

Sleep  
sense

# abGuard

## INTERIM PRESENTATION

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# WHAT IS THE CURRENT PROBLEM?

## PROBLEM STATEMENT



worried parents



Sudden Infant Death Syndrom  
(SIDS)

# WHAT DO WE WANT TO ACCOMPLISH?

## OBJECTIVES



stress relief  
for parents



lower the risk  
of SIDS



best sleeping  
environment

# HOW WILL WE ACCOMPLISH THIS?

SUPPORTED BY

**INTERNET OF THINGS**

extension of Internet  
connectivity everyday objects

**REAL TIME MONITORING**

provide constant information

# PROJECT MANAGEMENT

1

project  
definition

2

project  
concept

3

project  
plan

4

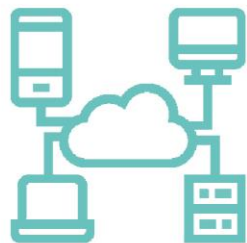
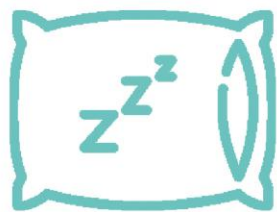
proto-  
typing

5

testing

6

final  
reporting



# STATE OF THE ART

## MARKET RESEARCH FOR:

- smart pillows
- sleep trackers
- environment monitors
- baby monitors
- ambient assisted living

# STATE OF THE ART CONCLUSION



## **NO COMBINATION**

measuring environment  
measuring baby  
prevent rolling  
interaction



## **FOR PARENTS**

baby sleeping in room  
during first year of life  
→ benefit for parents



## **GAP IN MARKET**

multifunctional product  
replaces multiple  
devices

## MARKETING PLAN

“Customers don’t  
buy products –  
they buy benefits”

focus on the benefits for customer





# PRODUCT ANALYSIS

## INTERNAL ANALYSIS

S

### Strengths

unique selling  
point

multiple  
benefits

W

### Weaknesses

limited money

limited time  
capability

## EXTERNAL ANALYSIS

O

### Opportunities

more smart  
devices & existing  
solutions to  
microelectronics

cheap

T

### Threats

competition

sensitive niche

regulations

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# ADAPTED MARKETING MIX

**P**

product

pillow  
home station  
sock

**P**

price

compared to  
competitors  
→ 200 € to 250 €

**P**

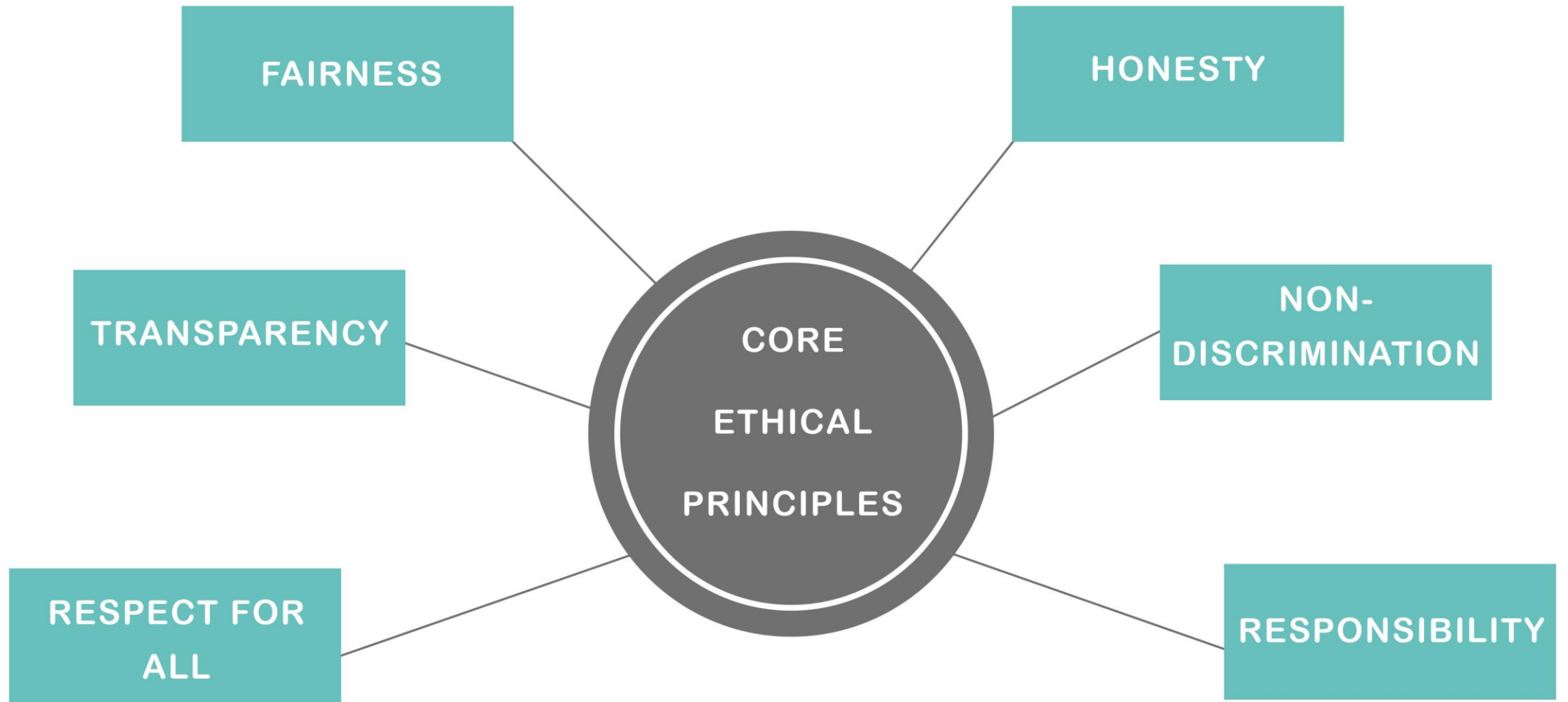
promotion

young families:  
social media  
baby exhibition

**P**

place

online B2C  
website



# ETHICAL ISSUES WHILE DEVELOPING OUR PRODUCT

International Guidelines

focus on European market  
→ ecological

deliver a safe &  
user-friendly product

live up to the expectations

# THE THREE PILLARS OF SUSTAINABILITY



## **SOCIAL**

baby's health and  
air quality of the  
room



## **ENVIRONMENTAL**

components  
recycling



## **ECONOMIC**

low - cost  
components

# UNESCO SUSTAINABLE DEVELOPMENT GOALS



## **GOOD HEALTH & WELL-BEING**

baby's health  
& stress relief  
for parents



## **INDUSTRY, INNOVATION, INFRASTRUCTURE**

innovative product,  
multifunctional



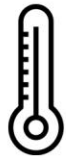
## **RESPONSIBLE CONSUMPTION & PRODUCTION**

better quality of  
life with the  
minimum waste





pulse



temperature



application



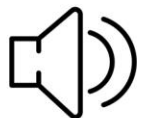
microphone



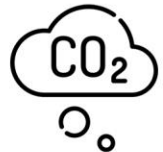
humidity



notification

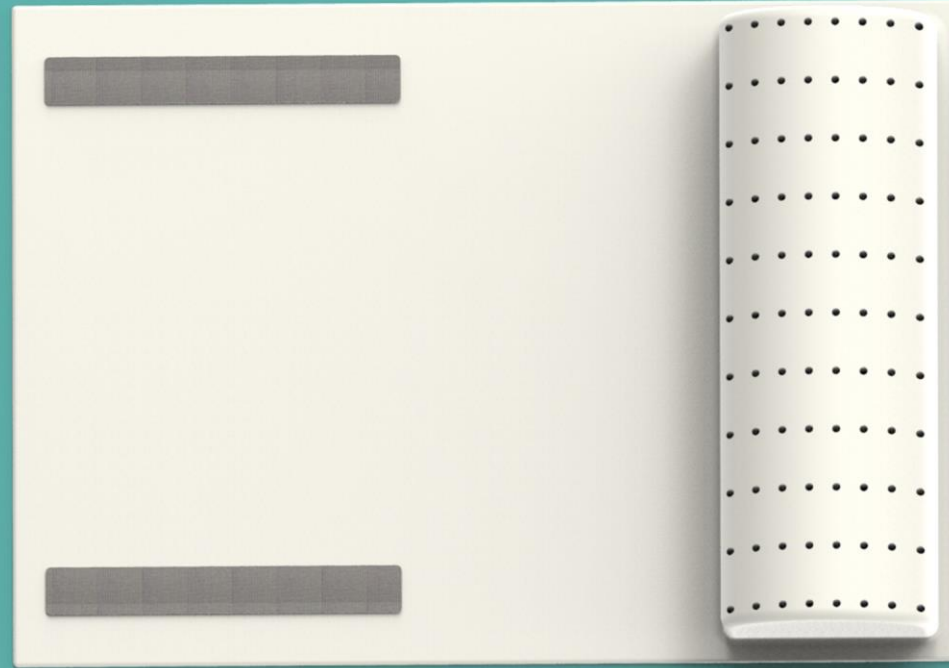


speaker



CO<sub>2</sub>

velcro



perforations for  
better sound  
quality

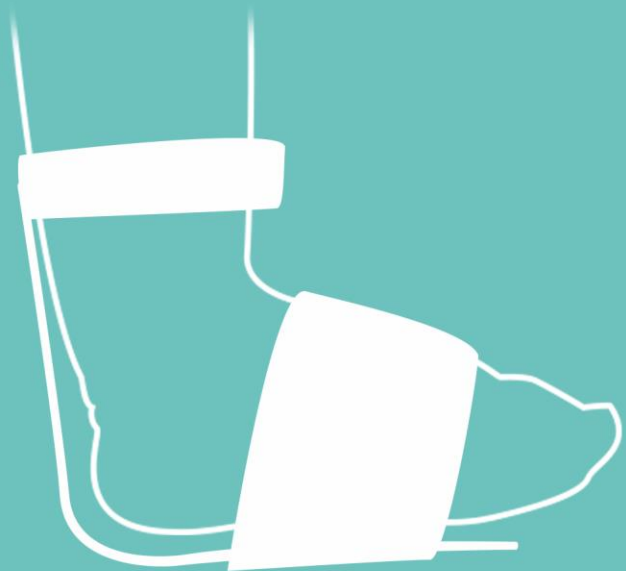


adjustable to the  
size of the baby

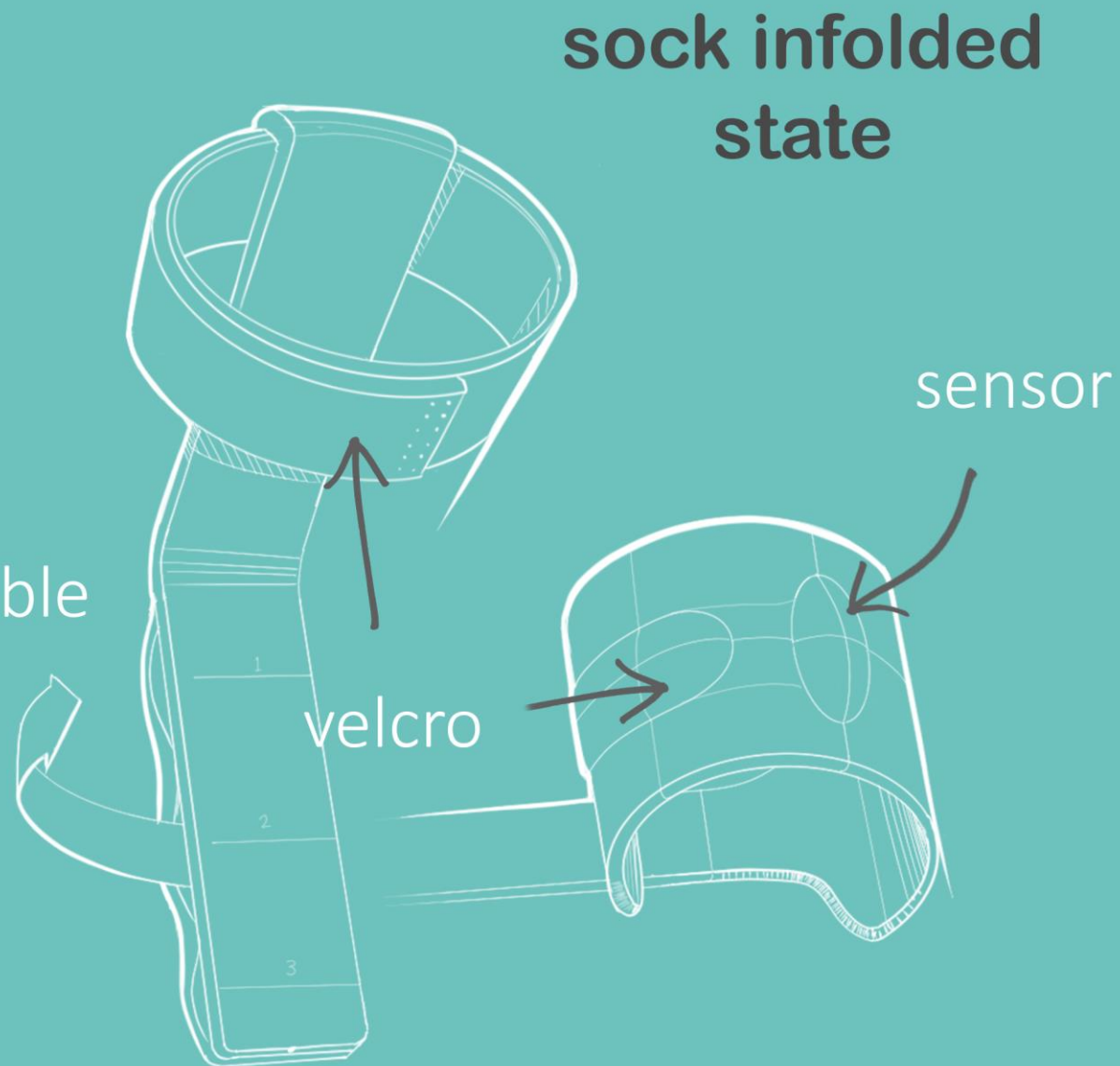


speakers





**sideview baby  
sock**



**sock infolded  
state**

adjustable

velcro

sensor

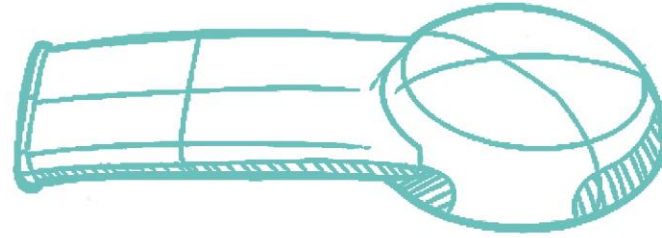
1

2

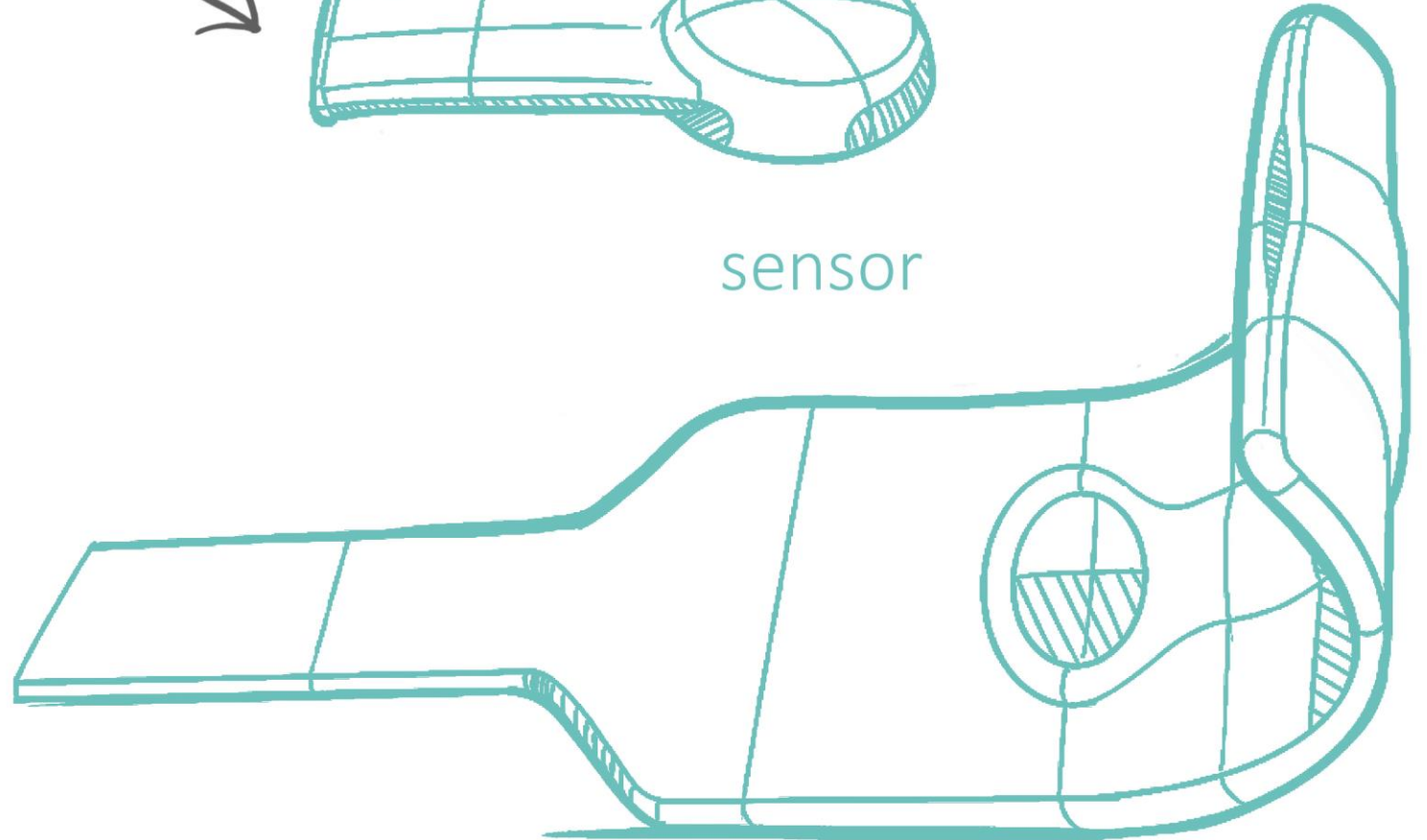
3

# sock outfolded state

charging port



sensor



# home station

measuring the  
environment



THANK YOU FOR  
LISTENING

 bGuard