

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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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 cannot ensure productivity for job performance in the next day

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

(Statista 2022)

7th

Top mobile usage
worldwide

(Statista 2022)



CARG

14.6%

Healthcare
gamification
(GMI 2021)



CARG

7.1%

(Precedence Research 2020)

>50%
Vietnamese

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



600,000 Potential Users in Vietnam

Customer

BeddyZ



Shift Worker



Office Workers

VALUE PROPOSITION

BeddyZ



Flexible and easy-to-follow

Highly variable work shifts. Long-haul business trip. Pop-up late-night work sessions. Whenever you feel sleepy, count on BeddyZ for the most optimal sleep plan for productivity hack after waking up.

Highly personalized advice

No sleep is the same. Your work schedule, sleep pattern, biological clock, and even personal constraints are our key foundation of highly personalized advice for better sleep and productivity.

Making your sleep journey more rewarding

Maximize your BeddyZ experience through our exciting BeddyZ Rewards programs. Earn points if you follow our suggested plan and exchange rewards for Promo Vouchers from our partners.

HOW BEDDYZ WORKS

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

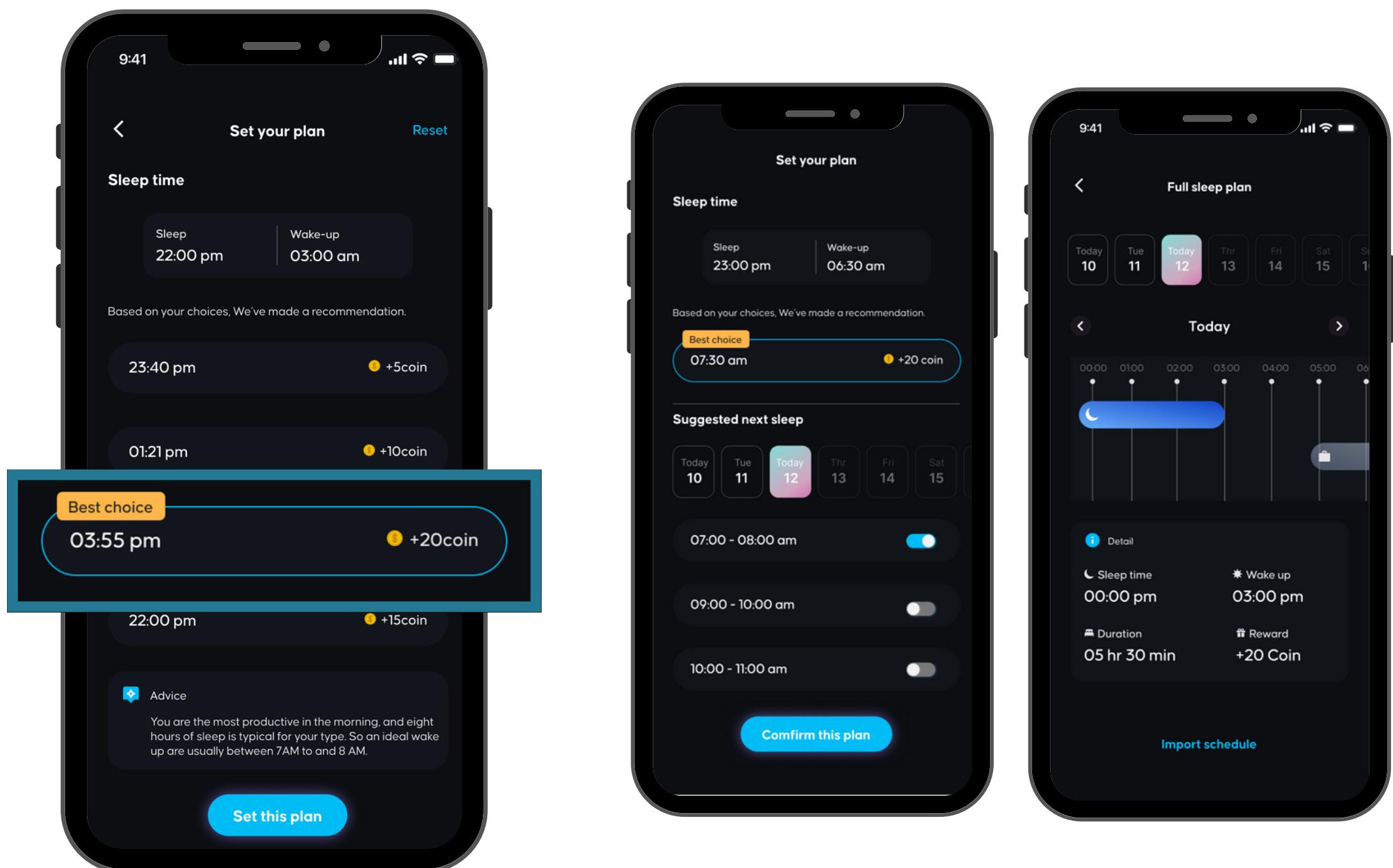
recommends multiple optimal wake-up times/plans



cater to users' preference & fast-changing work schedule



guarantee productivity & energy after waking up

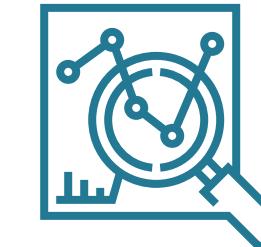
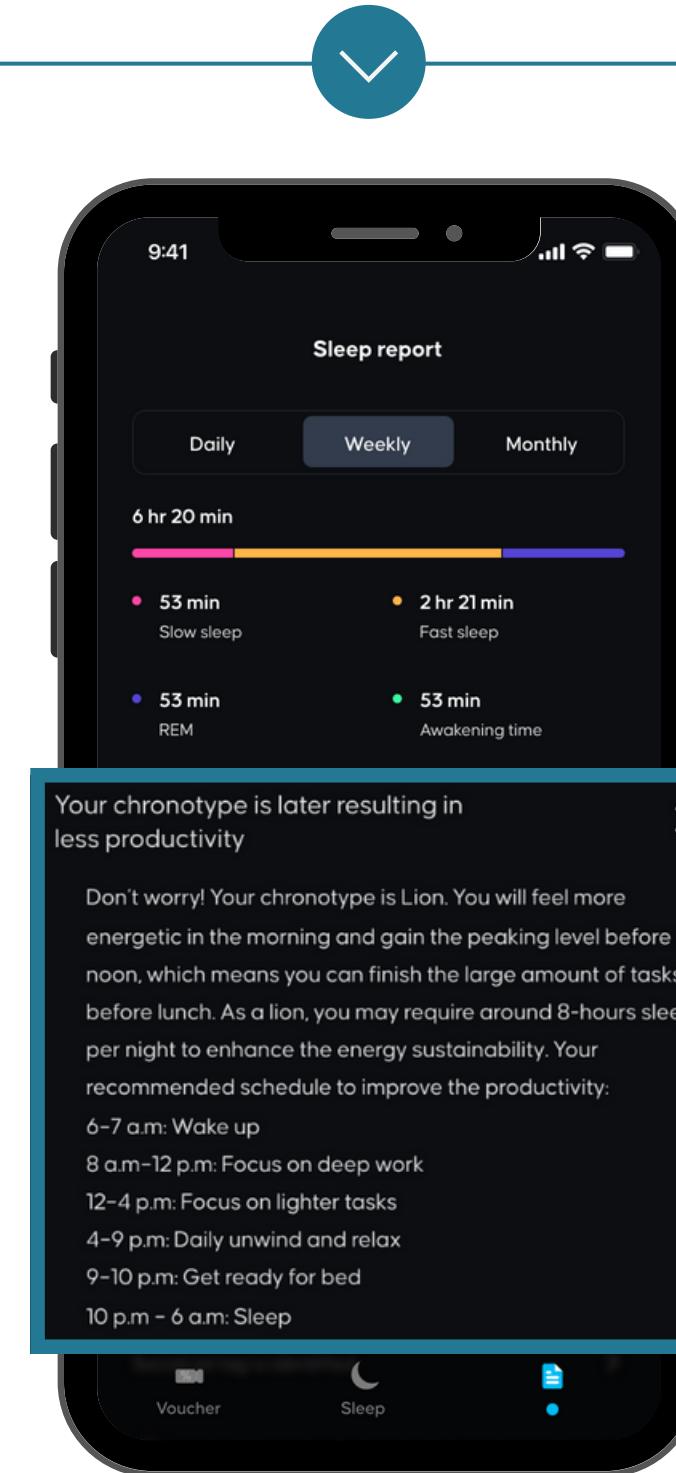




"Existing sleep apps are **hard-to-follow** as they are **not customized** to my given work schedule"

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

HOW BEDDYZ WORKS

Beddyz

HOW BEDDYZ WORKS

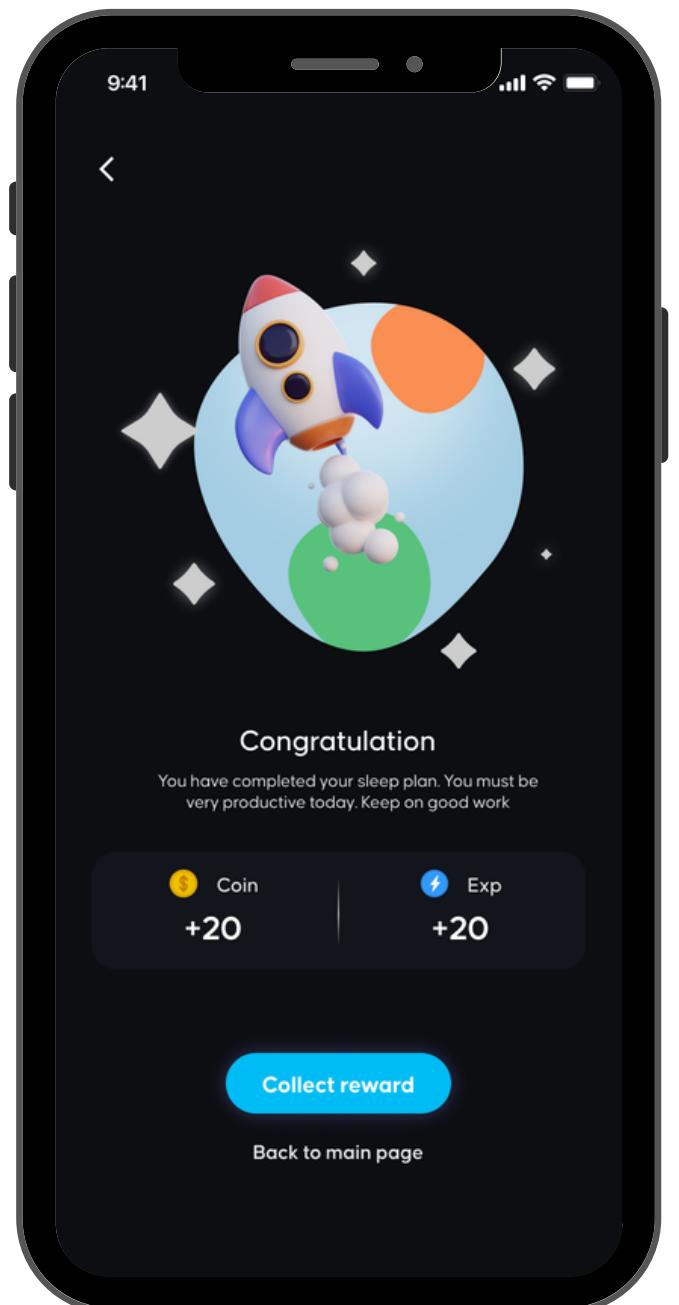
BeddyZ



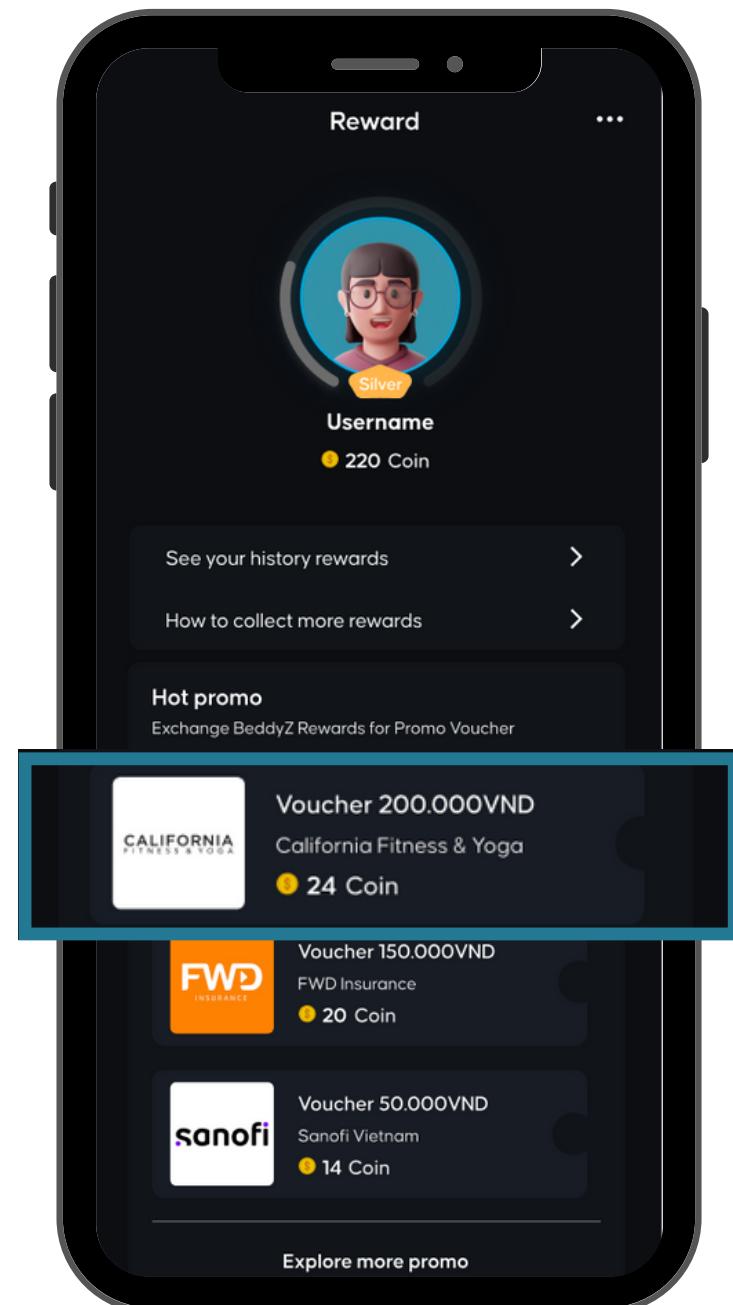
"To me, sleep is a biological necessity, I sleep whenever I feel sleepy. Hence, I tend to abandon sleep apps after a few trial days as I feel bored and demotivated to follow their advice"

Motivating Rewards System

grant users reward if follow BeddyZ sleep plans



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



PRICING STRATEGY - FREEMIUM

BeddyZ

Choose your BeddyZ plan

FREE

\$0/month

GET STARTED

- ✓ Get customized sleep plan
- ✓ Redeem rewards to get motivated for healthy sleep
- ✓ View your sleep history

BEDDYZ PLUS

\$4.99/month
\$49.99\$/year

GET STARTED

All the benefits of Free, and:

- ✓ Ad-free
- ✓ Sleep report to get deep analysis and recommendations to improve sleep and productivity
- ✓ Sleep expert for personalized conversation and advice
- ✓ Get more coins on each achievement to redeem more vouchers

BEDDYZ BUSINESS

\$3000/year/50 staff

GET STARTED

All the benefits of Premium, and:

- ✓ Customized for enterprise environment
- ✓ Updated schedule into sleep plan
- ✓ Employee Wellbeing report on sleep and productivity with aggregated feedback for the business
- ✓ Bonus: Free 1-hour HR webinar on the latest advances in fatigue management

COMPETITIVE ANALYSIS

BeddyZ

	BeddyZ	COMPANY A	COMPANY B	COMPANY C
Product Description	Propose optimal sleep plan to ensure productivity	Sleep management app for shift workers	Track your sleep to wake up you in lightest sleep phase	Score your sleep to improve your sleep quality
Personalized sleep plan (integrated with work schedule, chronot	✓	✓		
In-depth sleep report	✓	✓	✓	✓
Practical advice for productivity boost	✓	✓		
Motivating reward systems	✓			
Cost to end users	\$4.99/month \$3000/year/50 staff (Business Package)	\$3000/year (Business Package)	\$9.99/month	\$6/month

MARKETING PLAN IN 2023

BeddyZ

AWARENESS

Brand recognition & Create problems, trigger needs

PURCHASE

Acquire new users & Optimize online presence & Create a seamless cross-platform

RETENTION

Maintain active users & Increase paid users for sales boost



500K

Users in the first year (2023)

18,000

of App Downloads

8,500

Active Users

\$17,990

Sales Revenue

600

Premium Users



Search Engine Optimization

Educational Content



Social Media Marketing

Tutorial Videos

App Store Optimization

Affiliate Marketing

Retargeting Ads

Discussion Group

Branded Content

Inbound Marketing

Case Study Videos

Referral Program

Push notifications

Automated CRM System

Retargeting Marketing

Redeemed Vouchers

Networking Events



Email Marketing

Sales Personnel



App Demo Video

Business Network

Landing Page

Product Demo

Free Trial

Guidance Content

A/B Testing

Sites Optimization

App Features Curation

Special Offers

Email Marketing

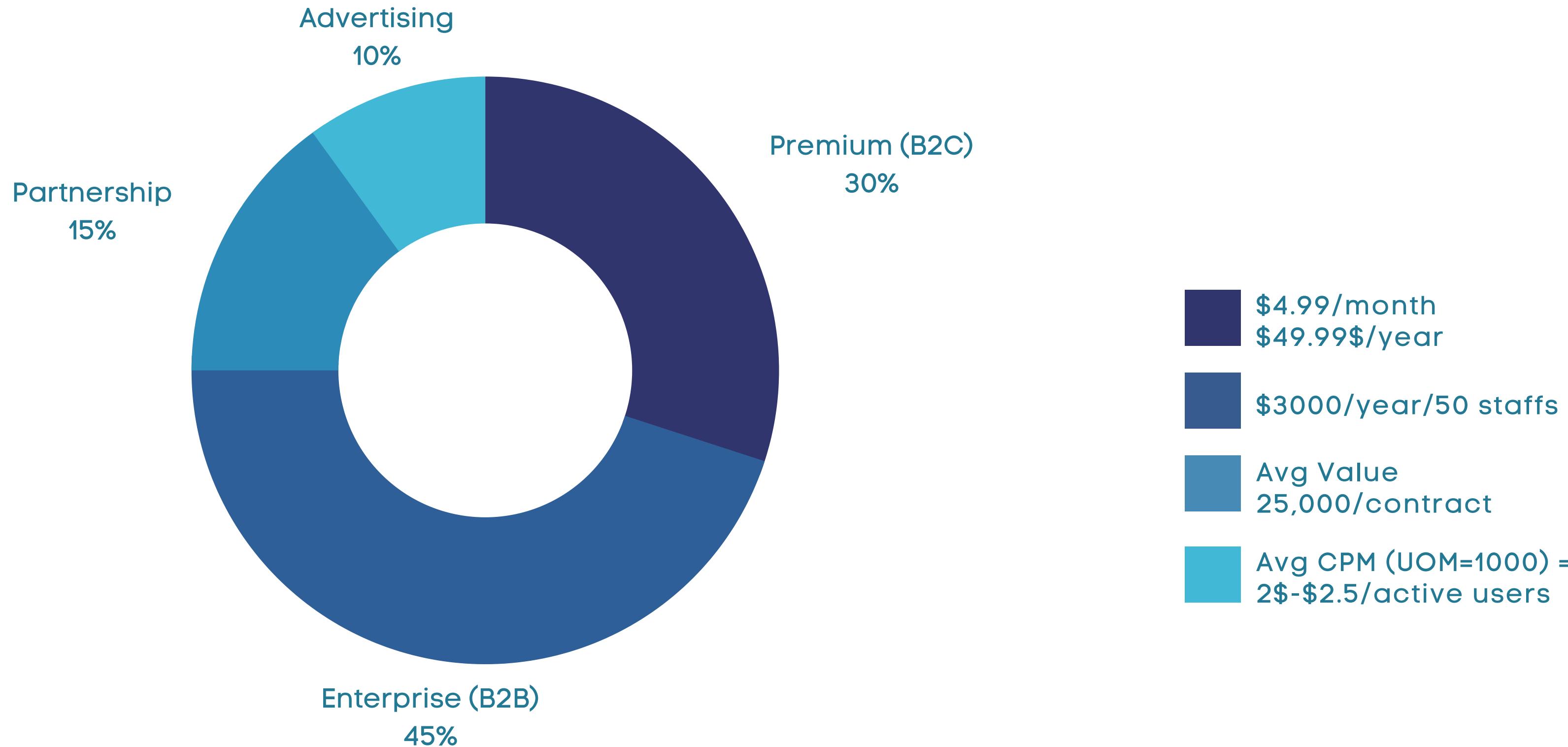
Exclusive Discount

Follow-up Content

Networking Events

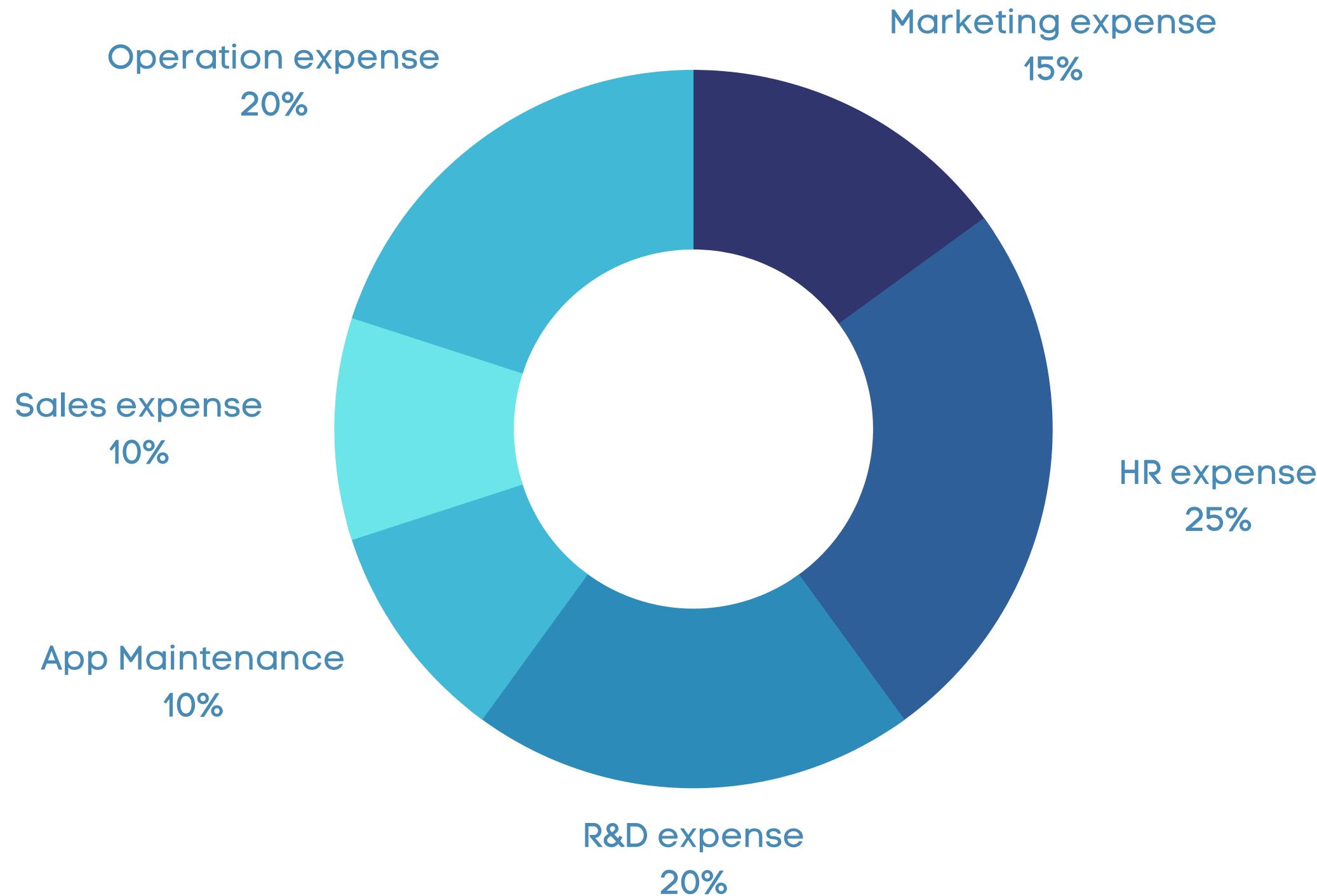
BUSINESS MODEL

BeddyZ



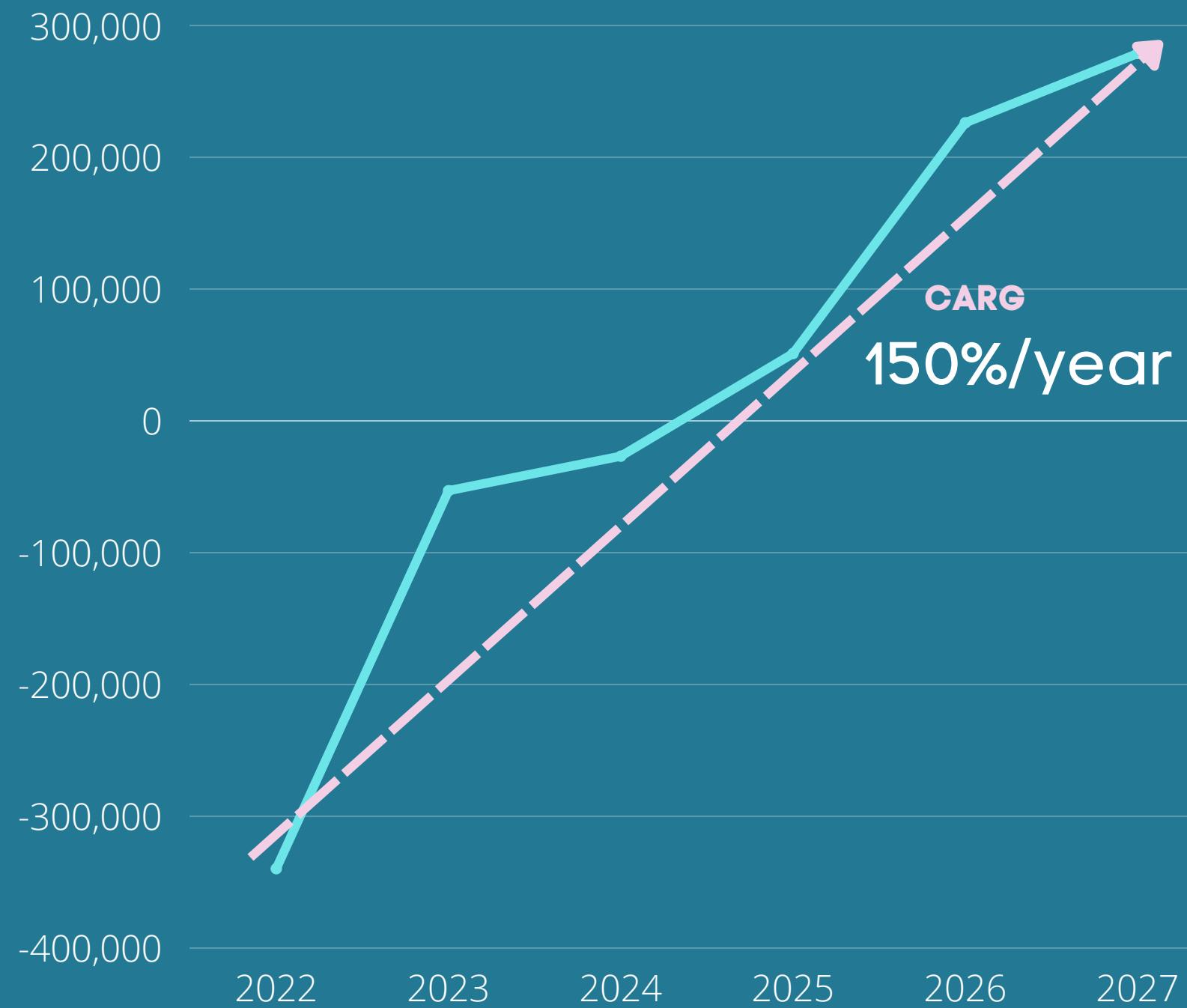
COST STRUCTURE

BeddyZ

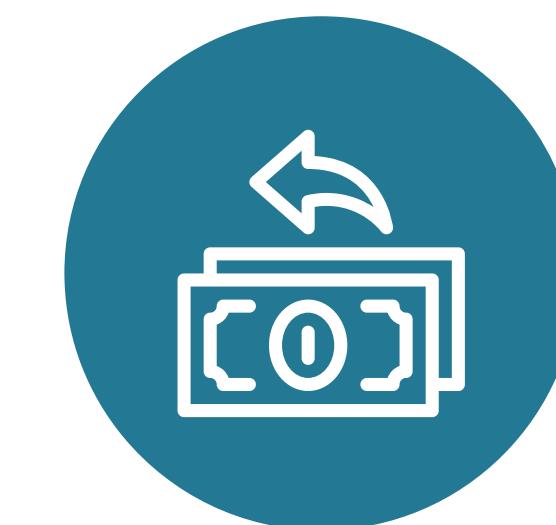


From 2023-2027

PROFIT GROWTH



BREAK-EVEN ANALYSIS

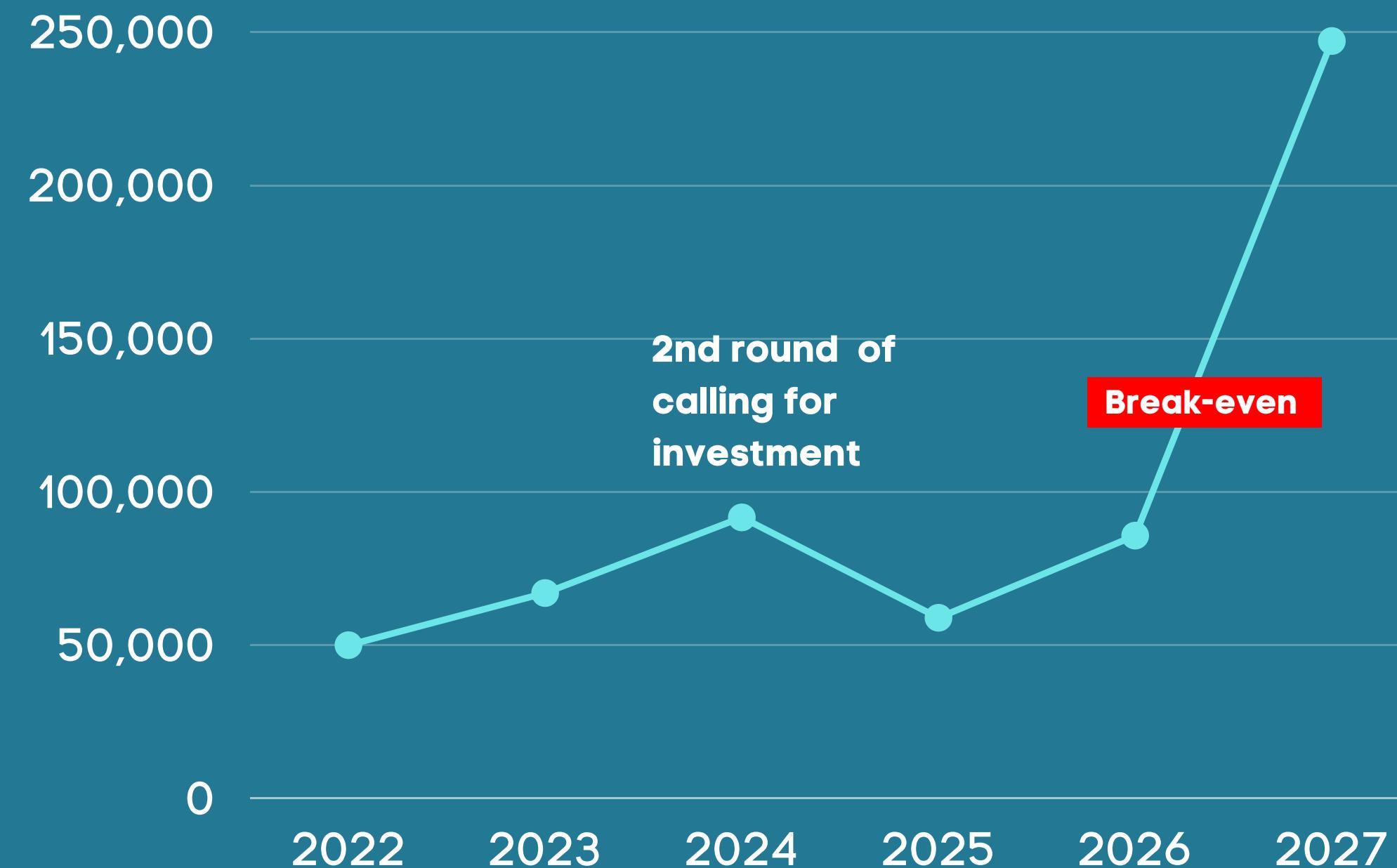


Payback Period
5.8 years

At the revenue of
\$842,900

CASH-FLOW ANALYSIS

Buddy2

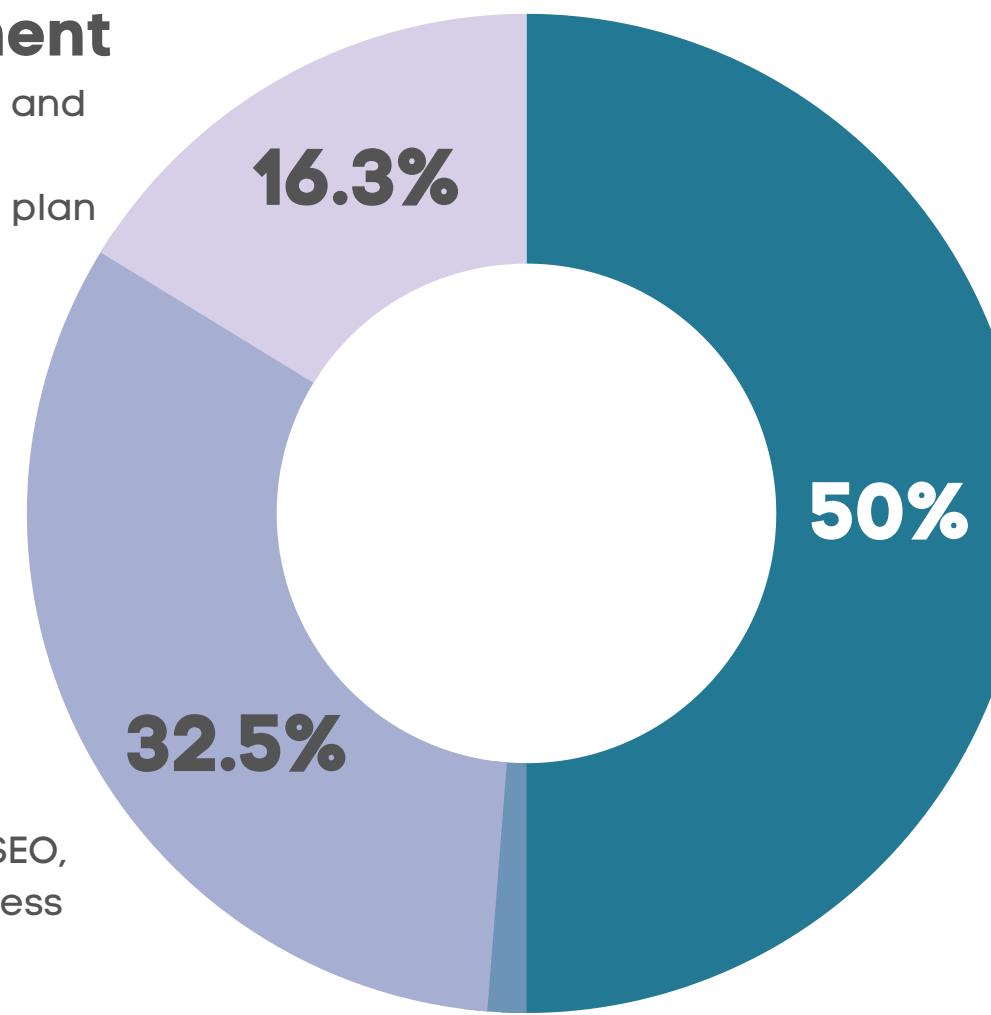


We are calling for \$200,000 for 25% of equity

Guaranteed 10% hurdle rate

Research & Development

- Underlying science for analysing and recommending sleep advice
- Machine learning for customized plan



Sales & Marketing

Paid media, KOL/Affiliate, Display Ads, SEO, In-app promotion, Discounts for business

App Development

Features, Frameworks and libraries integration, UI/UX design, Quality assurance, DevOps, Project management

Administrative

Insurance, License, and Permit Fees, Rentals, Utilities

KEY METRICS & TIMELINE

BeddyZ

	2022	2023	2024	2025	2026	2027
Geography	VN	VN	VN	VN SG	VN SG	VN SG
Target Market	Shift workers	Shift workers	Shift workers Office workers	Shift workers Office workers	Shift workers Office workers	Shift workers Office workers
Initiatives	<ul style="list-style-type: none"> ✓ App Development ✓ A/B Testing ✓ 9/2022: Launch MVP 	<ul style="list-style-type: none"> ✓ 01/2023: Launch App 	<ul style="list-style-type: none"> ✓ Extend function optimized for office workers 	<ul style="list-style-type: none"> ✓ Adding New Features Updates ✓ Monitoring Performance 	<ul style="list-style-type: none"> ✓ User Interface (UI) Updates ✓ Scheduling System Maintenance 	
	<ul style="list-style-type: none"> ✓ Personalized features for corporates (Business Package), including but not limited to: 		 Pilot	 Doctor	 Security	
Financing	1st Round		2nd Round			
Users		<ul style="list-style-type: none"> ✓ 18,000 downloads ✓ 8,500 active users 	<ul style="list-style-type: none"> ✓ 30,000 downloads ✓ 12,000 active users 	<ul style="list-style-type: none"> ✓ 50,000 downloads ✓ 20,000 active users 	<ul style="list-style-type: none"> ✓ 90,000 downloads ✓ 35,000 active users 	<ul style="list-style-type: none"> ✓ 130,000 downloads ✓ 55,000 active users
Operating Margin		1.30	1.10	0.90	0.70	0.60

Exit strategy

rhg

Acquisition

Ripple health group

ginger | headspace

Merge

Headspace x Ginger

The ultimate objective

- => Expand the business portfolio into high growth trending segments that may position the company for acquisition.
- => Undergo a merge to increase market penetration (Analyse and choose the optimal partners)
- => Protect the investors in case of loss (Unable to break-even as expected)

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 Officier
Huong Bui



Chief of Information Officer
My Nguyen



Chief Admin Officer
Minh Lam

Appendix

MARKET POTENTIAL

BeddyZ

Criteria	Number
Total number of labour force	53609580 (GSO 2022)
Total Shift Workers Categories	5% (GSO 2022)
Potential to actually download and use sleep app	17% (Kunst 2019)

600,000 Potential Users in Vietnam

TARGET CUSTOMERS

BeddyZ

PAINPOINTS

NEEDS



Highly variable sleep patterns caused by shift work schedules



Misalignment between their chronotype and sleep schedule

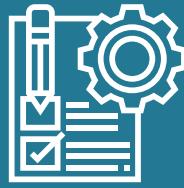


Feel productive after waking up

They are looking forward the values include:



Personalization



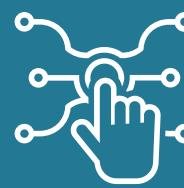
Customization



Optimization



Performance



High Technology



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

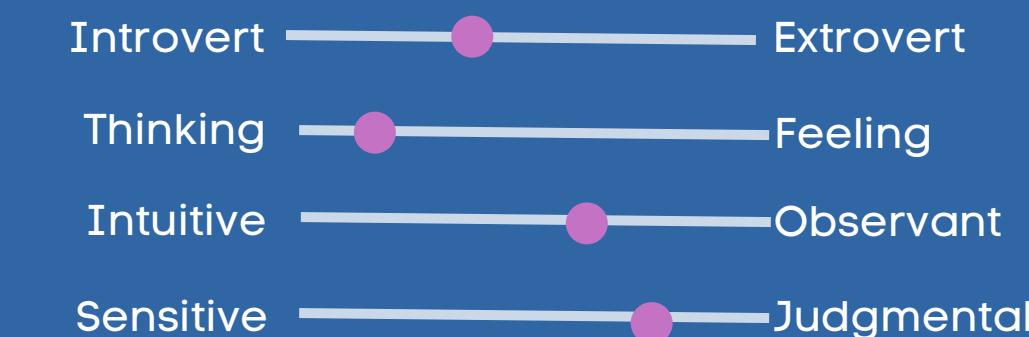
BIO

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

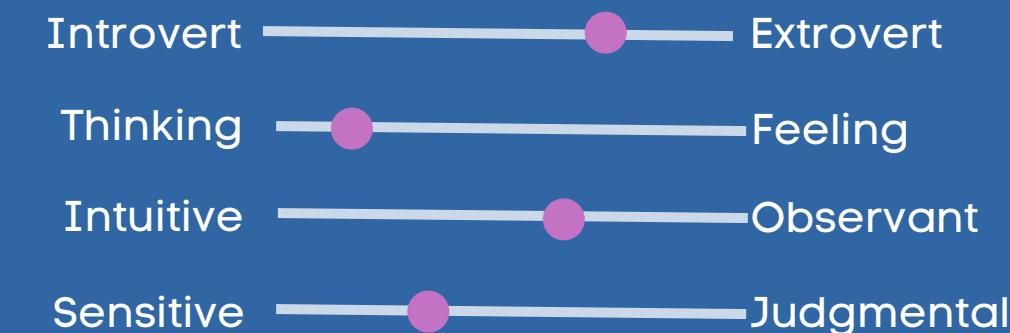
BIO

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.

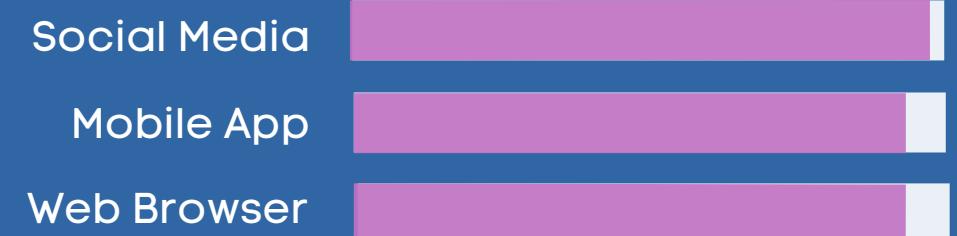
MOTIVATION



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

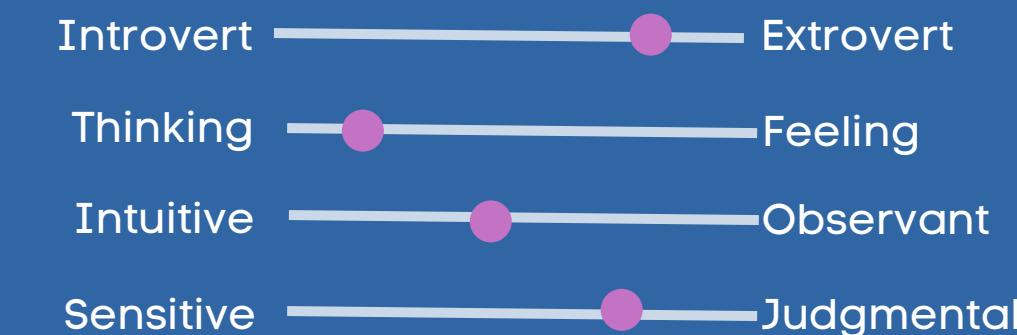
BIO

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.

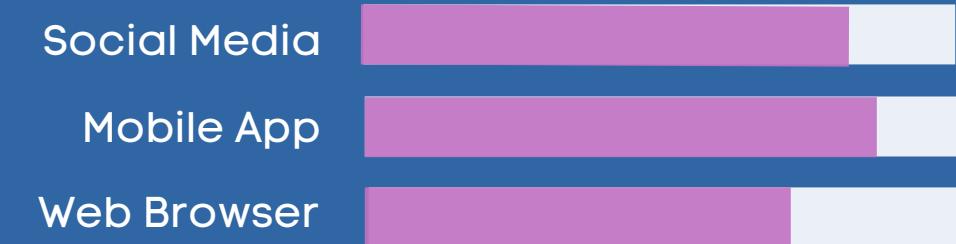
MOTIVATION



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)

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

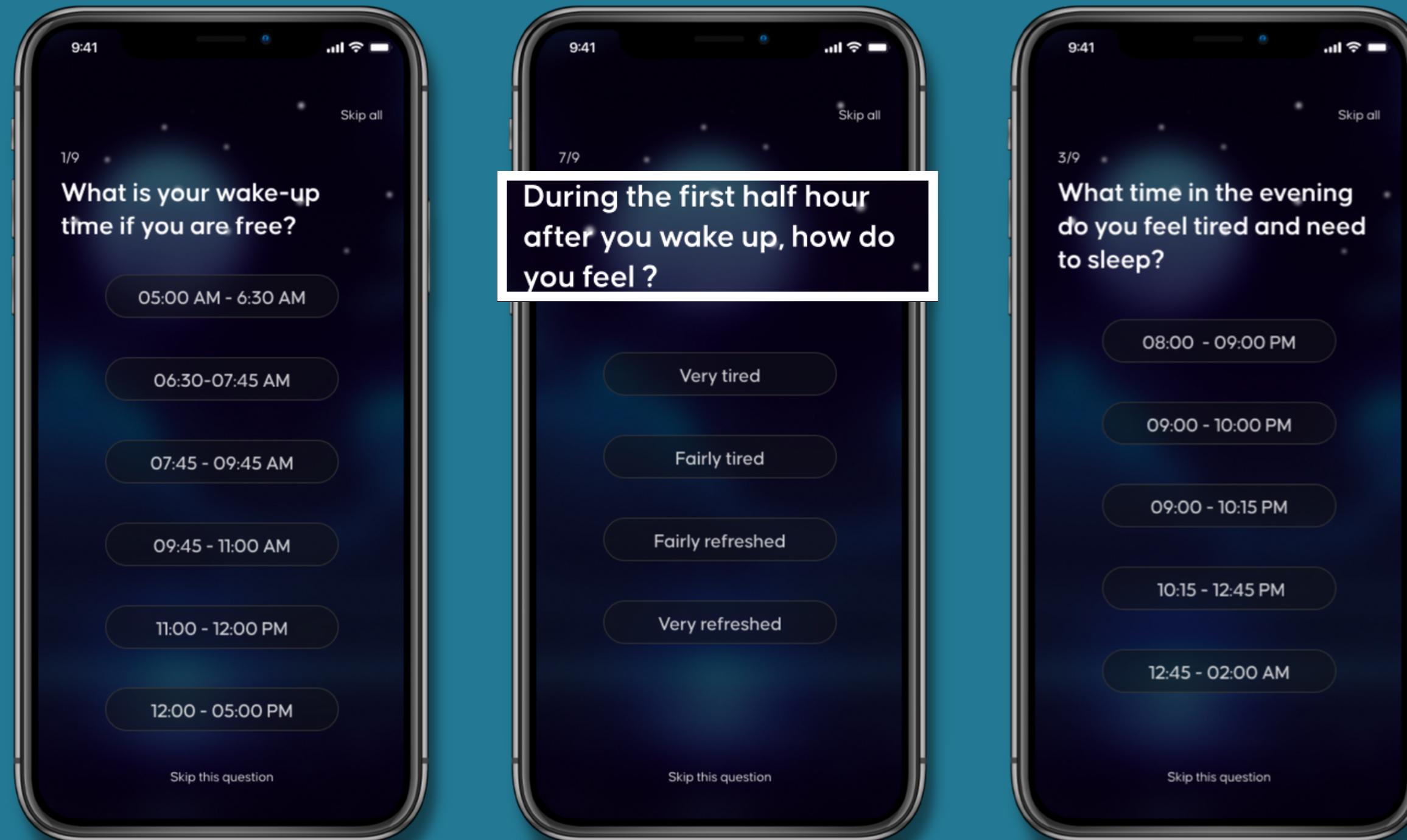


Psychology

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

HOW BEDDYZ WORKS

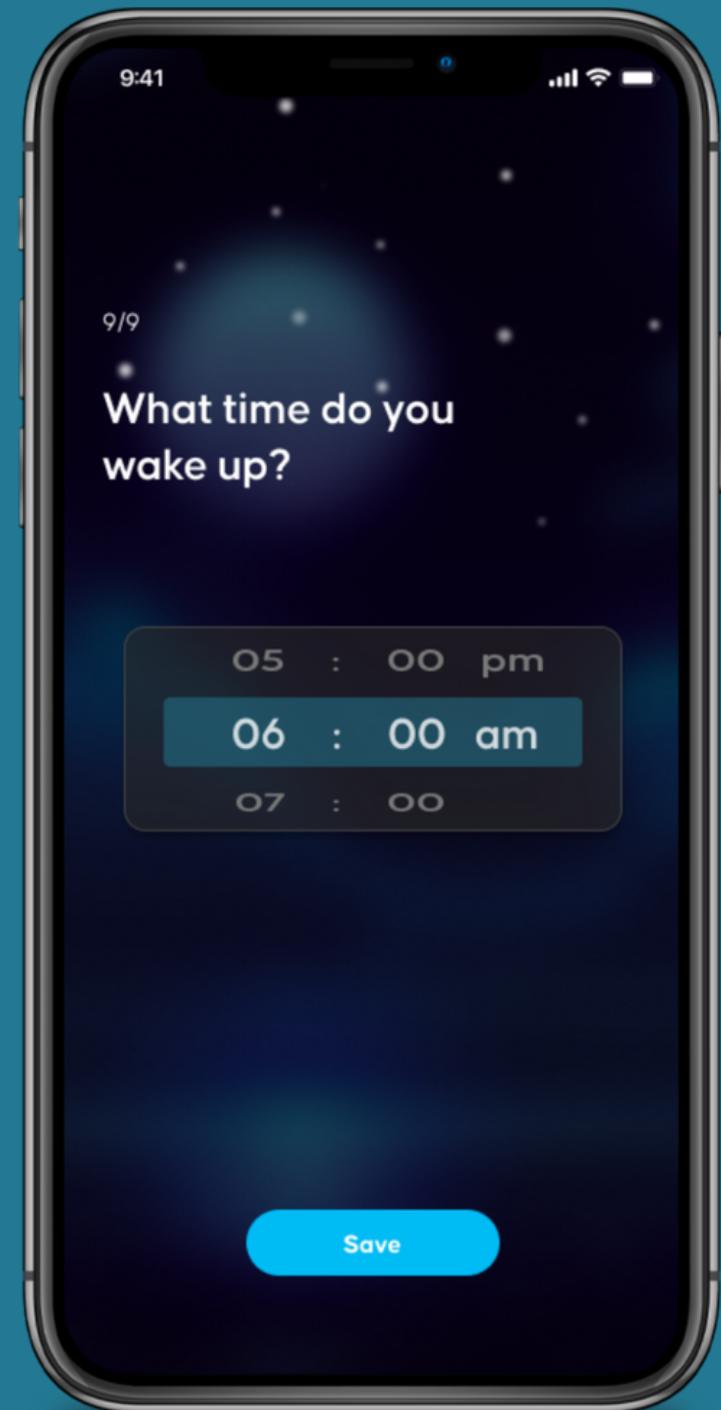
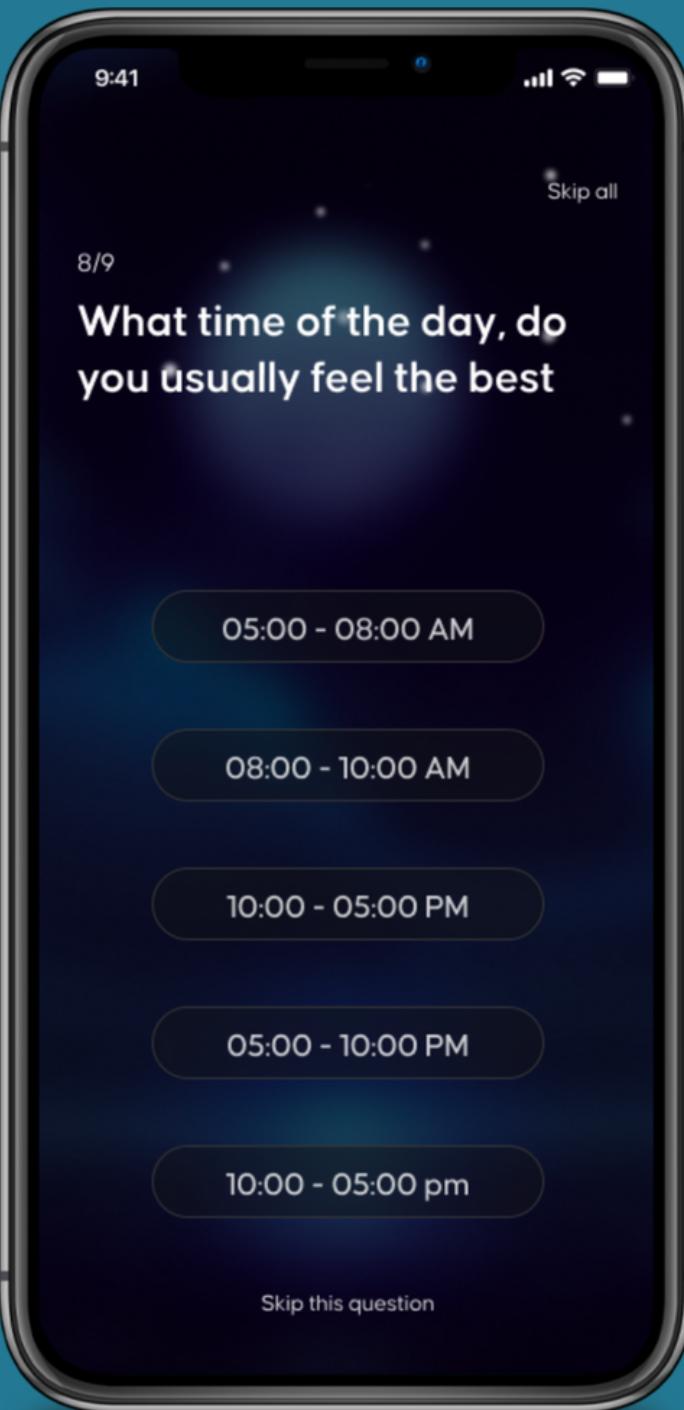
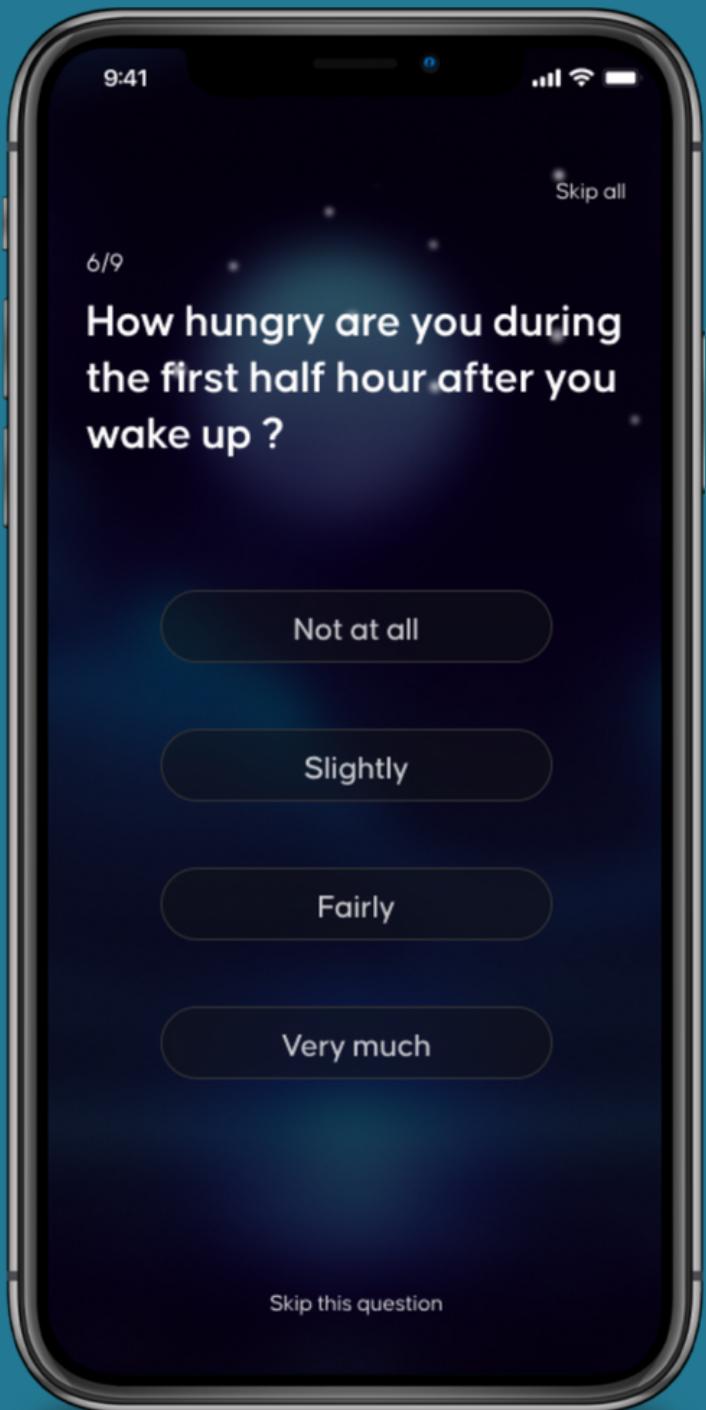
Beddyz



Get-to-know questions to better
personalize your sleep journey

ABOUT PROTOTYPE

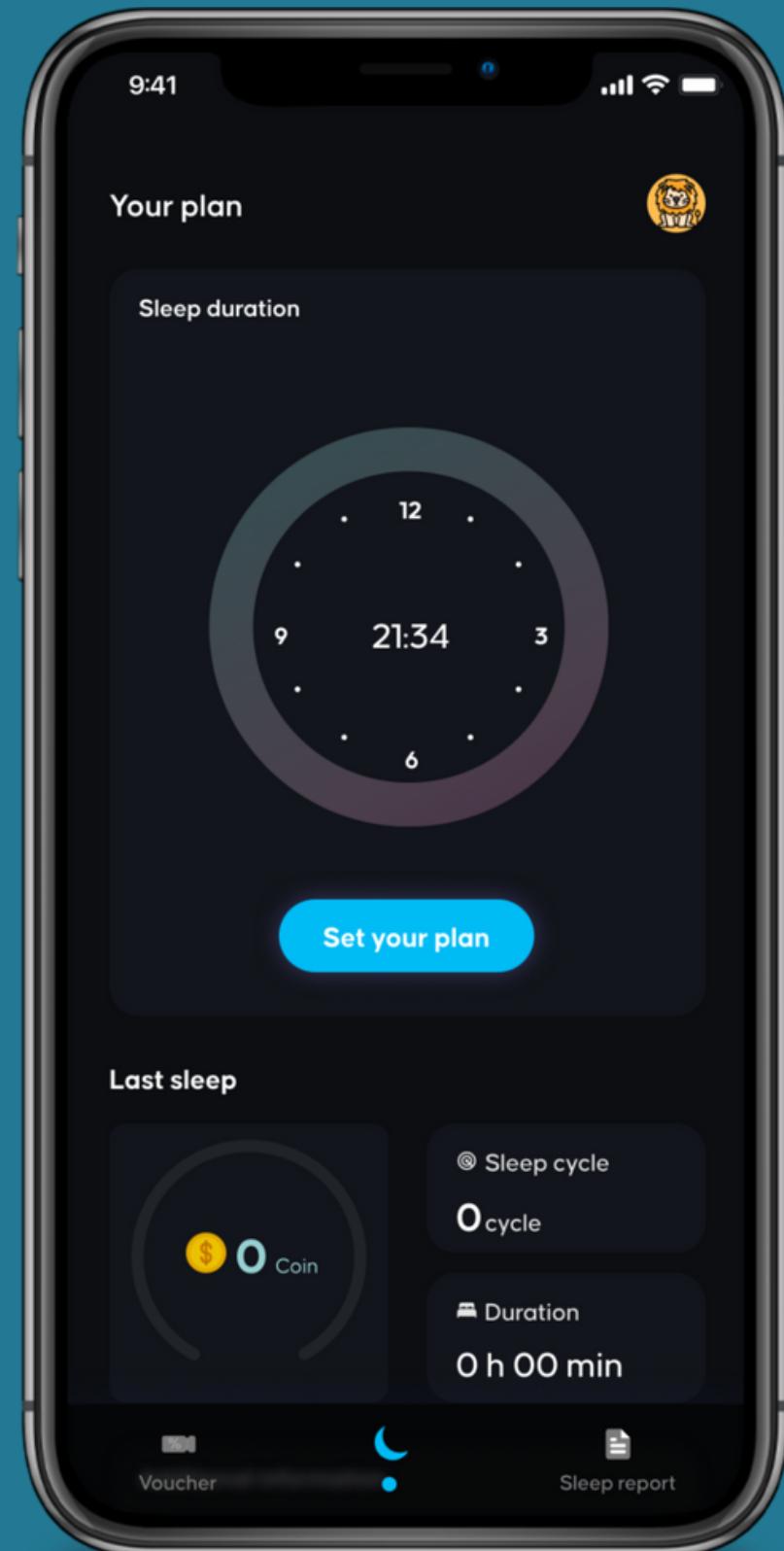
BeddyZ



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

ABOUT PROTOTYPE

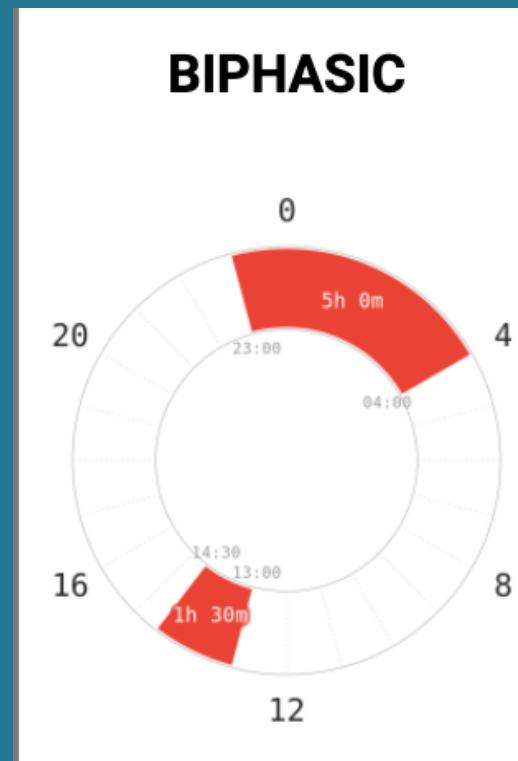
Beddy2



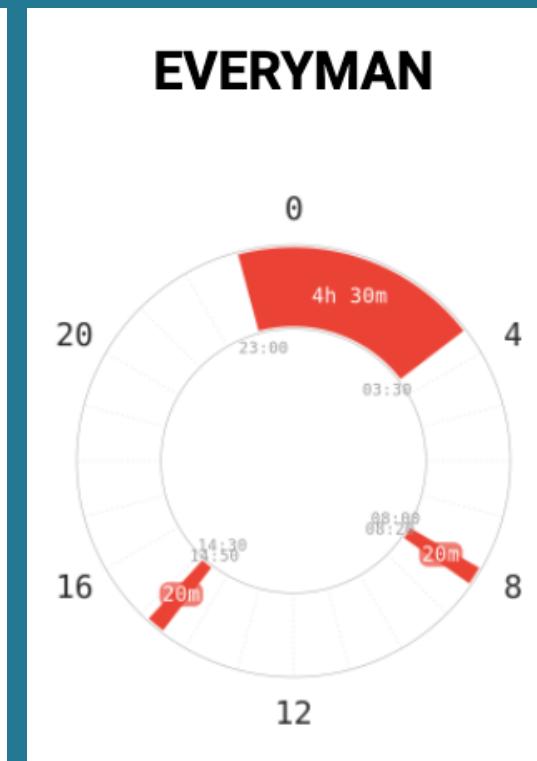
Jump into the main
page for her
wished function

MECHANISM

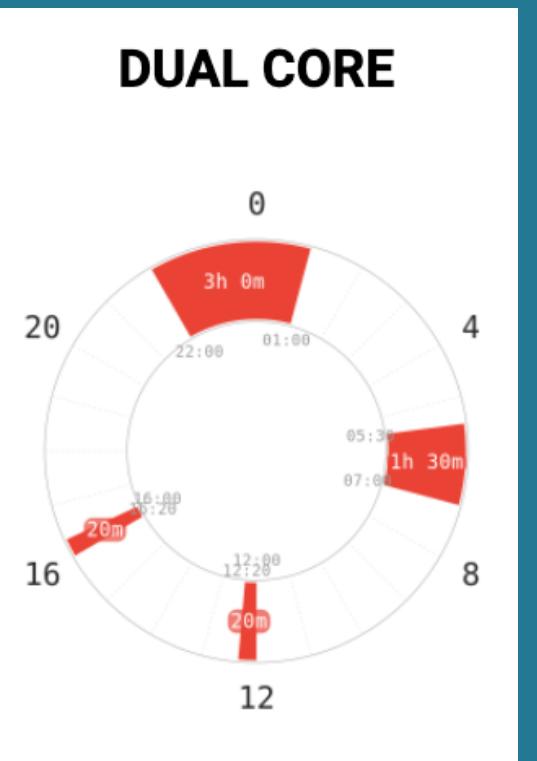
BeddyZ



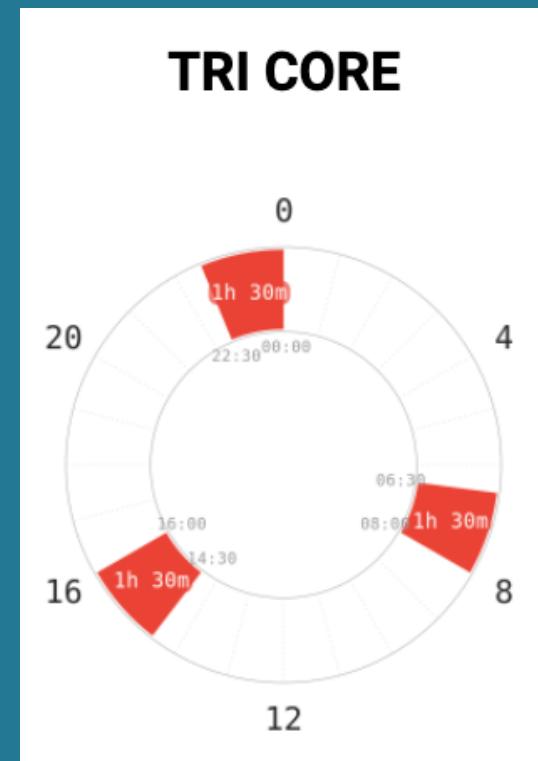
EVERYMAN



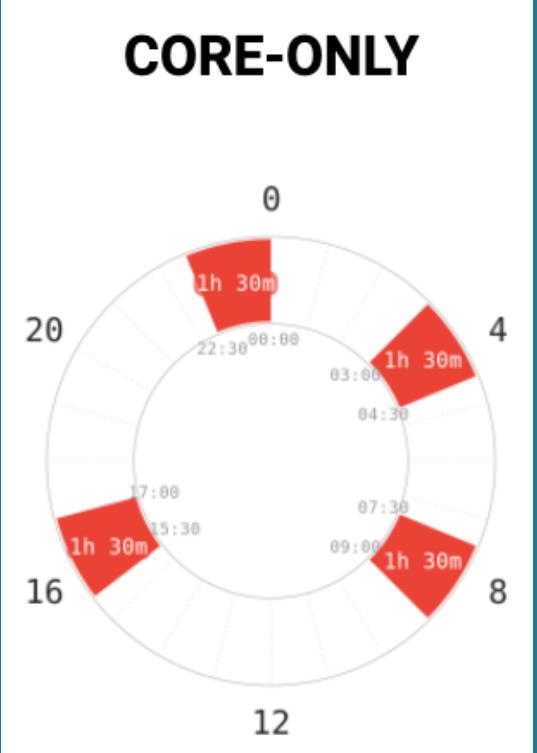
DUAL CORE



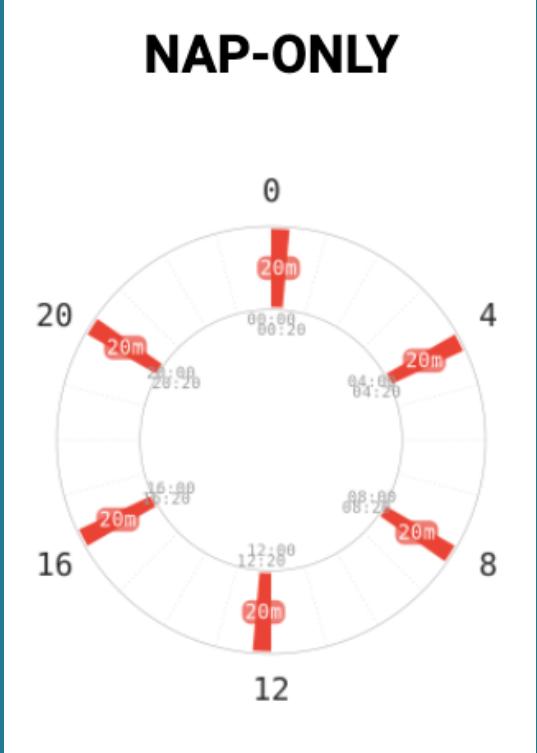
TRI CORE



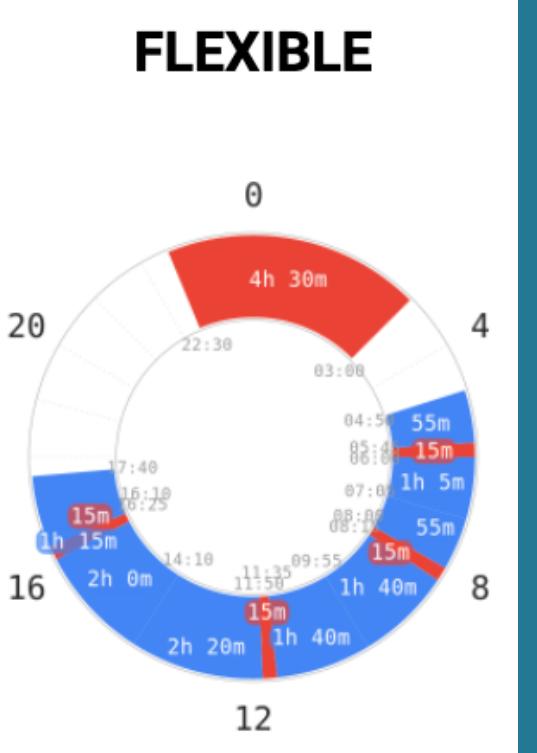
CORE-ONLY



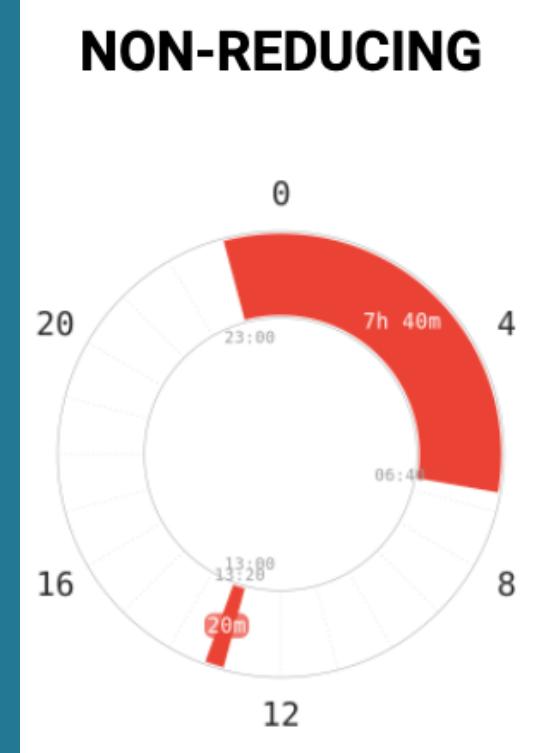
NAP-ONLY



FLEXIBLE



NON-REDUCING



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

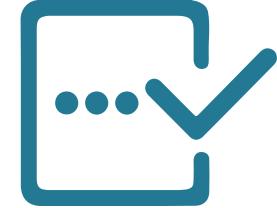
How to have a healthy polyphasic sleep

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

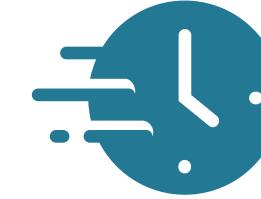
(Aethermind 2021)

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



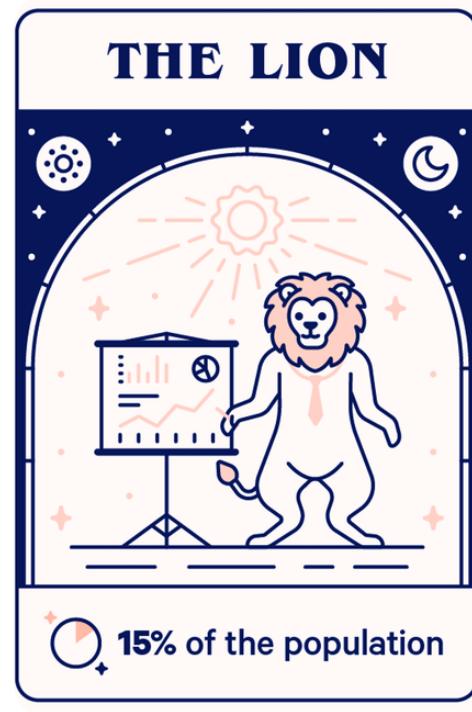
Night owls



Early morning types



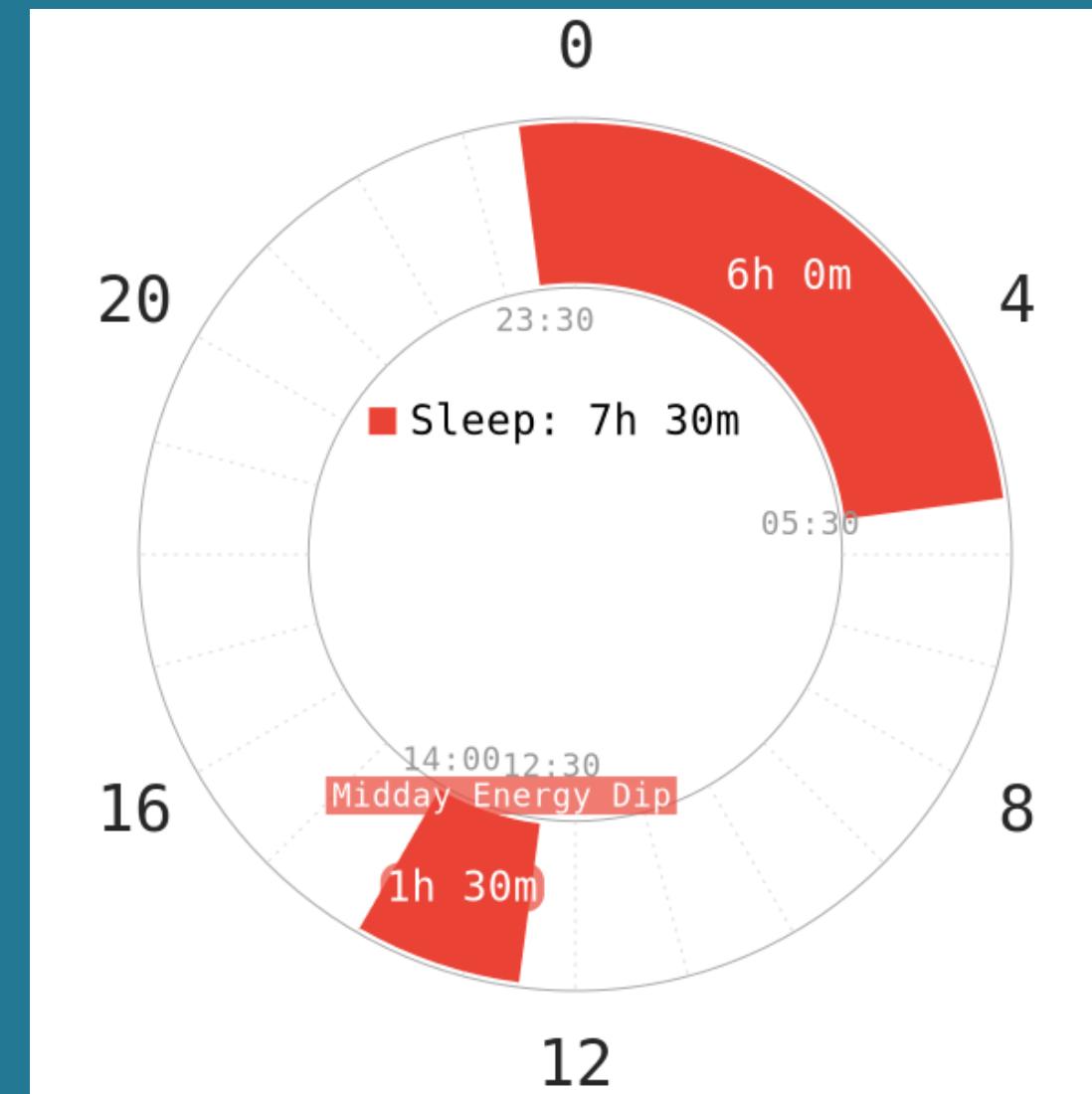
Difficult sleepers



Sunlight-aligned

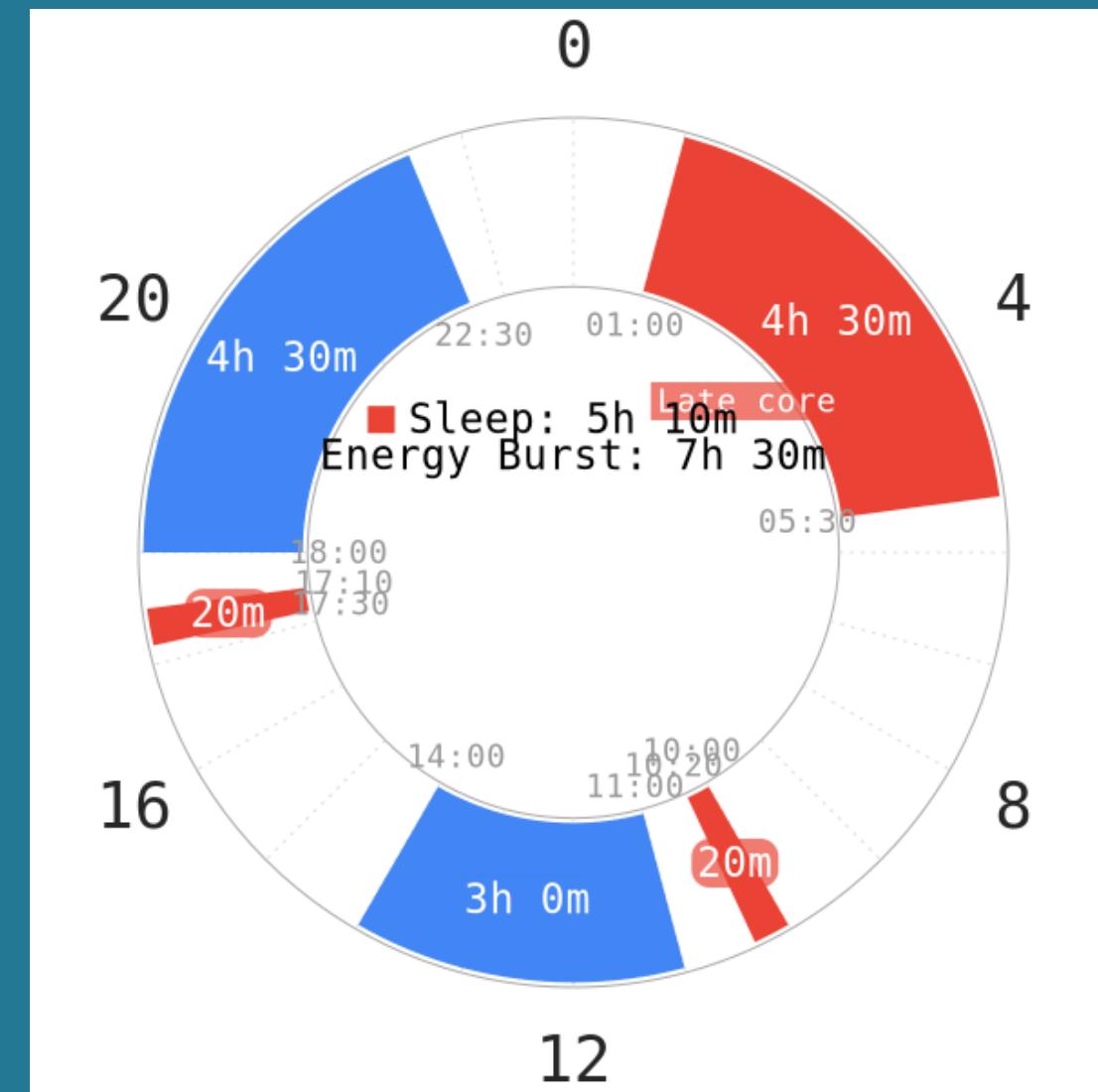


Productivity Tip: Schedule meetings in the morning and try to finish up before late afternoon



Suggested sleeping techniques
Siesta extended

Night Owls

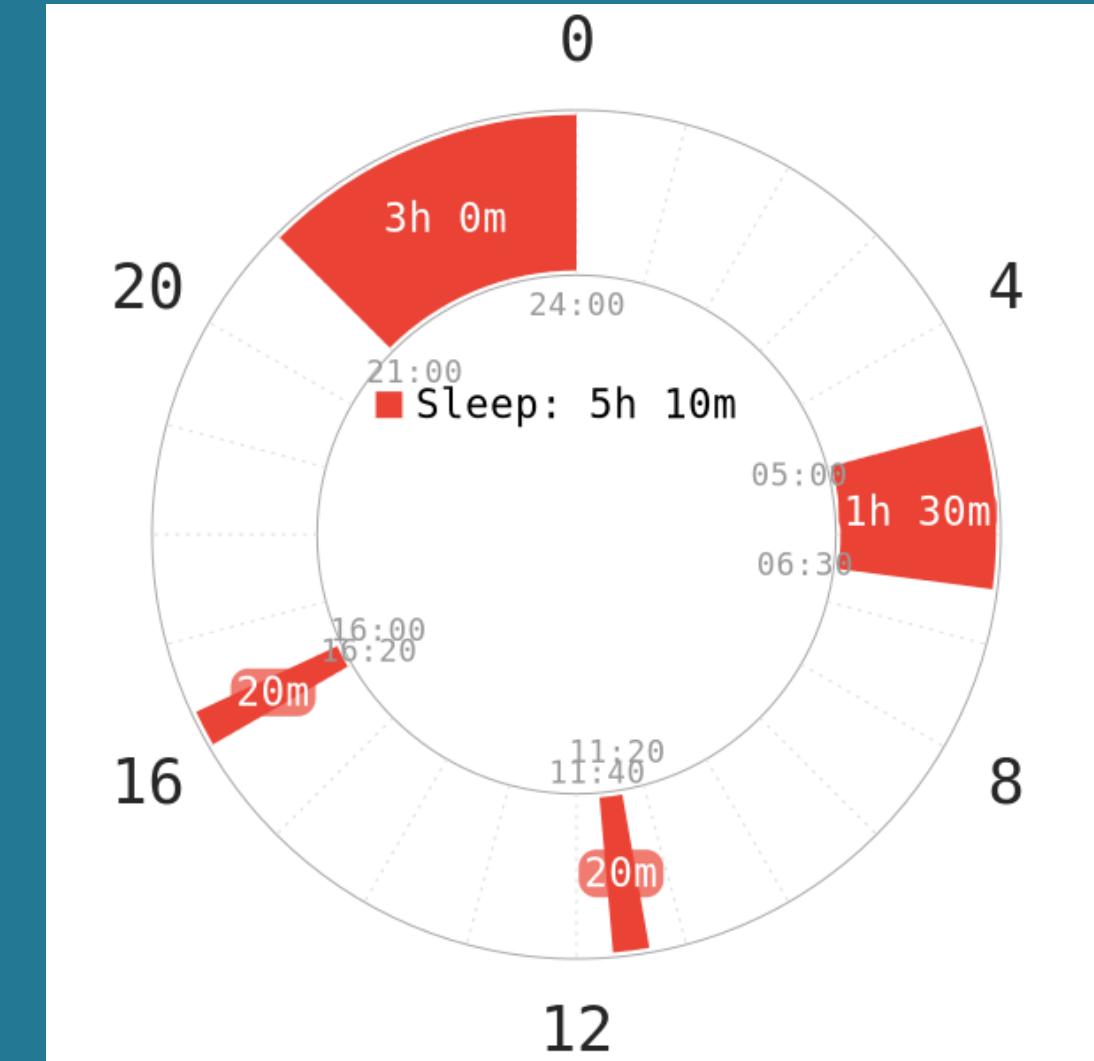
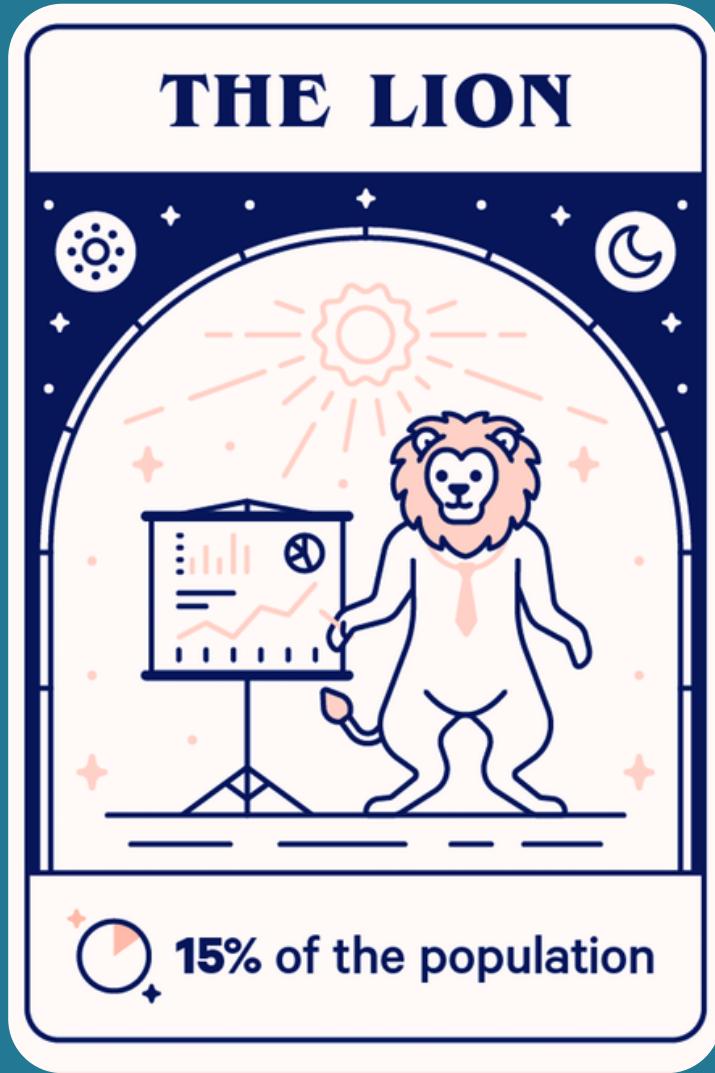


Productivity Tip:

- 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:

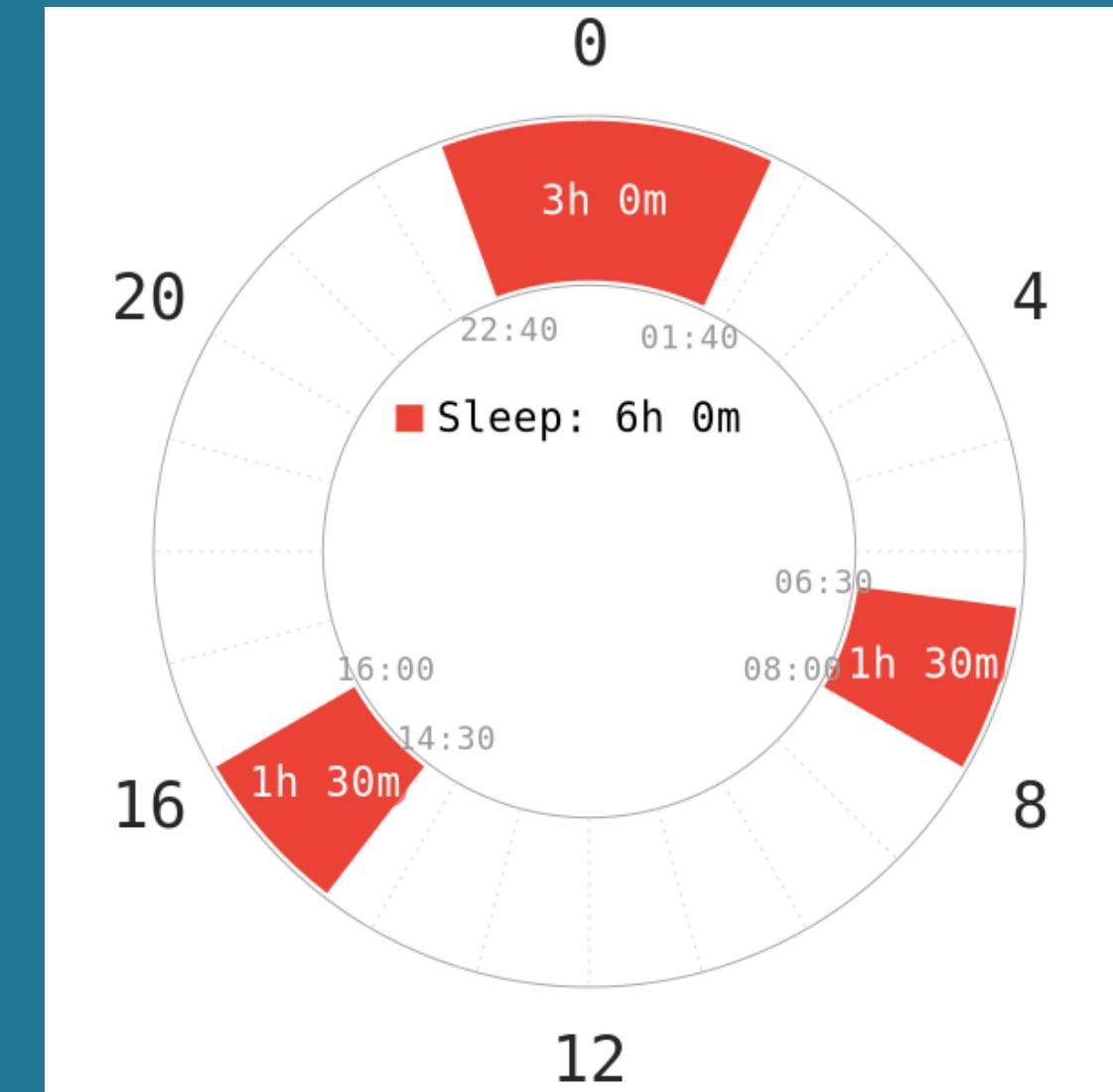
- The prototypical morning person: The moment you wake up, you have the greatest energy to finish your to-do list immediately
- Your energy tends to fade during the evening; therefore, try to maximize productivity to finish all tasks early

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

INCOME STATEMENT

BeddyZ

Profit and Loss Projection (5 years)										
BeddyZ										
Launch: 1st September										
	2023		2024		2025		2026		2027	
	US dollars	%	US dollars	%	US dollars	%	US dollars	%	US dollars	%
Revenue	\$ 134,991	100.00%	\$ 328,136	100.00%	\$ 564,100	100.00%	\$ 842,900	100.00%	\$ 1,319,420	100.00%
B2C (Premium account)*	\$ 17,991	13.33%	\$ 47,976	14.62%	\$ 105,950	18.78%	\$ 184,900	21.94%	\$ 419,790	31.82%
Monthly premium payment**	\$ 600		\$ 1,600		\$ 3,200		\$ 7,000		\$ 14,000	
Yearly premium payment***	\$ 300		\$ 600		\$ 1,800		\$ 3,000		\$ 7,000	
B2B (Enterprise package)	\$ 100,000	74.08%	\$ 200,000	60.95%	\$ 300,000	53.18%	\$ 400,000	47.46%	\$ 500,000	37.90%
Total of Target (No of contract)	\$ 5		10		15		20		25	
Avg value of each contract (Yearly)***	\$ 20,000		\$ 20,000		\$ 20,000		\$ 20,000		\$ 20,000	
Partnership			\$ 60,000	18.29%	\$ 125,000	22.16%	\$ 200,000	23.73%	\$ 300,000	22.74%
Target (No of contract)			3		5		8		12	
Avg value of each contract			\$ 20,000		\$ 25,000		\$ 25,000		\$ 25,000	
Advertisement	\$ 17,000	12.59%	\$ 20,160	6.14%	\$ 33,150	5.68%	\$ 58,000	6.88%	\$ 99,630	7.55%
Active user (Excluded premium account and enterprise users)	8500		9600		15000		25000		41000	
Avg CPM (UOM=1000), increase by 5% yoy	\$2		\$2.10		\$2.21		\$2.32		\$2.43	
Gross Profit	\$53,996		\$137,817		\$248,204		\$362,447		\$580,545	
Gross Profit Margin	40%		42%		44%		43%		44%	
Operating Expenses (Variable Cost)										
Marketing Expense	\$ 26,323	15%	\$ 54,142	15%	\$ 76,154	15%	\$ 150,000	15%	\$ 118,748	15%
Sales Expense	\$ 17,549	10%	\$ 36,095	10%	\$ 76,154	15%	\$ 59,003	10%	\$ 79,165	10%
Commission	\$ 3,510		\$ 7,219		\$ 15,231		\$ 11,801		\$ 15,833	
Partner	\$ 14,039		\$ 28,676		\$ 60,923		\$ 47,202		\$ 63,332	
(Fixed Cost)										
HR Expense	\$ 43,872	25%	\$ 90,237	25%	\$ 126,923	25%	\$ 147,508	25%	\$ 197,913	25%
Administrative Expense	\$ 35,098	20%	\$ 72,190	20%	\$ 101,538	20%	\$ 118,006	20%	\$ 158,330	20%
Office Expense	\$ 7,020		\$ 14,438		\$ 20,308		\$ 23,801		\$ 31,666	
IT & System Infrastructure	\$ 24,568		\$ 50,533		\$ 71,077		\$ 82,604		\$ 110,831	
Legal, Insurance & Registration	\$ 3,510		\$ 7,219		\$ 10,154		\$ 11,801		\$ 15,833	
R&D Expense	\$ 35,098	20%	\$ 72,190	20%	\$ 76,154	15%	\$ 118,006	20%	\$ 158,330	20%
App Maintenance	\$ 17,549	10%	\$ 36,095	10%	\$ 50,769	10%	\$ 59,003	10%	\$ 79,165	10%
Total Operating Expenses	\$ 175,488	100%	\$ 360,950	100%	\$ 507,690	100%	\$ 590,030	100%	\$ 791,652	100%
Operating Expense Ratio	1.3		1.1		0.9		0.7		0.6	
Operating Margin	-30%		-10%		10%		30%		40%	
Net Profit Before Taxes	-40,497		\$(32,814)		\$ 56,410		\$ 252,870		\$ 527,788	
Income Taxes*** (20%****)			\$ -		\$ 11,282		\$ 50,574		\$ 263,884	
Net Operating Income	\$ (40,497)		\$ (32,814)		\$ 45,128		\$ 202,298		\$ 263,884	
	19%		19%		23%		34%		30%	

BREAK-EVEN ANALYSIS

BeddyZ

	2022	2023	2024	2025	2026	2027
Initial outlay	\$ 400,000.00					
Net income	\$(400,000.00)	(\$40,497)	(\$32,814)	\$45,128	\$202,296	\$263,884
Remaining uncovered cash	\$(400,000.00)	(\$440,497)	(\$473,311)	(\$428,183)	(\$225,887)	\$37,997
Payback period						
5.856008322						
Cost	\$(400,000.00)	\$175,488.30	\$360,949.60	\$518,972.00	\$640,604.00	\$1,055,536.00
Revenue	0	134991	\$328,136.00	\$564,100.00	\$842,900.00	\$1,319,420.00

INITIAL INVESTMENT

BeddyZ

Section	Details	Cost
App development		\$ 200,000
	Features	\$ 95,000
	Frameworks and libraries integration	\$ 5,000
	UI/UX design	\$ 12,500
	Quality assurance	\$ 47,500
	DevOps	\$ 10,000
	Project management	\$ 30,000
Administrative		\$ 5,000
Sales		\$ 65,000
Marketing		\$ 65,000
	Paid media	
	KOL/Affiliate	
	Display Ads	
	SEO	
	In-app promotion	
R&D		\$ 65,000
TOTAL		\$ 400,000

CASH FLOW STATEMENT

BeddyZ

BeddyZ								
		6-Year Cash Flow						
		For the Year Ending	12/31/2022	12/31/2023	12/31/2024	12/31/2025	12/31/2026	12/31/2027
	Cash at Beginning of Year		250,000	50,000	67,003	91,689	58,933	85,738
	Cash at End of Year		50,000	67,003	91,689	58,933	85,738	247,122
Operations			2022	2023	2024	2025	2026	2027
Cash receipts from								
	Customers	\$ -	\$ 134,991.00	\$ 328,136.00	\$ 584,100.00	\$ 842,900.00	\$ 1,319,420.00	
	Other operations							
Cash paid for								
	Marketing & Sales	\$ (130,000.00)	\$ (43,872.08)	\$ (90,237.40)	\$ (152,307.00)	\$ (209,003.00)	\$ (197,913.00)	
	HR	\$ -	\$ (43,872.08)	\$ (90,237.40)	\$ (152,307.00)	\$ (209,003.00)	\$ (197,913.00)	
	R&D	\$ (65,000.00)	\$ (35,097.66)	\$ (72,189.92)	\$ (76,153.50)	\$ (118,006.00)	\$ (158,330.40)	
	App development/maintenance	\$ (150,000.00)	\$ (17,548.83)	\$ (36,094.96)	\$ (50,769.00)	\$ (59,003.00)	\$ (79,165.20)	
	Administrative/Operation	\$ (5,000.00)	\$ (35,097.66)	\$ (72,189.92)	\$ (101,538.00)	\$ (118,006.00)	\$ (158,330.40)	
	Income taxes	\$ -	\$ -	\$ -	\$ (11,282.00)	\$ (50,574.00)	\$ (263,884.00)	
Net Cash Flow from Operations		\$ (350,000.00)	\$ (40,497.30)	\$ (32,813.60)	\$ 19,743.50	\$ 79,305.00	\$ 263,884.00	
Investing Activities								
Cash receipts from								
	Sale of property and equipment							
	Collection of principal on loans							
	Sale of investment securities							
Cash paid for								
	Purchase of property and equipment	\$ (50,000.00)						\$ (50,000.00)
	Making loans to other entities							
	Purchase of investment securities							
Net Cash Flow from Investing Activities		\$ (50,000.00)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (50,000.00)
Financing Activities								
Cash receipts from								
	Issuance of stock	\$ 200,000.00		\$ 100,000.00				
	Borrowing		\$ 100,000.00					
Cash paid for								
	Repurchase of stock (treasury stock)							
	Repayment of loans	\$ -	\$ (22,500.00)	\$ (22,500.00)	\$ (22,500.00)	\$ (22,500.00)	\$ (22,500.00)	
	Dividends		\$ (20,000.00)	\$ (20,000.00)	\$ (30,000.00)	\$ (30,000.00)	\$ (30,000.00)	
Net Cash Flow from Financing Activities		\$ 200,000.00	\$ 57,500.00	\$ 57,500.00	\$ (52,500.00)	\$ (52,500.00)	\$ (52,500.00)	
Net Cash Flow		50,000	67,003	91,689	58,933	85,738	247,122	

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