

SleepX neckrest®

travel lighter – sleep tighter

EEN – Sector Group Creative Industries Meeting
2019, Düsseldorf, Germany

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SleepX neckrest[®]

- The problem
- The solution attempts
- Our concept
- Experience gathered
- SleepX[®]
- The market
- The business



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Pilot series (3000 pcs.)



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Experience gathered from pilot series:

- Products finds immediate interest of innovators, media & experienced travellers
- Product works out perfectly if used correctly
- Market for travel pillows is huge

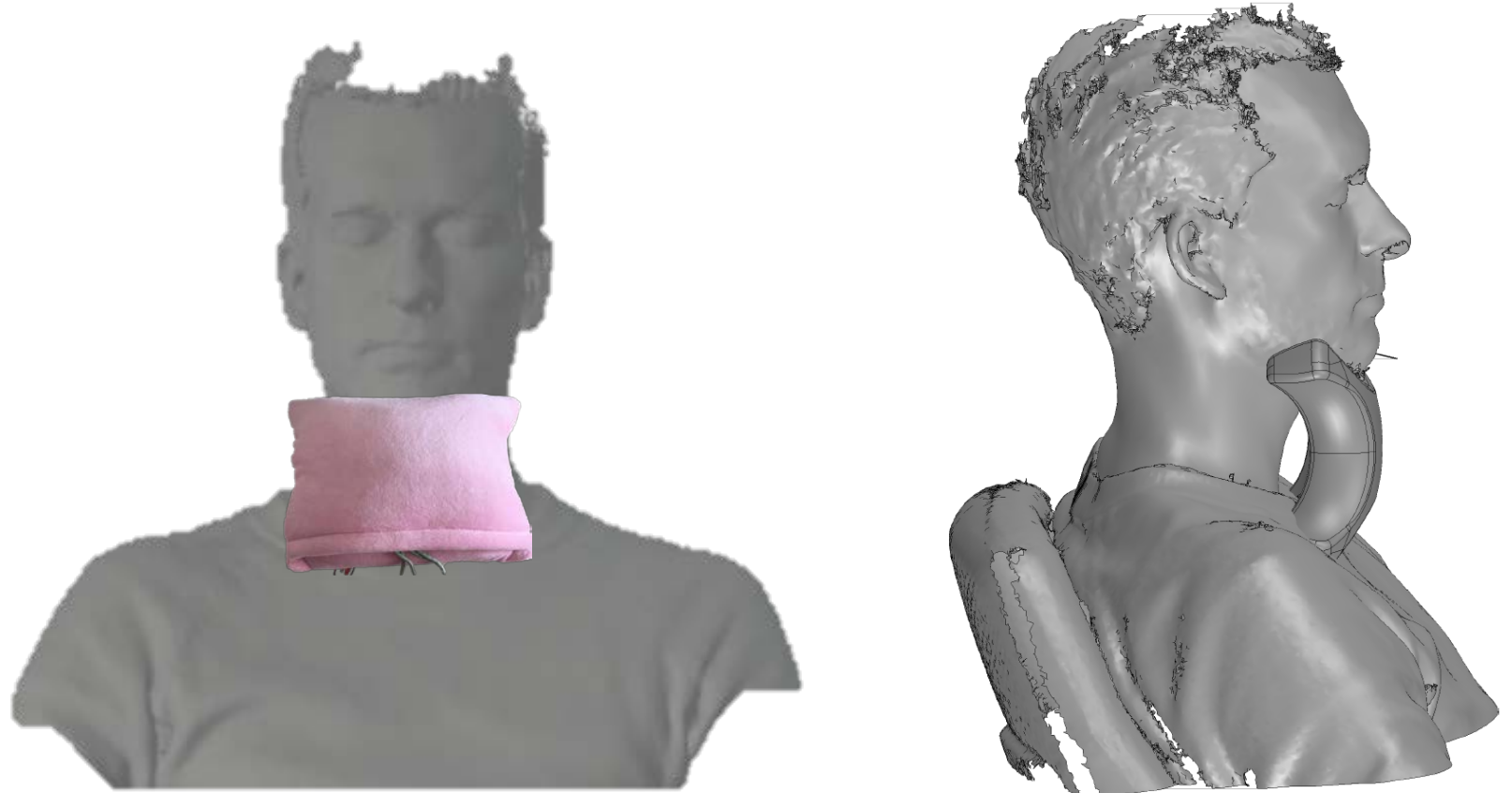
but:

- Product needs a more cosy look – more pillow, less contraption
- Product needs a better usability
- Product needs a cheaper cost set-up
- Product needs a more powerful marketing strategy

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Carefully redesigned SleepX for optimal fit and cosy look



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1 mio.

Air passengers permanently in the air

10 mio.

Air passengers boarding planes every day

3.7 bn.

Air passengers boarding planes every year

Global sales volume travel pillows (2016),
grand view research + own research

1.1 bn. U\$

Global luggage sales (2016),
Statista GmbH

19.4 bn. U\$

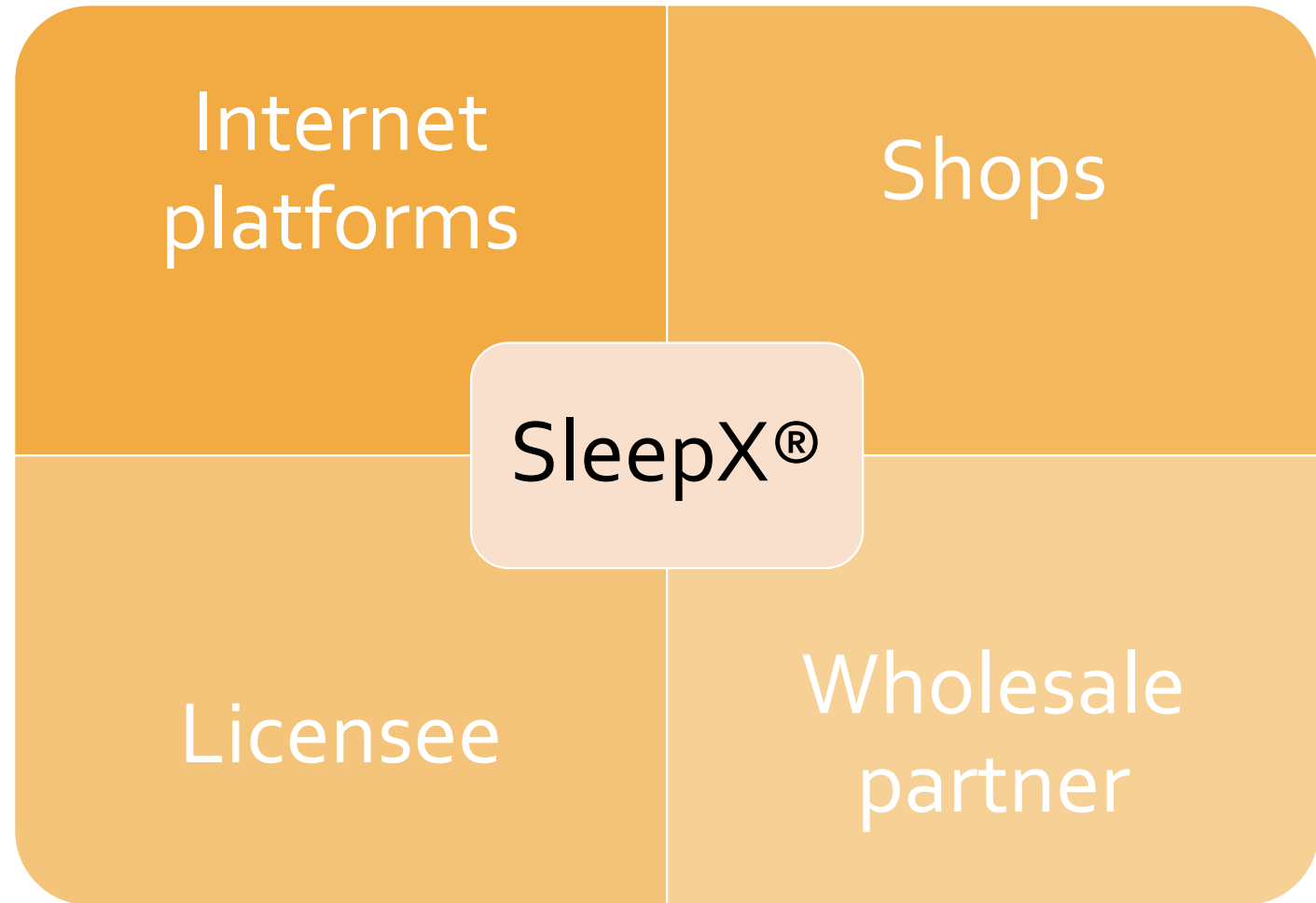
Global computer game sales (2016)
SuperData Research; gameindustry.biz

19 bn. U\$

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Sales channels



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| Scenario „dynamic“ | year | 1 | 2 | 3 | 4 | 5 |
|--------------------|----------|--------|---------|---------|---------|-----------|
| direct sales | units | 20.000 | 50.000 | 200.000 | 400.000 | 600.000 |
| wholesale | units | 40.000 | 80.000 | 180.000 | 500.000 | 1.000.000 |
| licensees | units | 40.000 | 200.000 | 300.000 | 400.000 | 500.000 |
| total revenue | mio. EUR | 1,33 € | 3,22 € | 8,61 € | 18,60 € | 25,63 € |
| total cost | mio. EUR | 1,34 € | 2,36 € | 6,25 € | 12,61 € | 18,13 € |
| total EBITDA | mio. EUR | -0,01 | 0,86 | 2,36 | 5,99 | 7,50 |

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Kevin Harrington's most important questions for a successful product:

Founder of "shark tank", introduced > 500 innovative products

1. Does it have unique features?
2. Does it have mass appeal?
3. Does it solve a problem?
4. Can you easily explain how it works?

Kevin Harrington is still waiting for our answer whether we are going to market SleepX® with him...

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What we are looking for:

- A strategic investor with intrinsic interests in the travel accessories industry
- A partner with existing network in the travel accessories industry
- A funding option for either the organic or the dynamic growth plan