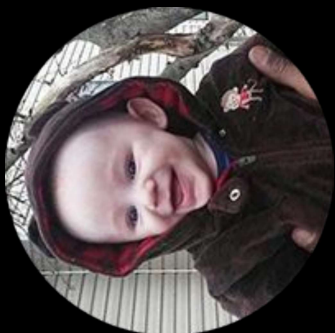


Lia James Madigan
September 13, 2013 ~ 5 Months





SLEEP APNEA

- Around 25% of adults use an app to track their sleep
- It is estimated that 26% of adults aged 30-70 have a form of sleep apnea
- The current market size value for sleep apnea is \$3.9 billion, and is estimated to reach \$6.1 billion by 2028.

- Of the 3.8 million births each year in the US, about 9.8% (300,000) of the babies are born prematurely
- During the first month after birth sleep apnea occurs in 84 percent of infants who weigh less than 2.2 pounds. The risk decreases to 25 percent for infants who weigh less than 5.5 pounds. It is rare in full-term newborns.

Sleep Apnea & SUID

SLEEP APNEA

Infant Sleep Apnea – sleep-related breathing disorder involving reductions and pauses in breathing that occur during an infant's REM sleep [7]

- “Hypopneas”: partial reductions in breathing
- “Apneas”: complete pauses in breathing

Primarily affect small preterm babies, due to their extended REM sleep, however all babies are at risk to develop sleep apnea [9]

Caused by by a number of conditions that affect the control centres for breathing in the brain, known as the brainstem [8]

Symptoms:

- Prolonged pauses in breathing that last 20+ sec.
- Low oxygen or a slow heartbeat

A small percentage of children who die from sudden infant death syndrome (SIDS) have apnea symptoms prior to death.[7]

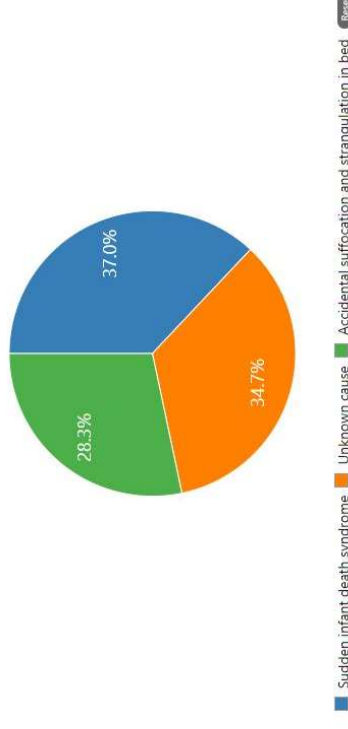
Sleep Apnea & SUID

Leading Causes of Infant Mortality:

- 1) Birth defects
 - 2) Preterm births
 - 3) Maternal Pregnancy complications
 - 4) Sudden infant death syndrome
 - 5) Injuries (e.g., suffocation)
- Over 21,000 infants died in 2018, according to the CDC
 - Around 3,400 deaths of these deaths were from SUIDs
 - SIDS - 1,250
 - Accidental suffocation - 960
 - Unknown - 1,180
 - There is no way to completely predict or prevent SIDS
 - Injuries are the leading preventable cause of death, and among those suffocation is very common

SUID

Breakdown of Sudden Unexpected Infant Deaths by Cause, 2019



Our Team



Lara Soldi
App Designer



Kyle Owens
Consumer Researcher



Margaret Zhuang
Product Designer



Roberto Nagel
Manufacturing Researcher



**Suyesh
Prabhugaonkar**
Market Analyst

Objective

Monitor at risk neonates, infants, and young children's diagnosis specific data gathering technology to be developed by the teams without attaching anything to the infant (possibly using sensors under the mattress they are lying on), collect this information, and send it to a monitoring organization. This information should be used to predict when an infant needs to be seen in an ER versus other care avenues.

Market Information

Who cares and why?

- Parents with premature infants or infants at risk to illness or other medical conditions
- Hospitals with neonatal services and Newborn Intensive Care Units
- Concerned parents who want to know when it is necessary to take their baby to the ER

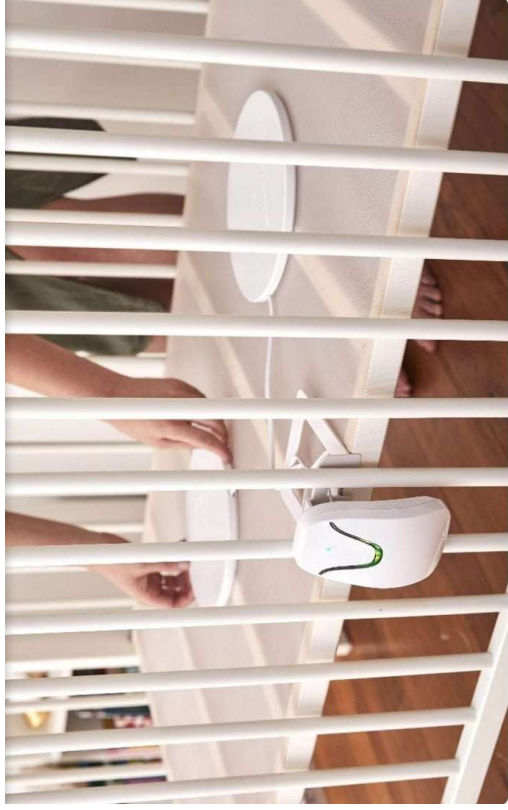
Market Information

Cost of Raising Children

- There are around 3.8 million births each year in the US
- 75% of parents buy some sort of baby monitor or tracker
- Middle-income families spend an estimated \$13,000 per child every year



Technology Already in Use: Babysense Monitor



\$129.99

https://www.babysensemonitors.com/products/babysense-7-breathing-monitor?variant=35030185869475¤cy=USD&utm_medium=product_sync&utm_source=google&utm_content=sag_organic&utm_campaign=sag_organic&gclid=CjwKCAjwruSHBhAIEiWA_qCopp_iTfONkUXPkaQdEbDZVEgh9LUvMjkdIALizDBwoO60t6xN6NWNWzxoCMFKQAvD_BWE



Our Product: BabySleep1

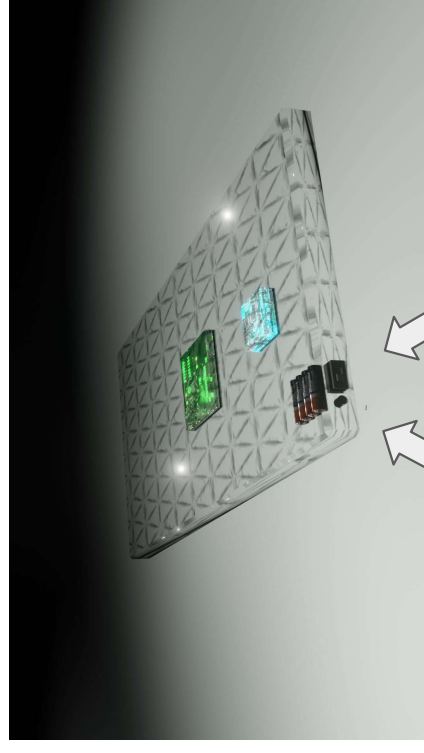
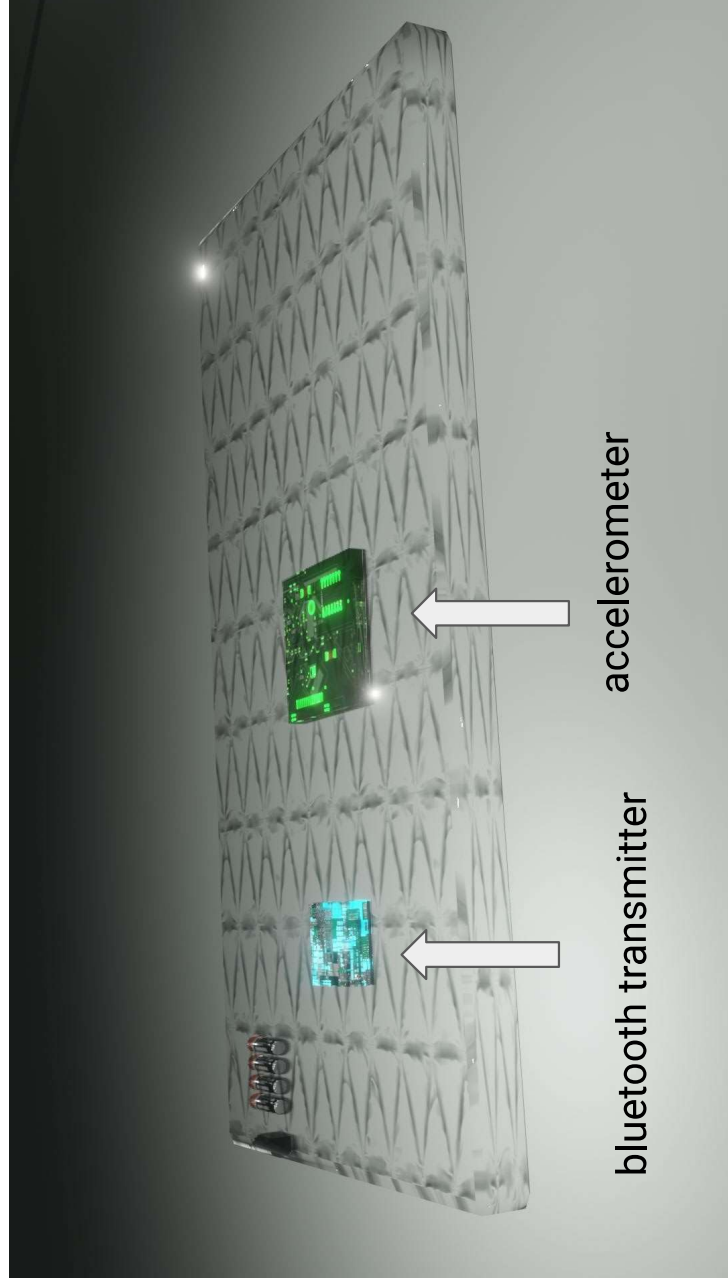


BabySleep1

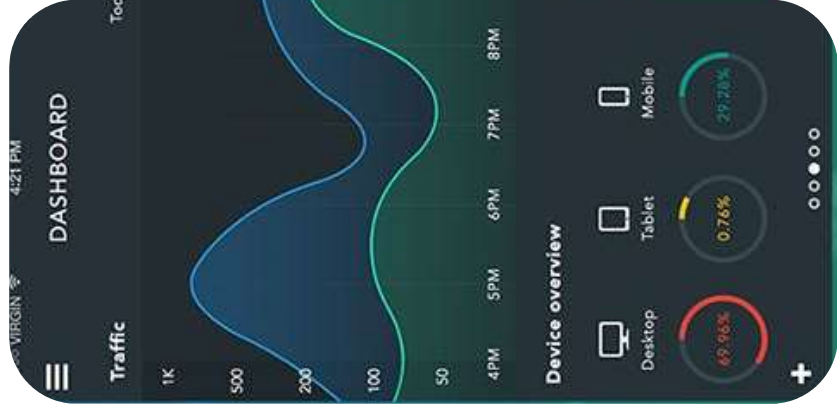


- Senses up to 6 inches in depth
- Dimensions: 40" x 20" x 2"
- Cordless and battery powered for safety
- No harmful radiation emissions
- Connects to device via bluetooth to record patterns and send alerts

Inside the Device



Babysleep1 App



Breathing Pattern & Micro-Movements

Respiratory Rate

Sleeping Position

Temperature

SIDS Risk

Sleep Apnea

Heart Rate

Oxygen Rate

Advanced User-Interactive
AI & Machine Learning

SQ-SEN-200-DMK - \$38.50



Features

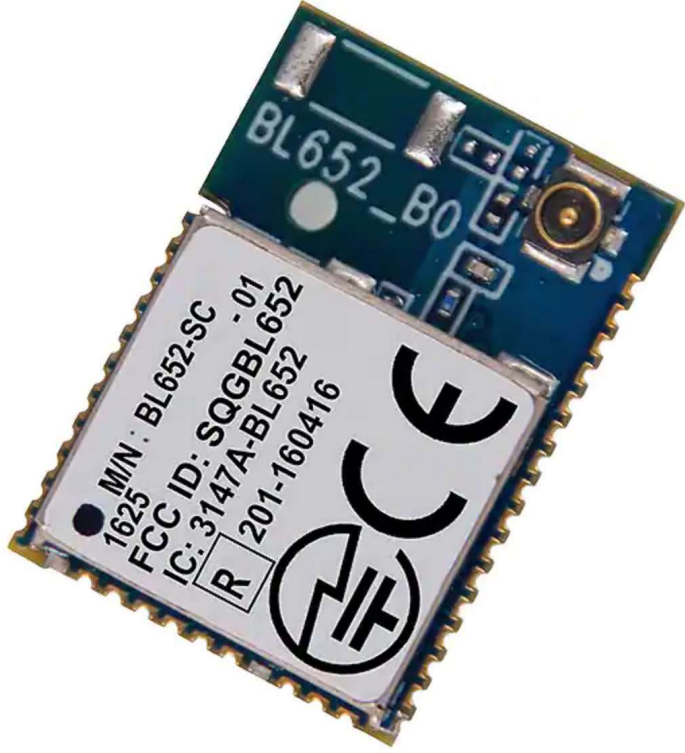
- Nano-power - As little as 50 nA
- Coin battery operated
- Ultra-low power reference design uses less than 3 uA (configurable down to 50 nA)
- Super bright LED output
- Compact 1.0" x 1.0" circuit board
- High sensitivity & long life - Semiconductor grade electroplating

Applications

- Motion triggered wake-up
- GPS tracking, RFID, vehicle electronics
- Security, anti-tamper, anti-theft, alarms
- TV remote control tilt wake-up
- General motion, vibration, tilt and shock detection
- Ultra-low power motion-based device wake-up
- Ultra-low power orientation-sensitive switching
- RFID tag activation
- Tamper detection
- Process monitoring and control

https://signalquest.com/product/accessories/sq-sen-200-dmk/?gclid=CjwKCAjwxo6IBhBKEiwAXSYBs40lIEWomiTRklgu7Y7TMwqPdKYk58Syv8pzDMrWU9u593Iis_5PqBoCoIMQAvD_BwE

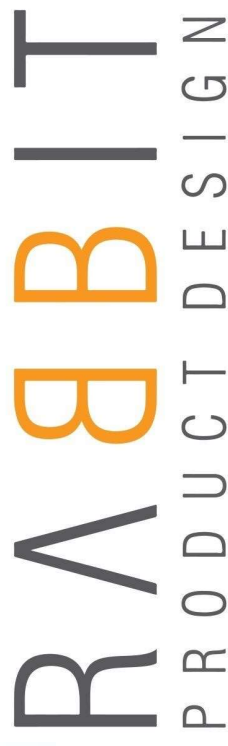
BL652-SC-01-T/R - \$7.50/1 \$6.80/1000



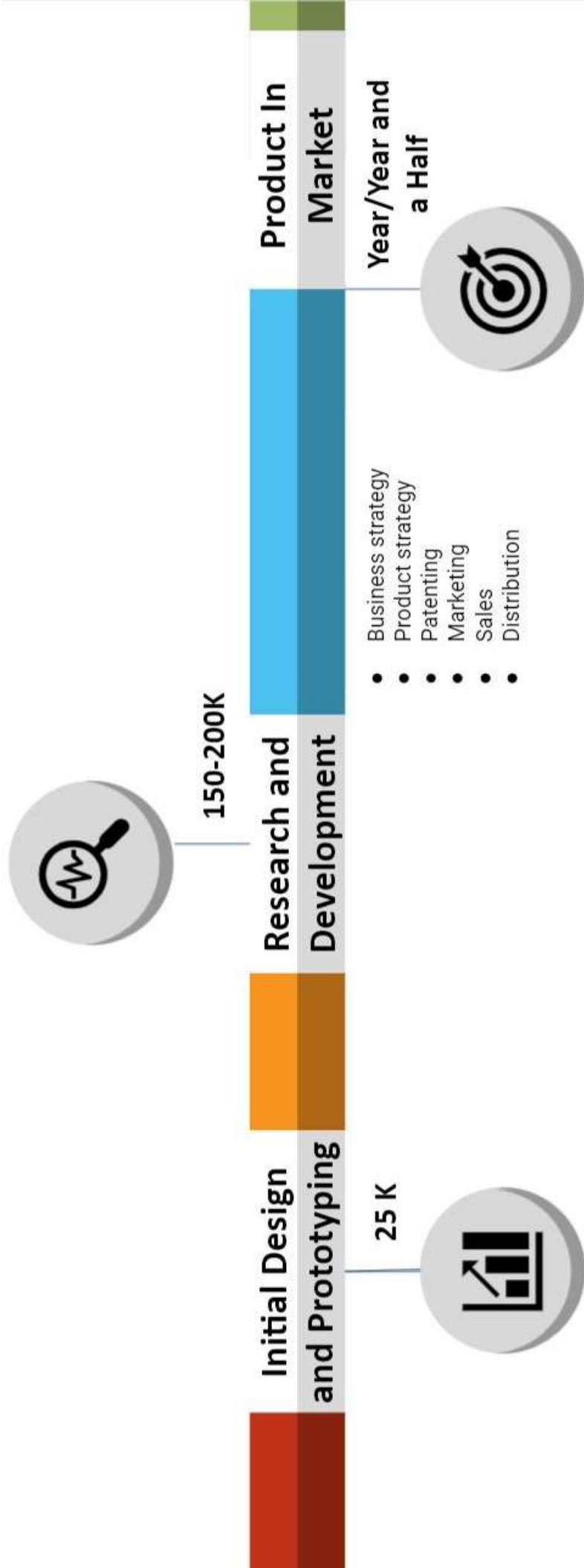
Bluetooth transmitter by Laird Connectivity Inc.

https://www.digikey.com/en/products/detail/laird-connectivity-inc---wireless-&-thermal-systems/BL652-SC-01-T%2FR/6181739?utm_adgroup=R%2FIF%20and%20RFID&utm_source=google&utm_medium=cpc&utm_campaign=Shopping_Supplier_LAIRD%20-%20WIRELESS%20%26%20THERMAL%20SYSTEMS_0776_Co-op&utm_term=&utm_content=RF%2FIF%20and%20RFID&gclid=CjwKCAjwXo6IBhBKEiwAXSYBs3ImuSGzY7BfhTgM5do0eX8U_CiEKxvI0R3xhsZDnXr8XD3W2QKmaRoCVLEQAvD_BwE

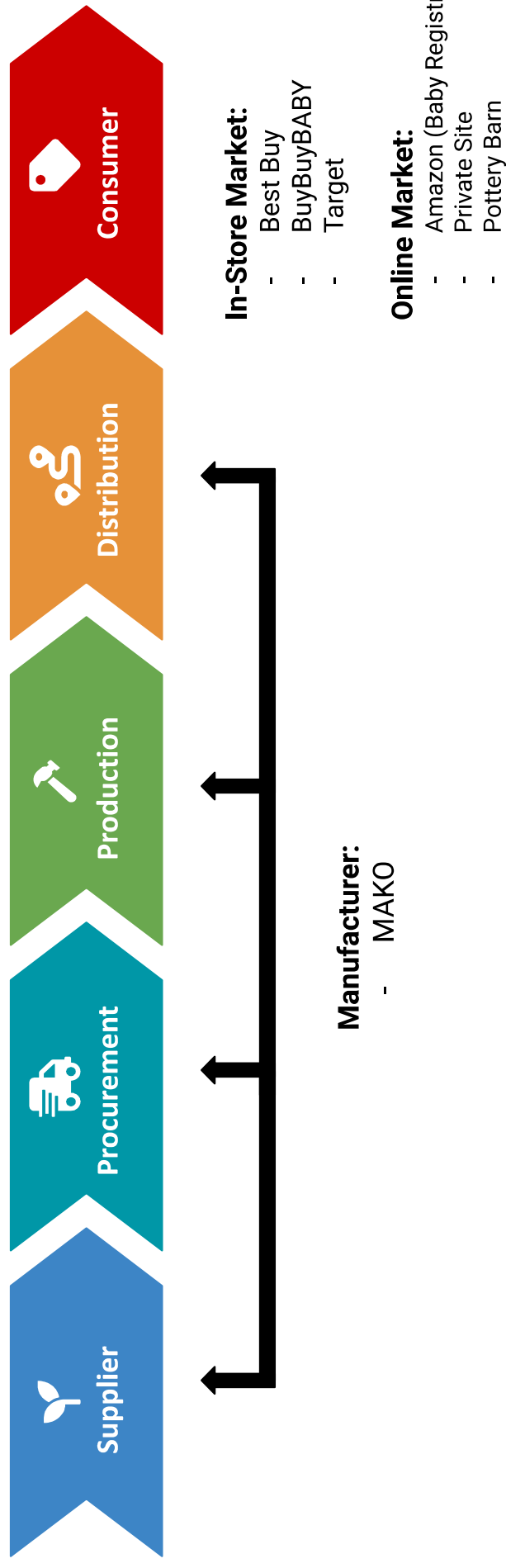
Product Manufacturers



Working with Mako



Supply Chain



Market Plan

We plan to use a combination of Google and Facebook ads to spread the word about our product.

- Easily identify expecting parents and target them with words that distinguish our product such as “hack proof” and using action verbs to place ourselves in the parents shoes such as “provide you and your baby the rest you both deserve”
- Many expecting parents post on social media about their status, and Facebook can easily identify this, and allows advertisers to pick new parents as their target demographic

- Additionally, our team can reach out to parents with a larger following on social media and sponsor them to try our product in exchange for posting about it on their social media and endorsing the product

Market Plan

What makes our product special?

- Reliable
- Phone access to the monitor
- Safe and comfortable for the baby

Secondary Benefits

- Quick response time
- Notifies the parents directly
- Hack Proof

<https://www.ibabylabs.com/what-to-expect-from-modern-baby-monitors/>

Revenue Forecast

Before starting our revenue forecast, we first looking into the sales of competing products

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Next Page																	
Video Tutorial How to start																	
Step-by-step Course Learn how to sell on Amazon																	
MasterClasses Best Practices from experts																	
Blog Insights, cases and guides																	
Local and global suppliers on Alibaba.com																	
Download CSV																	
Trends																	
Niche Keywords																	
Filter																	
Personalize view																	
Results																	
9																	
Avg. Monthly Sales																	
433																	
Avg. Sales Rank																	
26,944																	
Avg. Price																	
\$147.21																	
Avg. Reviews																	
1,707																	
Visibility Score																	
N/A																	
Niche Score																	
N/A																	
Niche History																	
Tutorial																	
Niche Idea																	
Hide																	
#	Product Name	Brand	Product Score for PL	Product Score for Reselling	Sellers	Rank	Price	FBA Fees	Net Margin	Est. Sales	Est. Revenue	# of Reviews	RPR	Rating	LQS	Available From	Seller
2	Babysense HD Video & Movement Baby Monitor - HD Bundle Pack - ...	Babysense	0	0	1	#69,122	\$249.99	\$37.50	85%	<5	\$250	0	?	N/A	59	N/A	FBA
3	5" HD Baby Monitor, Babysense Video Baby Monitor with Camera an...	Babysense	7	0	1	#75,905	\$119.99	\$23.49	80%	21	\$2,520	23	\$110	4.6	72	N/A	MCH
5	Baby Monitor, Babysense 4.3" Split Screen, Video Baby Monitor with...	Babysense	6	0	1	#5,745	\$149.99	\$28.08	81%	992	\$149,225	1714	\$87	4.3	86	N/A	FBA
6	Babysense Video & Movement Baby Monitor - Bundle Pack - Babyse...	Babysense	9	0	1	#51,661	\$199.99	\$30.00	85%	31	\$6,200	30	\$207	4.4	83	N/A	FBA
7	Baby Monitor, Babysense 4.3" Split Screen, Video Baby Monitor with...	Babysense	5	0	1	#5,745	\$149.99	\$12.48	92%	999	\$49,940	1714	\$29	4.3	86	N/A	FBA
8	New Babysense Video Baby Monitor with Camera and Audio...	Babysense	5	0	1	#3,978	\$99.99	\$19.98	80%	802	\$80,192	4677	\$17	4.3	86	N/A	FBA
9	New Babysense Video Baby Monitor with Camera and Audio...	Babysense	5	0	1	#3,978	\$64.99	\$14.70	77%	802	\$52,122	4677	\$11	4.3	86	N/A	FBA
10	New Model - Babysense Video & Baby Movement Monitor - Bundle...	Babysense	5	7	2	#13,182	\$159.99	\$29.94	81%	124	\$19,839	410	\$48	4.4	88	N/A	FBA
12	Babysense Under-The-Mattress Baby Movement Monitor, The Origin...	Babysense	5	3	11	#13,182	\$129.99	\$24.57	81%	126	\$15,971	410	\$39	4.4	88	N/A	FBA

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How to Start

Step-by-step Course
Learn how to sell on Amazon

MasterClasses
Best Practices from experts

Blog
Insights, cases and guides

Personalize view

Filter

Trends

Niche Keywords

Local and global suppliers
on Alibaba.com

CSV

BUY NOW
8 free runs left

Results

Avg. Monthly Sales

837

Avg. Sales Rank

4,584

Avg. Price

\$99.99

Avg. Reviews

1,536

Visibility Score

N/A

Niche Score

N/A

Niche History

Hide

Tutorial

Niche Idea

★ #	Product Name	Brand	Product Score for PL	Product Score for Reselling	Sellers	Rank	Price	FBA Fees	Net Margin	Est. Sales	Est. Revenue	# of Reviews	RPR	Rating	LOS	Available From	Seller
★ 1	Baby Monitor Sense-U Monitors Breathing Movement and Feeling Te...	Sense-U	5	10	2	#4,584	\$99.99	\$16.98	83%	837	\$81,263	1536	\$53	3.9	80	N/A	FBA
		Profit Calculator		Product History		Get Keywords			Find on Alibaba			Find on Google					Copy ASIN

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Niche Keywords

Local and global suppliers
on Alibaba.com

CSV

BUY NOW
8 free runs left

Results

Avg. Monthly Sales

1,397

Avg. Sales Rank

6,882

Avg. Price

\$283.55

Avg. Reviews

798

Visibility Score

N/A

Niche Score

N/A

Niche History

Hide

Tutorial

Niche Idea

★ #	Product Name	Brand	Product Score for PL	Product Score for Reselling	Sellers	Rank	Price	FBA Fees	Net Margin	Est. Sales	Est. Revenue	# of Reviews	RPR	Rating	LOS	Available From	Seller
★ 1	Nanit Plus - Smart Baby Monitor and Wall Mount: Camera with HD Vi...	Nanit - US	7	0	1	#15,236	\$249.95	\$43.02	83%	1,718	\$426,242	2488	\$171	4.6	77	N/A	MCH
		Profit Calculator		Product History		Get keywords			Find on Alibaba			Find on Google					Copy ASIN
★ 2	Owlet Cam Baby Monitor — Camera with Night Vision and Audio — ...	Owlet	7	10	9	#1,554	\$149.00	\$26.33	82%	1,480	\$204,139	478	\$427	4.1	72	11/17/20	FBA
★ 3	Nanit Pro Smart Baby Monitor & Floor Stand	Nanit - US	10	6	5	#6,701	\$379.99	\$68.12	82%	2,661	\$1,007,636	70	\$14,395	4.4	70	02/14/21	AMZ
★ 6	Nanit Pro Smart Baby Monitor & Wall Mount	Nanit - US	10	2	17	#432	\$259.38	\$41.46	84%	880	\$210,115	71	\$2,959	4.3	68	02/15/21	AMZ
★ 9	Nanit Complete Monitor System with Breathing Motion Plus Wall Mo...	Nanit - US	7	5	11	#6,779	\$282.98	\$55.88	80%	1,370	\$452,086	497	\$910	4.5	77	N/A	AMZ
★ 10	Nanit Plus - Smart Baby Monitor and Floor Stand: Camera with HD V...	Nanit - US	6	3	3	#10,591	\$379.99	\$68.57	82%	273	\$99,937	1183	\$84	4.6	77	N/A	AMZ

Cash Flow

Assumptions for the above graphs:

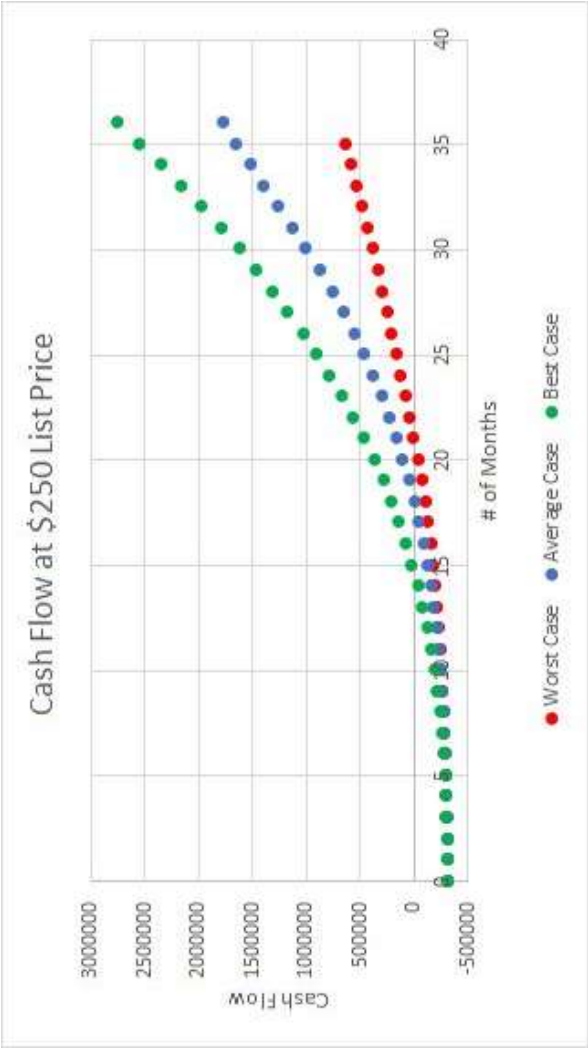
- \$250 listing price
- \$50 production cost
- All items sold online through Amazon or personal website
- Initial deficit of \$300,000
- Does not take inventory and time to sell into account
- 8% of all our profit is put back into advertising

Key Observations:

- Worst case has us break even around month 22
- Average case breaks even around month 18
- Best case Breaks even around month 14

By the end of year 3:

- Worst case has an average of 26k per month
- Average case has an average of 60k per month
- Best case has an average of 85k per month



QUESTIONS?

Citations

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