

BEDY

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**One Line Pitch** Almost 40% of people use quiet meditative music to fall asleep. At first we wanted to create a device to help relax and unwind people who fall asleep, but we came up with a technology of synchronized influence on human senses - multisensory stimulation (simultaneous influence on hearing, vision, vestibular apparatus and touch) for fast falling asleep, sound sleep and pleasant sex (the latter is an educated guess), based on scientific knowledge and achievements.

**Business Summary** We develop rocking beds and multi-sensory stimulation technologies to improve sleep and sex for the consumer market. We conducted consumer research on a prototype rocking bed and obtained amazing results that confirmed our hypotheses. We patent design and technology developments. We rely on modern breathing and relaxation techniques and scientific advances in the effects of sensory stimulation on falling asleep and dreaming. We are confident that sex on a rocking bed will be an incredible discovery for millions of people, just as sex on a waterbed was once a discovery for tens of millions.

**Management Team** Ilya Voronin (Israel) is a solo BEDY contributor, graduated from the Faculty of Physics and Mechanics of the Leningrad Polytechnic Institute (St. Petersburg, Russia) in 1987, as a student together with Igor Golod and Professor Pavel Zhilin analytically solved the dynamic problem of three-dimensional elasticity theory, did business in Russia, developed the port infrastructure of the Gulf of Finland, was the owner of the ski resort "Eagle Mountain" near St. Petersburg.

**Customer Problem** One-third of people sleep poorly all the time, and half sleep intermittently. For the vast majority of people, poor sleep is not a medical problem. Despite the development of technology, there are no safe drugs, devices, mattresses and beds that help to fall asleep and sleep well. For many couples over time, sex becomes routine, boring and uninteresting.

**Product** The BEDY rocking bed is a flat or adjustable mattress support, indistinguishable in shape and size from a regular bed, and acts without noise or vibration. BEDY affect adults like babies, gently lulling them to sleep - rhythmically rocking them in the vertical plane with two degrees of freedom with an amplitude of up to 32 cm synchronously with the rhythm of breathing, creating individual multisensory effects for fast falling asleep and sound sleep. We develop algorithms for generating multisensory influences for sex using AI. The twin beds can act synchronously or independently.

**Target Market** Main market - consumer and corporate markets for sleep beds without therapeutic functions. An additional (possible) markets are the medical device market, specialty treatment beds for patients with neurological and sleep problems, rocking furniture for nap and relax market.

**Customers** People of all ages who do not fall asleep well, wake up during sleep, snore or have problems with breathing in sleep, want to have quality sleep, want to fall asleep quickly and pleasantly, tired of routine sensual relationships, looking for vivid sex or new sensations in sex.

**Marketing Strategy** We are shaping a new market for intelligent rocking beds for consumer and medical use, with BEDY leading the way through technical, technological and scientific priority protected by patents for invention, design and technology. PAM accounts for 250 million immobile beds in the U.S. that could potentially be replaced by rocking beds. We will begin sales in California, USA in early 2028, after participating in CES and social media viral advertising, increasing sales over three years from 36k to 240k, revenue from \$0.29 to \$1.14 B \$US (we're hoping for a bigger result).

**Business Model** Direct sales of single & twin BEDY rocking beds to private and corporate consumers.

**Competitors** People's habit of falling asleep and sleeping on a fixed surface, fixed beds.

**Competitive Advantage** Rocking is a pleasant procedure that produces pleasure hormones. The design of the BEDY rocking bed, personalized multi-sensory user experience (patents applied for at the USPTO) that makes it possible to fall asleep quickly, sleep soundly and make love "unbelievably".