



# TRANQUIL BAND

BAND OF BLISS



## OUR MISSION

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Our mission at TranquilBand is to revolutionize stress relief and relaxation techniques by providing an innovative solution that combines convenience with effectiveness.

## THE PROBLEM

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In today's fast paced world, factors which cause stress are on the rise. More than **three-quarters of adults report symptoms of stress, including headache, tiredness, or sleeping problems.** (American Psychological Association, 2019) Current solutions come with **harmful side effects, do not reduce pain effectively and cannot be a viable daily self-care ritual.**

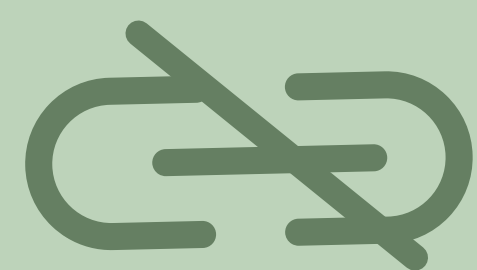
## OUR SOLUTION

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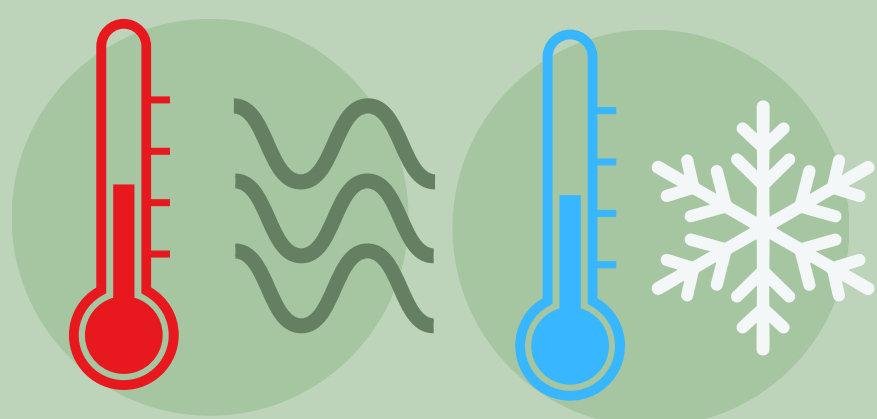
Our velcro headband features two gel pads, one infused with cooling gel for the neck and the other with heat gel for the forehead. This innovative design provides targeted relief to key stress points using the principle of vasoconstriction and vasodilation.

Detach and remove the two gel pads from the velcro band.

STEP 1



STEP 2



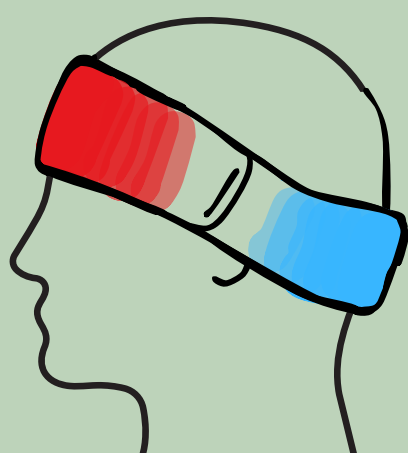
Place the cold gel pad in the freezer for few mins. Heat the hot gel pad in the microwave until warm enough.

Reattach the gel pads back in their places in the velcro band.

STEP 3



STEP 4

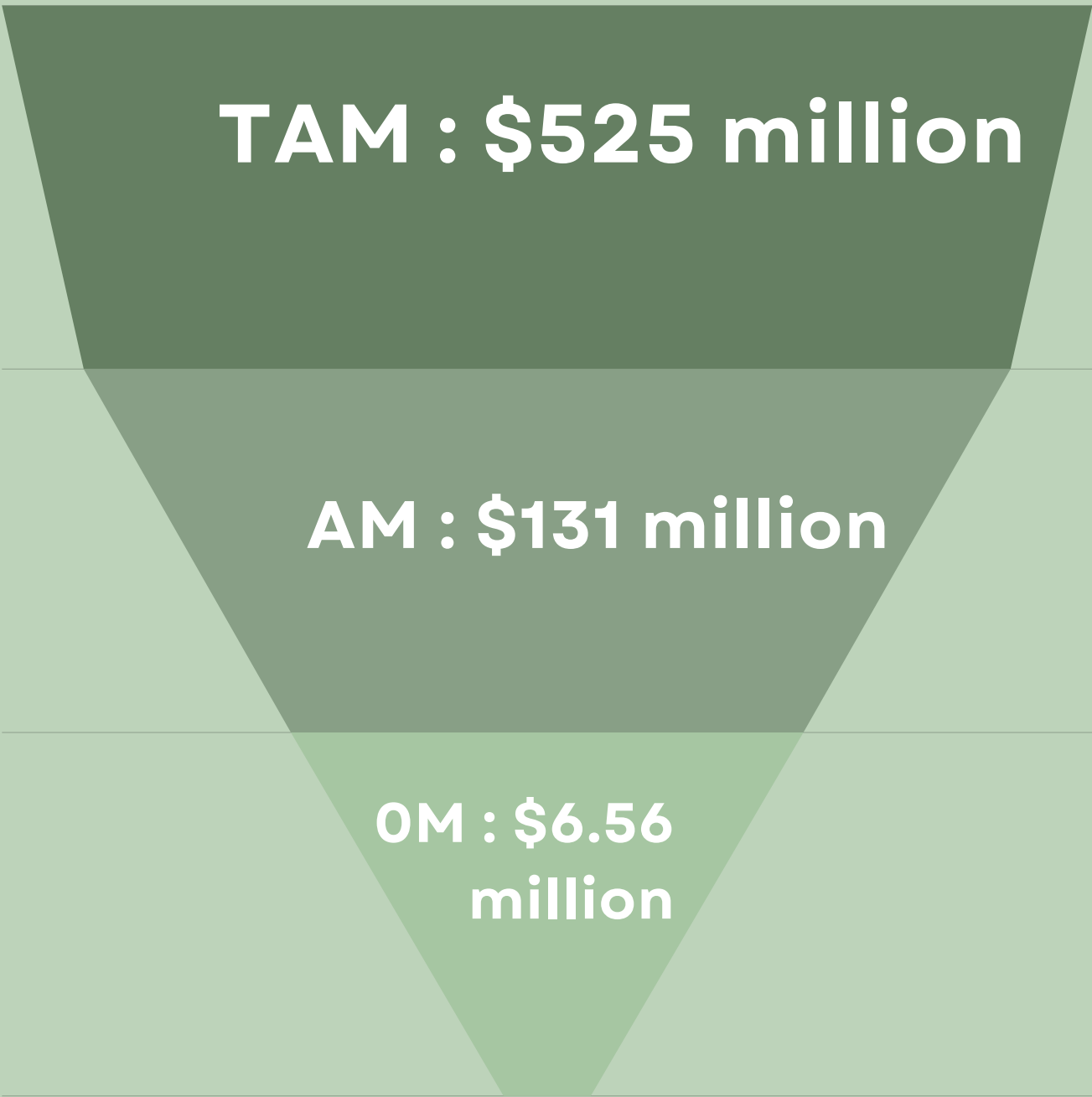
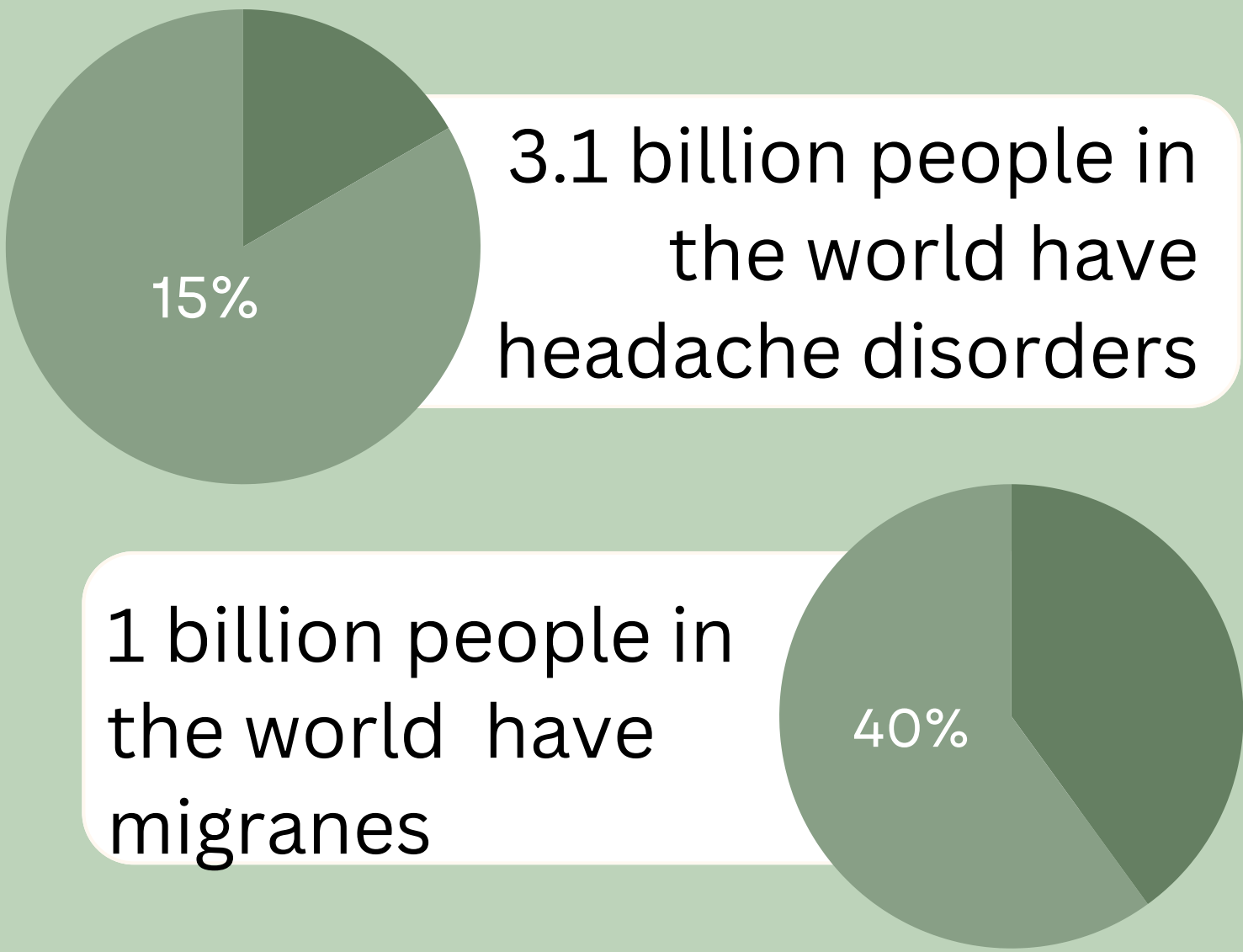


Wrap the band with cool part by the base of your head close the neck and hot part on your forehead. Adjust the size. Relax.

## MARKET POTENTIAL

- Migraines affect over 35 million people in the United States.
- The current stress level experienced by Americans is 20 percentage points higher than the global average.

## MARKET SIZE



## COMPETITION

Competitor	Comfortable	Fast pain relief	No side effects	Easy to use	Relaxing Effect	Daily Use
TranquilBand						
Pills						
Meditation music						
Compression band						



## DISTRUBITION

Through **online channels** such as our **e-commerce website** and popular online marketplaces.



Establish **partnerships with retail outlets** specializing in health and wellness products to reach a wider audience.

## ROADMAP



Year 1	Year 2	Year 3	Year 4	Year 5
Prototyping	Pilot(1000 units) Ecommerce	Retail and marketing	Corporate partnerships	Expansion
Cost: 1000	Cost:20,000	Cost: 150,000	Cost: 600,000	Cost: 1M
Revenue : 0	Revenue: 18,750	Revenue: 250,000	Revenue: 1M	Revenue:1.75M

## TEAM



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