**Title Slide**

**RestWell**  
*Reclaiming Sleep. Rebuilding Lives.*  
Sleep Health & Lifestyle Innovation for a Better Tomorrow

**2. The Problem**

* Sleep deprivation is a global health crisis.
* 1 in 3 adults don’t get enough sleep, contributing to anxiety, burnout, and chronic illness.
* Poor sleep impacts productivity, academic performance, mental health, and long-term well-being.

**3. The Opportunity**

* Growing demand for wellness solutions that go beyond fitness and diet.
* Increased public awareness of mental health and burnout.
* Governments and organizations are investing in sleep health as a pillar of preventive care.

**4. Our Solution: RestWell**

* A holistic, user-centered platform for sleep wellness.
* Combines personalized sleep plans, behavioral coaching, tech integration (wearables), and community support.
* Promotes long-term, sustainable change in sleep habits.

**Target Market**

* **University students** facing academic stress
* **Shift workers** with disrupted circadian rhythms
* **Corporate employees** combating burnout
* **Parents and caregivers** juggling daily fatigue

**6. Impact and Results**

* Pilot program: +35% in sleep hours, -50% in sleep-related anxiety
* Improved focus, emotional health, and academic performance
* Aligned with **SDG 3: Good Health and Well-Being**

**. Business Model**

* Freemium mobile app with premium content/coaching
* Institutional partnerships with schools, clinics, and businesses
* Data-driven insights offered through B2B subscriptions

**8. What Makes Us Different**

* Not just sleep tracking—*sleep transformation*
* Built with behavioral science and inclusive design
* Focus on community empowerment, not just individual change

**9. The Vision**

To shift the cultural mindset from **“sleep is optional”** to **“rest is essential.”**  
A future where everyone wakes up well.