



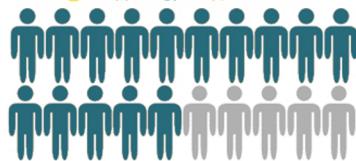
Naptime



Sleep and College Students

- Directly affect mental and physical health
- Lower academic performance and reduced mental functionality^[2]
- 78% students nap once or twice a week

STUDENT SLEEP STATISTICS

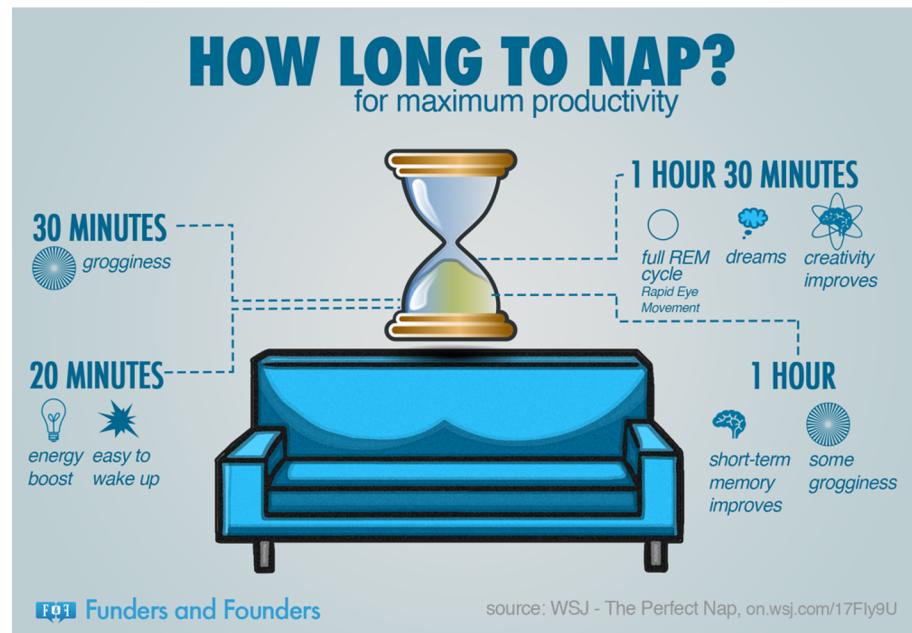


73 OUT OF 102 STUDENTS SAID THAT THEY FELT THEY PERFORMED INADEQUATELY ON AN ASSIGNMENT OR EXAM DUE TO LACK OF SLEEP



The Science of Napping

- Increased alertness and accuracy on tasks^[1]
- Improves mood, fatigue, and sleepiness (subjective results)^[1]
- Consuming caffeine before napping showed decreases in sleep inertia^[2]





Why Coffee Naps?

- Adenosine makes you tired
- Adenosine clears receptors during sleep
- Less competition for caffeine to adhere

Voila! A nap that is not worth sleeping on!





Value Proposition

At Naptime, we strive to provide a relaxing environment so re-energizing your day is easy and convenient. Unlike normal coffee shops, Naptime focuses on emphasizing the importance of mental health and proper sleep to leave you feeling revitalized and wanting to finish your day strong.





Select your view mode

2D

3D





Business Model

Value Propositions

A convenient way for students to take a quick break/nap without straying too far from campus. This is done by offering a space where students can relax in hammocks year round and offering amenities.

Channels

- Passive customer interactions
- Storefront for customers to engage with Naptime and use our services
- Ambassadors on campus raising awareness about Naptime

Customer Segments

- Students - They are the main users of the service
- Professors / Employees - Normally travel from out of the city for work
- Universities - Could be the main partners/target audience for the service

Revenue Streams

- University Contracts
- Merchandise sales
- Advertising
- Sales/rentals



Competitive Landscape

- No direct competitors in the market
 - Russell House
 - Thomas Cooper Library
- Coffee shops/cafes in the area
 - Starbucks, Einstein's Bagels
 - Cool Beans and Immaculate Consumption





Competitive Landscape

- Napping “pods” exist in various locations across the world.
 - Airports, hotels, large corporations
- We are combining these two services in a new way.

$$\text{coffee} + \text{ZZZ} = \text{battery}$$

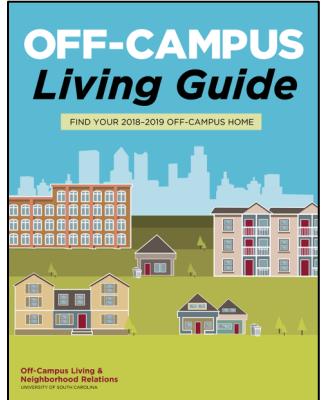
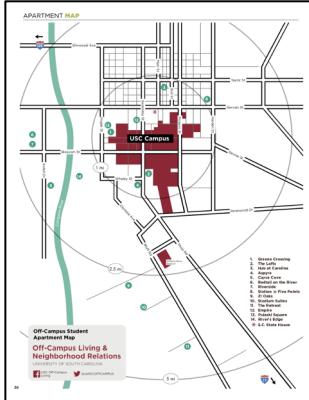
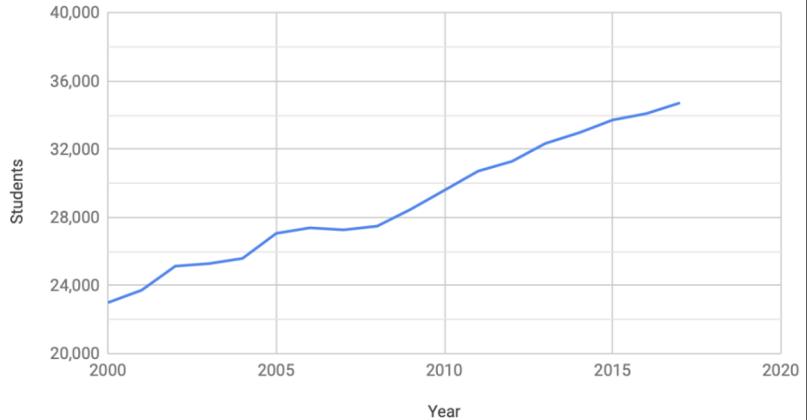




Why now?

- College enrollment is increasing at UofSC.
- More students will live off campus as enrolment increases.

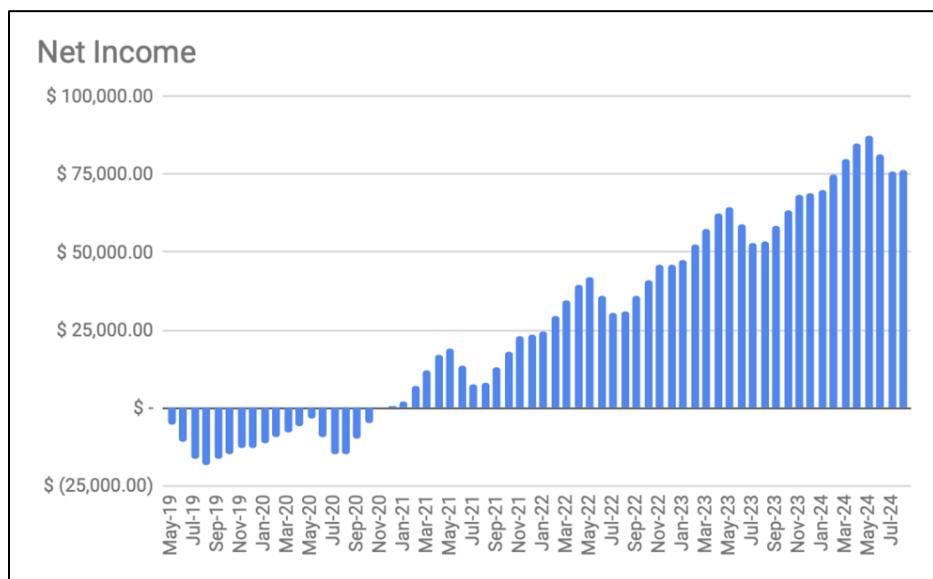
Student Enrollment at UofSC





Financials

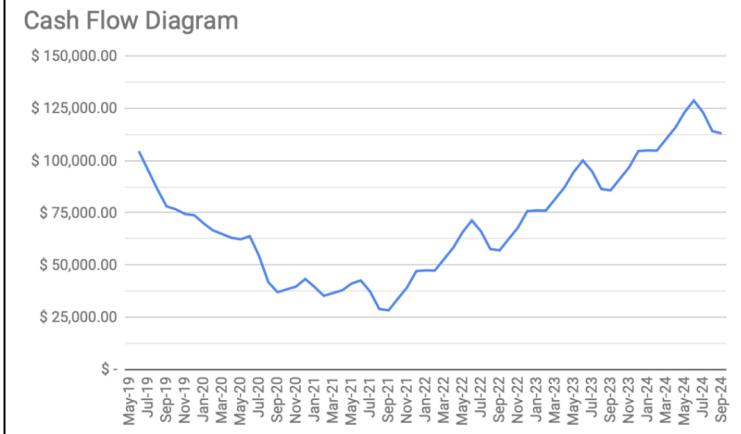
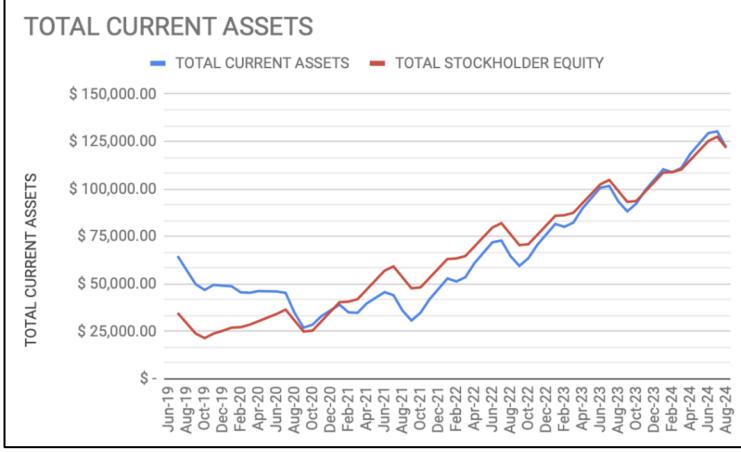
- Projections based on \$40,000 investment
- Additional \$50,000 in loans assumed
- This includes seasonality of school operations
- Does not account for UofSC enrollment growth





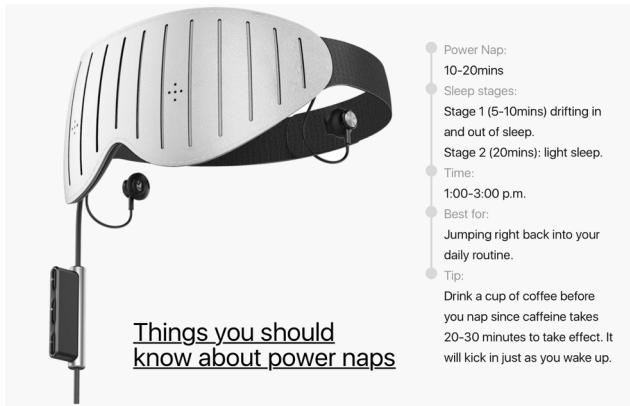
Financials

- ~\$25,000 Cash buffer.
- Equity value starts increasing in 2 years
- Potential for greater returns if more locations are opened within the first 4 years.





Potential Partnerships



Things you should know about power naps

- Power Nap: 10-20mins
- Sleep stages: Stage 1 (5-10mins) drifting in and out of sleep. Stage 2 (20mins): light sleep.
- Time: 1:00-3:00 p.m.
- Best for: Jumping right back into your daily routine.
- Tip: Drink a cup of coffee before you nap since caffeine takes 20-30 minutes to take effect. It will kick in just as you wake up.



Naptime by Entertech



Eagles Nest Outfitters, Inc.



Starbucks Coffee Company



Team



Trevor Schachner
President and originator of the
Naptime concept



Ryan Uliana
Chief Operations
Officer



Michaela Selinga
Design Engineer



Milestones

Develop a profitable business model

Gain funding

Gather necessary resources

- Rental space, coffee supplies, ENO hammocks

Hire and train a team

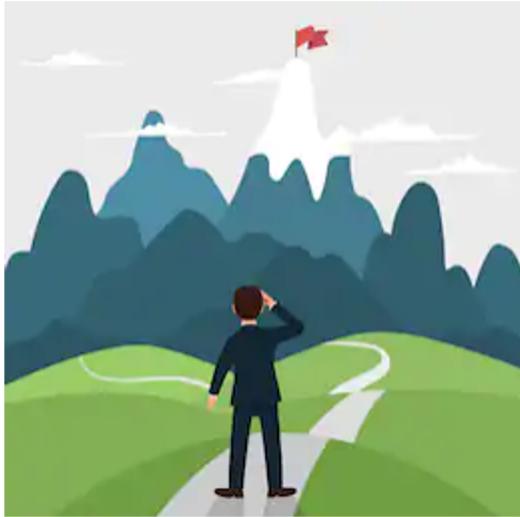
Gain first repeat customer





Where We Are Going...

1. Determine feasibility and sustainability
2. Open second location
3. Refine business model
4. Expand to new campuses





Refresh
Revitalize
& Replenish

It's Naptime