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| **CATEGORIES** | **KEY ELEMENTS AND ASSUMPTIONS** | **HYPOTHESIS** |
| Business/Market | People want to wake up energized and without pain.  And like to invest on a smart bed ecosystem that offer a convincing (medical-ingeniering) solution.  Hotels can get a return on the investment on the bed. | Proved by daily experience on Cabo de Hornos store, on “essencial luxury” (utilitarian luxury market). People are looking for solutions that can not found, and are able to invest in a solution to improve sleep performance. (sleep architecture efficiency).  Hospitality industry is interested in better rest for their guests and are able to invest depending on theirs strategy.  There is an opportunity to put some focus on restorative sleep for boutiques hotels |
| Technology | Technology can be adopted by hotels or homes.  Technology is reliable and strong enough according to real bedrooms situations (kids/pets).  Technology is quiet.  Technology is comfortable (not too hot, not too cold)  Technology can accommodate a partner. | It is founded/constructed over scientific papers concerning Quiropractic, Traumatologist and Neurologist science researches.  Whe need acceptable certification (ISO, ESO, etc).  Insonoration according acceptable noyse emission at night. (Isolation chamber).  It is according to body comfort according to medical parameters.  Independent regulation for 2 people. |
| Regulatory | There is a no armful risk with smart solution. Not necessary for market, but for medical.  Information will be kept confidential, used only for the benefit of the client, | Complicated and high costs for medical. Starting with no medical market.  Sleep conditional monitoring will be offer to customers, under volunteer acceptance. (Like cookies). |
| Clinical | dynamic adjustable support improve next day energies and reduces pain/sore | Objective way: beta customers through gold standard polysomnography  Subjective way: satisfaction surveys for relevant statistical sample |