



TWINKLE

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# PROBLEM



"In a world filled with challenges, the human being remains the core driver of health, economy, and industry. Yet, we often overlook one of the most crucial aspects of their life: sleep. Sleep disorders lead to reduced productivity, increased accidents, strained social relationships, weakened immunity, and memory problems. These issues not only impact individual health but also result in massive economic losses. Improving sleep quality means a more focused, happier individual, a stronger economy, and a more stable society. Our idea aims to deliver smart, innovative solutions to analyze and enhance sleep, creating a positive impact on all aspects of daily life."

# Solutions

## SMART ALARM

Wakes you up at the optimal point in your sleep cycle to ensure you feel refreshed and alert, reducing grogginess and enhancing productivity

## Sleep Tracking and Insights

Tracks your sleep cycles using AI-powered algorithms to analyze light, deep, and REM stages, providing actionable insights and personalized tips to improve your sleep quality

## AI\_POWERDED

A conversational AI helps resolve minor sleep issues, offers guided relaxation exercises, and tailors solutions to your unique sleeping habits for a restful experience.

## DR.RECOMMENDATION

Identifies potential sleep disorders through advanced analysis and connects you with specialists for expert guidance when needed.

# Target Audience

Sleep clinics

Fitness Enthusiasts

Smartwatch Owners

Busy Professionals

Individuals with Sleep Issues

Travelers and Shift Workers

Health organizations

health conscious individuals

# Value Propositions

- Smart alarm system
- Health monitoring
- Better sleep quality
- Daily productivity boost
- Preventive Healthcare
- AI powered sleep Assistance
- doctor recommendation and support



A stylized illustration of a city at night. The foreground features dark buildings with glowing windows, some with small figures inside. In the background, a city skyline is visible against a sky transitioning from deep blue to warm orange and red hues near the horizon. A large, bright white circle representing the moon is positioned in the upper left, and two smaller, four-pointed star shapes are in the upper right. The overall atmosphere is dreamlike and celebratory.

Thank  
you

# Business Model Canvas

## KEY PARTNERS

- Sleep specialists
- AI developers
- Doctors
- Wearable device manufacturer
- Marketing agencies

## KEY ACTIVITIES

- AI algorithm development
- App development
- Dynamic Alarm Customization
- Real-time Analysis
- Data Analytics
- Smart watch Integration
- Data Visualization

## KEY RESOURCES

- AI Technology
- Smartwatch Device
- Mobile App Platform
- Data Analytics
- Team
- Partnerships

## VALUE PROPOSITIONS

- Personalized sleep recommendations
- Smart alarm system
- Health monitoring
- Preventive healthcare
- Daily productivity boost

## CUSTOMER RELATIONSHIPS

- Customized Sleep Plans
- Smart Suggestions
- Progress Reports
- Doctors recommendations

## CUSTOMER SEGMENTS

- Fitness Enthusiasts
- Sleep clinics
- Individuals with Sleep Issues
- Travelers and Shift Workers
- Smartwatch Owners with Wellness Goals
- Busy Professionals in High-Stress Jobs

## CHANNELS

- Mobile App Stores
- Social Media
- Digital Ads
- Content Marketing
- Partnerships

## COST STRUCTURE

- Development Costs
- Marketing Costs
- Compliance Costs
- Hardware devices [smart watch]
- Data Licensing

## REVENUE STREAMS

- Smartwatch Sales
- Subscription Model
- Partnership Revenue

# Competitive Analysis

	Twinkle	Sleep cycle	pillow	sleep wave	whoop fitbit
sleep tracking	✓	✓	✓	✗	✓
recommended doctors	✓	✗	✗	✗	✗
AI Assistant	✓	✗	✗	✗	✗
smart Alarm	✓	✗	✓	✓	✗