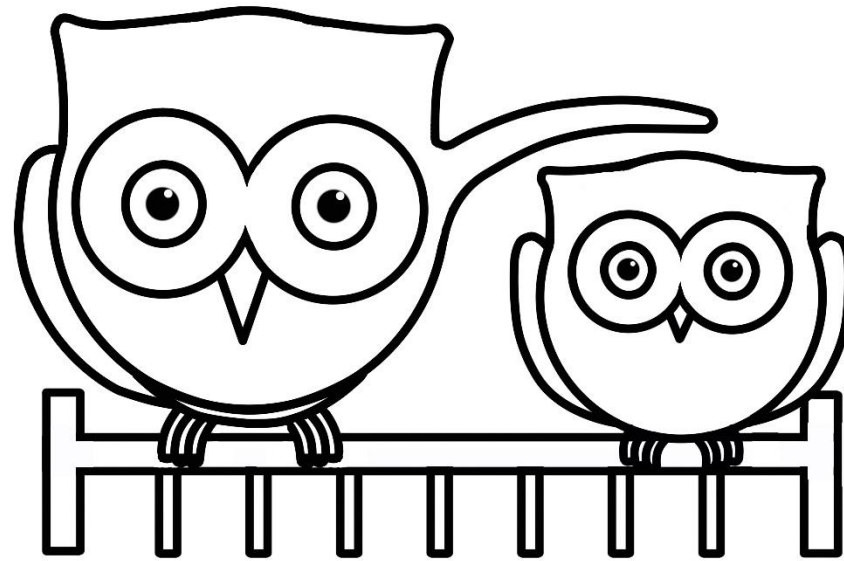


# SuPa Designs



NIGHTOWL

# Problem



Strangulation

600,000 Baby  
Monitors  
recalled after 2  
deaths

Source: Consumer Product Safety Commission

# Problem



Suffocation

1,000,000 Baby  
Slings recalled  
after 3 deaths

*Source: WebMD*

# Problem



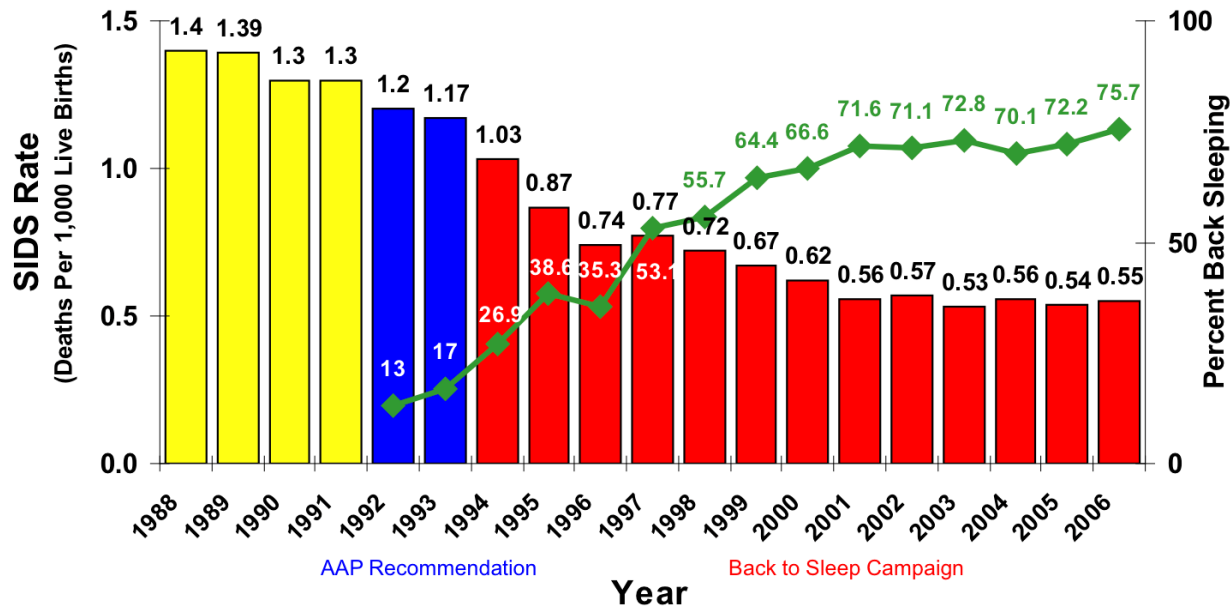
# Problem



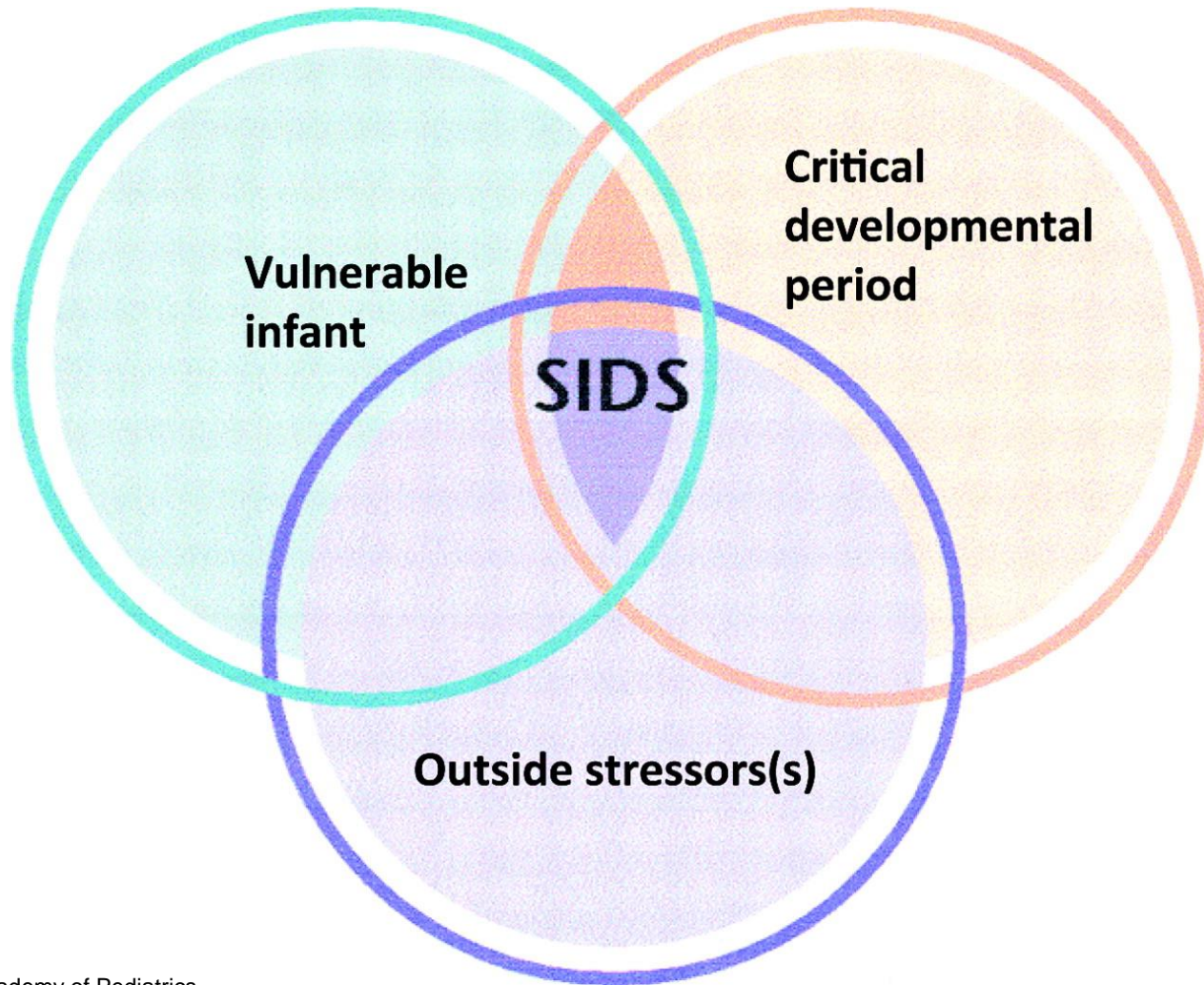


# Problem

## SIDS Rate and Back Sleeping (1988 – 2006)



SIDS Rate Source: CDC, National Center for Health Statistics,  
Sleep Position Data: NICHD, National Infant Sleep Position Study.

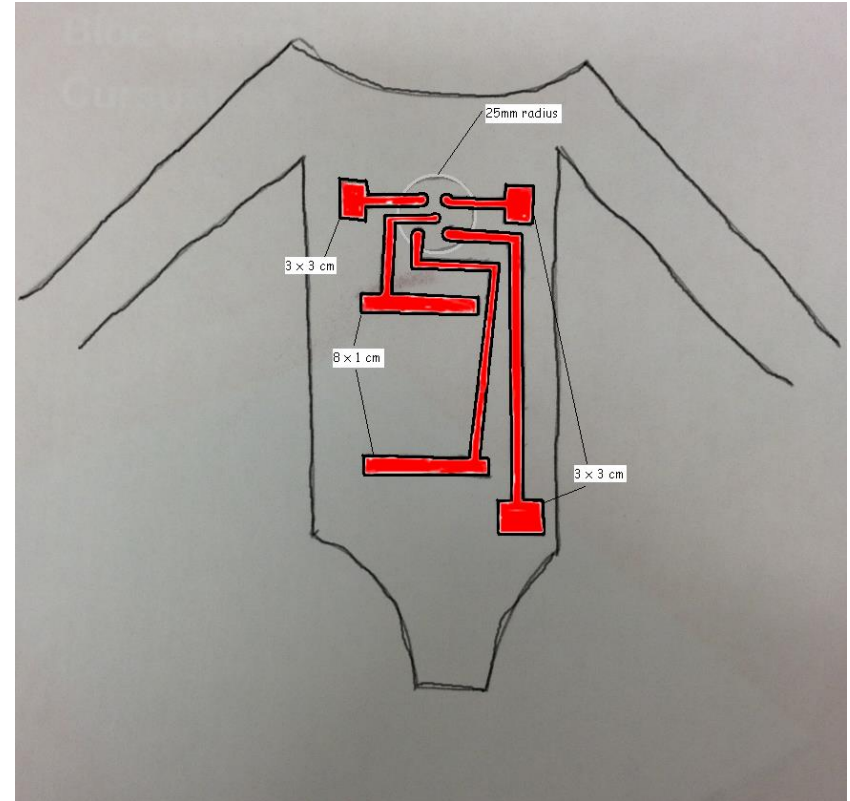


# Problem



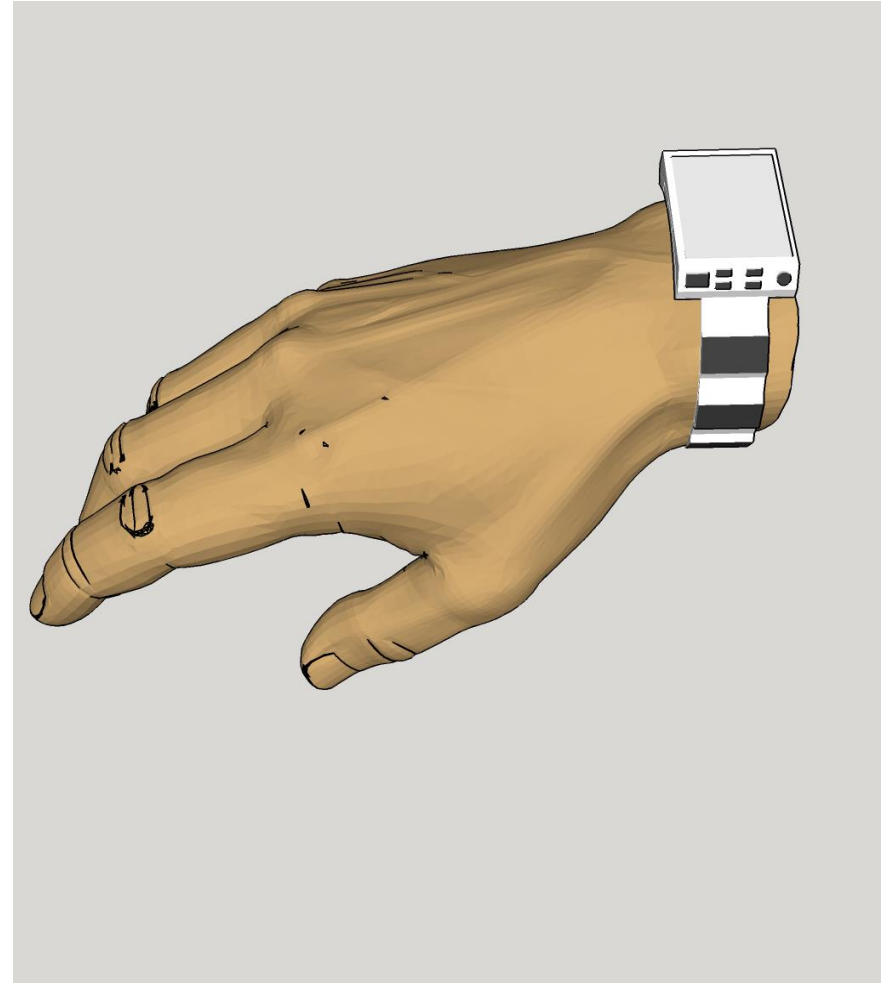
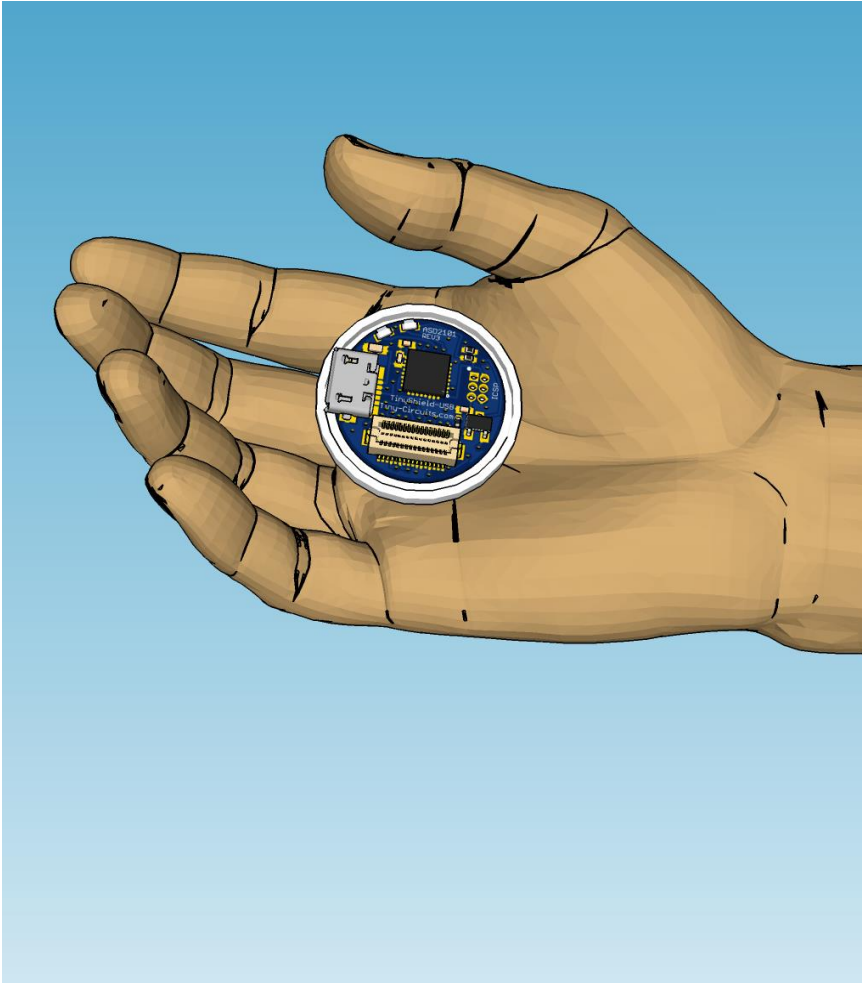


# Solution

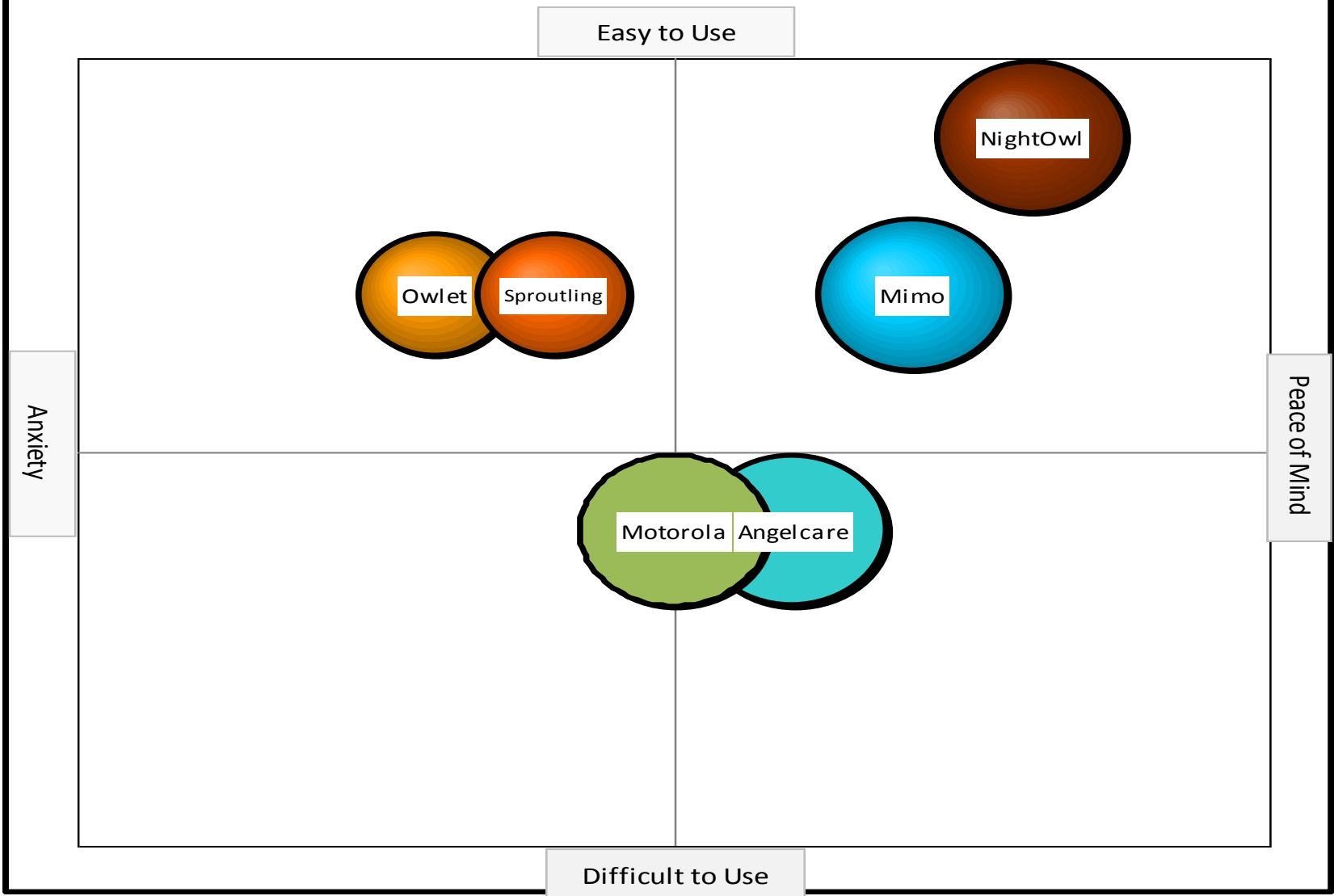


Constant Monitoring regardless of Activity or Location

# Solution



# The Baby Care - Smart Monitor Market



# Target Market



- Parents - UK
- Parents - Ireland
- Retailer - UK
- Retailer - Ireland
- Licensee

Market size: €133.7M

Source: Royal College of Obstetricians and Gynaecologists

# Is there a Market?

CrunchBase



## General Information

Website	<a href="http://mimobaby.com">mimobaby.com</a>
Blog	<a href="http://blog.mimobaby.com">blog.mimobaby.com</a>
Twitter	<a href="https://twitter.com/MimoBabies">@MimoBabies</a>
Category	<a href="#">Consumer Electronics/Devices</a>
Email	<a href="mailto:contact@restdevic...">contact@restdevic...</a>
Employees	
Founded	2/2011

## Funding

<b>TOTAL</b>	<b>\$1.8M</b>
<b>FUNDING TOTAL</b>	<b>\$1.8M</b>
Seed, 8/2011 <sup>1</sup>	\$500k
Seed, 11/2013 <sup>2</sup> <a href="#">Experiment Fund</a>	\$1.3M

## Rest Devices

Rest has created a brand new onessie-based infant monitor that monitors respiration, body position, skin temperature, audio, and activity level. It connects via WiFi and pushes the information to a smartphone app so that parents can view their baby's information anywhere, anytime. In addition, parents can set customizable alerts to be notified if there are changes in respiration, temperature, if a baby rolls onto its stomach, and for wake/sleep.



## Sources

1. [Nyx Devices' sleep-monitoring shirt attracts \\$500K](#) (masshightech.com)
2. [Rest Devices Raises \\$1.3M to Popularize its Wearable Baby Monitor](#) (pevc.dowjones.com)



# Is there a Market?

CrunchBase



Sproutling

## General Information

Website	<a href="http://sproutling.com">sproutling.com</a>
Twitter	<a href="https://twitter.com/@sproutling">@sproutling</a>
Category	<a href="#">Consumer Electronics/Devices</a>
Phone	415-323-3270
Employees	
Founded	12/2012
Description	Grow Happy Families

## Funding

<b>TOTAL</b>	<b>\$2.6M</b>
<b>FUNDING TOTAL</b>	<b>\$2.6M</b>
Seed, 9/2013 <sup>1</sup>	
<a href="#">First Round Capital</a>	
<a href="#">Forerunner Ventures</a>	
<a href="#">FirstMark Capital</a>	
<a href="#">Accelerator Ventures</a>	\$2.6M
<a href="#">Lemnos Labs</a>	
<a href="#">Shawn Fanning</a>	
<a href="#">BoxGroup</a>	



## Sources

1. [Wearable Baby Monitor Developer Sproutling Raises \\$2.6M From First Round And Others To Raise Parenting IQ](#) (techcrunch.com)

CrunchBase



## General Information

Website	<a href="http://owletcare.com">owletcare.com</a>
Twitter	<a href="https://twitter.com/@owletbabycare">@owletbabycare</a>
Category	<a href="#">Consumer Electronics/Devices</a>
Email	<a href="mailto:contact@owletcare.com">contact@owletcare...</a>
Employees	
Founded	1/2013
Description	Providing Peace of Mind

## Owlet Baby Care

Owlet is an innovative vitals monitor, using pulse oximetry to monitor blood oxygen levels and heart rate of babies.

Owlet is a small bootie that the baby wears while sleeping. It signals heartrate and respiration and you can check in on your baby via a



# Opportunity



- NightOwl uses Passive Sensors
- Competition uses Active Sensors

# Marketing activities

- Crowdfunding
- Website with Blog
- Ebay/Amazon Shop
- Through Retailers
- Mother&Baby Fairs
- Adwords/Ads in Specific Print Media

# Revenue streams

- Online Selling direct to customers
- Selling through retailers shops/online
- Licensing the product to 3rd parties
- In-app purchases for extra functionality
- Ongoing purchasing of vest/undergarments

# Market Attack Plan





# Growth Strategy

Year

4

Seek 90/42/EEC Approval  
Obtain at least 1 major Licensee  
Affiliation with Research Center

3

9000 units online  
50000 through retailers  
600000 Vests  
10000 App Purchases

2

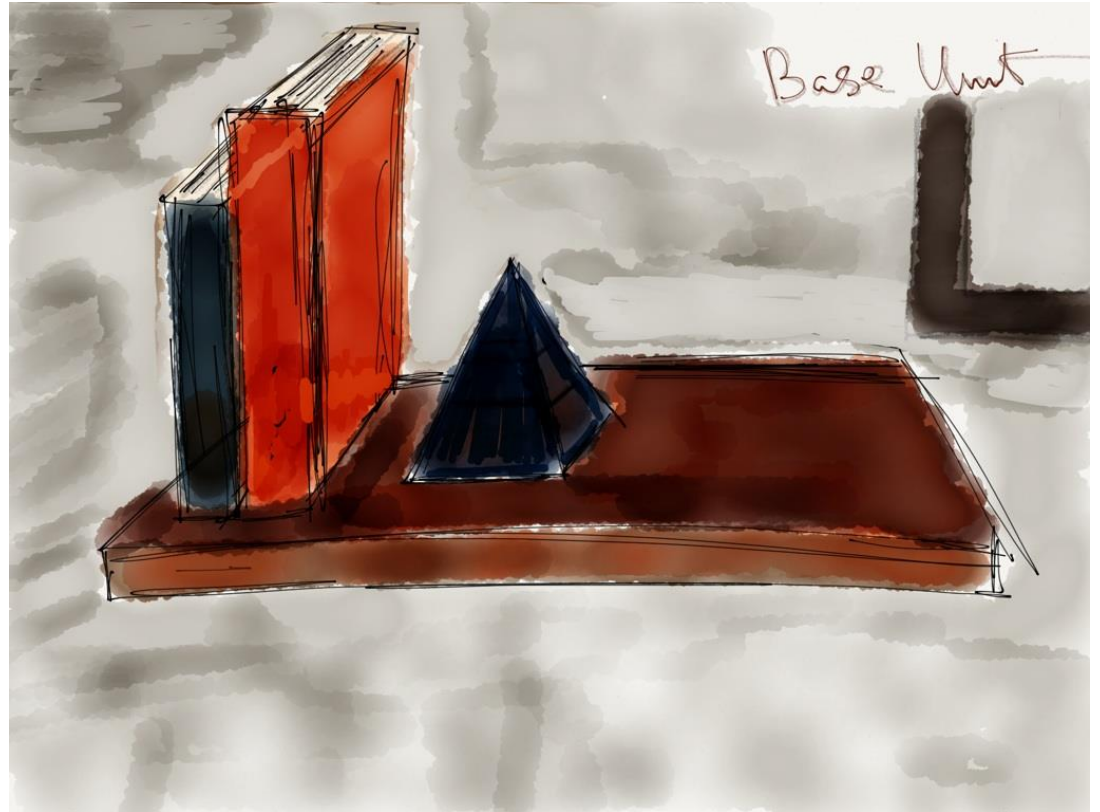
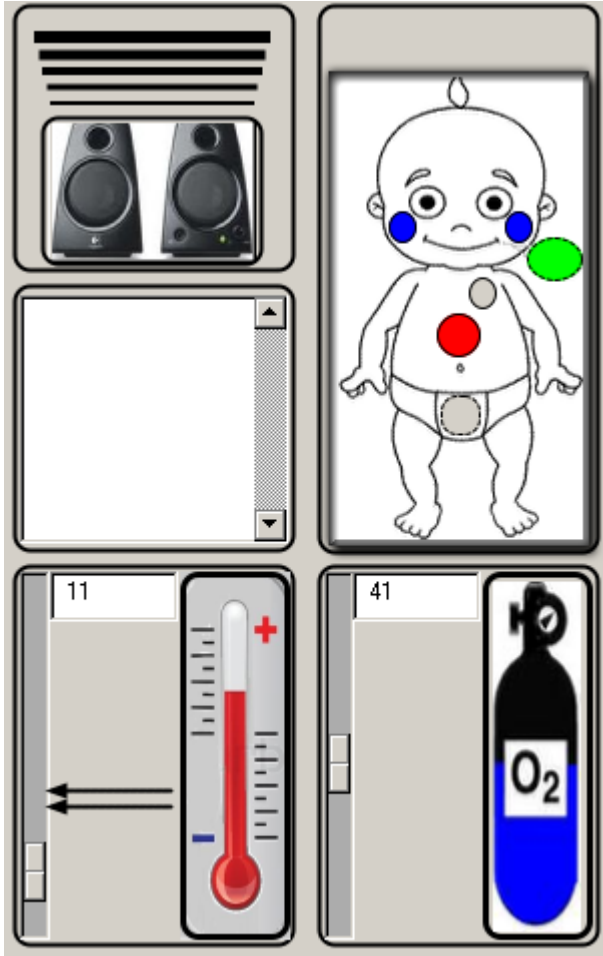
Release Wifi Unit  
Soother  
Bottle Temperature Insert

1

6000 units online  
30000 through retailers  
200000 Vests

- Competitors have achieved a combined \$3m in first round funding, \$4m total.
- Mothercare Ireland & UK sell 1600 baby monitors/week

# Future



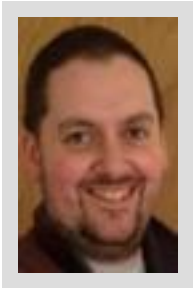
# Why Us?

- Using an off the shelf approved development kit
- At least 3 parts of the suit are patentable and have licencing potential
- Year 2 plan is to move the electronics into an FPGA completely locking down the IP
- Same system will be expanded to the elderly, special needs with minimal extra development

# Financial Projections

	FY2015	FY2016	FY2017
<b>Revenue</b>	€6,203,500	€7,250,000	€11,200,000
<b>Direct Cost</b>	€1,860,500	€2,195,000	€3,730,000
Gross Margin	€4,343,000	€5,055,000	€7,470,000
<b>Gross Margin %</b>	70%	70%	67%
<b>Operating Expenses</b>			
Marketing & Promotions @20% Revenue	€1,240,700	€1,450,000	€2,240,000
<b>Total Operating Expenses</b>	€1,240,700	€1,450,000	€2,240,000
<b>Operating Income</b>	€3,102,300	€3,605,000	€5,230,000
Income Taxes	€713,529	€829,150	€1,202,900
<b>Total Expenses</b>	€3,814,729	€4,474,150	€7,172,900
<b>Net Profit</b>	€2,388,771	€2,775,850	€4,027,100
<b>Net Profit/Sales</b>	39%	38%	36%

# Team and key roles



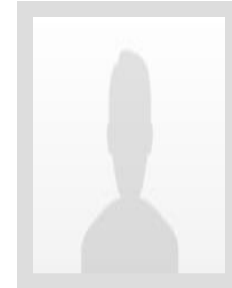
Patrick Healy

MD/Design Engineer



Susan Healy

MD/Childcare Expert



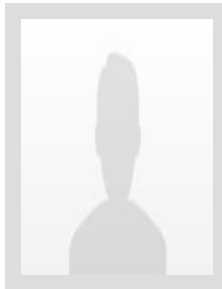
Startup Advisor

Startup Advisor



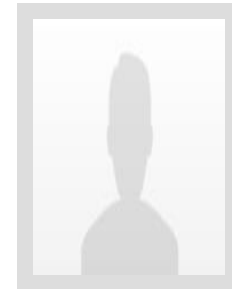
Manufacturing/Textiles

Manufacturing/Textiles



Retail Finance

Retail Finance



Retail Marketing

Retail Marketing



# Thank You

