

Eth@real co.

Let the sun revolve around you.

My Night Shift Problem



Worked night shifts for
5 years



of night shift workers
have **poor sleep**



Increases risk of **heart
attack** by 53%



- **Circadian disruption**
- **Grogginess**
- **Insomnia**
- **Constant fatigue**

[Click here to see curtain timelapse](#)



Sunrise-mimicking Light Strip + 100% Blackout curtain



Sets your circadian rhythm to your schedule



Utility patent approved

How It Works

After Shift **8:00 AM**



Sunset sequence induces melatonin for sleep

Mid-sleep **11:00 AM**



Blackout ensures deeper sleep

Wake Up **4:00 PM**



Sunrise release cortisol for wake up

Reduces **grogginess, fatigue, and stress** at work

Our Success Stories

CJ



Night Shift Transport

Alli



Night Shift Nurse

Fiona



Registered Nurse

In Just Two Weeks

25% Higher Sleep Score

Fell Asleep 50% Faster

Insomniac **sleeping at 7AM**



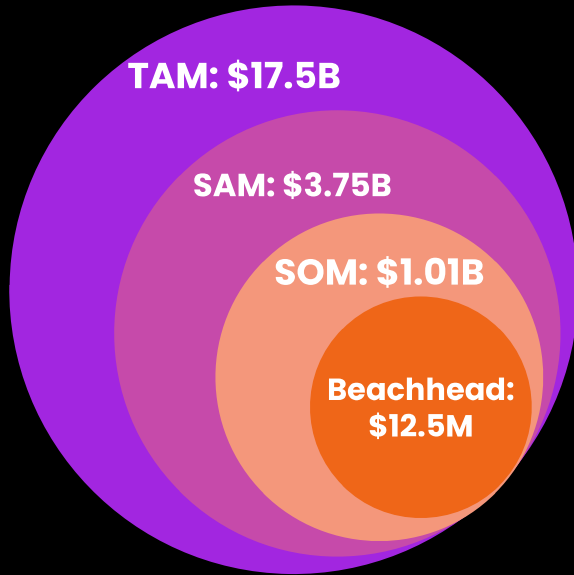
Sleeping at 2AM
Stopped snoozing

Competitive Advantage

	Blackout Integration	Whole Room Sunrise	Gradual Sunrise and Sunset	Sets Circadian Rhythm
SunrAise	✓	✓	✓	✓
Hatch Sunrise Alarm	X	X	✓	X
Motorized Curtains	✓	✓	X	X
Sunlight Light Bulb	X	X	✓	X



B2C Market Size



TAM: 70M Americans have sleep disorder

1

SAM: 15M night shift workers in the US

2

SOM: 4.05M (27% SAM) Night shift workers with Shift Work Disorder

3

Beachhead: 50K Night shift nurses located in Arizona

4

Business Model



B2C

Customers:

- Night shift workers
- Sunless regions(Alaska)
- Sleep disorder patients

Marketing Strategies

- Micro-influencers -\$16.81 CAC
- Organizational partnerships

Product SKUs

SunrAlse
Curtain



SunrAlse
Strip



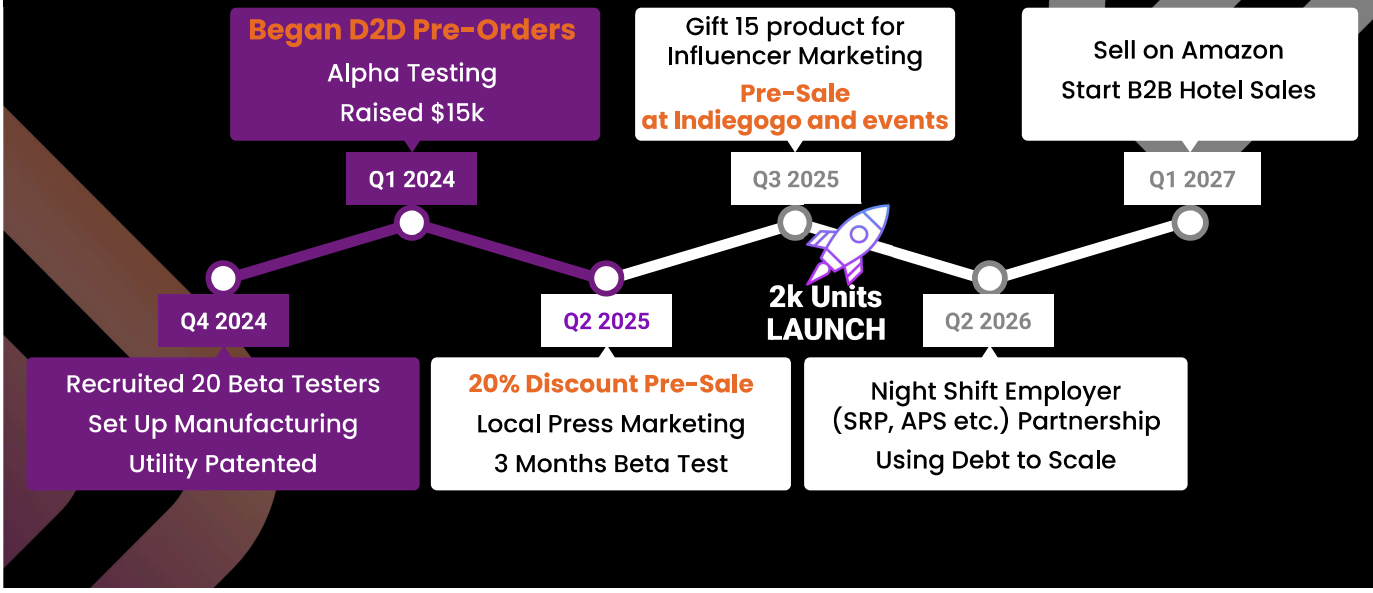
COGS: \$59.68

MSRP: \$250

Margin: 70%

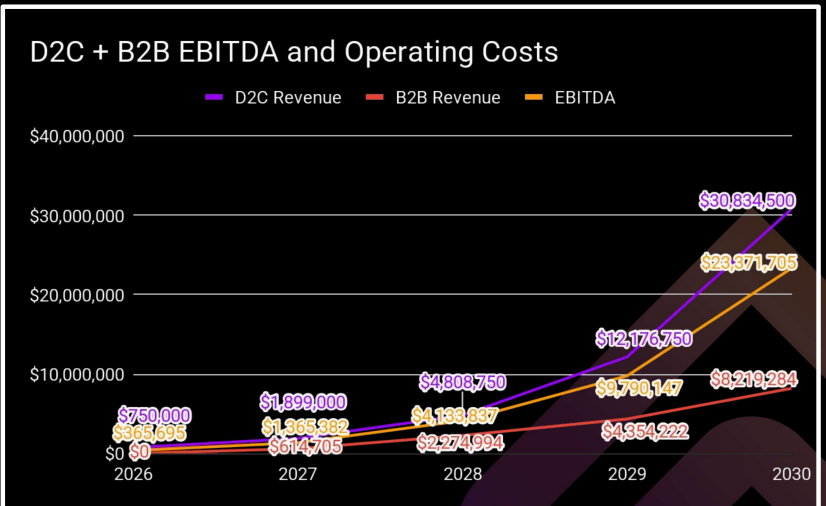
B2B Targets:
Hospital/Hotel

Timeline



D2C/B2B Revenue: 5% SOM Capture

Year	B2C Units Sold	B2B Units Sold
2025	1082	0
2026	3,000	0
2027	7,596	1,593
2028	19,235	4,835
2029	48,707	9,033
2030	123,338	16,936



COGS: \$59.68

MSRP: \$250

The Core Team



Ben Voller-Brown
CEO
Mechanical Engineer
M.S




Michael Li
COO
Biomedical Engineer
M.S





Roshan Sanyal
CTO
Software Project
Manager




Aryan Bisht
CDO
AI Engineer
M.S


Advisors



Sairam Parthasarathy, MD
Director
Center for Sleep Disorder




Adriano Schneider, Ph.D.
Sales Strategy Consultant

WECONSULTANTS

REQUEST TO

Mesa West
Rotary
Club 

Table and present at Rotary events

1

Connect with local hospitals workers and
local press

2

Provide discounts to members or relatives

3

Pre Order Now!

Or follow us on IG



APPENDIX

Business Model



B2B

Customers:

- Hotels (Business travel recovery)
- Hospitals, nursing home (Patient recovery)
- Construction, power plant, maritime companies and military (employee dormitories)

Marketing Strategies

- Door 2 door at procurement
- Business/employee referral
- Industry conferences

Sales Structure

- Custom Solution: fabric + sizes + mounting + control interface
- Light strip only available
- Pricing: Design + Materials + Installation + Monthly Interface & Support

B2C

Customers:

- Night shift workers (nurses, other med staff, transportation, energy, police, remote workers)
- Biohackers, health-nuts
- Extreme day-night areas (ie. Alaska)
- New parents (baby sleep training)
- Sleep disorder patients

Marketing Strategies

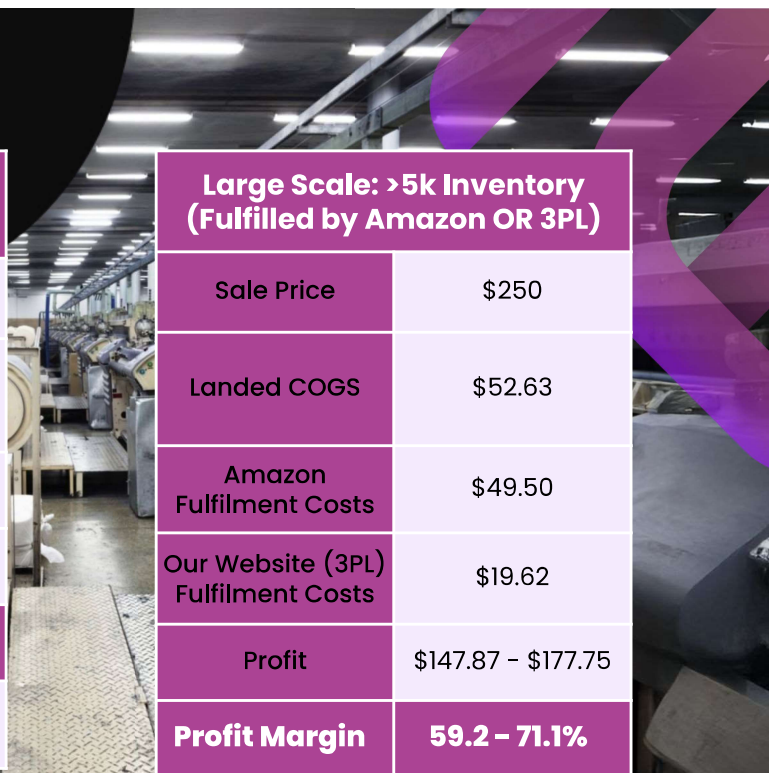
- Micro-influencers (est. CAC \$16.21)
- Organization discounts (Corp, Union)
- Affiliate marketing & Meta Ads

Sales Structure

- SunrAise (Curtains/strip only) + matching curtains + mounting accessories + App Subscription
- Shopify & Amazon
- Payment plan (ie. SunrAise \$20 for 12 months)
- Future custom sizing

SunrAise Curtains Unit Economics

Small Scale: <5K Inventory (Self-fulfilled)	
Sale Price	\$250
Landed COGS	\$59.68
Average Shipping	\$14.38
Profit	\$183.79
Profit Margin	70.3%
Estimated Influencer CAC	\$16.21



Large Scale: >5k Inventory (Fulfilled by Amazon OR 3PL)	
Sale Price	\$250
Landed COGS	\$52.63
Amazon Fulfilment Costs	\$49.50
Our Website (3PL) Fulfilment Costs	\$19.62
Profit	\$147.87 - \$177.75
Profit Margin	59.2 - 71.1%

Customer Acquisition Cost

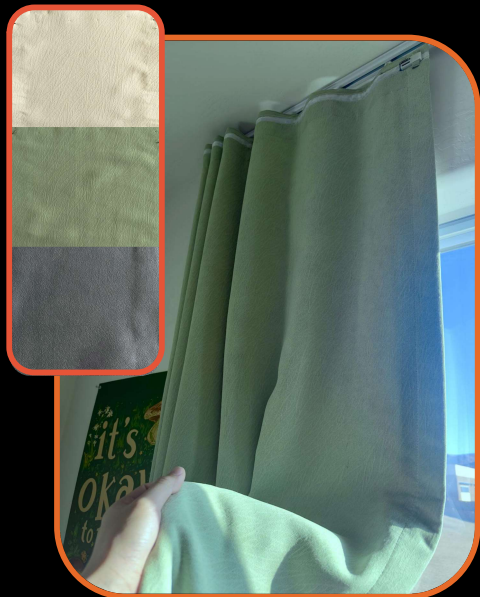
Target influencer	Nursing influencers
Average reach per post for general 10-50K	15.7%
Average engagement rate for general 10-50K: 9.5%	Assume: CTR of 1%
Clicks Per post with median follower count	39.3
Average Cost per post	426\$
Customer Acquisition Cost	\$10.81
Buffered Cost(1.5x)	\$16.21



Product SKUs

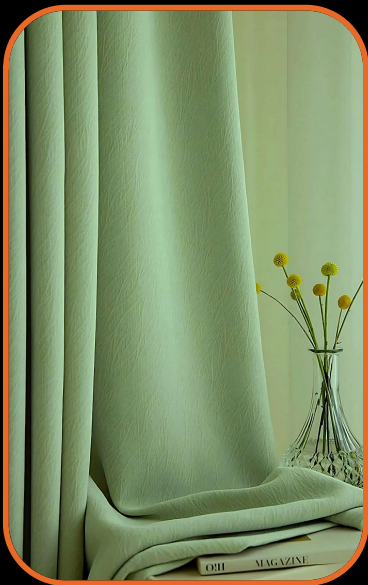


SunrAise Sunlight Strip
Sunlight strip adheres to wall
Length: 7 m (23 ft)
Price: \$149.99
Margin: 76.59%



Sunrise Alarm Curtains
3 Colors, 2 Panels, 52" x 90"
Double curtain window
Price: \$250
Margin: 73.51%

Blackout Curtain
52" x 90", 3 colors
Compliment to Sunrise Curtain
Price: \$29.99
Margin: 69.63%



Sunrise Personalization

Adjust Sunrise Parameters

Duration, brightness, color temperature

Test New Sunrise Sequence

Your Perfect Sunrise

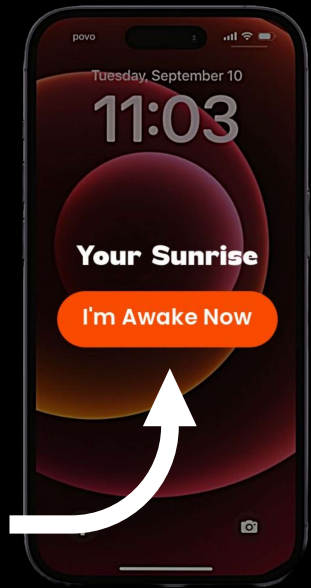
Within 5 min of target

Evaluate against Target Wake Up Time

If not awake by target time → gentle alarm sound as insurance

Record Actual Wake Up Time

Timestamp of Awake Button

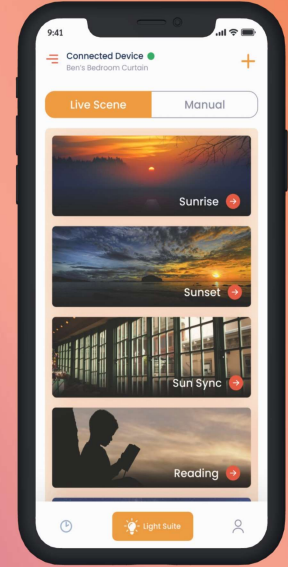
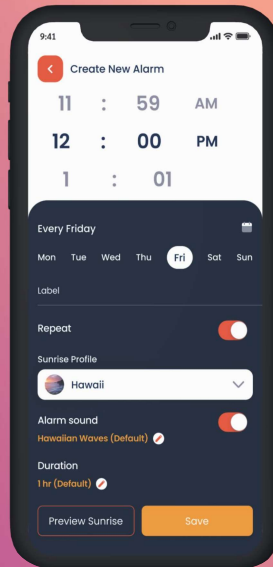
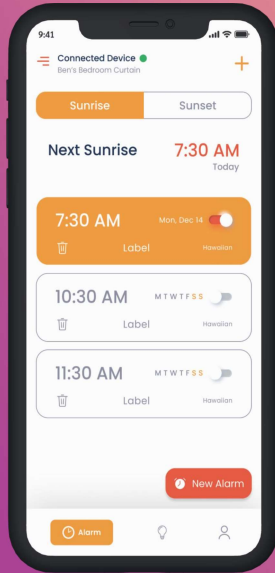
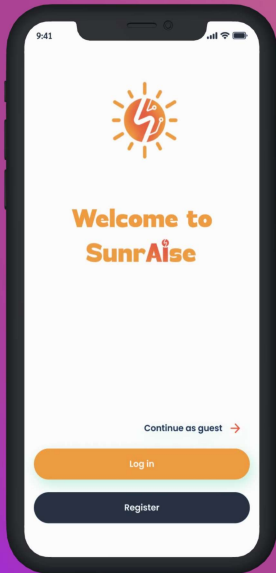


SunrAise Around the World



Recorded sunrise data and ambient sound synced to your curtain, so you can wake up from anywhere

The App



Beachhead Market: Night Shift Nurses

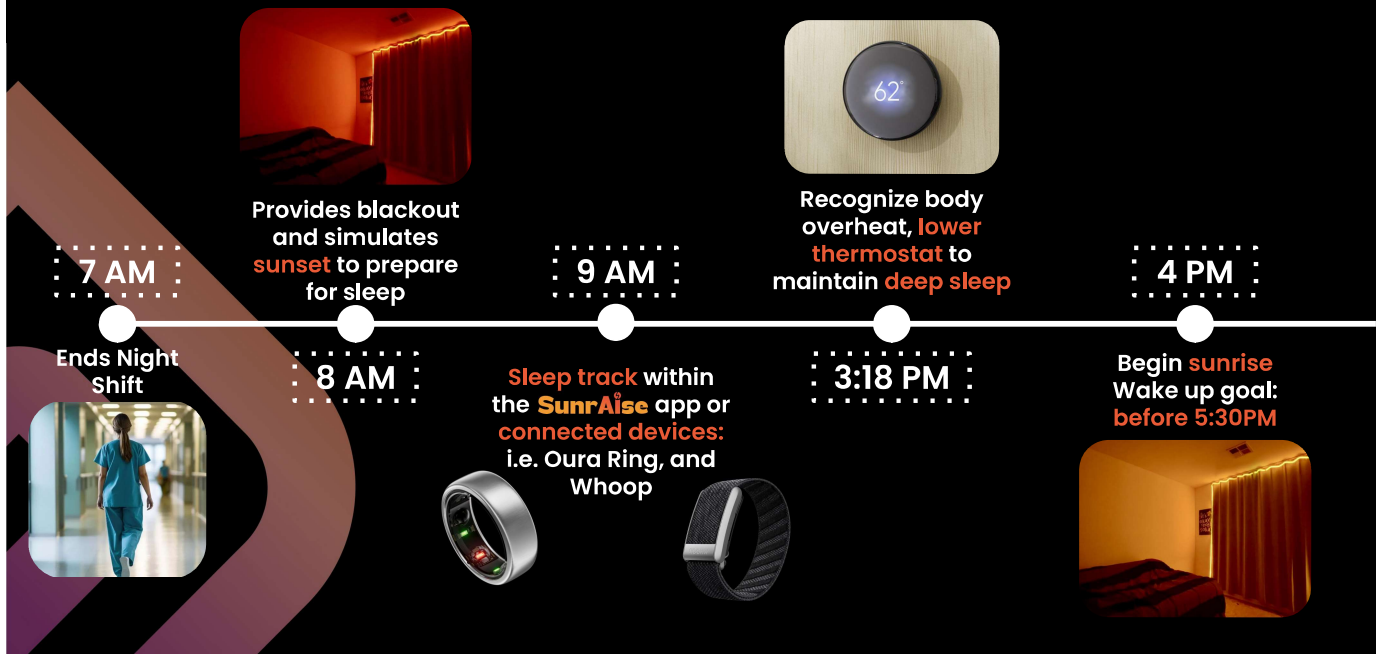
94% have
poor sleep
quality

Early adopters
of health tech

Emphasis on sleep
health improvement

High conversion rate
by micro-influencers

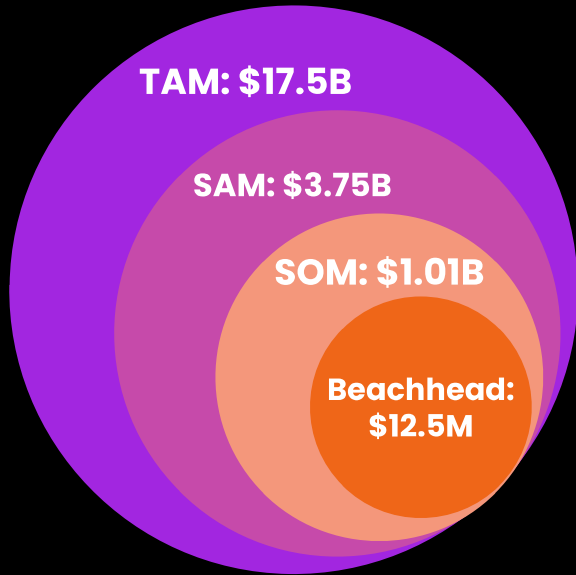
Future: Passive Smart Home Sleep Improvement



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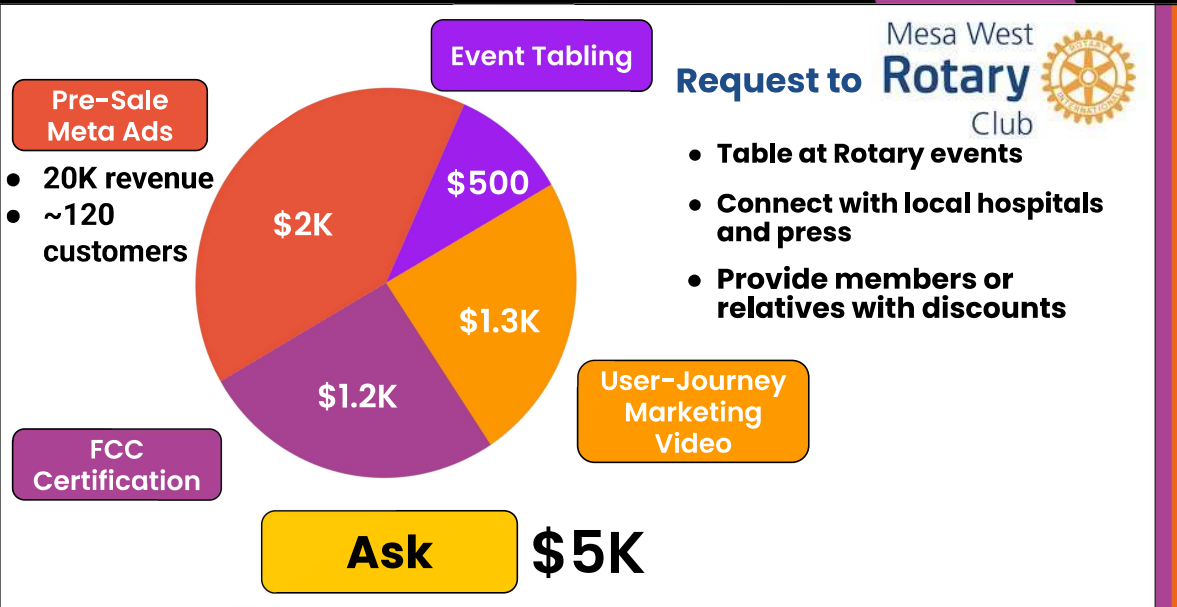
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Ask



Seed Round Ask

