CELTIC-NEXT
Project Proposal Pitch

5th of October 2023, Online

Enhancing Children and Adult Sleep Health and Wellbeing through Smart Sleep Aid Technology (SSATECH)

budizzz

KAREL

Teaser

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Purpose: To combat sleep deprivation, promote well-being by leveraging balance between tech and non tech solutions to improve sleep health for individuals of all age groups.

Main benefit: Good sleep benefits individuals by improving their physical and mental health, enhancing mood, and boosting cognitive abilities.

What makes the added value?: Quality sleep reduces healthcare costs, increases workplace productivity, decreases absence both at school and work, and fosters safer communities, leading to overall societal well-being.

Why should I participate in the project?: It offers a unique opportunity to contribute to the noble purpose of enhancing sleep health and overall well-being for individuals worldwide through innovative solutions and community engagement.
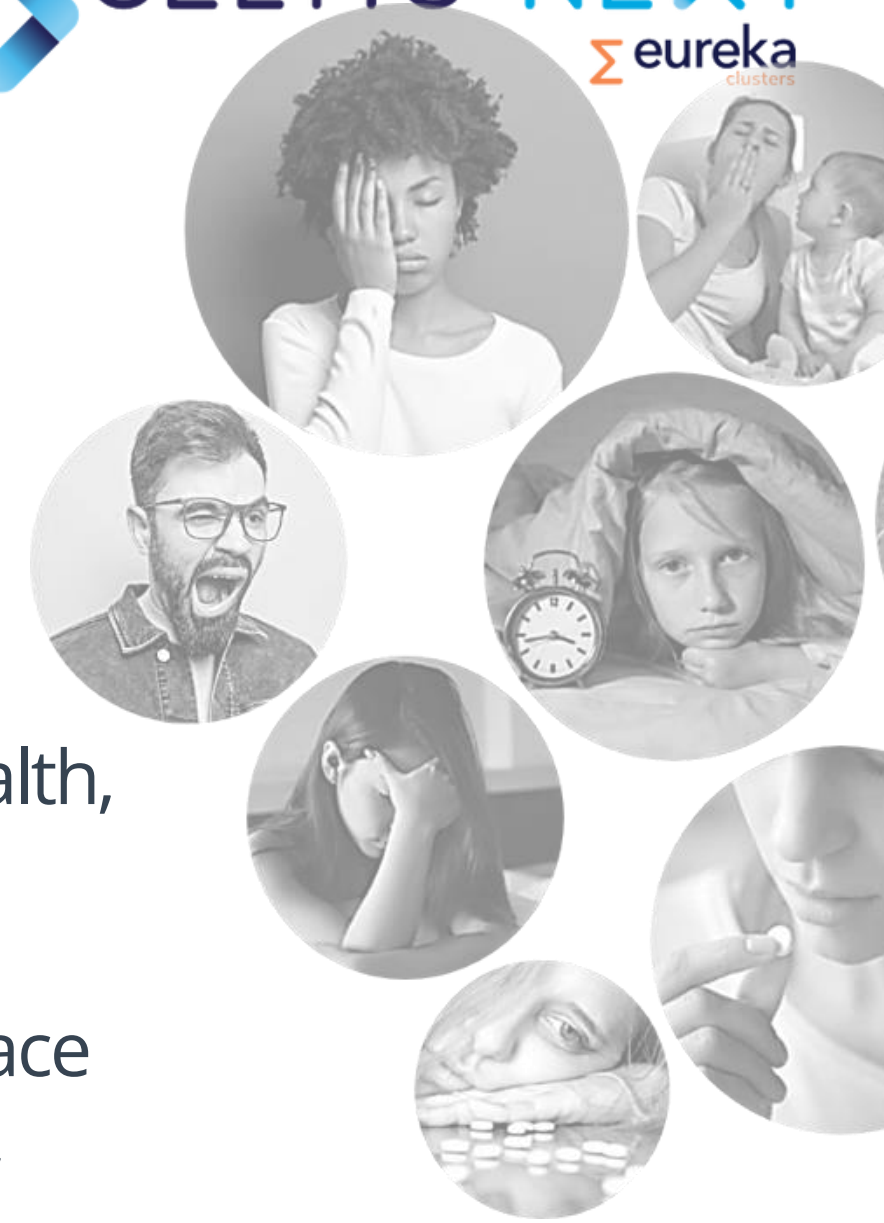
Organisation Profile

Staff & collaborator history:
- Experts and scientists in the field of sleep and wellness with successful national & international projects
- Content creators, who contribute to Budizzz's crowdsourced library, from all over the world
- Staff with proven ability in tech expertise

Social Impact:
- better mental well-being, productivity, relationships, healthcare, education, inclusivity and resilience within communities and societies.
- better sleep can reduce the burden on healthcare systems, decrease absenteeism at work or school, and contribute to safer and more harmonious communities.

Proposal Introduction

Vision: A World where individuals of all ages, experiences restful and rejuvenating sleep, fostering mental well-being, less anxiety and depression and promoting a healthier, more balanced life. Through technology, community collaboration, and a holistic approach, we aspire to revolutionize sleep health and set a global standard for quality rest and mindfulness, making well-being accessible to all. And it all starts with sleep hygiene before the bedtime.

Motivation: In the world when we are easily distracted it's difficult to have a good night sleep yet everybody has to sleep. It is essential both for physical and mental health. Starting from childhood, sleep impacts the quality of life. Sleep deprivation leds to impaired cognitive function, reduced focus, increased irritability, and heightened risk of accidents and health problems.

Components: Our goal is to establish a comprehensive smart sleep solutions ecosystem. It all begins with a Smart IoT device equipped with sensors to monitor sleep quality, the capability to play sleep-enhancing content sourced from a continually expanding international content library, synchronization with iOS and Android apps, access to sleep specialists, and early detection of sleep-related abnormalities.

Lack of sleep

52%
of kids don't get enough sleep
71% in Turkey
6 - 12 y.o.

62%
of adults have sleep difficulties

Feelings of worry and/or stress

Sleep hygiene practices are usualy missing

Tirdness

75%
of those who suffer from depression have sleep difficulties

90%
of people use the devices emitting **blue ligt in bed**

Low self esteem

$411 billion
annually sleep deprivation costs the US economy

Difficulty coping with daily life

Source: American Sleep Association, https://www.healthline.com/health-news/children-lack-of-sleep-health-problems, https://www.bbc.com/news/business-22209818; https://www.nhlbi.nih.gov/health/sleep-deprivation

Proposal Introduction

Expected outputs/outcomes:
- **Technology stacks:** IOS/ Android software for crowdsourced content offering strong prospects for product sales and subscription-based revenue components / AI Sleep tracking advanced features like content personalization, AI sleep analysis, and language translation, (prioritised requirements – M6, architectural design – M12, validated software assets – M18)
- **Tech roadmap and planning:**
  - *-* software for crowdsourcing content / dashboard for creators (architectural design – M12, validated software M18, tests M24);
  - hardware IoT (industrial design M6, prototype M12, test M24, scale M36)
  - PoC: test schools / user community (M24)
- **Process:** A validated process of developing, deploying and testing applications (mid-term process report - M18, final report - M36)

Impacts (post-project)
- better mental well-being, productivity, relationships, healthcare, education, inclusivity and resilience within communities and societies;
- world where individuals are not only physically healthier but also more emotionally and socially connected, contributing to a more harmonious and prosperous society

Partners

Countries involved in project: Turkiye, Poland (Institute Family Power)

Partner Company:

- *Karel*
- *Hacettepe University Child Development Department*
- *Teknasyon*

Expertise, profiles and types of partners we are looking for:

- Sofware company for developing end user applications Android /IOS; dashboard for content creators, payment algorithm;
- AI based and big data technology companies: sleep tracking solutions, data analysis
- Sensors developing companies;
- IOT hardware producer
- Sleep professionals: Universities / Hospitals;

Contact Info

For more information and for interest to participate please contact:

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Presentation available via: