

PRESS RELEASE + MEDIA KIT



Get to Sleep Easy

NIKHIL AUTAR

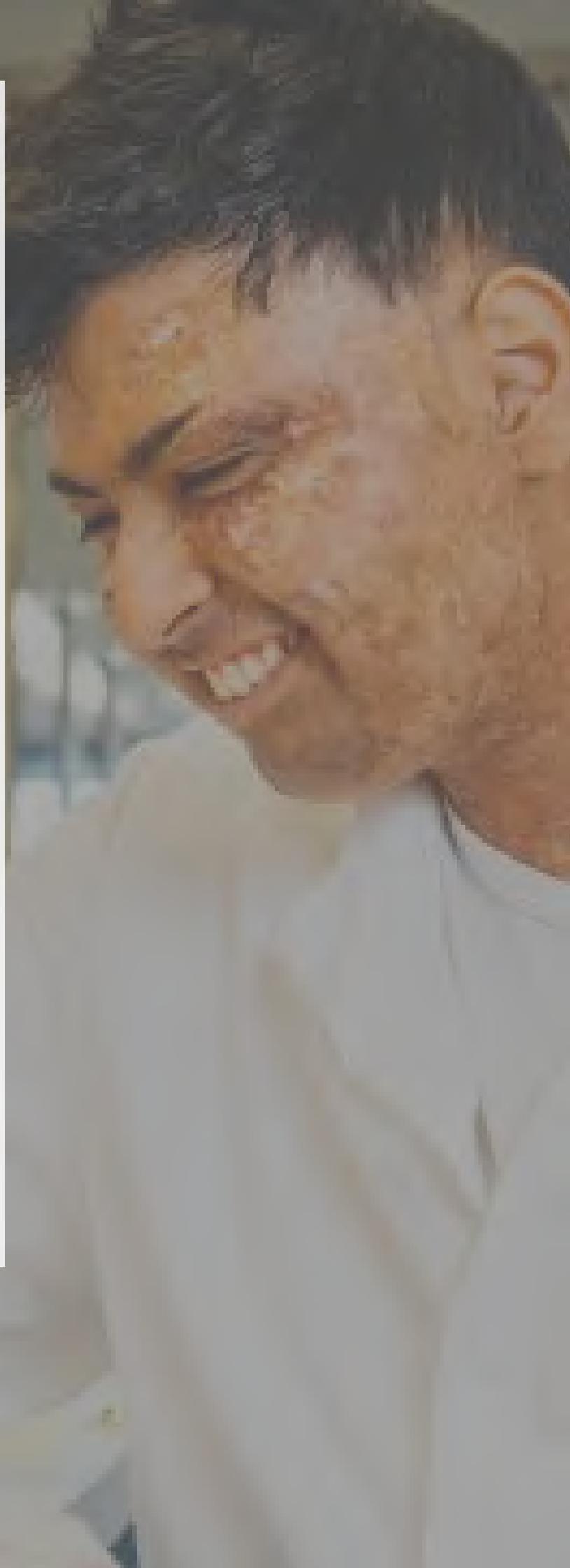
Founder and CEO



MEET OUR FOUNDER

Nikhil Autar is a medical student, medical researcher and ex-cancer patient.

Our founder found getting to sleep hard. And he nearly died, on numerous occasions, to unnecessary complications of hospital stays. But he knew others had it worse. So he decided to do something - and give it all back to charity!

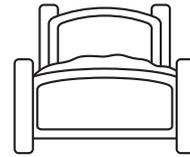


THE ISSUE

IMMENSE BURDEN OF DISEASE
EXISTS AT NATIONAL, REGIONAL
AND GLOBAL LEVELS.

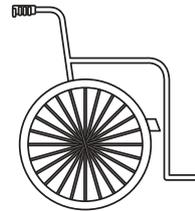
1. DISRUPTED SLEEP

Millions experience disrupted sleep each night. These include sufferers of cystic fibrosis, heart failure, COPD, asthma, acid reflux, sleep disorders etc



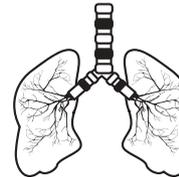
2. FALLS

Falls seriously injure 9% of >65yo patients in hospital.



3. DVTS (CLOTS)

DVTS affect nearly 20% of long term patients, killing 15% of patients if they dislodge. Those who survive dislodging are left severely incapacitated.



4. PRESSURE SORES

Pressure sores can remain for months to years. They highly uncomfortable - poor wound care can proceed to sepsis.

5. PNEUMONIAS

Pneumonias take >60k lives/year in the US. 1.6% of the population will be hospitalised with an infection every year (10-20% will go on to the ICU). Globally, there are 17 million cases of community-acquired pneumonia



Get To Sleep Easy

At a glance

Committed to make life safer, easier, and more human for patients, and vulnerable populations around the world.

Guided and backed by leading academics, and healthcare providers in public health, orthopedic surgery and geriatrics

Social enterprise, using innovation to drive revenue streams that generate income for research, and effective charities.

Breakdown of giving program available at www.gettosleepeasy.org/givingback

Key innovations include

\$200 hospital bed alternative, which maps users' movements to predict, and alert family, caretakers or authorities when someone has likely fallen.

The first ever walker (walking frame) that comes TO the patient.

Lifesaving hospital bed which reduces rates of common, unnecessary complications of hospital stays.

Demo videos available at: <https://www.youtube.com/watch?v=matmkbqZXTY>

Current progress and future strategy:

Deep into prototyping, with patented air inflation system already functioning and walking frame undergoing design consultation with stakeholders prior to prototype commencement.

Key interest starting to be generated around social media brand, via influencer marketing.

Marketing and crowd fundraising program on a side product scheduled for late April. "The HeadPhillow - a headphone friendly pillow" is sure to get people talking, and will assist in capturing the human aspect of our business.

GET TO SLEEP EASY

TO CONNECT:

General enquiries: info@gettosleepeasy.org

Founder, CEO: nautar1@gettosleepeasy.org

Media and head of marketing:

mediaenquiries@gettosleepeasy.org

Full Press Release

Nikhil Autar wasn't even sure he'd survive to still be here 7 years ago when he was told he had a rare, often deadly form of leukaemia. But now the 24 year old medical student is doing that and so much more.

Recently, he launched a \$200 alternative to the hospital bed, and the first walking frame that comes to you. Both are tools which could drastically reduce fall rates, in hospital, nursing homes and regular homes alike.

"I mean when I was going through treatment, I remembered falling a few times. Luckily, they were either into my father's arms, or only small falls. And that's me. An otherwise healthy, 17 year old. When I looked into the literature and saw just how much of a problem this was... I knew I had to do something about it."

Conservative estimates put fall rates for elderly populations as high as 30% per year. That number rises to over half for people aged 80 and up. They account for over a quarter of all emergency department presentations, and of those who have a serious fall, 25% will go on to die within a year of falling.

After noticing his quality of life had drastically risen after using a wedge pillow at night, he realised there was an opportunity to create even more good with a bit of innovation. And thus, the Adjustable Wedge Pillow was born.

"I realised my lung condition which had made it virtually impossible to sleep sometimes. The slope of a wedge pillow underneath me, fixed that. When I realised that on some nights, I needed it more, I realised it could also do so much more, and help fix this huge issue."



Nikhil suffers from Bronchiolitis Obliterans, a life threatening lung complication which makes breathing at night extremely difficult. Some nights, he wakes up feeling 'suffocated' because of it.

The Adjustable Wedge Pillow not only performs the same function as a hospital bed for less than a tenth of the price, but also reduces the rates of falls through both a weight sensing mats which send alerts when patients, and its connection to Get To Sleep Easy's other flagship innovation – the first Walking Frame that comes to you! A combination of robotics, and in depth knowledge and experience working on walking frames by Engineer Azharrudin Mohammed and intern Yang Han has allowed the Sydney based startup to also take out provisional patents on the Robotic Walking Frame, which is the first of its kind to navigates around objects, and come TO the user using voice, remote control, app, or prompts from the accompanying Wedge Pillow, alerting the device when someone's sitting on the side of the bed, ready to move. When not in use, it finds its way back to the charging station.



[View their demo video here](#)

"We're already prototyping both of these products. But this is just the beginning. Our end goal is to produce a hospital bed which will reduce incidences of common hospital stays such as falls, pneumonias and blood clots, and eliminate the barriers of entry that currently stops doctors and nurses from combating these, by putting all those life-saving devices inside it." With voice prompts educating patients of the benefits, and necessity of taking precautionary measures he himself didn't realise until entering medical school, and knowing how close he'd gotten to passing away, Nikhil hopes for the bed to also make hospitals more human too. This feature can also house an audiobook app.

His company is structured as a social enterprise, and 100% of all profits will go towards charities and research. Get To Sleep Easy is already working with Engineers Without Borders students to create a version of their hospital bed which is cheap and easy to manufacture.

“It’s the least I can do. And social enterprises get the best of both worlds. Businesses ultimately do exist to serve the community. And I hope more innovations can go down this road in the future.

Thus far, Nikhil’s been funding this venture with his poker winnings. But with the buzz that growing fast, and their recent pre-sales launch, a more solid income stream is sure to follow. You can pre-order, and get your hands on these amazing products, first, today at www.gettosleepeasy.org/shop!

And to learn more about Get To Sleep Easy in the media, check out the following features;

<https://www.9news.com.au/national/2018/03/29/12/33/former-cancer-patient-invents-new-hospital-bed-with-poker-earnings> .

<https://youcan.org.au/h3-blog/12-05-2017/a-cancer-patient-saving-thousands-of-lives-with...wedgies>

<https://themighty.com/2017/12/leukemia-survivor-creates-get-to-sleep-easy-products/>

<https://www.youtube.com/watch?v=kgo8Q0etQrg>

<https://themighty.com/2017/10/how-out-think-leukemia-find-best-version-of-self/>,

www.nikhilautar.com

Social Media profiles:

www.facebook.com/gettosleepeasy

www.instagram.com/gettosleepeasy

www.twitter.com/gettosleepeasy