Nyx

Because every superhero needs a good night’s sleep

Sketch Model Review
Purple Team A
Motivation

- Adults need 7-9 hrs of sleep
- 37% of 20-39 year olds sleep less than 7 hours/night
Our Solution

Comfortable Non-Intrusive Headphones

Blue Light Therapy

Ergonomic Eye Cover
Sketch Model
Survey Results

83% would use sleep aides if comfortable

16% currently uses sleep aides

Comfort
- Stays on head
- Does not press on eyes
- Light and thin
- Does not clog ears
60M Americans have sleeping problems

$80B Sleep Aid Market
## Existing Products

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<th>Comfort</th>
<th>Noise Canceling</th>
<th>Light Therapy</th>
<th>Sleep Monitoring</th>
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Next Steps

● Additional Features
  ○ Noise Cancelling
  ○ Bluetooth connectivity
  ○ Sleep Tracking (via heart rate sensor and possibly IMU or EEG)
  ○ Light Therapy

● Explore materials
  ○ Comfortable and ergonomic
  ○ Strong enough to support bandless design