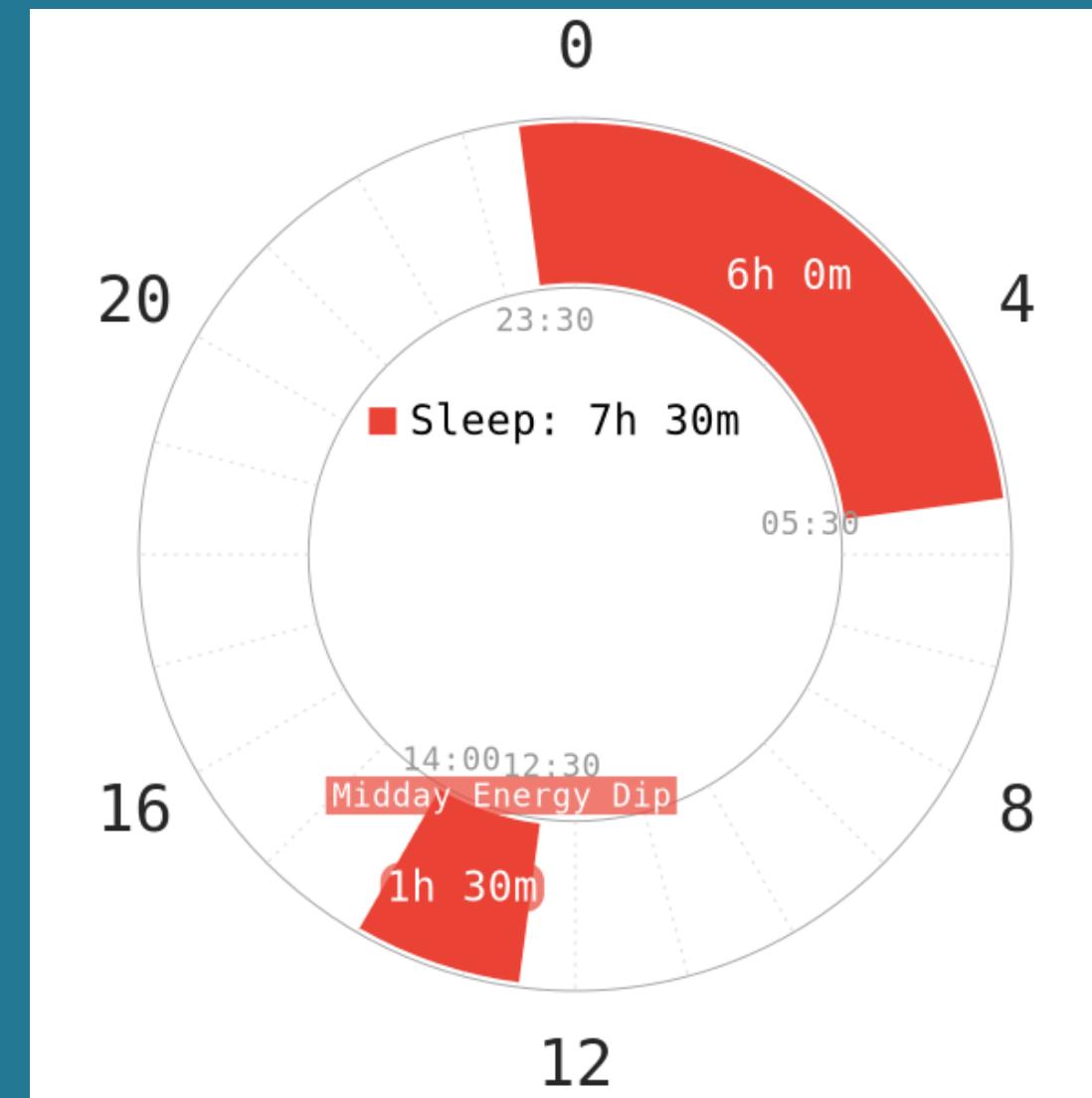
Difficult sleepers



## Sunlight-aligned

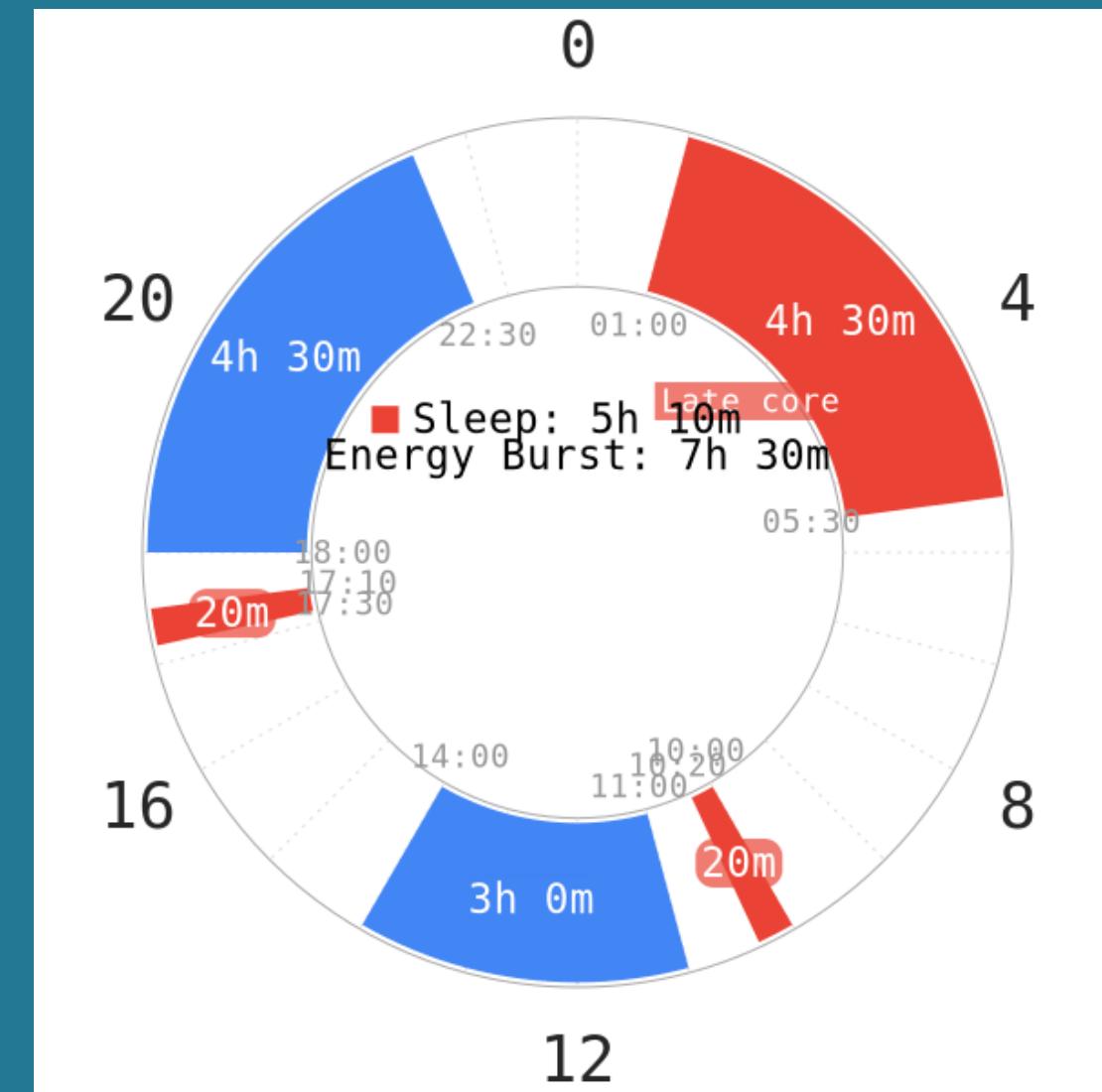


Productivity Tip: Schedule meetings in the morning and try to finish up before late afternoon



Suggested sleeping techniques  
Siesta extended

## Night Owls

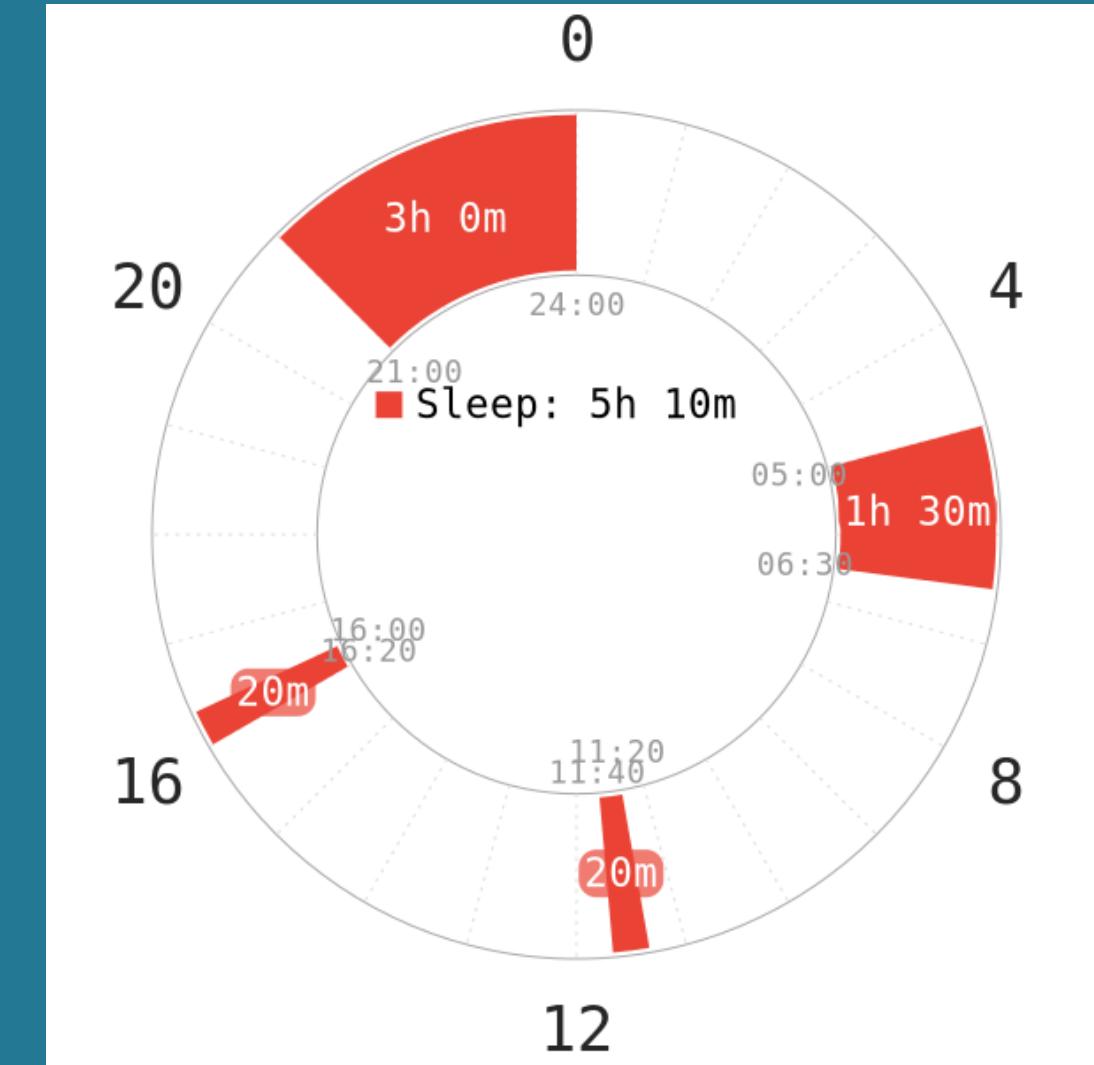
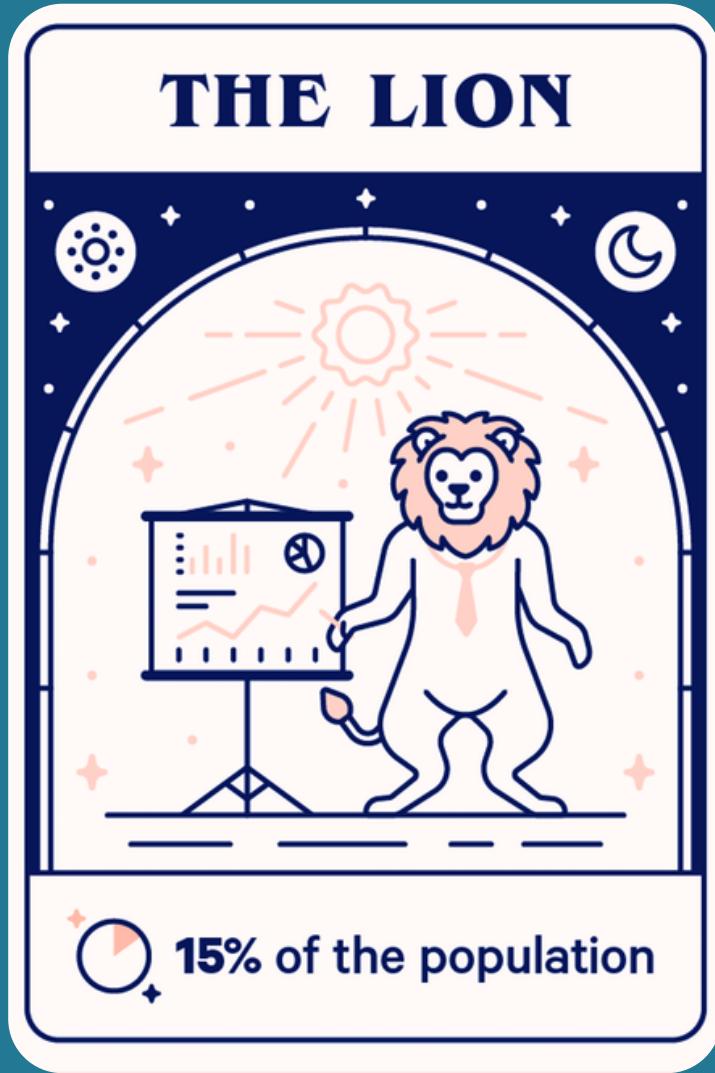


### Productivity Tip:

- Wake up later in the morning so that your productivity spikes around noon and lasts until 4 pm
- Your energy boost takes place later in the evening

Suggested sleeping techniques  
E2 with a late core for Wolves

## Early morning types



### Productivity Tip:

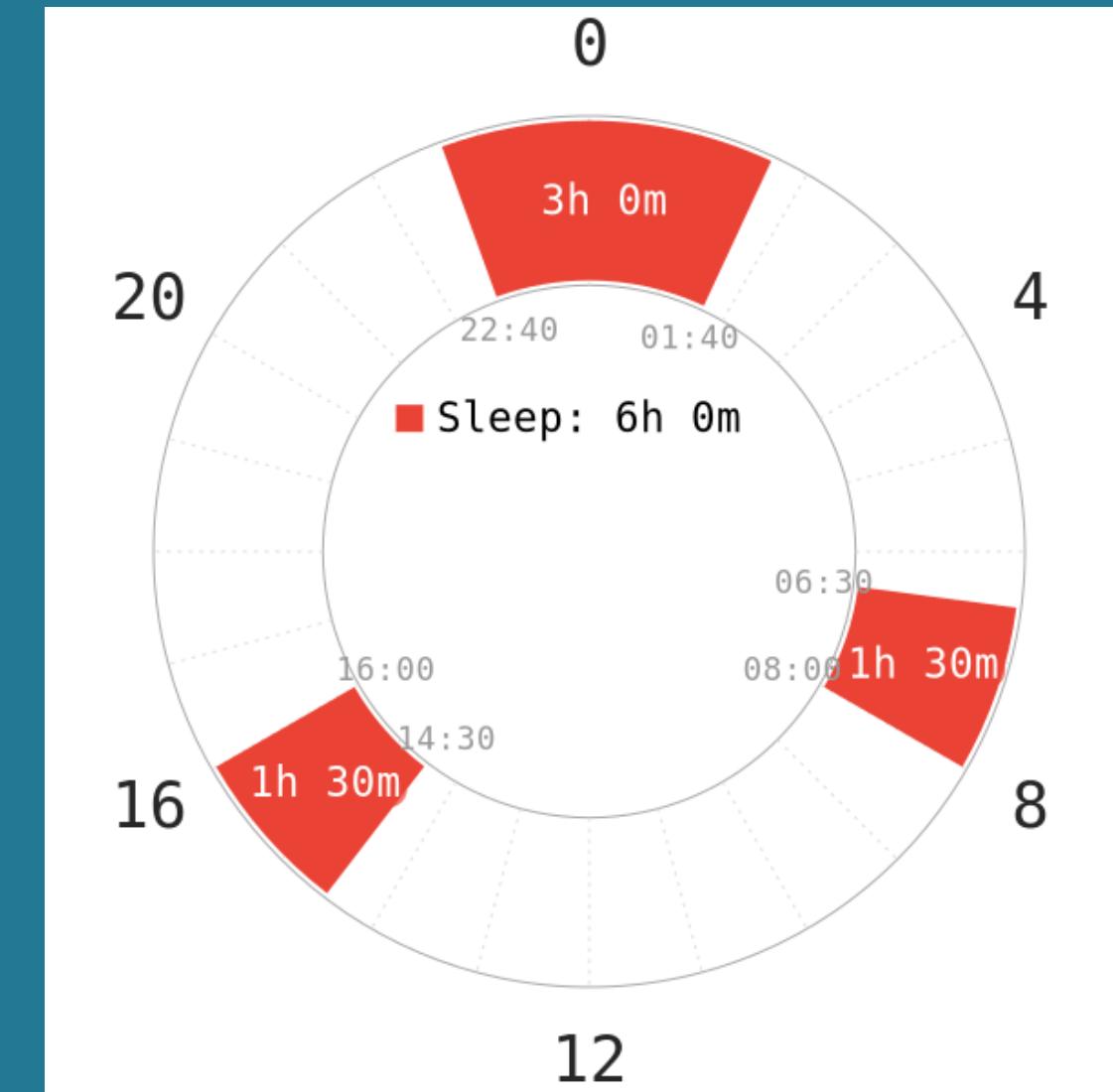
- The prototypical morning person: The moment you wake up, you have the greatest energy to finish your to-do list immediately
- Your energy tends to fade during the evening; therefore, try to maximize productivity to finish all tasks early

Suggested sleeping techniques  
DC2 for Lions

# ABOUT CHRONOTYPES - DOLPHIN

BeddyZ

## Difficult sleepers



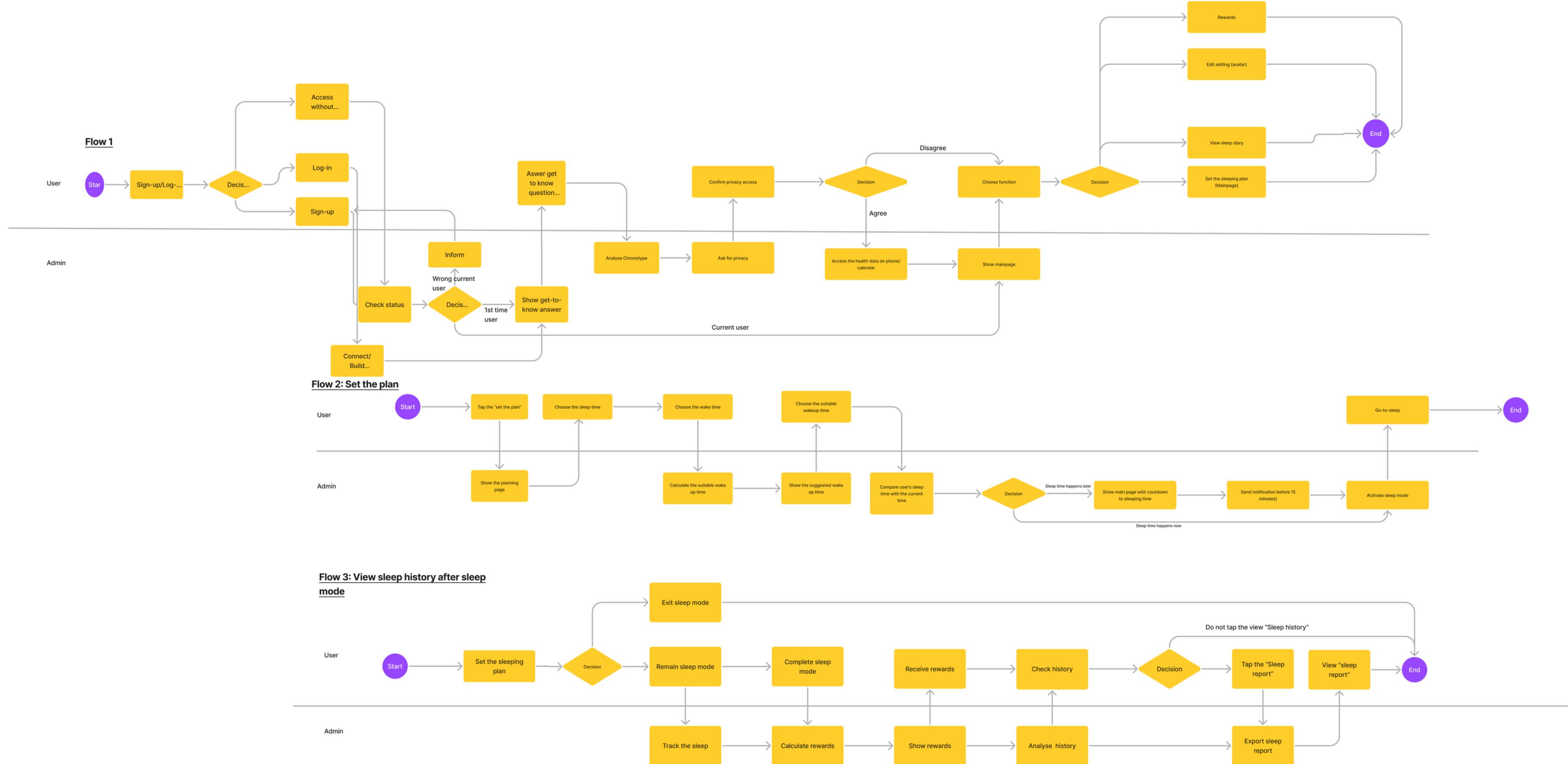
### Productivity Tip:

- Tend to get short energy boost randomly, typically takes place between 10 am and 2 pm
- Optimize your productivity peak at late morning and early afternoon

Suggested sleeping techniques  
Triphasic-extended for Dolphins

# USER FLOW ACTIVITY

Beddyz



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