

PROSPECTUS 2017-2018



Get to Sleep Easy

NIKHIL AUTAR

Founder and CEO

EXECUTIVE SUMMARY

Get To Sleep Easy was inspired by passion, but founded on science, and deep knowledge of the market.

In this prospectus, you will discover a unique proposition, demonstrating how you, your brand and your favoured cause or charity will profit, both socially and financially, by investing in our mission.

At Get To Sleep Easy, we've taken out provisional patents on a unique hospital bed, designed to reduce incidences of common complications which occur during hospital stays, and take hundreds of thousands of lives and cost billions for our economy. The market for this is large, growing at 4.89% CAGR, with an incremental growth rate of 1.6billion over 5 years. A lucrative opportunity to move into markets like India and Brazil with the oft preferred manual model we intend to develop as well, with India alone aiming to double their number of hospital beds by 2030

We are also developing a unique Adjusting Wedge Pillow which will not only assist patients and the wider community to Get To Sleep Easy, but also serves as a device that performs the same lifting function of hospital beds for less than a tenth of the price. This allows us to access another rapidly expanding market with over half a million nursing home residents are projected for 2031 in Australia alone. 80,000,000 falls occur in the United States every year, which marks an urgent need, as well as a lucrative opportunity. The sleep aid market is projected to rise to \$76billion by 2019.

Our brand is one of quality, and our social nature provides a platform for building a community driven movement. We aim to distribute 100% of profits to charities and research, with collaboration with Engineers Without Borders to develop a version of this bed which can be developed for and deployed to developing nations too already taking place.



**A PASSIONATE
COMPANY FILLED
WITH PASSIONATE
INDIVIDUALS**

Enclosed within is an opportunity to not only help our highly impactful cause that will reiterate your investment perpetually, but also an opportunity for your donation to act as an investment with generous returns for your preferred cause. Structured as a social enterprise, with the intention of supporting worthy causes in any case, we would be honoured to assist the mission your organisation, and your values, are aligned with.

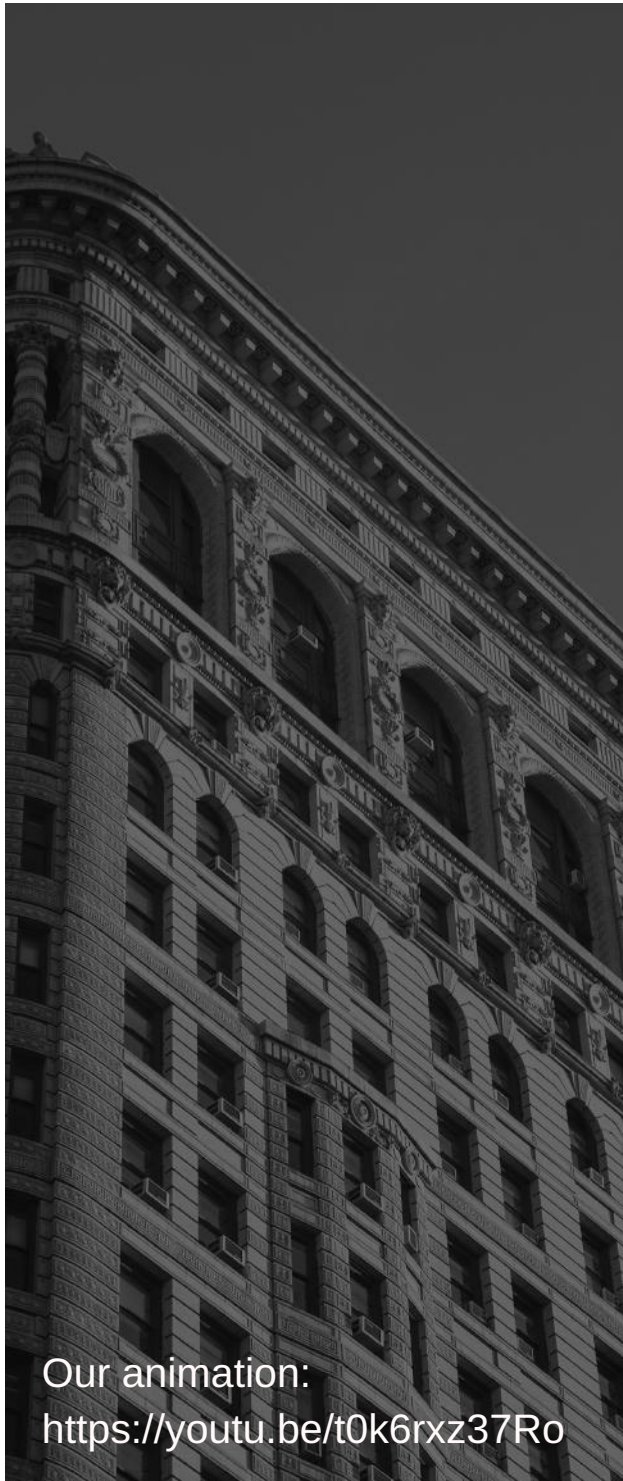
As a former cancer patient, I understand the importance of our mission. Thank you for your time. I look forward to hearing from you soon.

Nikhil Autar

CEO, Founder, Get To Sleep Easy

OUR PRODUCTS

THE ADJUSTABLE WEDGE PILLOW & CONVERTIBLE HOSPITAL BED FRAME



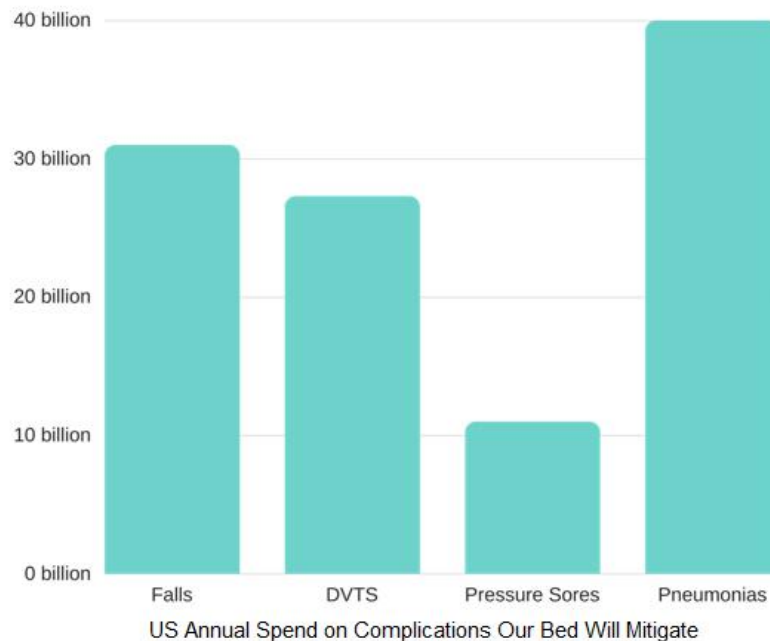
Our Convertible Hospital Bed Frame features a flexible frame, which allows for manipulation of the legs, as well as the head. This, for instance, allows it to become a chair, reduces incidences of pneumonias by encouraging patients to sit up, a remarkably effective, but hard to enforce measure that reduces severity and time spent in hospital by 35%. Lung infections alone takes 950,000 children under five annually, and costs the US \$40billion/year.

Falls, which seriously injure 8% of patients in hospital over 65, are reduced by supportive rails, weight sensors which alert nurses when patients are away from their bed for extended periods of time, and features that reduce the need to get up when ill-advised to do so, such as a charging ports, and bed pan chamber. These cost the us \$30billion/year.

Deep vein thromboses - clots which kill 15% of people who get them when dislodged - are reduced through massage prongs which prohibit blood pooling - a major risk factor faced by long term, immobile patients. in addition, pressure sores are reduced through an intuitive weight sensing, contouring system. As seen, our value proposition is unique and highly impactful.

The Adjustable Wedge Pillow not only assist millions with conditions that make sleep difficult to attain, but also features a central API that can serve as a one stop solution to store patients' device readings.

DETAILED MARKET ANALYSIS AND BUDGET BREAKDOWN.



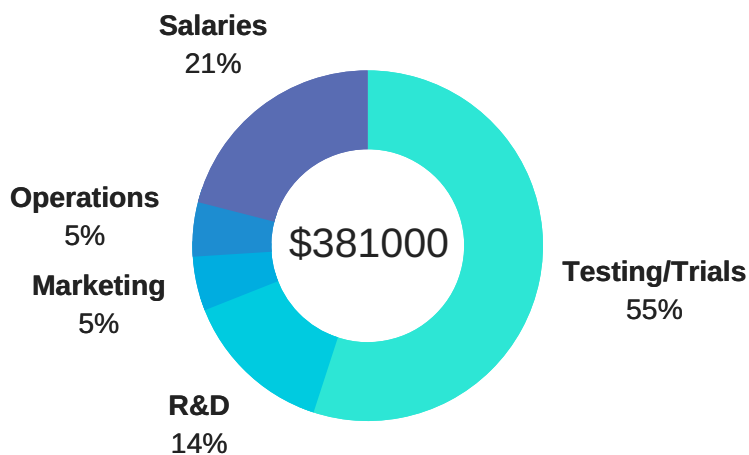
The hospital bed market is worth \$5.1 billion and is growing rapidly. The market is dominated by ward beds, our main initial offering. It grows at a rate of 4.89% CAGR, reaching 6.5 billion by 2021, with both an ageing population and developing nations bolstering demand. This, combined with high margins, and consistent demand offers a highly profitable opportunity that can sustainably generate large returns.

We aim to develop a bed that competes with current ward beds in pricing but surpasses them in features and safety. Our key, often unique components, not only add comfort but also increase safety, mitigating problems medical facilities spend millions on. In preliminary market validation, 9 hospitals in the Sydney region, as well as numerous patients surveyed all responded with resounding interest in a bed like ours. Through consultation with a nationally renowned service engineer and a senior head of sales of a top 5 biotech firm, as well as a host of doctors, nurses and patients, we understood the problems, confirmed a need and determined our key offerings to fit current market and consumer needs. Further consultation with key stakeholders will continue to take place, with an advisory board being formulated composed of senior nurses, clinicians and engineers.

Development of the hospital bed is estimated to cost \$400,000 over the next 1 - 1.5 years. This includes research and development of the various components, safety testing, collaboration with international firms in design processes, salaries and patenting. The regulation landscape for beds is far less intense than other medical devices, allowing us to enter a market ripe for disruption in minimal time.

The adjustable wedge pillow is unique and has no competitors in at \$76.6 billion sleep-aid products market. Nursing homes, and patients with various conditions in particular will create a robust user base of patients which creates opportunities to develop a health monitoring device range, in conjunction with in-built sleep, and breathing monitors, which will allow our app, and its API to generate revenue through various models (manufacturing, licencing, data sales and more). Its development will take only \$15,000, including software and signal coordination, allowing it to generate a steady income stream whilst the bed frame is developed. Similar items regularly perform in the 6 figures on crowdfunding platforms like Indiegogo, and this will be aimed to the general market as well.

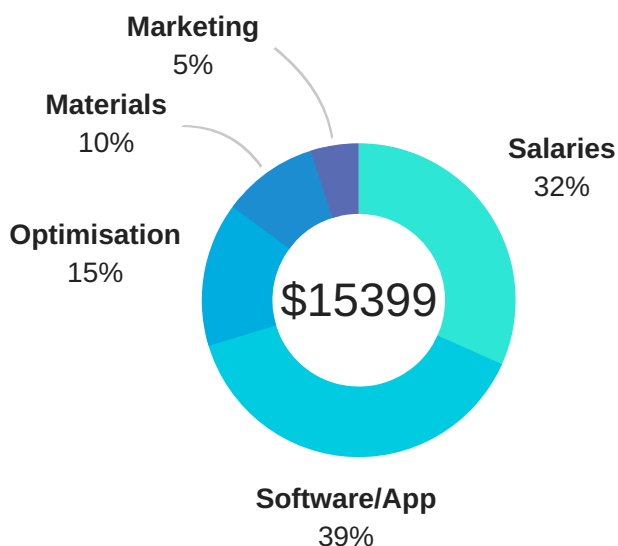
COSTINGS MARGINS, REVENUES



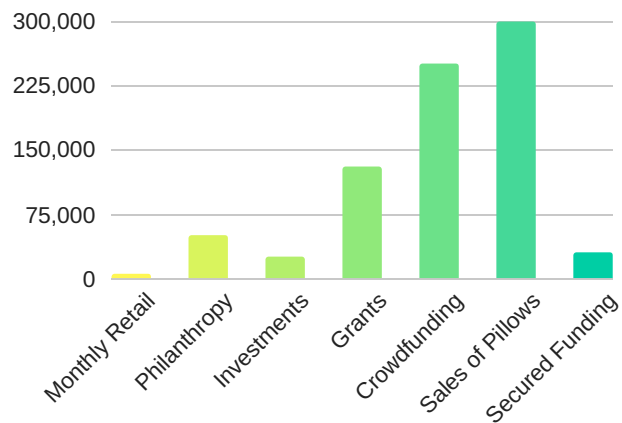
Above is a breakdown of R&D costs required to reach regulatory approval for the Convertible Hospital Bed. Salaries comprise a decent component of this spend, with the services of at least 3 or 4 full time engineers required to reach our end goal. However, contracting of senior engineers, and hiring capable, young ones, particularly those just starting out in Australia allows us to get supreme talent at a reasonable price.

The time for approval, once work is started, is 1 - 1.5 years, with clinical trials, testing and approval taking most of this time. TGA approval is the fastest of the major markets, and allows access to Asia. Development to an international standard will ensure approval by CE Marks and FDA programs.

Beds will cost between \$1024 and \$1593, delivered, and will readily sell at prices close to \$4000 once reductions of disease are established through trials. Basic-featured ward beds cost \$2700, guaranteeing healthy margins and profits.



*Founder isn't taking a salary



First year revenue forecast

Marketing would take up more of this budget, but use of guerilla marketing techniques focusing on high ROI influencers and unique campaigns to build momentum, culminating in a coordinated crowdfunding makes this a reality. Crowdfunding campaign revenue based on analysis of similar products with similar followings.

Retail of items such as regular wedge pillows, electric blankets and merchandise will sustain us and keep funding operations in the near term. So far, \$10,000 in government grants and scholarships have been secured. Our social enterprise qualify for much more. Pitches to companies are being arranged, and philanthropy from corporations and individuals through unique campaigns will further fund development. And finally, a crowdfunding campaign for the Wedge Pillow, is projected to raise such a high amount as it compares readily to similar products.

Evident here, wedge pillow development is much less cost intensive, requiring comparatively little in the way of regulation. A central API is a key, unique component, adding value to patients and health providers alike through the secure storage of patients' data outside the clinic, allowing realtime monitoring of patients' condition. . Margins of the bed will be similar, with projection for production of an adjusting pillow totaling \$65, and retailing at \$149, with upper models with extra offerings such as weight sensing alerts and an attached mattress (adding little extra in the way of manufacturing costs) set at \$299. The crowdfunding campaign will help secure funds, as well as market these.

BRANDING, MARKETING

OUR BRAND IMAGE + MARKETING PLANS AND CAMPAIGNS

SOCIAL MEDIA FOLLOWING

With a following of over a thousand over all platforms, we have already created a supportive community.

FOUNDER'S PERSONAL STAKE

Our founder's personal connection to this issue serves not only as a permanent reminder of our mission, but an effective marketing tool.

INNOVATIVE FEATURES

Marketing to stakeholders with personal attachment to our cause will form a solid backbone. Features such as a pendant which instructs patients through deep breathing exercises, and reads to children are already gaining attention, and traction.

CROWDFUNDING CAMPAIGN

Crowdfunding campaigns in this sector, for similar products, regularly raise 6 - 7 figure sums. Our social nature also garners good will. Strategic partnerships with Engineers Without Borders extends this reach.



INVESTMENT OPPORTUNITIES



\$1000 **◆** Listing on website as supporting member.

\$5000 **◆** indefinite listing on website as initial investor with rights to use our brand for promotional purposes.

\$10,000 **◆** The prior, and **\$15,000** dedicated to a charity, research or cause of your choice via a promissory note, when profitable.

\$20,000 **◆** The prior with mentions at events, and functions, and **\$50,000** to a cause of your choice when profitable.

\$50,000 **◆** The prior with listing on national front page as major sponsor, brand featuring in major campaign videos and **\$250,000** to a cause of your choosing when profitable.

MEET THE TEAM

PEOPLE BEHIND THE BRAND



NIKHIL AUTAR
FOUNDER
CEO



MICK TRAN
LEAD
BIOMEDICAL
ENGINEER



SNEHA ARUTLA
BRAND
MANAGER AND
MARKETING



AZHAR
MOHAMMED
SENIOR
ENGINEER

Our team features experience, proven track records, and excellence.

- Mick Tran is a biomedical engineer with 23 years experience in medical devices, the TGA, EMRs and team management. He has worked on both sides of the regulatory fence, having been responsible for approval of medical devices for the TGA, consulting, and working with companies to assist their approval process.

- Azharrudin Mohammed is a senior electrical engineer with international experience in his previous firms. In his decade-long experience, he's built an impressive track record working in R&D, medical device maintenance and has experience in medical innovation, having customised circuitry to meet clients' needs in the past.

- x Our engineering team is supported by an army of interns, and a strategic partnership with Engineers Without Borders engages research students further.

- Sneha Arutla was one of the top English students in the top high school of NSW and is majoring in English literature, with a background in Neuroscience and deep knowledge of psychology.

- And I, myself am a medical student at Western Sydney University and a cancer researcher at the Ingham Institute. I have successfully attained scholarships to sponsor innovation, as well as having been recognised and offered positions in household names of the startup world such as the Founder Institute.

I personally have been affected by all of the major diseases our bed will help prevent and have lost friends to them as well. This is a necessary cause that can create lasting global good. I thank you for taking time to read our proposal and look forward to hearing from you soon.

GET TO SLEEP EASY

TO CONNECT:

General enquiries: info@gettosleepeasy.org

Founder, CEO: nautar1@gettosleepeasy.org

Business plan and meeting available on request

DECEMBER 2017