

*Include 3 bullets (< 30 words total) per slide – the most important messages associated with the particular slide*

Team name:

Date updated:

S1: Title & Elevator Pitch/Headline	<ul style="list-style-type: none"> <li>● Cabo de Hornos is a top world class provider of luxury bedding. When our high end customers as Ritz Carlton Hotels, or Apple Inc. SVP ask us for our pillows, we realize we are on the run. Through bedding innovations, we are working hard to offer sleeping experiences that are second to none in the world.</li> </ul>
S2: The problem and who has it	<ul style="list-style-type: none"> <li>● The problem is that most people do not get a good night's sleep; they do not awake feeling refreshed. One significant cause of this is too many micro sleep interruptions due to uncomfortable mattresses, pillows and sleep positions during the night.</li> </ul>
S3: The solution	<ul style="list-style-type: none"> <li>● A real time, self adjusting, mattress and pillow solution to improve sleep efficiency and comfort for full restoration in a simple way.</li> </ul>
S4: Product (how it addresses the problem)	<ul style="list-style-type: none"> <li>● Self adjusting mattress/pillows that improve sleep efficiency, scientifically tested by the sleep center through polysomnography.</li> <li>● We will provide luxurious hotels with them, who will be our most credibles experienced promoters.</li> </ul>
S5: Technology	<ul style="list-style-type: none"> <li>● Using fluid dynamics to self equalize pressure points through interconnected cells.</li> <li>● No artificial intelligence, pressure sensors or air pumps.</li> </ul>
S6: Competing approaches	<ul style="list-style-type: none"> <li>● Spring, Memory foam, elastic polymers mattress, inflatable mattress, waterbeds: Sleep Number, Personal Comfort, Purple, Afloat Sleep, Xiaomi.</li> <li>● Simple system, no connection, low cost, less technical service. IP, sleep center scientific tested.</li> </ul>
S7: Traction	<ul style="list-style-type: none"> <li>● Partnership: Sleepcenter and Universities.</li> <li>● Managing the entry of an investor (shareholders) willing to invest with R&amp;D and strengthen the network to access capital.</li> <li>● Potential medical project manager employee (stakeholder).</li> <li>● Grants: "Crea y Valida" chilean program for R&amp;D (Corfo) and Tax incentive chilean program.</li> </ul>
S8: Team	<ul style="list-style-type: none"> <li>● Technical and commercial multidisciplinary team.</li> <li>● Advisory team of medical experts in the area.</li> <li>● Technology developer partner: Midda</li> </ul>
S9: Closing	<ul style="list-style-type: none"> <li>● "A lot of times, people don't know what they want until you show it to them." (Steve Jobs).</li> <li>● MIT Idea2 program transformed our 20 years of customer pains knowledge into an exciting market opportunity.</li> <li>● We know how to address consumer decisions; we know the problem and we are on the best trail run for problem solving!</li> </ul>