SHADOW

COMMUNITY OF DREAMERS

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SHADOW IS A
MOBILE APPLICATION
THAT MEASURES SLEEP AND
QUANTIFIES DREAMS

THE PROBLEM

95% of all dreams are forgotten shortly after waking

THE SOLUTION

Create an alarm clock that records your dreams the moment you wake up

We want to innovate the native iOS clock,
we are building the first application that helps people
measure sleep and record and share their dreams.

USER EXPERIENCE

DATA

1.

WAKE UP AND RECORD

When the alarm goes off the microphone will begin recording or text input if you are not alone

KNOWLEDGE

2.

ARCHIVE AND DISCOVER

The audio file will be transcribed to text and archived to the app, then you can share or keep private

ACTION

3.

SHARE AND EXPLORE

Discover personal short and long term dream patterns, explore global dream themes

I.

WAKE UP

Escalating alarms gradually bring
you out of your sleep state

RECORD

There are two levels of audio guidance to help
you accurately dictate your dream

2.

ARCHIVE

Add images or icons to enrich the memory
of your dream

2.

DISCOVER

Overtime patterns will emerge;
the longer you use the more accurate and
powerful the experience becomes

3.

SHARE

Share the dream, choose how much to share;
its entirety or just a simple headline

EXPLORE

Explore the patterns, themes and emotions
experienced by others

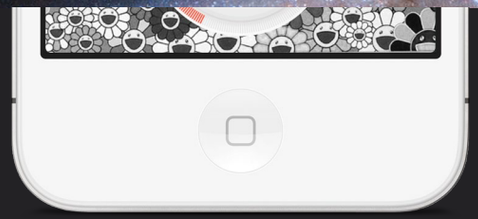
USER JOURNEY

SWIPE UP

SWIPE DOWN

PINCH IN

PINCH IN AGAIN



1.

CUSTOMIZATION
Custom artist and designer themes

REVENUE STREAMS EXPLORATION

2.

INTERPRETATION
Dream interpretation with trusted analysts

3.

CELEBRITY COLLABORATIONS
Collaborate with celebrities for alarm themes and dream access

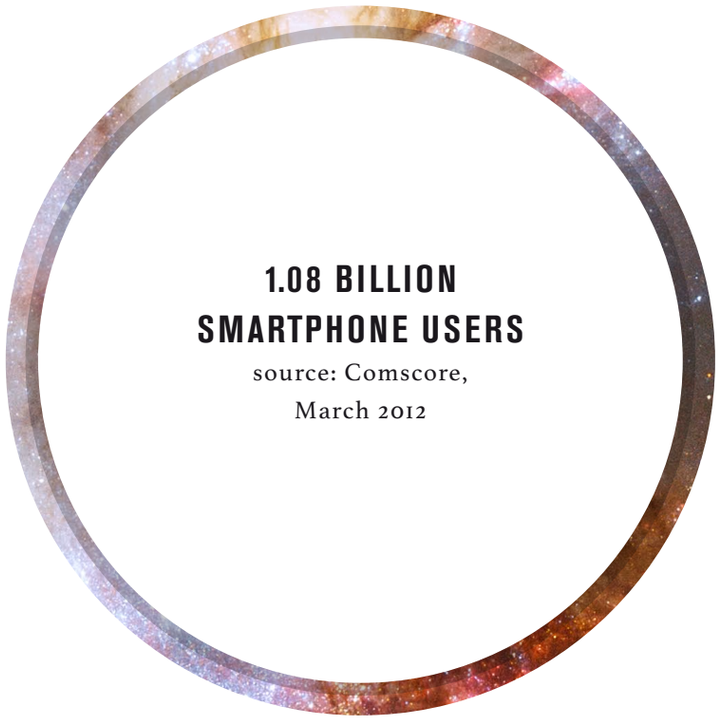
4.

PRODUCT CREATIONS
Physical alarm clocks, pillows and bedding, candles and scents

MARKET OPPORTUNITY

by potential users

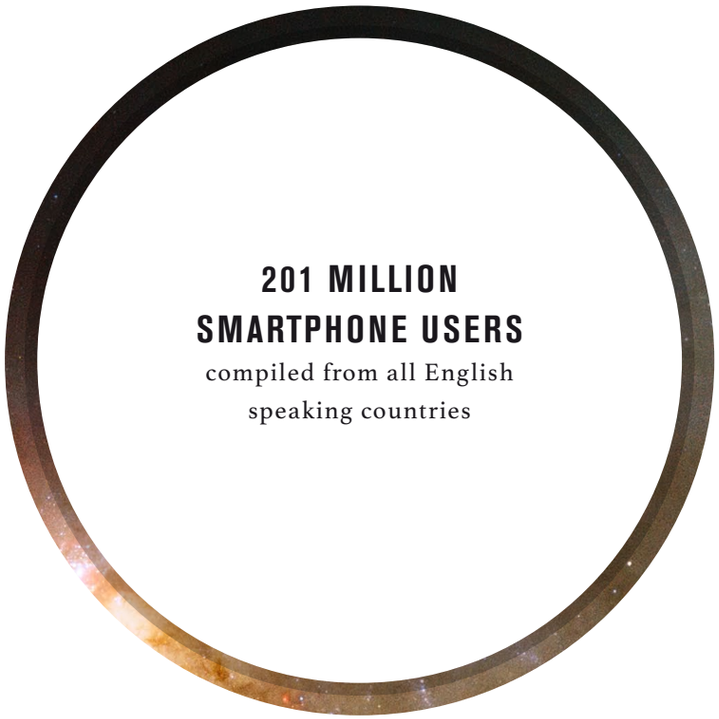
WORLDWIDE MARKET



1.08 BILLION
SMARTPHONE USERS

source: Comscore,
March 2012

TARGET MARKET



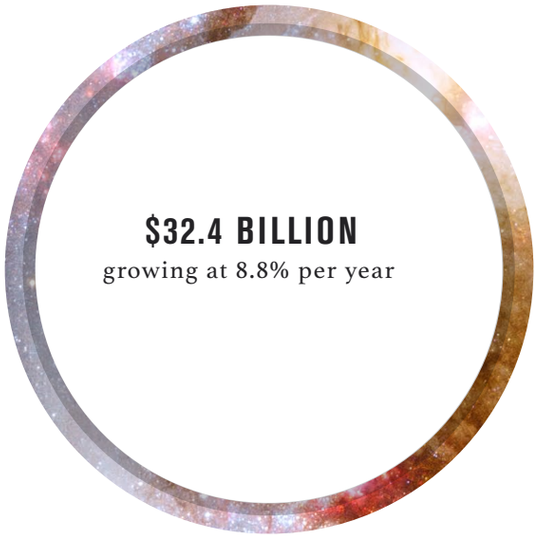
201 MILLION
SMARTPHONE USERS

compiled from all English
speaking countries

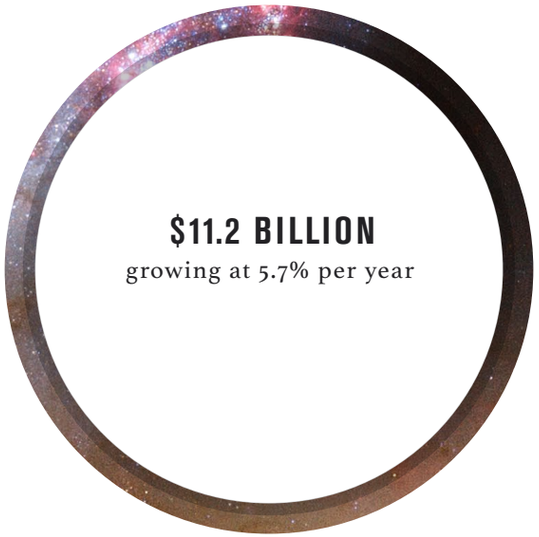
MARKET OPPORTUNITY

by industry sales / US only

SLEEP



PERSONAL GROWTH



QUANTIFIED SELF

source: www.marketresearch.com

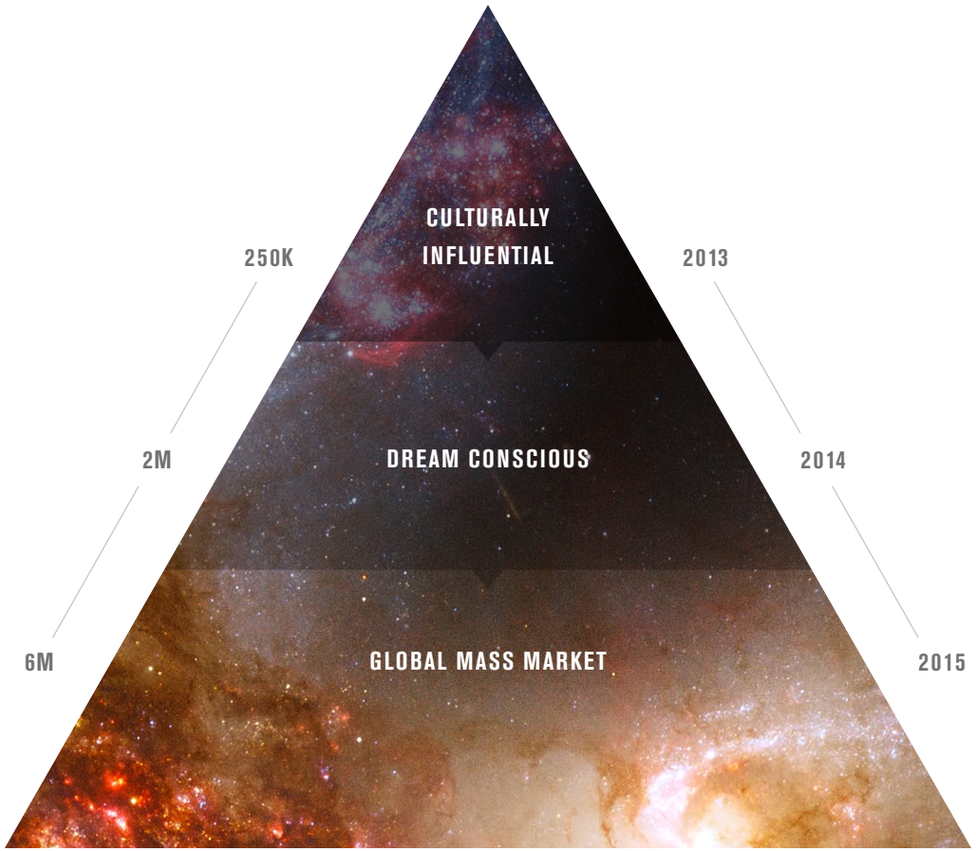
TARGET AUDIENCE

DEMOGRAPHICS

age: 18–45 years old / average: 28
metropolitan 75%
educated 85%
students 65%
active 60%
with children 40%

PSYCHOGRAPHICS

new media savvy
social and connected
dream conscious
appetite for discovery
looking for new products
health and wellness
quantified self



Building a community of dreamers by raising the global consciousness about dreaming.

2013

United States (English)
United Kingdom (English)
Australia (English)
France (French)
Germany (German)
Spain (Spanish)
Japan (Japanese)
Canada (English, Canadian French)
China (Mandarin)
Hong Kong (Cantonese)

2014

Italy (Italian)
Korea (Korean)
Mexico (Spanish)
Spain (Spanish)
Switzerland (Italian, French, German)
Taiwan (Mandarin)

2015

New languages will release in conjugation with Apple voice recognition support.

USER STORIES

JACK IS 28 AND LIVES IN VENICE, CALIFORNIA

Jack is a surf instructor and discovered SHADOW while on a date with Michelle, who showed him her dream from the previous night. Jack has been using the app since and believes that if you fill your life with awesome experiences you will have awesome dreams.

MAYA IS 24 AND LIVES IN NEW YORK, NEW YORK

Maya works long hours as a social media strategist and downloaded SHADOW after reading a TechCrunch article about the company. Maya uses the app to share funny dreams with friends and her parents in Arizona, and give everyone something to talk about till the weekend picnics and Sunday phone calls.

KELLY, 38, AND 7 YEAR OLD CHARLIE ARE LIVING IN CHICAGO, ILLINOIS

Kelly is an interior designer and discovered SHADOW while sipping her morning coffee and reading Psychology Today. Kelly has been using the app to record dreams that could inspire her work. Kelly taught Charlie how to use the app to record his dreams so he can remeber them when he gets older.

BRIAN IS 17 AND LIVES IN PORTLAND, OREGON

Brian is an aspiring software engineer and discovered SHADOW on a lucid dreaming blog while researching the wake back to sleep technique. Brian uses the app to direct his dreams and is tackling dream learning to help him remember new programming languages in his sleep.

GO TO MARKET STRATEGY

I.

ART AND ANIMATION

The community will choose dreams to be animated and illustrated by top artists

2.

EDUCATION

Partnership with Stanford Sleep Lab and other sleep labs around the world to use SHADOW as their dream recording tool

THE TEAM

FOUNDERS

HUNTER LEE SOIK
FOUNDER
CHIEF EXECUTIVE
OFFICER

hunter lee soik is the founder of SHADOW. He is responsible for the strategic growth of the company, including corporate and business development and oversees the company's marketing and jointly oversees product development.

Mr. Soik was previously the founder of Wardenclyffe Institute, an innovation consulting agency that developed holistic experiences for brands and organizations. Mr. Soik worked with the Council of Fashion Designer of America on their 49th award show, with Stella McCartney on the concept and development of two iPad application and most recently with Kanye West and Jay Z for the Watch The Throne tour.

RAFFAEL STÜKEN
CO-FOUNDER
CHIEF CREATIVE
OFFICER

Raffael Stüken is the Co-Founder of SHADOW. He is responsible for all aspects of creative direction and user interaction, including physical product creation and will oversee product development.

Mr. Stüken has ten years of design experience and has won the Red Dot Award 3×, Awwards site of the day 2× and Awwards site of the month. After winning Awwards site of the month Mr. Stüken was asked to become a jury member. Mr. Stüken has lectured at University Ruhrakademie in Germany and was the interactive creative directior for VOYR × Watch The Throne Tour with Kanye West and Jay Z.

ADVISORS

SORAYA DARABI
ADVISOR
The New York Times
Co-Founder
at Foodspotting

HUGO LIU
ADVISOR
MIT Media Lab
The Experiment Fund
Chief Scientist at Hunch

DANIEL GRUNEBERG
ADVISOR
VP of Business Development
Co-Founder
at ZOZI

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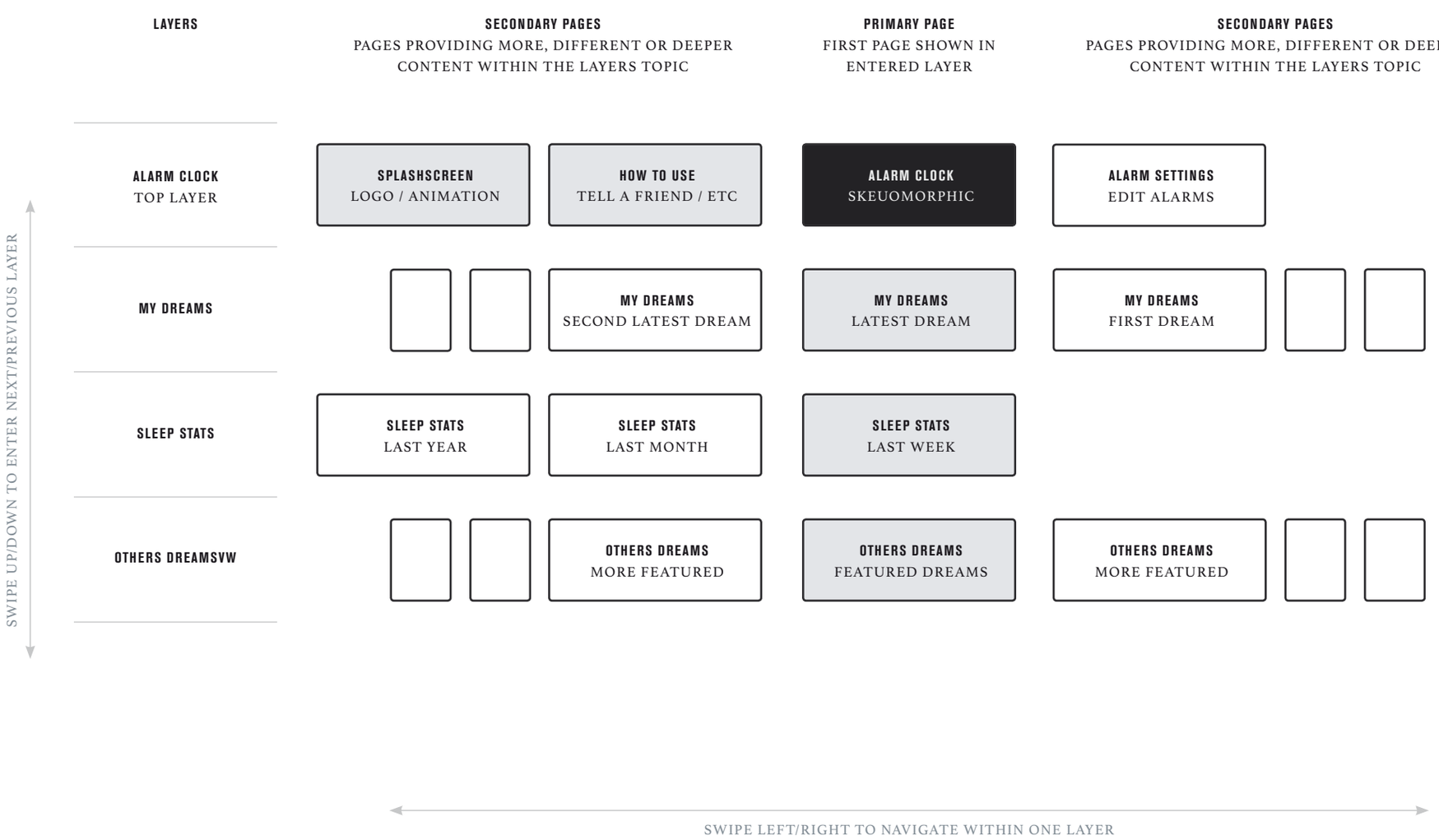
APPENDIX

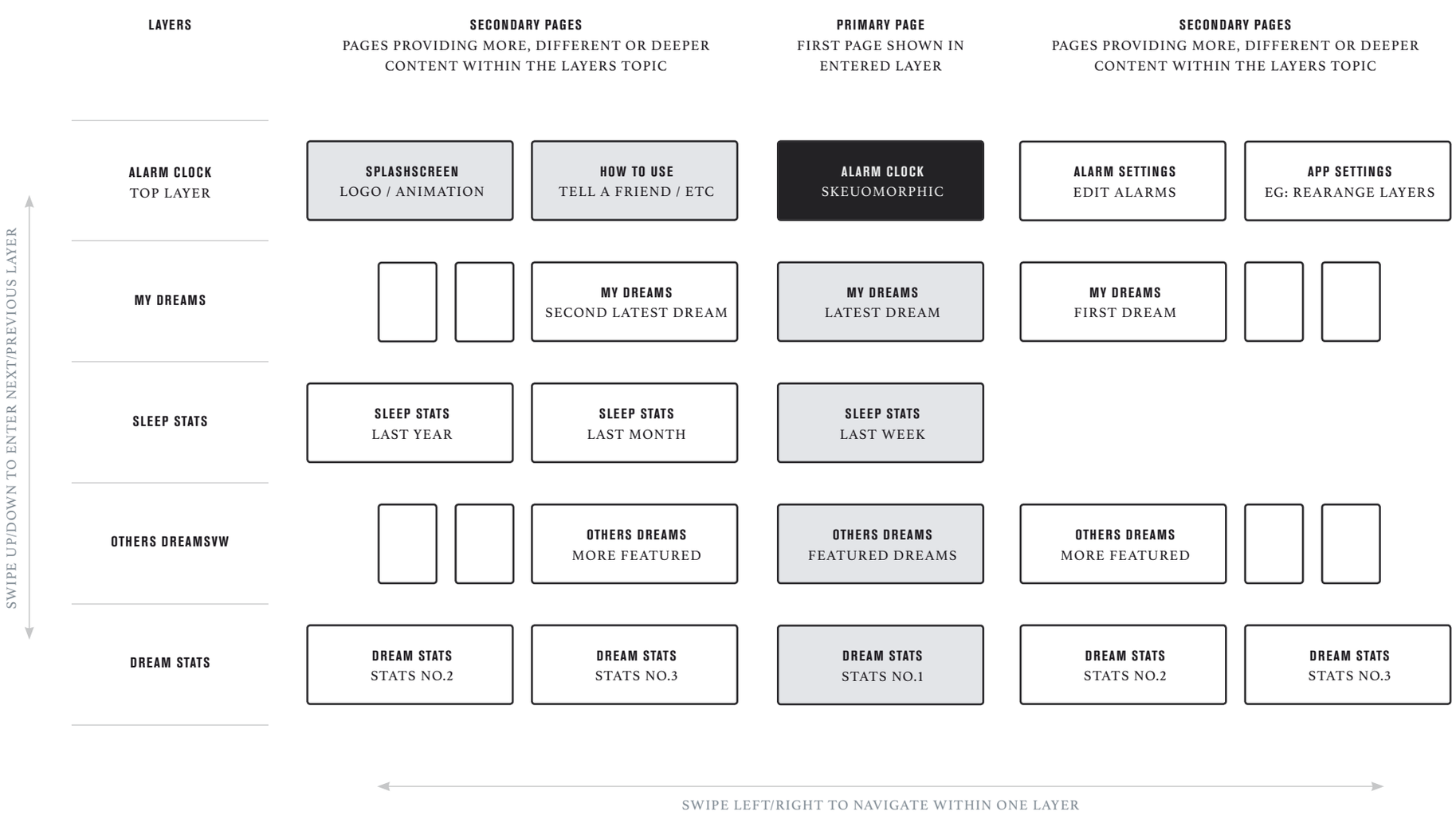
CONTENT ARCHITECTURE / MVP

concept A: linear flow



CONTENT ARCHITECTURE

concept A: linear flow



CONTENT ARCHITECTURE

concept B: sleep/dream sections

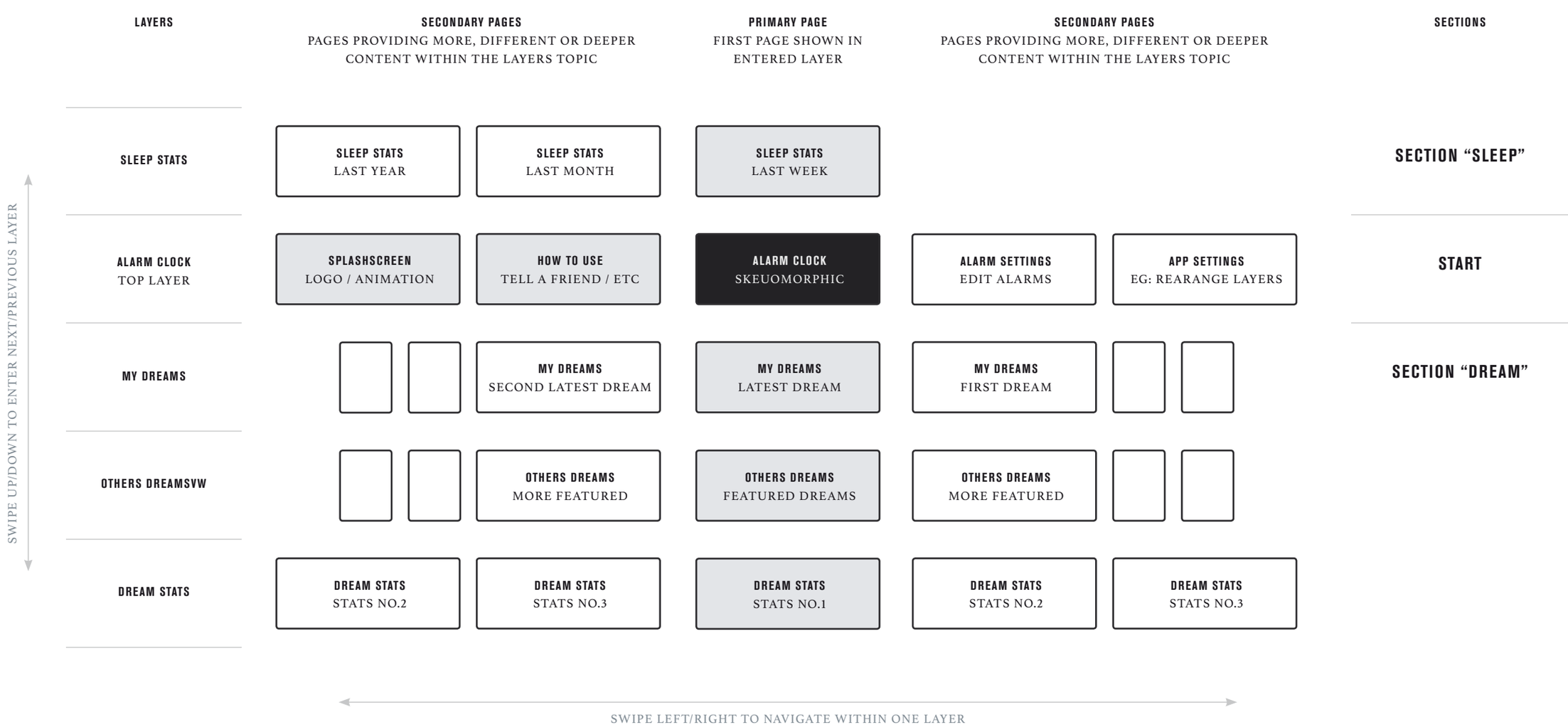
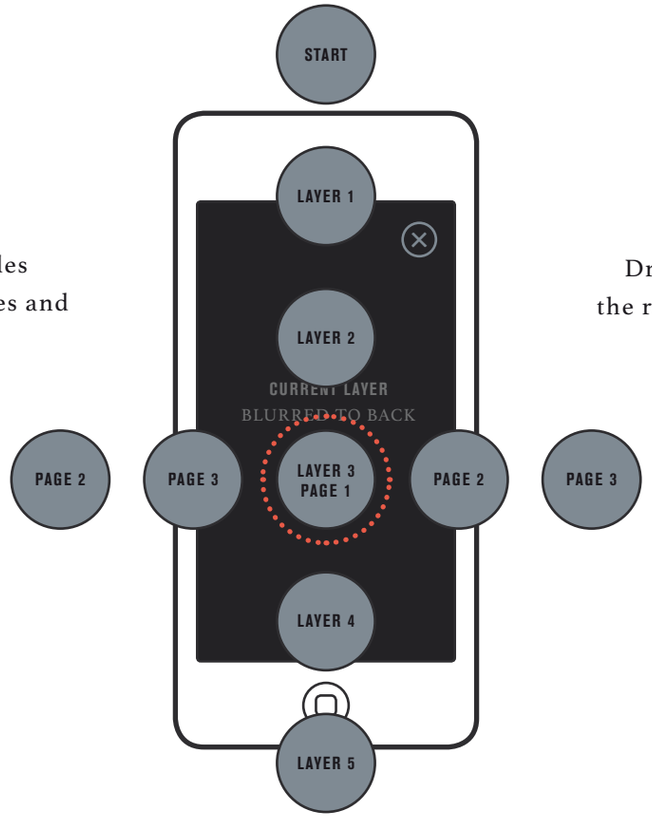


TABLE OF CONTENT

double clicking brings up an easy-to-use navigation menu

The table of content provides an overview of all content pages and speeds up navigation



Drag the desired content into the red circle in order to enter the layer or page quickly