

SleepWell

Building better habits

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Lack of sleep effect

- Permanent loss of brain cells and decreased brain activity
- Decline cognitive performances
- Increases the risk of disease



Lack of sleep

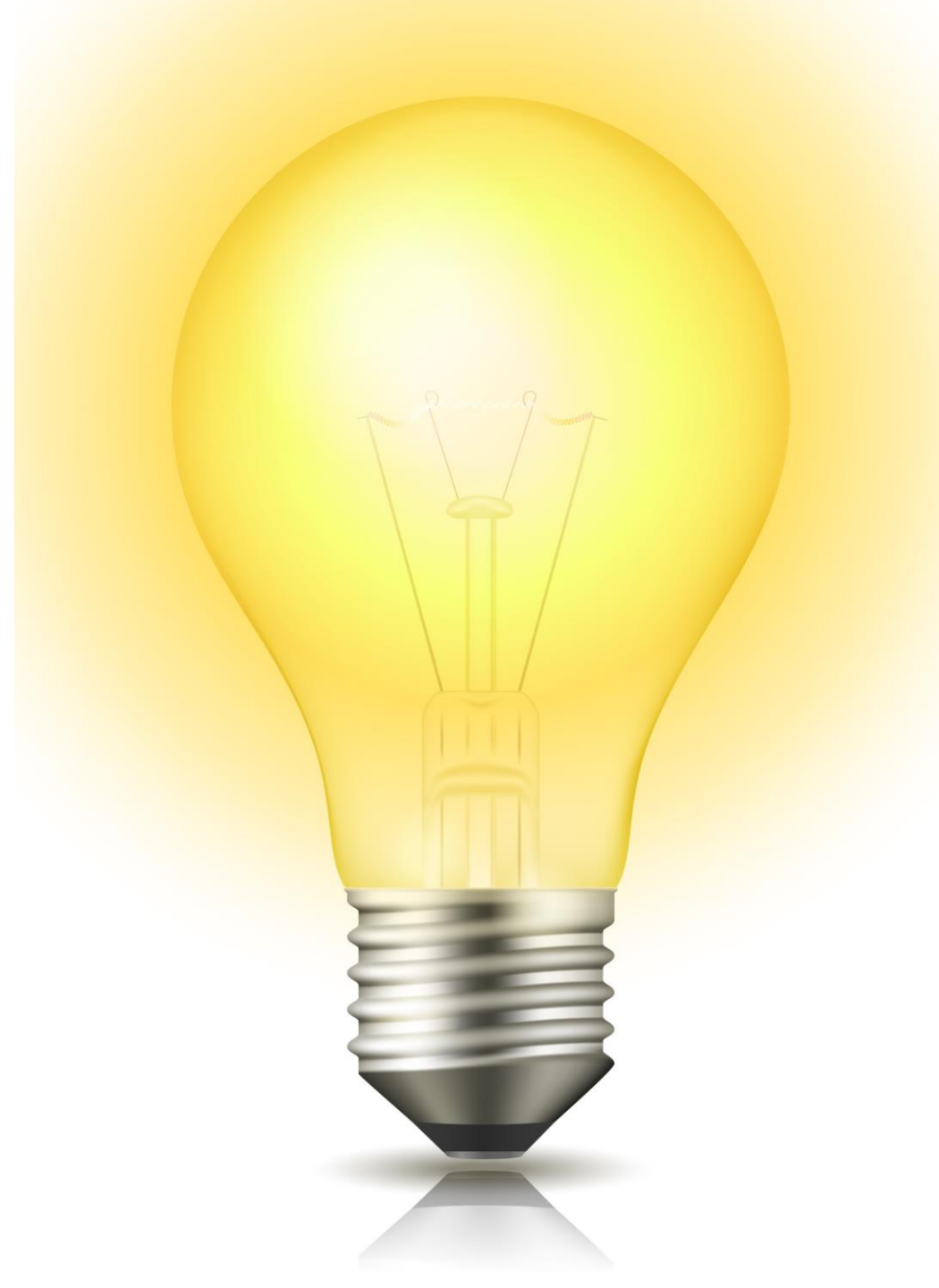
- Affects **35-40%** of the adult population [1]
- Costs businesses **150 Billions / year** due to absenteeism, workplace accidents, and other lost productivity (US only) [2]
- Research show **13% of workplace injuries** can be attributed to the fatigue [3]



- [1] Hossain JL, Shapiro CM. The prevalence, cost implications, and management of sleep disorders: An overview. *Sleep and Breathing*. 2002;6(2):85–102
- [2] Sleep Disorders Create Growing Opportunities for Hospitals. *Health Care Strategy Management*. 2001;19(2):16–17.
- <https://www.nsc.org/workplace/safety-topics/fatigue/fatigue-reports>

SleepWell

- Gamified Platform
 - Sleep Routine Tracking
 - Challenges
 - Protect employee anonymity
 - Rewards – discount, gift voucher and more.



Example : 100 people company



Sleep Deprivation: 33 % Affected



Cost per User per Year : \$2280

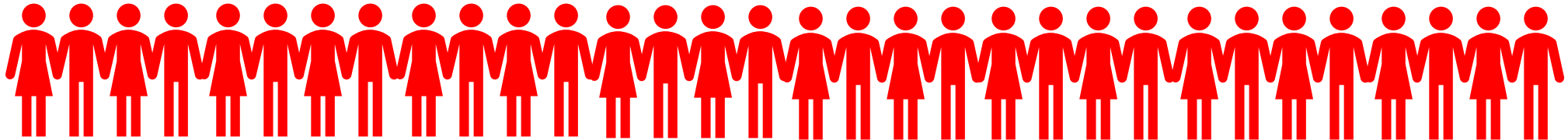
Absenteeism

Error

Increased accident rate

Presenteeism

Example company: **CHF 76'000** lost



App Adoption & Improvement : 10%

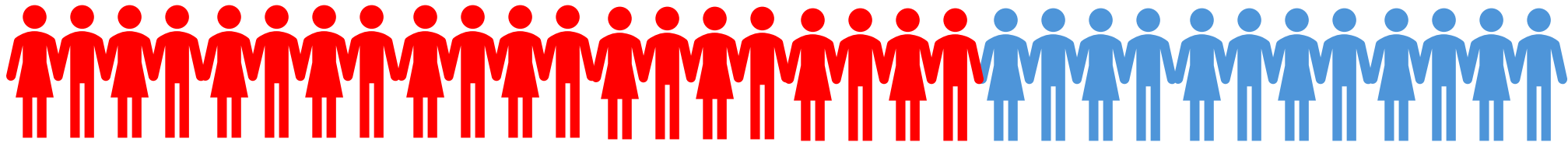
Avoided loss of productivity with 10% user participation

22'800 CHF

SleepWell (100 licenses, 1yr)

- 5400 CHF

Total economy : 17'400 CHF



Operation

1. Employees uses SleepWell as an alarm clock
2. Employees get rewarded for keeping a consistent night schedule
3. Employees can exchange their points for rewards like vouchers

Demo



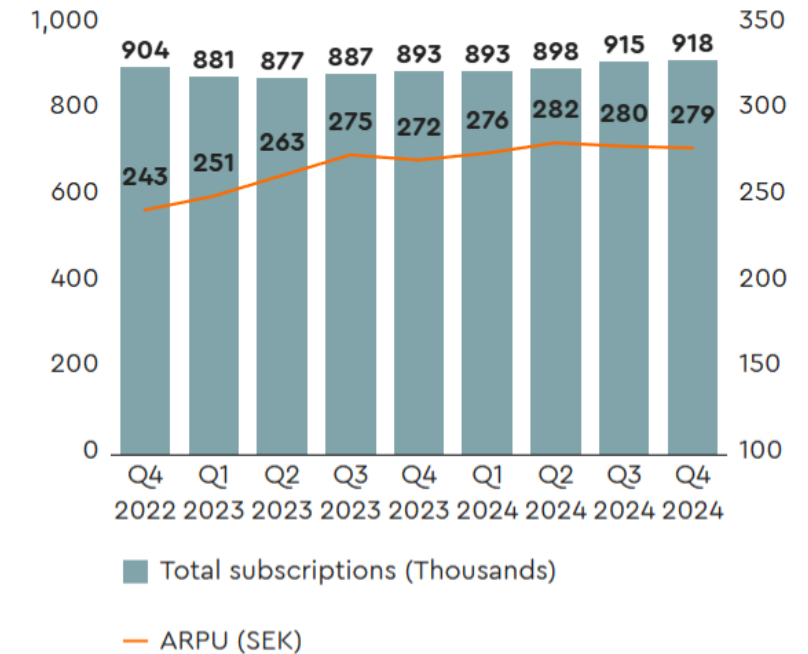
Why use SleepWell ?

- Show your genuine commitment to employee well-being
- Motivation through incentives
- Stronger collaboration
- Employee Well-being



Market

- **New trend** : AI-Powered Sleep Tracking and Analysis
 - New sleep research emerging countries : China, India
- **Market growth** :
 - Increasing cases of sleep-related disorder
 - Rising awareness of sleep's impact on health
 - CAGR 13.8% during the forecast period (2025–2033)
- **Competition** :
 - Sleep Cycle (B2C)



** Average annual subscription revenue per subscriber during the period*

Business Model

- **B2B Subscription Model:**
 - Companies pay a monthly fee per employee (2CHF–7CHF per employee/month)
- **Corporate Partnerships:**
 - Collaboration with wellness brands, fitness trackers, and health insurance providers for integrations and sponsorships.
 - Voucher and rewards sponsored by partnership
- **In-App Reward Marketplace:**
 - Employees exchange points for gift vouchers

Costs Estimates

- **Projected Revenue Scenarios** (assuming an **average of 50 employees** per business):
 - 100 businesses (5,000 employees) → 120'000 CHF to 420'000 CHF per year
 - **500 businesses (25,000 employees) → 600'000 CHF to 2'100'000 CHF per year**
 - 1,000 businesses (50,000 employees) → 1'200'000 CHF to 4'200'000 CHF per year
 - 5,000 businesses (250,000 employees) → 6'000'000 CHF to 21'000'000 CHF per year
- **Projected Costs:**
 - Development & Maintenance: 500'000 CHF / year.
 - Marketing & Sales: 200'000 CHF / year.
 - Operational Costs: 100'000 CHF / year.
 - **Total** : 800'000 CHF / year
- **First profits** : ~ 500 businesses, 25'000 employees

Financing

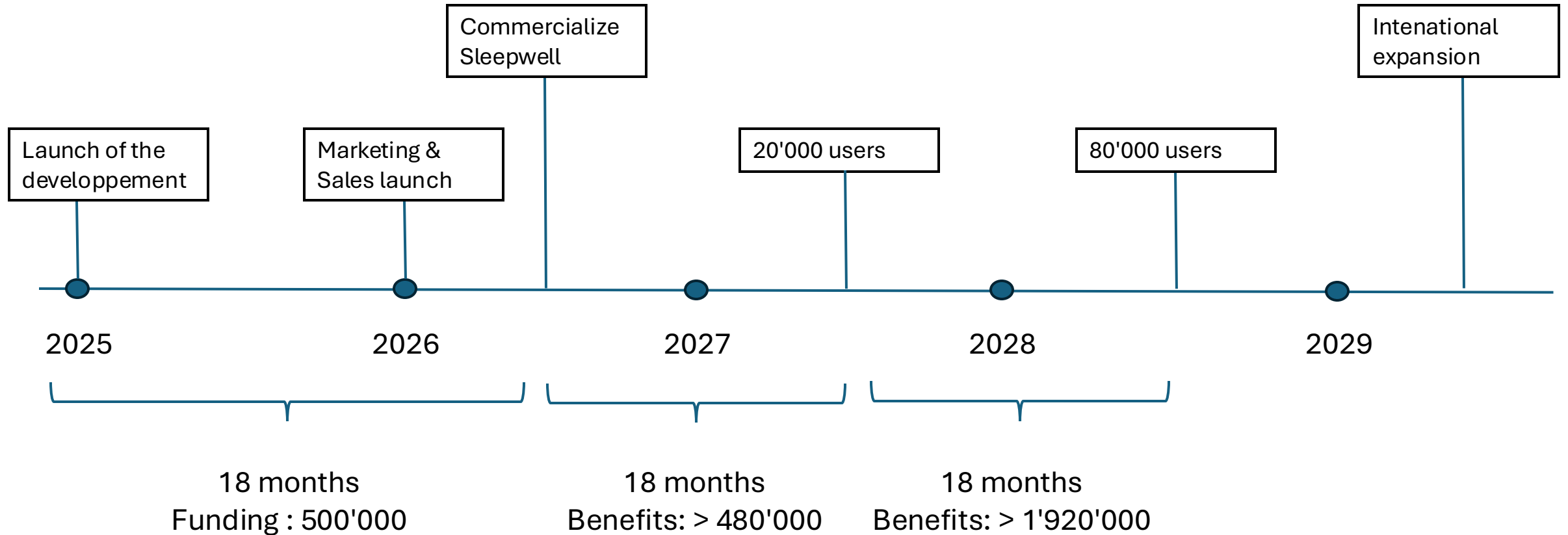
- **Seed Funding:** Targeting 500'000 CHF for 18 months of development
- **Funding Sources:**
 - Angel investors & venture capitalists
 - Government grants & health tech accelerators
 - Corporate partnerships
- **Break-even Point:** Estimated with 10,000 users onboarded on 2027

Total Addressable Market

- Total companies in switzerland : 619'946
- Target companies : SMEs or bigger
 - Total SMEs or bigger : 11395
- 10% of the swiss market
 - 1139 companies with more than 50 employees
 - Incomes per year (2CHF): 1'366'800 CHF
 - Incomes per year (7CHF): 4'783'800CHF

Taille des entreprises ▾	Entreprises ▾	Emplois ▾
Total des entreprises	619'946	4'758'260
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Sous-total PME (1-249)	618'170	3'159'855
Micro-entreprises (1-9)	556'360	1'191'596
1 emploi	325'713	325'713
2 emplois	84'374	168'748
3 - 4 emplois	81'298	275'406
5 - 9 emplois	64'975	421'729
Petites entreprises (10-49)	52'191	1'008'744
10 - 19 emplois	33'389	445'634
20 - 49 emplois	18'802	563'110
Moyennes entreprises (50-249)	9'619	959'515
50 - 99 emplois	6'037	415'361
100 - 199 emplois	2'977	409'793
Grandes entreprises (250+)	1'776	1'598'405
250 - 499 emplois	1'011	343'285
200 - 249 emplois	605	134'361
500 - 999 emplois	438	308'158
1'000 ou plus emplois	327	946'962

Evolution Timeline



Our Team

- **Yannis Charalambidis** – Product Development Lead
 - **Sélien Wicki** – Developement & Partnerships
 - **Coralie Beuchat** – Development & User Experience
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- **Business and Management expert**
 - **Marketing expert**

Thank you for your attention

And welcome to SleepWell

- <https://pmc.ncbi.nlm.nih.gov/articles/PMC5627640/>
- https://en.wikipedia.org/wiki/Sleep_deprivation
- <https://straitsresearch.com/report/sleep-tech-market>
- <https://www.touteleurope.eu/economie-et-social/les-entreprises-dans-l-union-europeenne/> (TAM)
- <https://www.kmu.admin.ch/kmu/fr/home/savoir-pratique/politique-pme-faits-et-chiffres/chiffres-sur-les-pme/entreprises-et-emplois.html> (TAM suisse)