Sleep Better Foundation
Life is better when you sleep well™ | La vida es mejor cuando duermes bien
SleepBetterFoundation.com
Sleep Better Delivers Virtual Sleep Coaching Services to Elevate Sleep Quality

Sleep Better delivers virtual Sleep Coaching services online when and where users need them. No schedules to coordinate. No waiting for appointments.

Device Independent: Virtual Sleep Coaches can be accessed on any Mobile phone via our proprietary app or any computing PC / Apple device via wide range of browsers.

Program is self-paced: Completion ranges from approximately four to seven weeks.

Cost effective: Users whose engagement takes longer do not experience higher costs.

Virtual Coaches maximize efficient company operations, easily scale in English- and Hispanic-speaking populations, and maintain substantial profit margins.

Customer Acquisition: Search Engine Optimization (SEO), B2C via direct-to-consumer online ads, and B2B via collaborations with strategic partners.
Sleep Better Foundation
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challenges sleeping  
engage our virtual coach  
practice new habits  
enjoy improvement
80+ million people in the US suffer from poor sleep each year.

- **Chronic Insomnia**: 21 MM
- **Acute Insomnia**: 62 MM
Poor Sleep Causes Significant Challenges.

We spend 1/3 of our lives sleeping. Quality sleep is integral to our physiological, emotional and mental health.

Millions of people suffer acute and chronic poor sleep each year. Good sleep is more important now than ever.

Sleep is also directly related to immunity in terms of the physiological response in our body. Poor sleep can reduce our immune system and increase inflammation in the body, leaving us more vulnerable to viruses or other environmental risks.
Quality sleep empowers your body's natural immune system each night.

A single night of poor sleep significantly elevates your risk of viral infection.

Extended poor sleep robs you of immunological protection. Leaving you helpless.
Meet Our Leadership Team and Virtual Sleep Coaches
Virtual Multi-Lingual Sleep Coaching Platform

### Online Services

Our virtual Sleep Coaches employ structured activities to train users to adopt helpful habits. Coaches guide users through a customized, personal online experience.

Current fund raising is expected to generate about 18 months of operational runway needed to reach profitability.

The principal company expense post-launch is new customer acquisition cost.

### Service Revenue

Maximum cost for participants paying full rate is three $30 payments: Total cost of $90.

Projections assume discounted fees ranging from $10 to $20 per payment for special offers: Total cost of $30 to $60.

The full program will typically take 60 days to complete. Projections assume some attrition with average user engagement ranging from 30 to 45 days.

### Service Referrals

Virtual Sleep Coach users may want to supplement our program with additional support.

On request we will refer users to online or live face-to-face consults with trained healthcare professionals.

The company shall neither expect, nor receive, remuneration to coordinate user requested service referrals.

SleepBetterFoundation.com
Sleep Coach: Steps to Adopt New Habits

**Sleep Habits**
1. 1 Week
   - Select a Virtual Coach
   - Collect Baseline Data
   - AI - Sleep Education
   - $30

**Bedroom Habits**
2. 2-4 Weeks
   - AI - Assess Habits
   - Offer New Habits
   - AI - Assess Outcome
   - $30

**Cognitive Habits**
3. 2-4 Weeks
   - AI - Assess Habits
   - Offer New Habits
   - AI - Assess Outcome
   - $30

Users engage their virtual Sleep Coach in three steps involving User & Coach tasks. AI = Artificial Intelligence. Each step costs the same, but Users may vary in time needed to assess and adopt new habits.
## Annual Projections

<table>
<thead>
<tr>
<th>Annual Projections (Assumes Launch Oct 2020)</th>
<th>Number of Annual Users Engaging a Virtual Coach</th>
<th>Average User Weekly Enrollment Payments</th>
<th>Average Length of Enrollment (in weeks)</th>
<th>Annual Revenue</th>
<th>% US Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020/21</td>
<td>20,000</td>
<td>$5.00</td>
<td>5.0</td>
<td>$500,000</td>
<td>0.1%</td>
</tr>
<tr>
<td>2021/22</td>
<td>50,000</td>
<td>$7.50</td>
<td>5.2</td>
<td>$1,950,000</td>
<td>0.2%</td>
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<tr>
<td>2022/23</td>
<td>150,000</td>
<td>$9.38</td>
<td>5.4</td>
<td>$7,593,750</td>
<td>0.7%</td>
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<tr>
<td>2023/24</td>
<td>330,000</td>
<td>$11.25</td>
<td>5.6</td>
<td>$20,790,000</td>
<td>1.6%</td>
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<tr>
<td>2024/25</td>
<td>660,000</td>
<td>$12.38</td>
<td>5.8</td>
<td>$47,371,500</td>
<td>3.2%</td>
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<td>2025/26</td>
<td>1,000,000</td>
<td>$13.61</td>
<td>6.0</td>
<td>$81,674,972</td>
<td>4.8%</td>
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</tbody>
</table>

1 These are forward-looking projections that cannot be guaranteed.
Number of Poor Sleepers Buying Our Services Annually. ¹

¹ These are forward-looking projections that cannot be guaranteed. Assumes launch in Oct 2020.
These are forward-looking projections that cannot be guaranteed.
# First Year of Operations – Post Launch

## First Year of Product Sales (Projected Launch Date: Oct 2020)

<table>
<thead>
<tr>
<th></th>
<th>Month 1</th>
<th>Month 2</th>
<th>Month 3</th>
<th>Month 4</th>
<th>Month 5</th>
<th>Month 6</th>
<th>Month 7</th>
<th>Month 8</th>
<th>Month 9</th>
<th>Month 10</th>
<th>Month 11</th>
<th>Month 12</th>
<th>Year One</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Income</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of Members</td>
<td>500</td>
<td>600</td>
<td>721</td>
<td>868</td>
<td>1,043</td>
<td>1,253</td>
<td>1,506</td>
<td>1,809</td>
<td>2,174</td>
<td>2,613</td>
<td>3,140</td>
<td>3,773</td>
<td>20,000</td>
</tr>
<tr>
<td>Coaching Services</td>
<td>$12,500</td>
<td>$14,996</td>
<td>$18,026</td>
<td>$21,692</td>
<td>$26,067</td>
<td>$31,325</td>
<td>$37,643</td>
<td>$45,236</td>
<td>$54,360</td>
<td>$65,324</td>
<td>$78,500</td>
<td>$94,334</td>
<td>$500,003</td>
</tr>
<tr>
<td>Sleep Wearables</td>
<td>$-</td>
<td>$-</td>
<td>$-</td>
<td>$-</td>
<td>$-</td>
<td>$-</td>
<td>$-</td>
<td>$-</td>
<td>$-</td>
<td>$-</td>
<td>$-</td>
<td>$-</td>
<td>$-</td>
</tr>
<tr>
<td>Total Income</td>
<td>$12,500</td>
<td>$14,996</td>
<td>$18,026</td>
<td>$21,692</td>
<td>$26,067</td>
<td>$31,325</td>
<td>$37,643</td>
<td>$45,236</td>
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<td>$65,324</td>
<td>$78,500</td>
<td>$94,334</td>
<td>$500,003</td>
</tr>
</tbody>
</table>

| **Expense**    |         |         |         |         |         |         |         |         |         |          |          |          |          |
| Operating Expenses | $24,583 | $24,583 | $24,583 | $27,042 | $27,042 | $27,042 | $29,746 | $29,746 | $29,746 | $32,720  | $32,720  | $32,720  | $342,274 |
| Marketing & Sales | $26,000 | $26,000 | $26,000 | $26,000 | $28,600 | $28,600 | $31,460 | $31,460 | $31,460 | $32,247  | $32,247  | $32,247  | $354,920 |
| General & Admin  | $4,500  | $4,500  | $4,500  | $4,950  | $4,950  | $4,950  | $5,445  | $5,445  | $5,445  | $5,990   | $5,990   | $5,990   | $62,654  |
| Total Expense   | $55,083 | $55,083 | $55,083 | $60,592 | $60,592 | $60,592 | $66,651 | $66,651 | $66,651 | $70,956  | $70,956  | $70,956  | $759,847 |

| **EBITDA**      |         |         |         |         |         |         |         |         |         |          |          |          |          |
|                 | $(42,583) | $(40,087) | $(37,057) | $(38,900) | $(34,524) | $(29,267) | $(29,008) | $(21,415) | $(12,291) | $(5,632)  | $7,544   | $23,377  | $(259,843) |

| **CUMMULATIVE** |         |         |         |         |         |         |         |         |         |          |          |          |          |

¹ These are forward-looking projections that cannot be guaranteed.

² Membership List Price: $90. Average cost is based on projected large employer volume pricing and net of promotional discounts during the first year of service launch.
Use of Investment Proceeds

- Platform Development: $150,000, 43%
- User Experience: $30,000, 9%
- User Acquisition: $50,000, 14%
- General & Accounting: $50,000, 14%
- Business Development: $20,000, 6%
- Reserve: $50,000, 14%
Benefits of Our Capital Raise

• Fully fund engagement of professional actors for voice over of the animated virtual coaches and completion of software release of virtual sessions via encrypted, protected hosting platform capable of serving millions of potential users in the US.

• We anticipate initial product release within 5 months (Oct 2020).

• Initial release will feature virtual sleep coaches fluent in English and Spanish. Other languages will follow, allowing company to expand service targets to additional countries.

• Funds from the raise will allow the 18 month runway necessary to realize a profitable status. Projected to be profitable & cash flow positive within 12 months of initial product launch.

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