



WINK & RISE

the art of sleep



ARCH GRANTS COMPETITION 2019

the PROBLEM

MORE THAN

30%

OF U.S. ADULTS
GET INSUFFICIENT
SLEEP

Centers for Disease Control & Prevention, 2016

UNFORTUNATELY

90%

DON'T MAKE
SLEEP A TOP
PRIORITY

National Sleep Foundation, 2018

THIS COST THE US

\$411B

IN LOST
PRODUCTIVITY
IN 2018

RAND Corporation, 2016

The primary obstacles to getting sufficient sleep are behavioral, according to sleep specialist Dr. Richard Bogan.



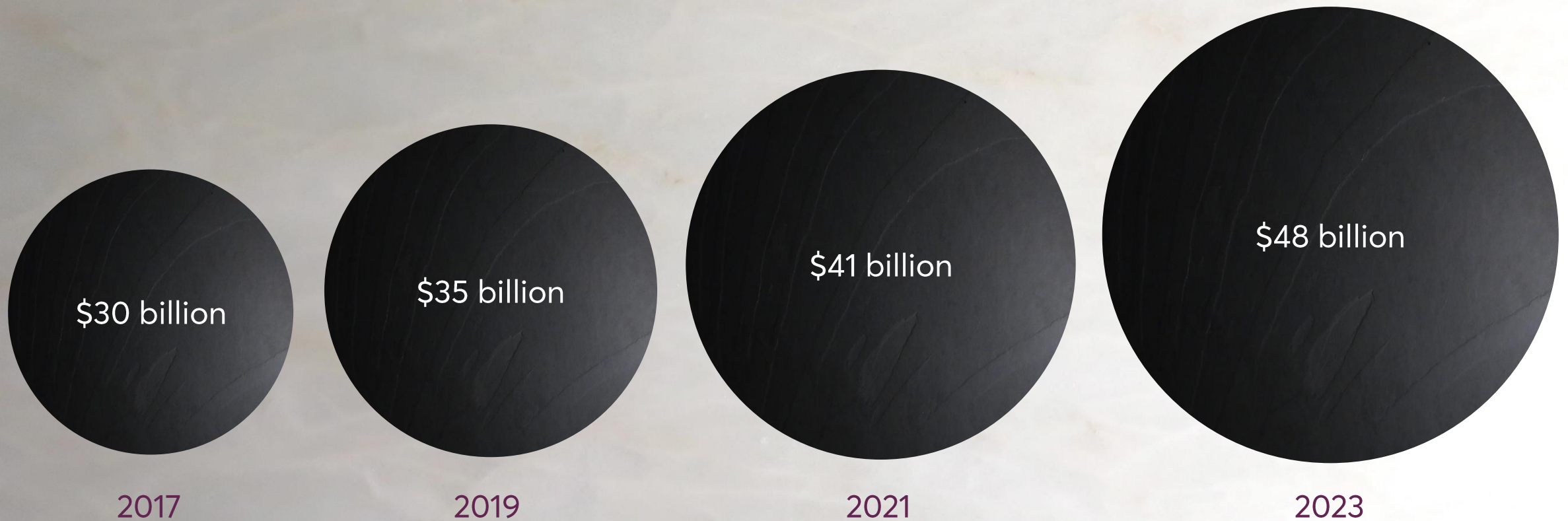
the SOLUTION

The growth of the sleep-health industry “reflects a larger shift, away from dealing with sleep as some sort of necessary evil and toward savoring it and enhancing its many benefits.” (Arianna Huffington, The Sleep Revolution, 2017)

Wink & Rise helps people prioritize their sleep by elevating it to an activity they can savor.

the MARKET

US sleep-health market growth



the MARKET

global wellness market growth
(US market: 31.7% of global market)



2015



2017



2019



2021

the

WINK & RISE EXPERIENCE

key differentiators

CURATED, INDULGENT
PRODUCT SELECTION



DELIGHTFUL, HIGH-END
CUSTOMER EXPERIENCE



REGULAR EDUCATIONAL
CONTENT



COMPETITION



selected
MEDIA
MENTIONS

Better Homes
& Gardens

MARTHA STEWART
weddings



WJXT JACKSONVILLE, FL

Organic
authority

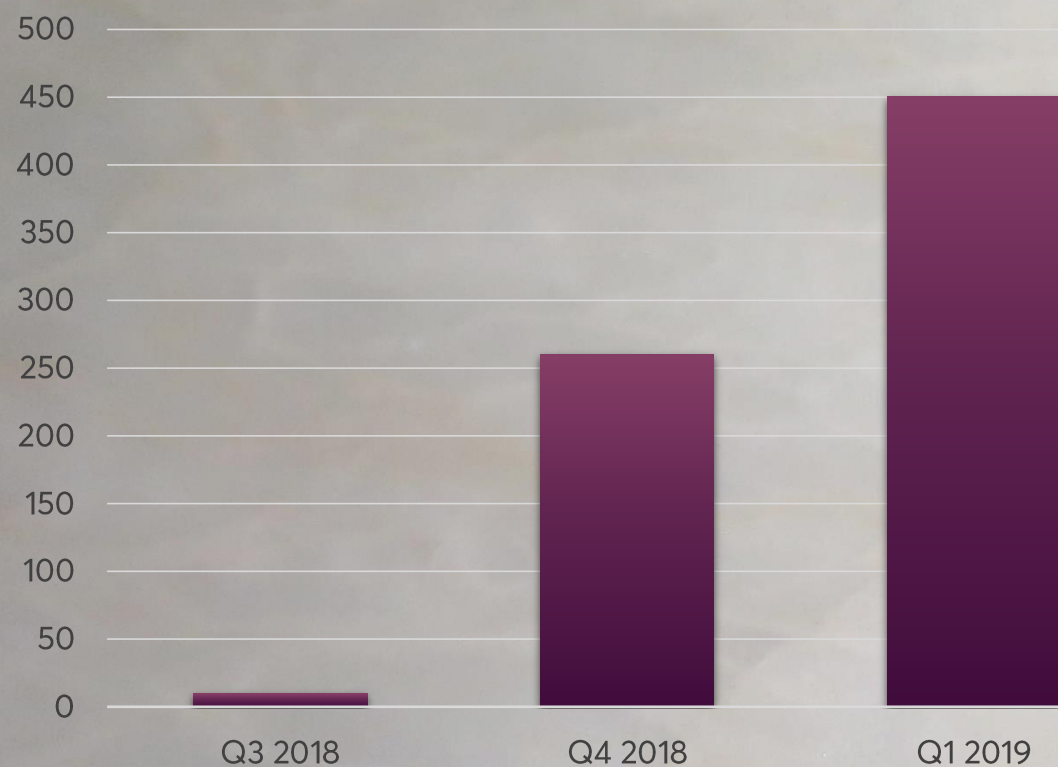
whisky
+
sunshine



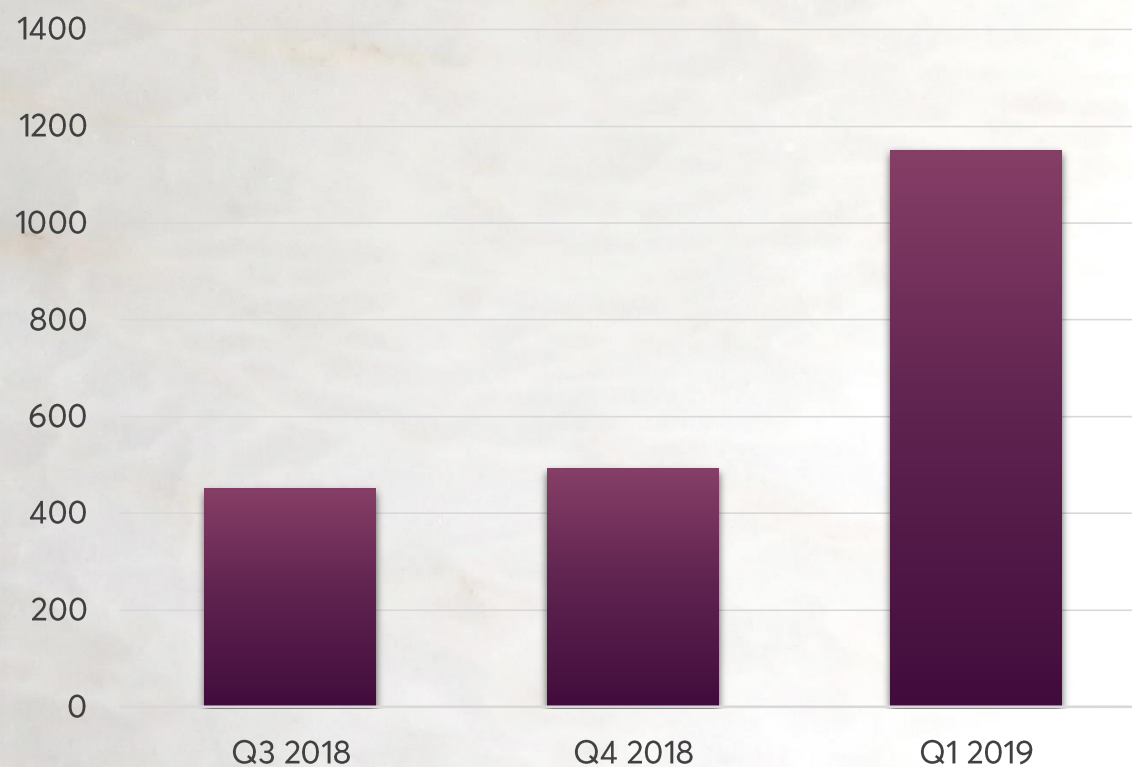
KAMR AMARILLO, TX

TRACTION

TOTAL SALES



WEBSITE SESSIONS



ADVISERS



JENNIFER EHLEN
Brazen Global,
CEO & Founder

- business development
- raising capital
- local entrepreneurship opportunities



KARLA BAKERSMITH
Scrubs & Beyond,
President & Founder

- retail strategy
- operations
- business development
- professional networks



DANIEL GARTENBERG, PHD
SonicSleep Coach,
CEO & Co-Founder
Adjunct Professor,
Penn State University

- sleep research
- product development
- sleep influencers
- sleep technology



NANCY ROTHSTEIN, MBA
The Sleep Ambassador

- sleep education
- sleep influencers
- business development
- marketing strategy

THANK YOU



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