



TRANQUIL BAND

Band of Bliss



Problem



Stress
Headaches
Migraines

live with the pain
or medication



Pills
DIY
Neurostimulators
Compression Bands
Meditation
Music

Not portable
Interfere with work
Side Effects
Discomfort



People are moving away from frequently using
medication and striving for natural health
solutions

Source: Mintel-OTC Pain Management, 2023

Tranquil Band

Solution

Stress, headache
and migraine
management
solution

Portable



Comfortable



Easy to Use



No side effects



Inexpensive



Effective pain
and stress relief

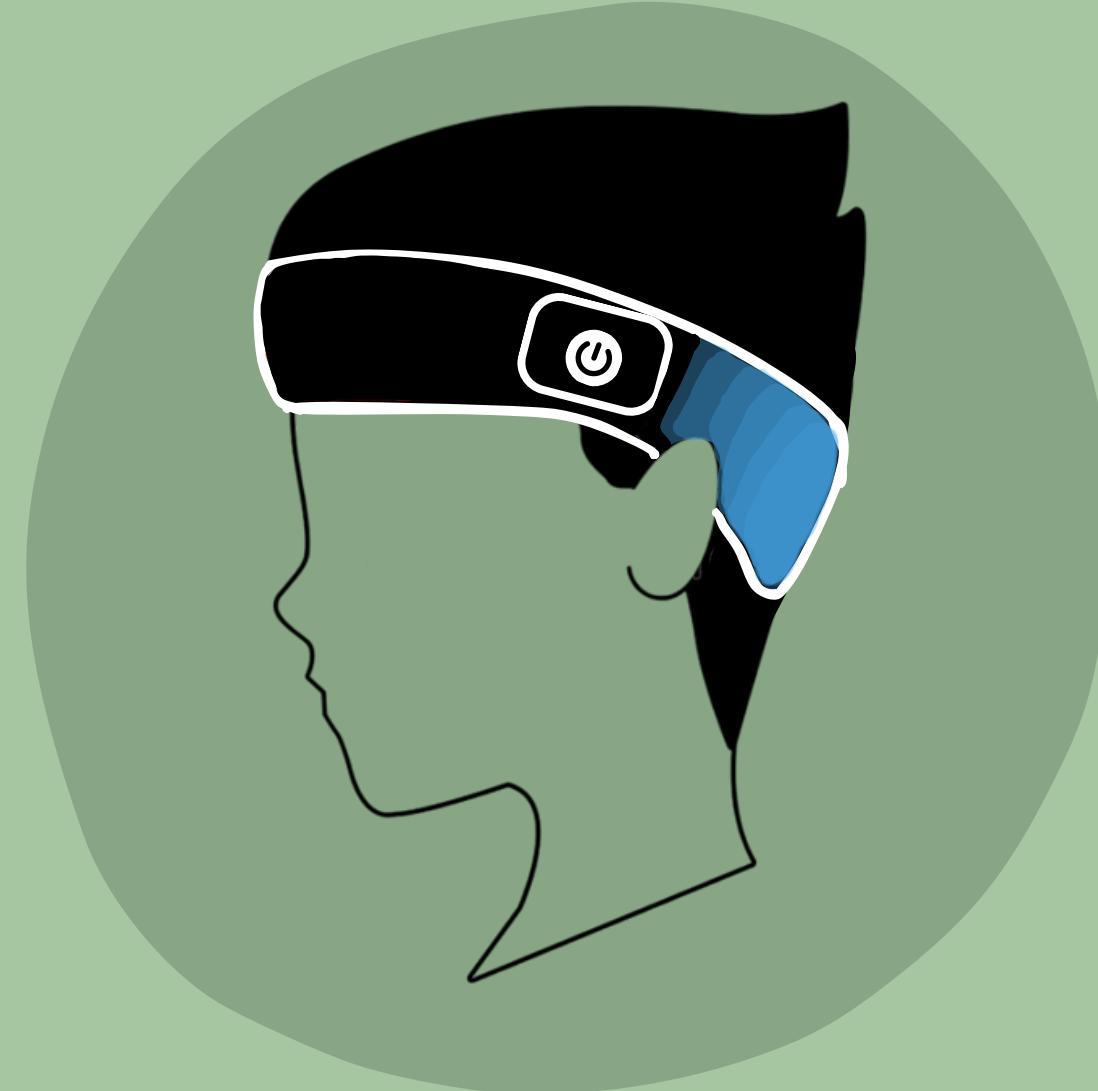


Tranquil Band

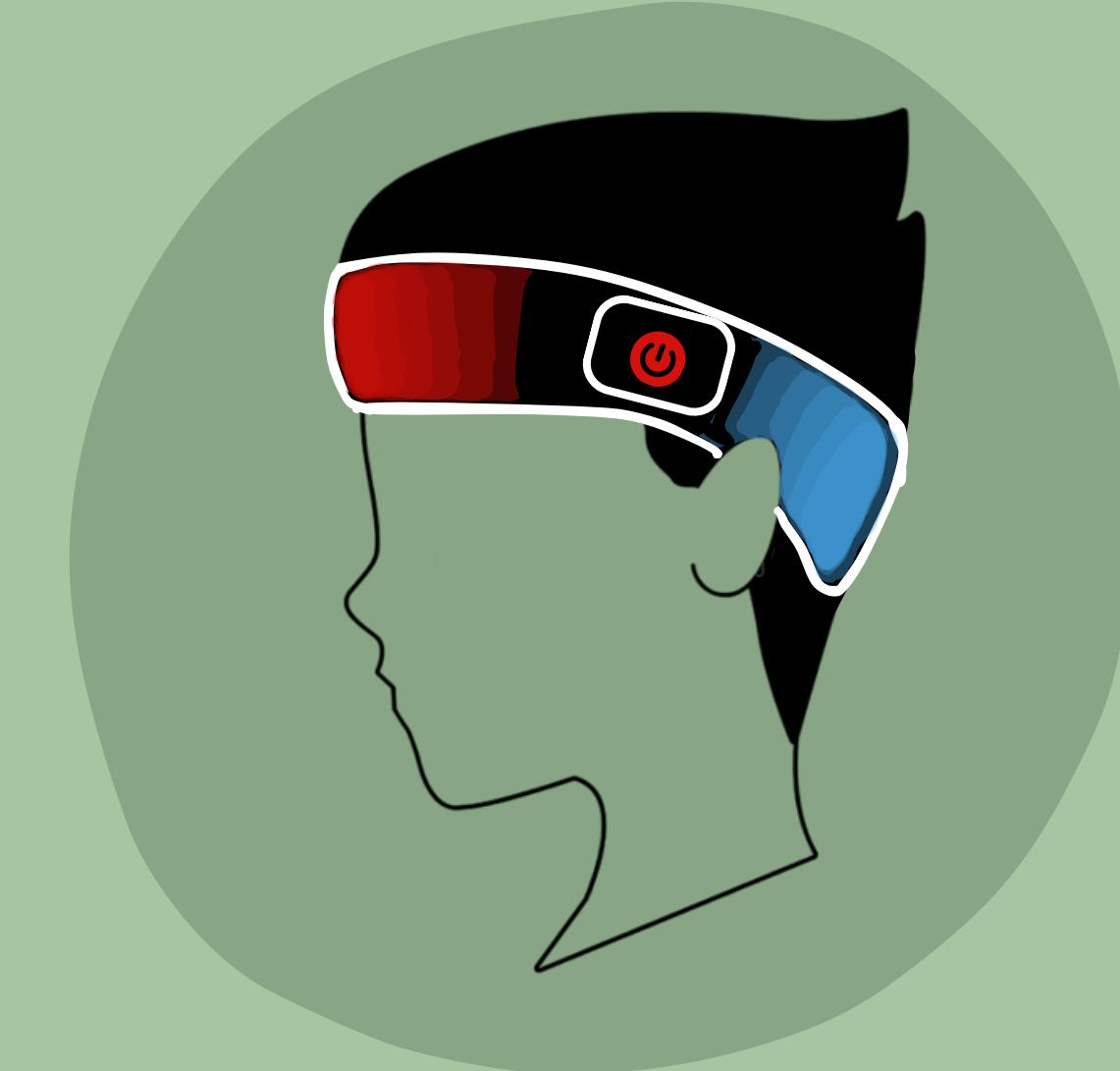
Product



Press the blue part of
the band to activate
cooling gel



Wear the band with the
blue part on the base
of the head



Turn on the power
button to activate the
heating pad

Tranquil Band

Current Market Landscape

Stress relief devices:
Market Size:
2.2B \$

CAGR:
9.3%

Source: BCC Research-Stress management Industry Report, 2020

Migraine/Headache relief devices:
Market Size:
315M \$

CAGR:
4.7%

Source: BCC Research-Global market for pain management drugs and devices, 2023

Corporate Wellness:
Stress solutions
Market Size:
7.68B \$

CAGR:
7.7%

Source: BCC Research-Corporate Wellness Global Market, 2021

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Market Size

10.19B\$

5.82B\$

81.7M\$

TAM

Stress relief device market NA +
Headache/Migraine device market NA + 5%
Corporate Wellness Program share

SAM

Considering US population ratio to NA region and
market numbers for NA from TAM

SOM

Considering market share of TranquilBand as 5%
for stress devices, 8% for headache/migraine
devices and 2% for Corporate Wellness Programs

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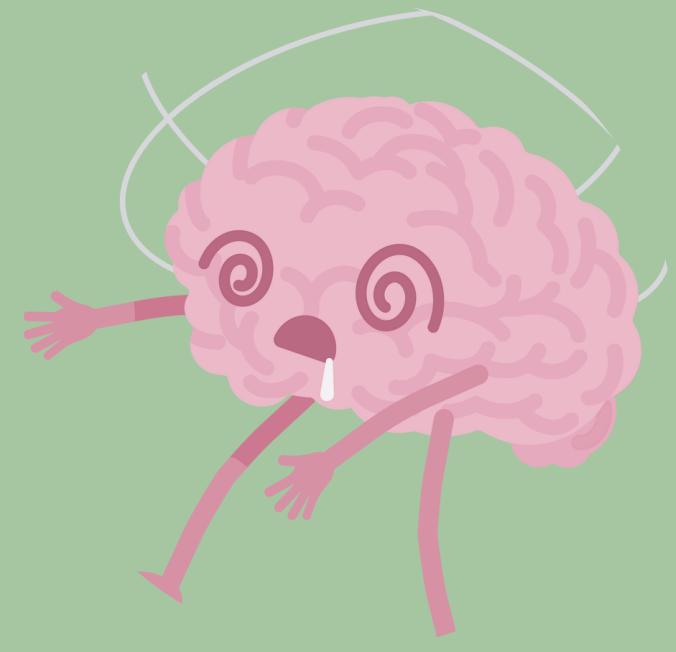
Target Market



Stressed Individuals
Working professionals,
Students
Price sensitive, B2C
Unique needs- stress
management, calming ,
relaxation



Headache sufferers
Any age, demographic
Price sensitive, B2C
Unique needs- Pain relief



Migraine sufferers
Any age, demographic
Price sensitive, B2C
Unique needs- Fast Pain
relief



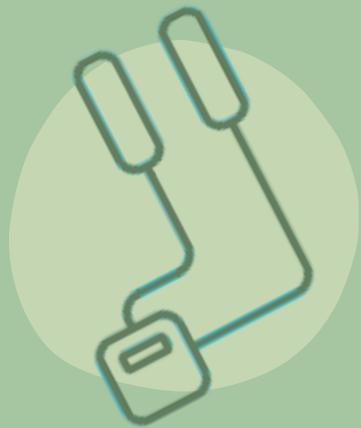
Corporate wellness
Working professionals
Price sensitive, B2B
Unique needs- calming,
relaxation

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Competition



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Neuro Device



Pills



Compression Bands



Relaxation Music

Comfort /
Ease of use



No side effects



Fast relief



Relaxing
effect



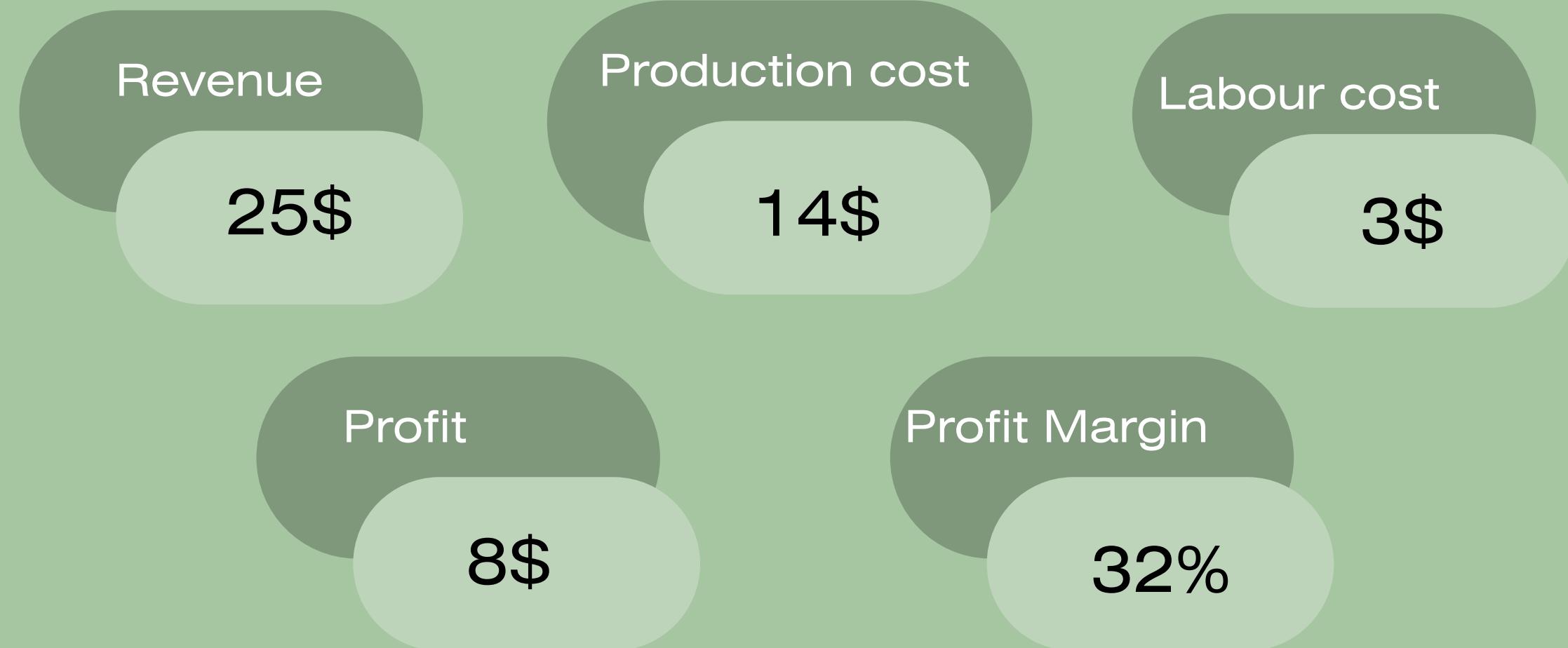
Lesser cost



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Revenue Model

Per unit band:



Product Model

Average Sale : 1/ 5 yr period

Average Sales Cycle: 1 week

Customer Acquisition Cost: \$1.5

Customer Lifetime Value: \$70*

Discounts: Corporate pricing,
Small Commissions for promoters

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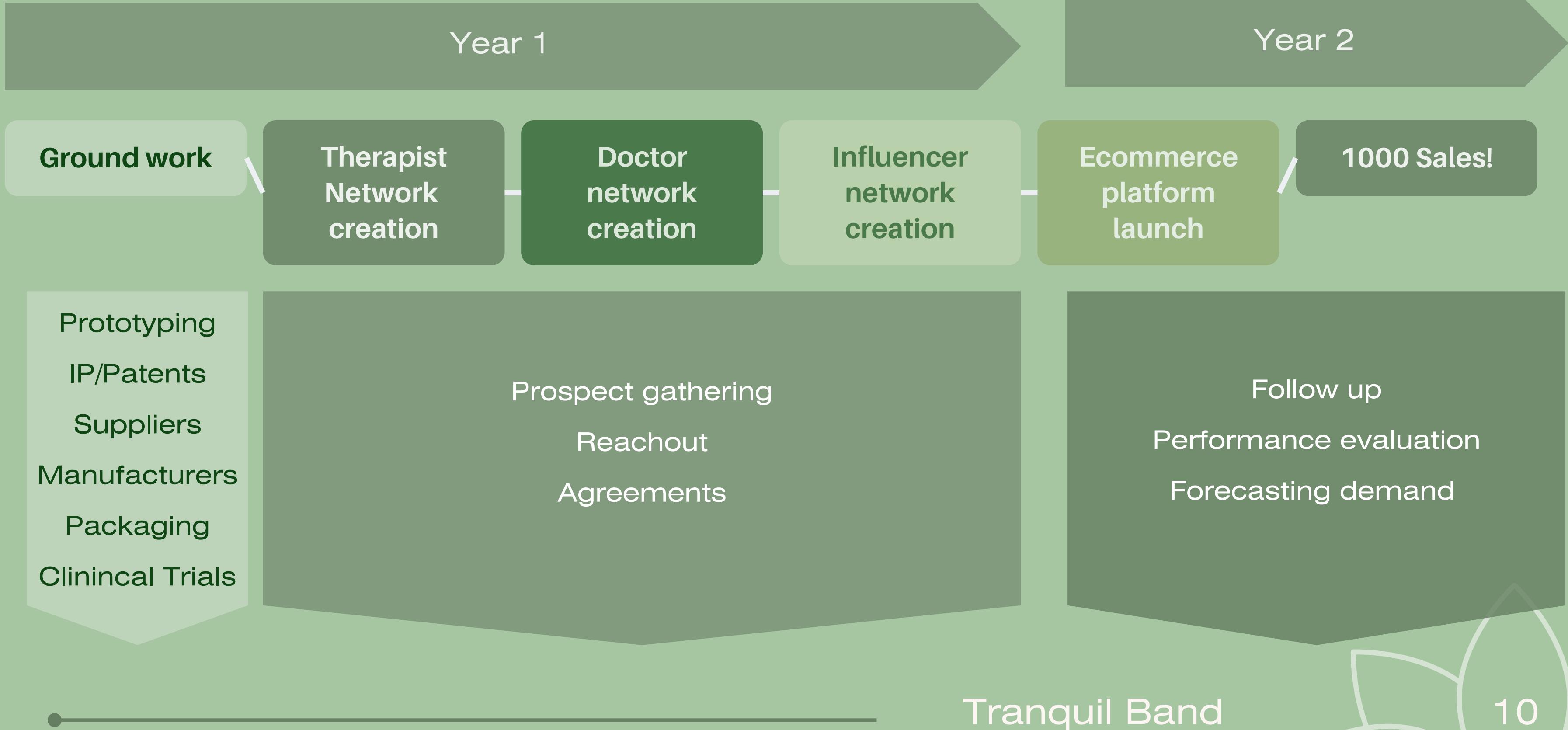
**Assuming avg age of customer is 35 and 8 purchases in a lifetime

Marketing Strategy



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Go to market



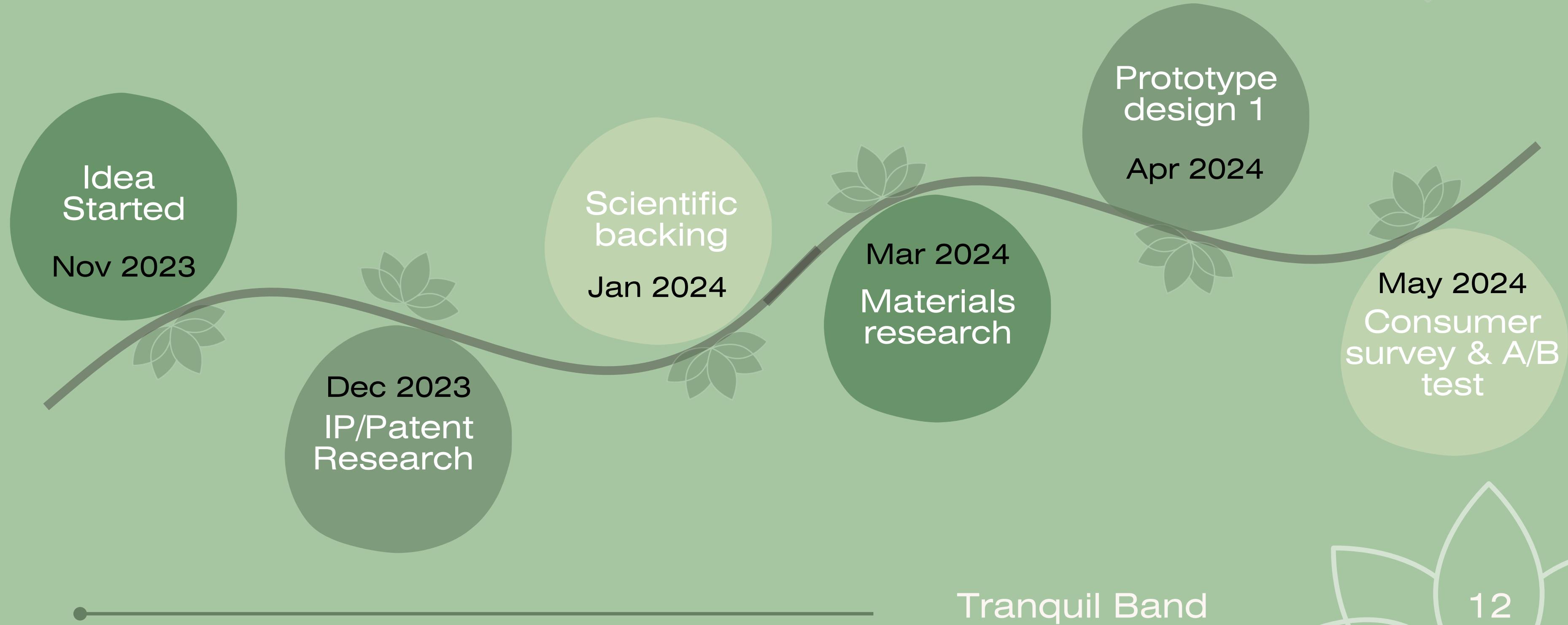
Financial Projection

Breakeven

	Year 1	Year 2	Year 3	Year 4	Year 5
Sales	0	1000	10000	24000	40000
Cost per unit	25	25	25	25	25
Revenue	0	\$25,000	\$250,000	\$600,000	\$1,000,000
COGS	0	(\$14,000)	(\$140,000)	(\$312,000)	(\$520,000)
Gross Profit	0	\$11,000	\$110,000	\$288,000	\$480,000
Gross Margin	0	0.44	0.44	0.48	0.48
OPEX	(\$1,000)	(\$11,000)	(\$86,000)	(\$104,000)	(\$267,000)
EBITA	(\$1,000)	\$0	\$24,000	\$184,000	\$213,000

Tranquil Band

Traction



Team



Lalitha Bhupalam

CEO

MS Business
Analytics
UCI

Ex-Infra Engg 2
American Express



Ashni Sundani

COO

MS BioTech
Mgmt
UCI

Ex-Research scientist
Yashraj Biotech



Sindu Bhavanam

CFO

MS Business
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Ex- Sr. Financial
Analyst
University of Sydney



Ashish Chander

CTO

MS Computer
Science
NC State

Ex-Software Engg
Oracle

Advisors



**Dr. Paul M
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Managing
Director

Paul M. Wendee
& Associates,
LLC



**Matthew
Ngyen**

MD/MBA
candidate



**Erika
Peratoner**

MD/MBA
candidate

Summary

Tranquil Band aspires to create a world where relaxation is accessible to everyone, anytime, and anywhere

Effective

Comfortable

Easy



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BAND

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Tranquil Band



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Appendix- Patents

[USD988526S1 - Ice head wrap - Google Patents](#)

[US5843145A - Reusable hot/cold temperature pack - Google Patents](#)

[US6656210B1 - Therapeutic hot/cold pack receptacle and wrap - Google Patents](#)

[US8226698B2- Therapeutic cranial wrap for a contrast therapy system- Google Patents](#)

No existing patents for a band with two parts providing hot and cold therapy for reducing headaches/migraines/stress.

Trademark Search- No Trademarks for “TRANQUIL BAND”

Appendix-Scientific backing

Randomized Controlled Trial: Targeted Neck Cooling in the Treatment of the Migraine Patient - PMC (nih.gov)

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3727573/>

Comparing the Effect of Heat and Cold Therapy on the Intensity of Nitrate Induced Migraine Type Headache in Cardiac Inpatients: A Randomized Controlled Trial - PubMed (nih.gov)



Appendix- Materials



Red part- Rechargeable heating element
that is used in electric heating neck scarfs.
5V current. USB charging

Blue part - pressure activated cooling pad
Gel is water-based with a polymer. When
it's activated by pressure, it pulls the heat
from the body based on endothermology -
a chemical change that is accompanied by
an absorption of heat.

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Appendix- Vasoregulation



Heated part on the forehead causes vasodilation in the forehead region.

Cooled part on the back of the head and neck causes vasoconstriction in that region.

This ensures that oxygenated blood supply to the head and brain is at maximum optimum and stays that way for enough time which reduces stress and pain.

Appendix-Market Size TAM

TAM for stress relief devices in NA: \$2.2 billion

TAM for headache and migraine relief devices in NA: \$315 million

TAM for corporate wellness programs involving stress management in NA: \$7.68 billion

Population ratio of USA to NA: 0.571

Total TAM for North America:

Total TAM NA = TAM_stress_NA + TAM_headache+migraine_NA + TAM_corporate stress management_NA

Total TAM NA = \$2.2 billion + \$315 million + \$7.68 billion

Total TAM NA = \$10.195 billion

Appendix-Market Size SAM

SAM for stress relief devices in the USA:

$$\text{SAM}_{\text{stress}}_{\text{USA}} = \text{TAM}_{\text{stress}}_{\text{NA}} * (\text{Population ratio of USA to NA})$$

$$\text{SAM}_{\text{stress}}_{\text{USA}} = \$2.2 \text{ billion} * 0.571 \approx \$1.2562 \text{ billion}$$

SAM for headache and migraine relief devices in the USA:

$$\text{SAM}_{\text{hm}}_{\text{USA}} = \text{TAM}_{\text{hm}}_{\text{NA}} * (\text{Population ratio of USA to NA})$$

$$\text{SAM}_{\text{hm}}_{\text{USA}} = \$315 \text{ million} * 0.571 \approx \$179.865 \text{ million}$$

SAM for corporate stress management devices in the USA:

$$\text{SAM}_{\text{csm}}_{\text{USA}} = \text{TAM}_{\text{csm}}_{\text{NA}} * (\text{Population ratio of USA to NA})$$

$$\text{SAM}_{\text{csm}}_{\text{USA}} = \$7.68 \text{ billion} * 0.571 \approx \$4.38648 \text{ billion}$$

$$\text{Total SAM} = \text{SAM}_{\text{stress}}_{\text{USA}} + \text{SAM}_{\text{hm}}_{\text{USA}} + \text{SAM}_{\text{csm}}_{\text{USA}}$$

$$\text{Total SAM} = \$1.2562 \text{ billion} + \$179.865 \text{ million} + \$4.38648 \text{ billion} \approx \$5.822545 \text{ billion}$$

Appendix-Market Size SOM

SOM for stress relief devices:

$$\text{SOM}_{\text{stress}} = \text{TAM}_{\text{stress NA}} / \text{Total TAM NA} * 0.05$$

$$\text{SOM}_{\text{stress}} = \$2.2 \text{ billion} / \$10.195 \text{ billion} * 0.05 \approx 0.0108$$

SOM for headache and migraine relief devices:

$$\text{SOM}_{\text{hm}} = \text{TAM}_{\text{hm NA}} / \text{Total TAM NA} * 0.08$$

$$\text{SOM}_{\text{hm}} = \$315 \text{ million} / \$10.195 \text{ billion} * 0.08 \approx 0.000246$$

SOM for corporate stress management devices:

$$\text{SOM}_{\text{csm}} = \text{TAM}_{\text{csm NA}} / \text{Total TAM NA} * 0.02$$

$$\text{SOM}_{\text{csm}} = \$7.68 \text{ billion} / \$10.195 \text{ billion} * 0.02 \approx 0.003012$$

$$\text{Total SOM} = \text{SOM}_{\text{stress}} + \text{SOM}_{\text{hm}} + \text{SOM}_{\text{csm}}$$

$$\text{Total SOM} = 0.0108 + 0.000246 + 0.003012 \approx 0.014058$$

Total SOM for the USA:

$$\text{Total SOM}_{\text{USA}} = \text{Total SOM} * \text{Total SAM}$$

$$\text{Total SOM}_{\text{USA}} = 0.014058 * \$5.822545 \text{ billion} \approx \$81.753618 \text{ million}$$

Appendix-Financials

	Year 1	Year 2	Year 3	Year 4	Year 5
Prototyping	850	0	0	0	0
Marketing	0	0	0	0	0
Provisional Patent	150	0	0	0	0
Production Costs	0	14,000	140,000	312,000	520,000
Warehouse Costs	0	500	1,500	3,000	5,000
Labour	0	3,000	30,000	72,000	120,000
Marketing	0	5,000	15,000	20,000	30,000
R and D	0	2,000	10,000	10,000	10,000
Reinvestment	0	4,000	4,000	4,000	4,000
Ecommerce platform	0	500	1,000	2,000	3,000
Salaries	0	0	30,000	50,000	100,000

Thank
you very
much!

We aspire to create a world
where relaxation is
accessible to everyone,
anytime, and anywhere



Lalitha Bhupalam
Sindhu Bhavanam
Ashni Sundani



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