

BEDY



A rocking bed for adults. Lulls adults like babies when bedtime is. Excites the feelings when bedtime isn't.

www.bedy.info

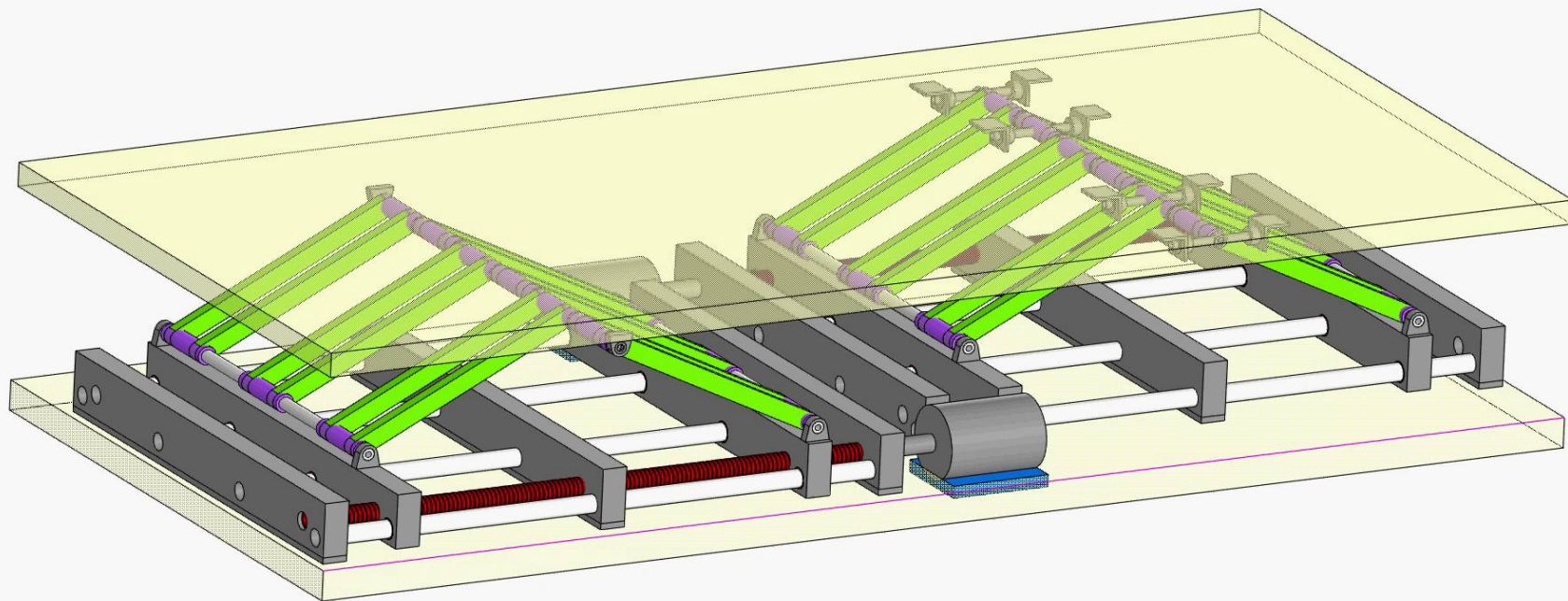
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BEDI for sex



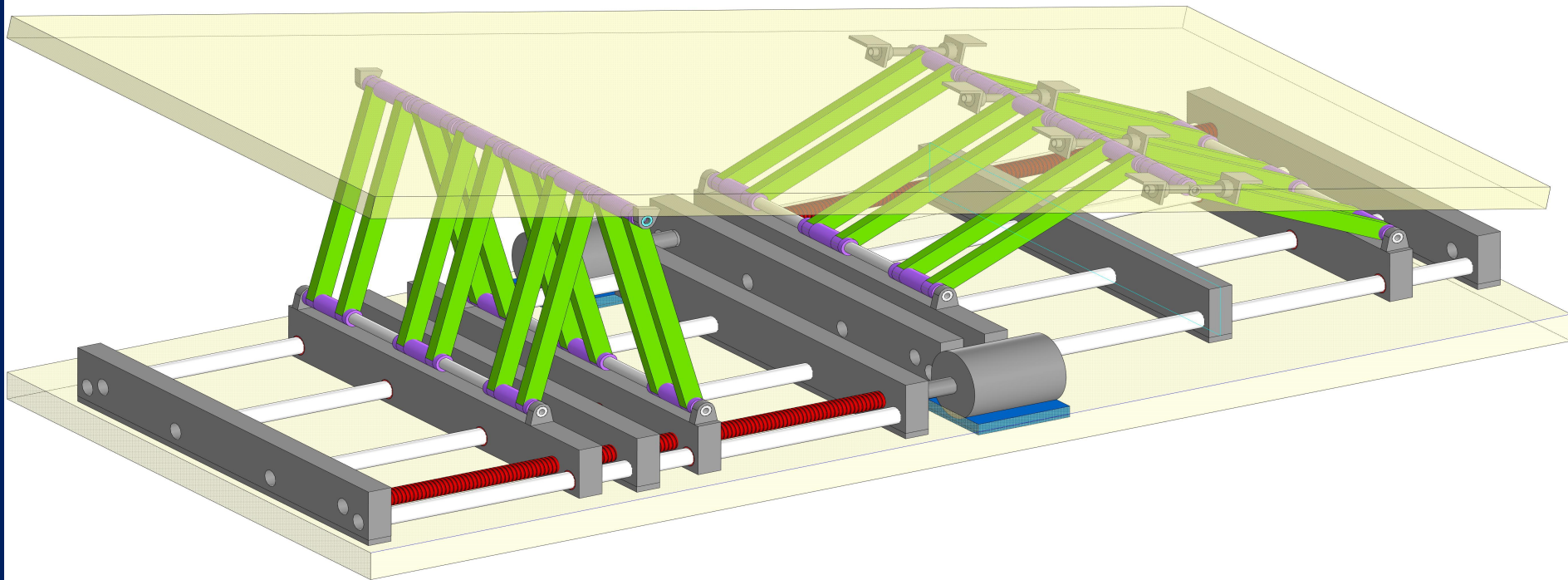
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BEDI for sleep



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Introduction



40 years ago, uncomfortable sleep and unusual sex on waterbeds gave them 22% of the US mattress market. Because conventional mattresses couldn't provide that experience. Bedy's rocking bed lulls adults like children and ignites the feelings, providing the sound sleep or extraordinary sex that a fixed mattress doesn't.

I want to replicate the success of water mattresses with the Bedy rocking bed.

Ilia Voronin, CEO Bedy

Problem



One third of people don't sleep well on a regular basis, another half occasionally, there is nothing you can do about it; good sleep cannot be bought - there are no safe pills, appliances or devices that help you fall asleep quickly and sleep soundly.

People like to have sex and want sex to bring pleasure. However, sex often turns into a routine, becomes boring and uninteresting, and the harmony of intimate relationships becomes a memory.

[See more](#)

Opportunity



People have always rocked their babies and continue to do so now - in cradles, bassinets, rocking beds. Scientific research over the past decades has shown that gentle rocking reduces the time it takes to fall asleep and improves sleep also for adults.

Sometimes a drop of novelty brings a sea of pleasure. Sex on waves, in flight, in weightlessness, on swings - these are not only plots of "+18" movies and attributes of adult stores, 40 years ago sex in motion on water mattresses provided them with 22% of the U.S. mattress market.

[See more](#)

Solution



Some visual and auditory stimulation (AVS) is known to be beneficial for sleep and sex, some breathing exercises are beneficial for falling asleep. Millions of adults benefit from this: soothing music helps to fall asleep, visual images and sensual sounds help to be toned for sex.

We decided to add to AVS the effect on the vestibular apparatus, to do it gently and carefully, without discomforting the user.

We began to lull adults in rocking beds like little children, synchronized with the rhythm of their breathing. Our rocking bed makes smooth movements in rhythm with the friction, influencing its frequency and giving (we hope) a lot of pleasure.

Product

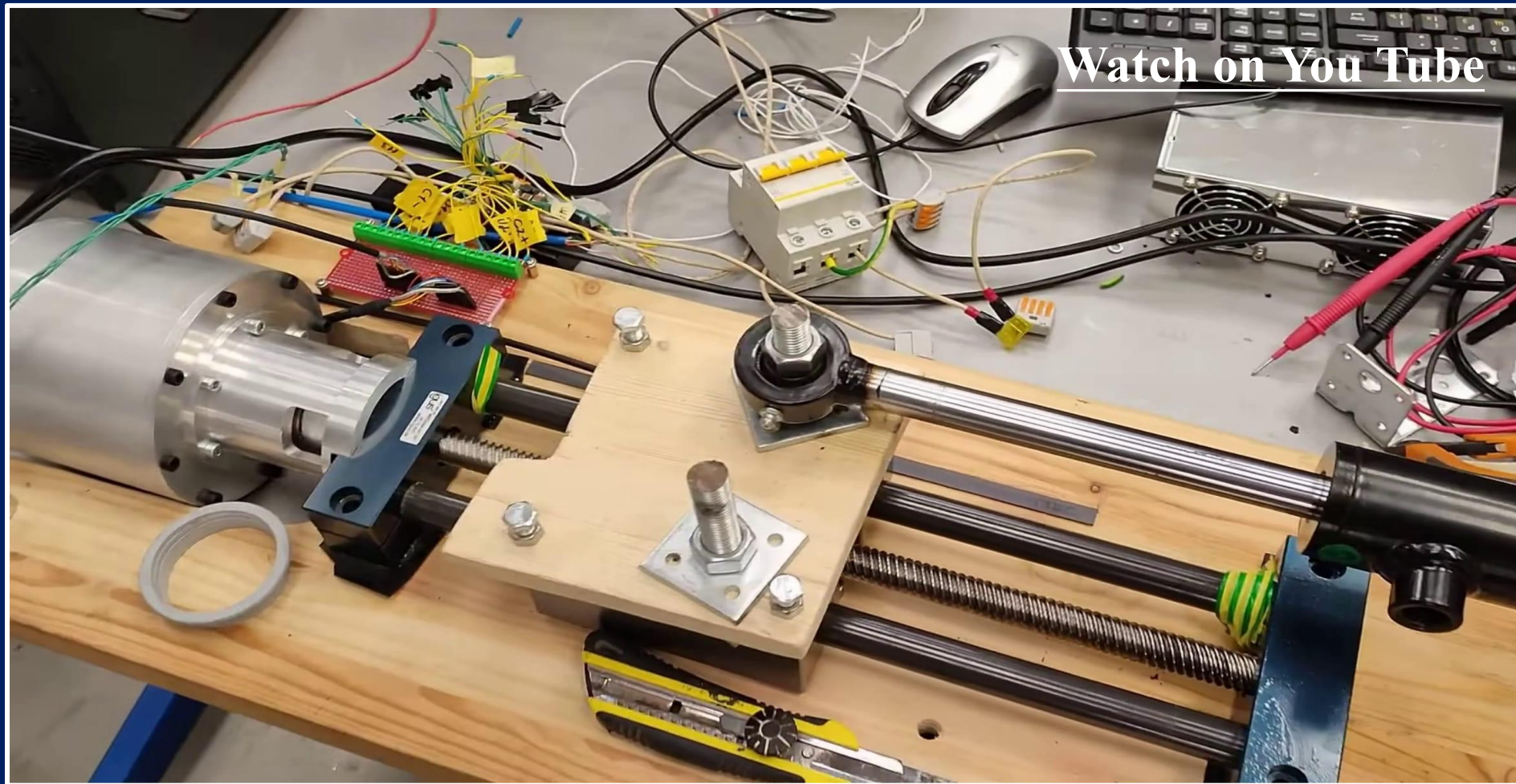


The Bedy rocking bed is a flat or adjustable mattress support with the shape and dimensions of a conventional single or double bed. The movable substrate, on top of which the mattress is attached, acts without noise and without vibration, making smooth movements in the vertical plane with two degrees of freedom with an amplitude of up to 35 cm.

We tested 45 users from 24 to 62 years old on a prototype rocking bed, with amazing results that confirmed our hypotheses and proved that we are on the right path to Product Market Fit.

[See more](#)

Initial test



[Watch on You Tube](#)

Business Model



We are dreaming of direct sales of single and twin Body rocking beds to private customers - households and corporate customers - hotels of all types, nursing homes, hospitals (not for therapeutic purposes), corporations for restorative daytime sleep

We are dreaming to become a leader in the new rocking bed market through technical, technological and scientific priority, protected by patents for invention, design and technology

Go To Market



The initial market is California (USA) The main objective in preparing and launching the product is to provide a personalized experience to the maximum number of potential users. Prior to the official launch of sales, Bedy rocking beds will be collected in the showrooms of partner retail or hotel chains and through crowdfunding platforms.

A key market launch event will be participation at CES 2028 and social media advertising. After the official launch, the main sales channel will be the website and the main advertising product will be viral videos playing comical situations with the rocking bed and users; sales will be supported by feedback from scientific organizations and the activity of influencers.

Competitive Analysis



Global competitor of the Bedy rocking bed: people's habit of falling asleep and sleeping on a stationary surface

Competitive advantage of the Bedy rocking bed: individual multisensory effects that cannot be simulated or replaced by an app. There are no analogs on the market with similar functionality

Local competitors: fixed beds, audio-visual aids for sleep and sex, SleepTech and SexTech devices

Solo founder



Ilya Voronin, 60 years old (Israel) is the solo founder of the Bedy project. In 1987 he graduated from the Faculty of Physics and Mechanics of the Leningrad Polytechnic Institute (Soviet Union).



In the mid 80's, while still a student, together with Igor Golod and Prof. Pavel Zhilin, analytically solved the dynamic problem of the three-dimensional theory of elasticity about the intrinsic vibrations of a hollow cylinder, for which a fundamentally new method of solving systems of partial differential equations was invented.

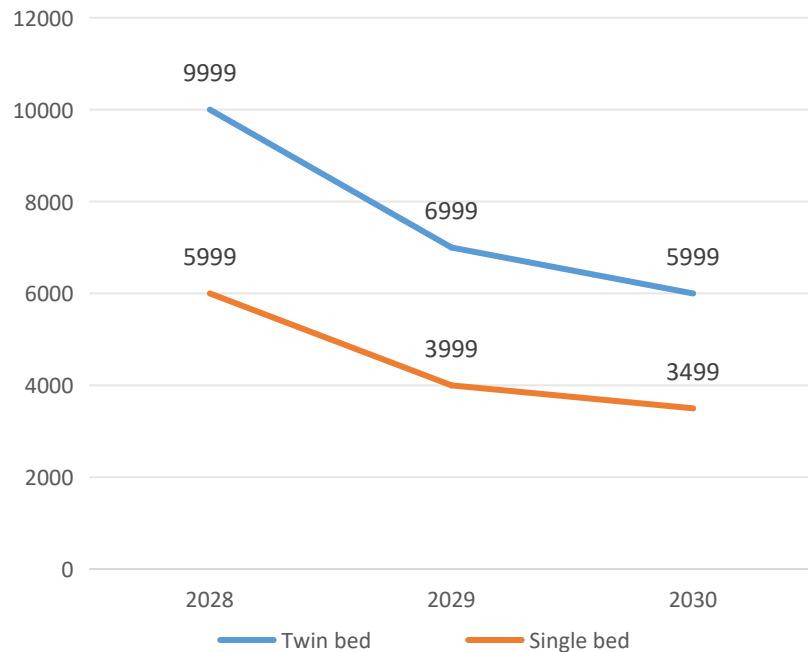
In the 90's he was engaged in foreign economic activity, in the zero years together with the company Containerships (Finland) was engaged in the construction and operation of the container terminal "Moby Dick" on the island of Kotlin, was the owner and CEO of the ski resort "Eagle Mountain" near St. Petersburg.

Financial Outlook

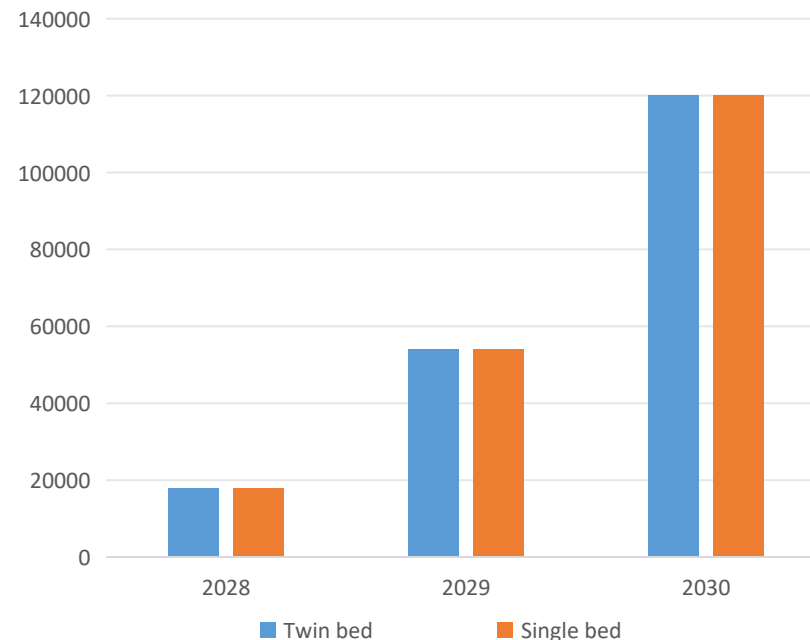


We plan to increase rocking bed sales over the three years from 2028 to 2030 from 36,000 to 240,000 units and annual revenue/profit respectively from 290/132 to 1140/509 M \$US

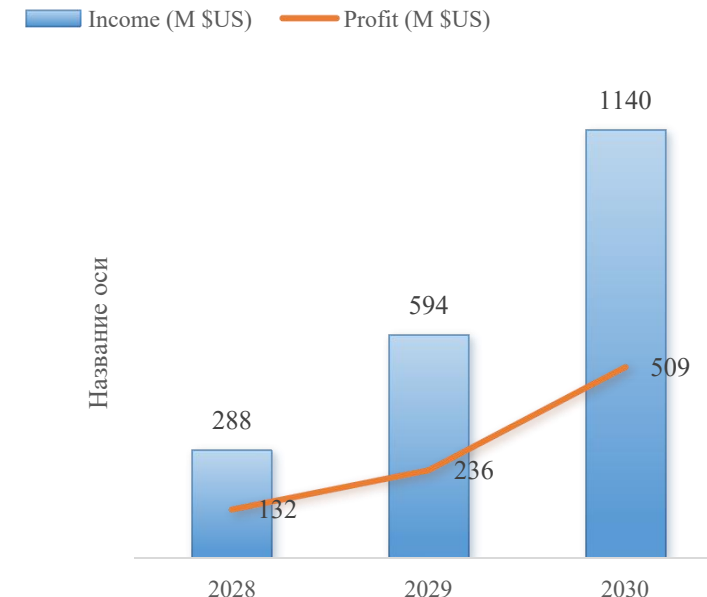
PRODUCT PRICE (\$US)



SALES (UNITS)



INCOME & PROFIT (M \$US)



Current status



- A patent for invention “Rock ing mattress with transformable bed substrate” (Russia).
 - Two provisional patent applications have been filed with the USPTO: Rocking Bed and Device (63/666,724), Device and Methods for Sensory Stimulation (63/666,727).
 - One provisional patent application Rocking Bed with Mechanical and Combination Actuators under development.
- A prototype of a hydraulically driven rocking bed tested on 45 adults aged 24 to 62.
 - Technical and design documentation of hydraulically, mechanically and combination actuated rocking beds is developed.
 - The concept of multi-sensory influences on vestibular apparatus, touch, vision and hearing for fast falling asleep, sound sleep and sensory relationships is developed.
- From 2021 to 2024 the Bedy project was financed from Ilya Voronin's personal funds, a total of \$US 115 thousand was spent, no loans or external investments.

Required Investment



We are looking for \$1.7 M \$US to the next 15 months on the following:

- Creation of commercial samples of single and double rocking beds, design, technological and program development of assemblies and elements of rocking beds.
- Transforming provisional patent applications into non-provisional patent applications, shaping the intellectual property formation strategy of the Bedy project.
- Formation of the startup team: CTO, CMO, CRO, design and software engineers.
- Consumer research and gathering information for follow-up scientific studies on the effects of multi-sensory influences on day and night sleep, sexual relationships.
- Identifying possible negative effects of multisensory exposure on user health.
- Software development of electronic components, user interfaces, voice assistant.
- Development of algorithms for the formation of multisensory influences using AI.