



Lulu

Sleep in a new light

Sleep is a bigger problem than you think it is...

A Global Epidemic

2017; the WHO declared sleeplessness "**a global epidemic**".

1/3rd of all adults regularly have trouble sleeping.

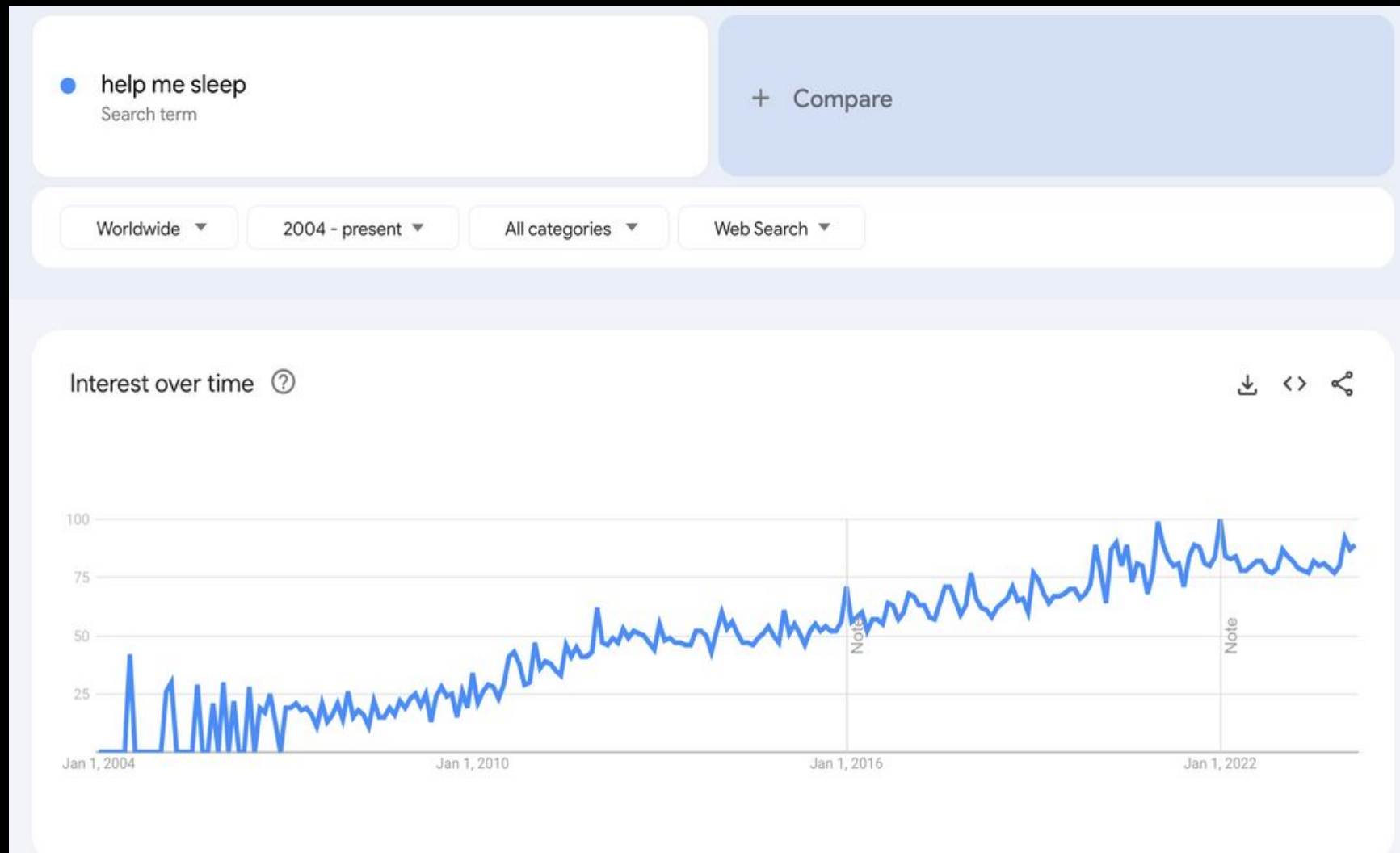
WHO

Economic Impact

"The UK loses 200,000 working days a year, **costing £40B**, or 1.86% of the UK's GDP".

BBC

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Demand for a solution is at an all time high

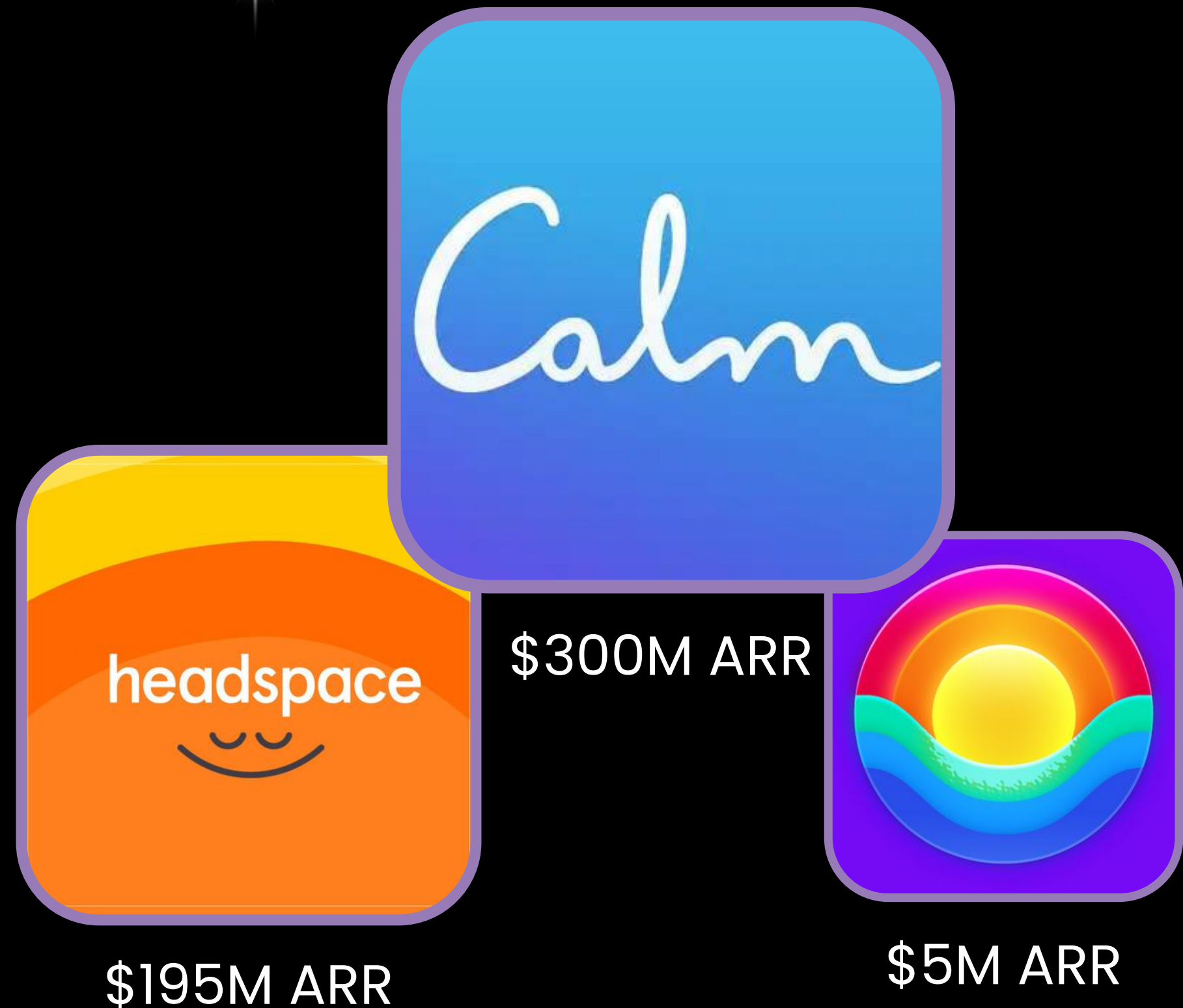
Search results for "*help me sleep*" has constantly increased over the past two decades (since 2004) and is currently at an all time peak.

Existing digital solutions aren't solving the problem

Search 'Sleep' in the AppStore's and Calm/Headspace consistently appear at the top.

These apps are market leaders, and generate huge revenues, but aren't offering effective sleep solutions.

Their approach requires consistent effort from the user before you see results.





Introducing Lulu Light

Lulu uses the torch on your mobile phone to emit specific frequencies of light, that induce a hypnagogic state, guiding you into a deep sleep within 15 minutes.

Developed over years of user feedback, we have built the most effective light patterns for inducing Hypnagogia – the halfway state between awake and sleep.

ElevenLabs gives Lulu access to their API's – offering our users complete customisation – giving them the ability to generate their perfect sleep soundtrack to accompany their light experience.

It's a deeply immersive light and sound experience – get ready to be guided into a deep sleep like never before.

Lulu



What makes the Lulu Light so effective?

- > We use hypnagogia as the path to falling asleep.
- > No training, equipment or effort needed – simply lay back, close your eyes and let Lulu work its magic.
- > Effective from the very first use, and it gets better each time you use it.
- > Fully customizable – discover the light pattern that works best for you. Use our AI (supported by **ElevenLabs**) to design the perfect sleep sound for you.

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Lulu can help you in 3 different ways



POWER NAP

A lighter, short experience. A 15-minute power nap like nothing else. Be taken into a deeply relaxing dream-world, then brought back awake, fully recharged.



SLEEP

A deeply immersive light and sound experience. Choose the light pattern and sound that's right for you. Sleep on demand.



JET LAG

Use our Jet Lag Manager to gradually shift your sleep schedule to adjust to a timezone and to manage your jet lag on return.

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Tested on over 250 people of all ages, from a variety of backgrounds



Anneka Tabone DJ/CFO

"As soon as the lights stopped, I just passed out instantly."



Reem El-Sayed Consultant

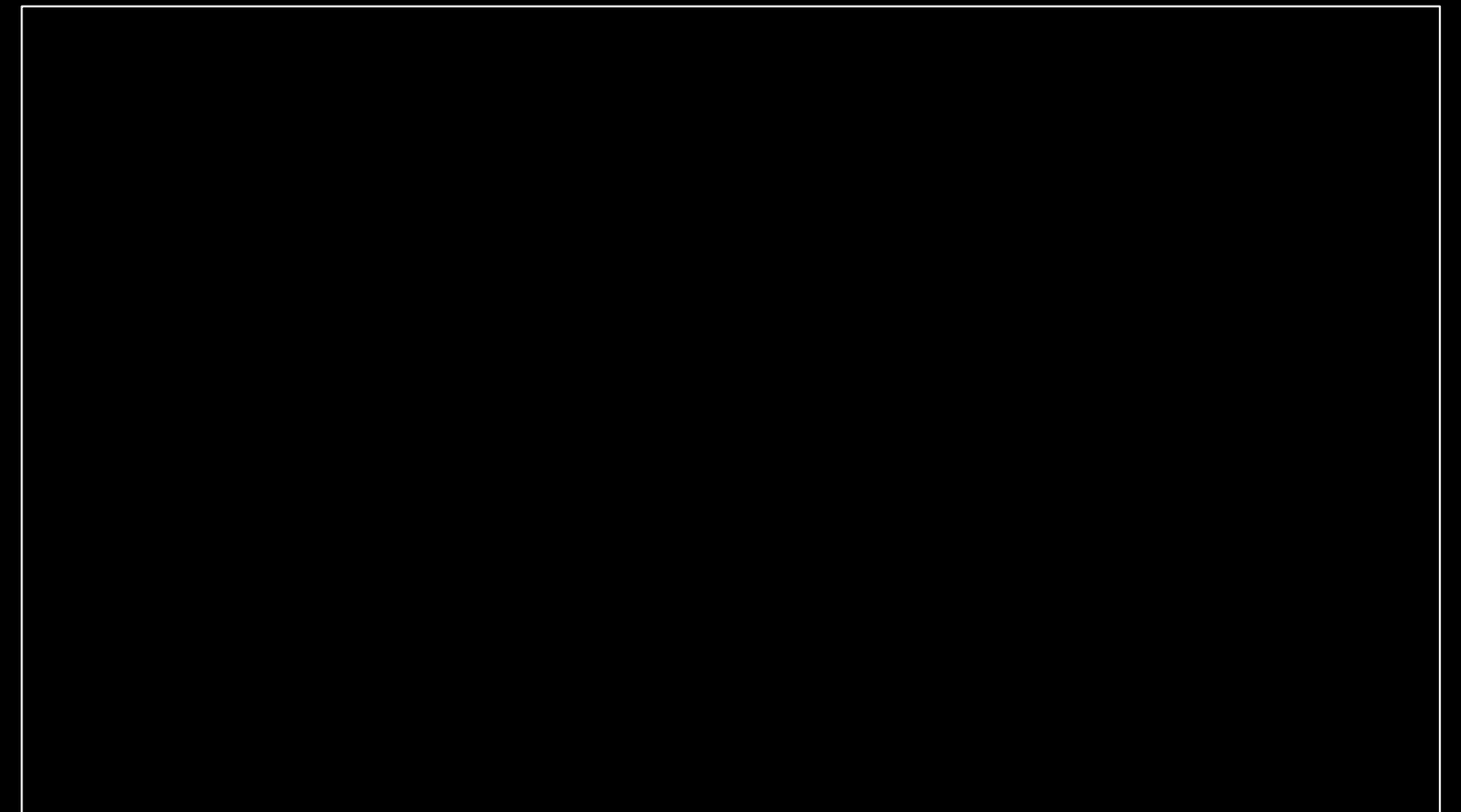
"Honestly I'm in AWE at the effects on my sleep after just using it once!"



Jaco Koenig CTO

**"That was relaxing as hell!
Amazing. Amazing. Amazing."**

Click the video below to see people experiencing the Lulu Light for the first time!
You can see this video on our website: lululight.app



Lulu

The People & Partners behind Lulu



Founder



Ross Ducat

Founder & CEO



Team



Chloe Flynn

CMO



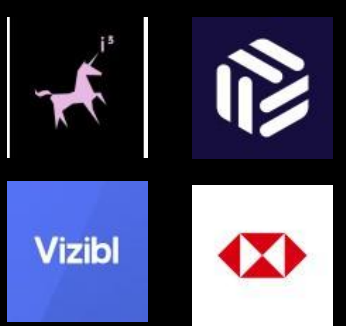
In Conversation

CTO

Advisors



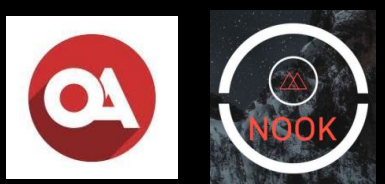
Craig Brown



Jürgen Vleminckx



Paul Ablack



Honeywell



Perdie Alder



Cien Solon



Business Model:

Freemium & Subscription & B2B



The Hook Freemium

- > Free for the first month.
- > A month of free use to create a habit and routine.
- > We're so confident that once you try Lulu for yourself and then get used to using it, you will subscribe to keep access.

Subscription: £7.99 Monthly £59.99 a Year

- > Unlimited access to all light content.
- > Unlimited access to personalised AI generated sound content.
- > Ability to create and save your own combinations.
- > Monthly updates with new content.

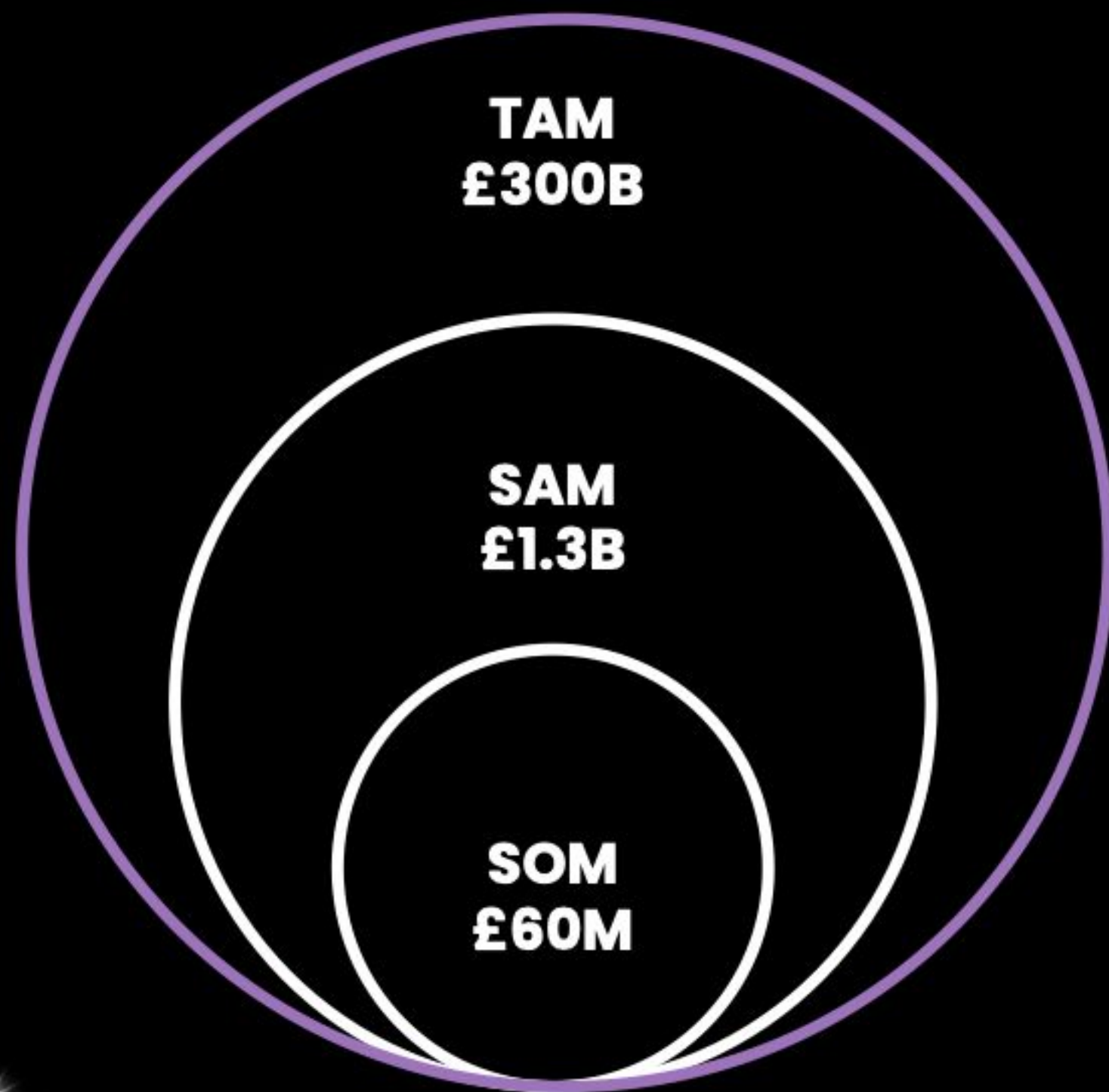
B2B: Corporate Partners

- > Partnering with corporate benefits programmes and large employers to offer Lulu Light as a wellbeing, mental health and productivity benefit.
- > Partnering with sleep associated brands such as Hotels and Airlines.



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Sleep is huge; here's how we capture it



B2C:

- 350+ on our waitlist (as of July 5th)
- Found in search – focusing on ASO and SEO
- Viral spread: invite a friend and get a month free
- Influencer lead campaigns
- Digital ads targeting different ICP's

B2B:

- Featuring as a benefit on Corporate Wellness programmes
- Partnering with airlines/airports & Hotel brands to help beat jet lag

TAM: Total Value of Sleep Aid Market Globally*

SAM: 1/3rd of UK/US/EU adults paying monthly**

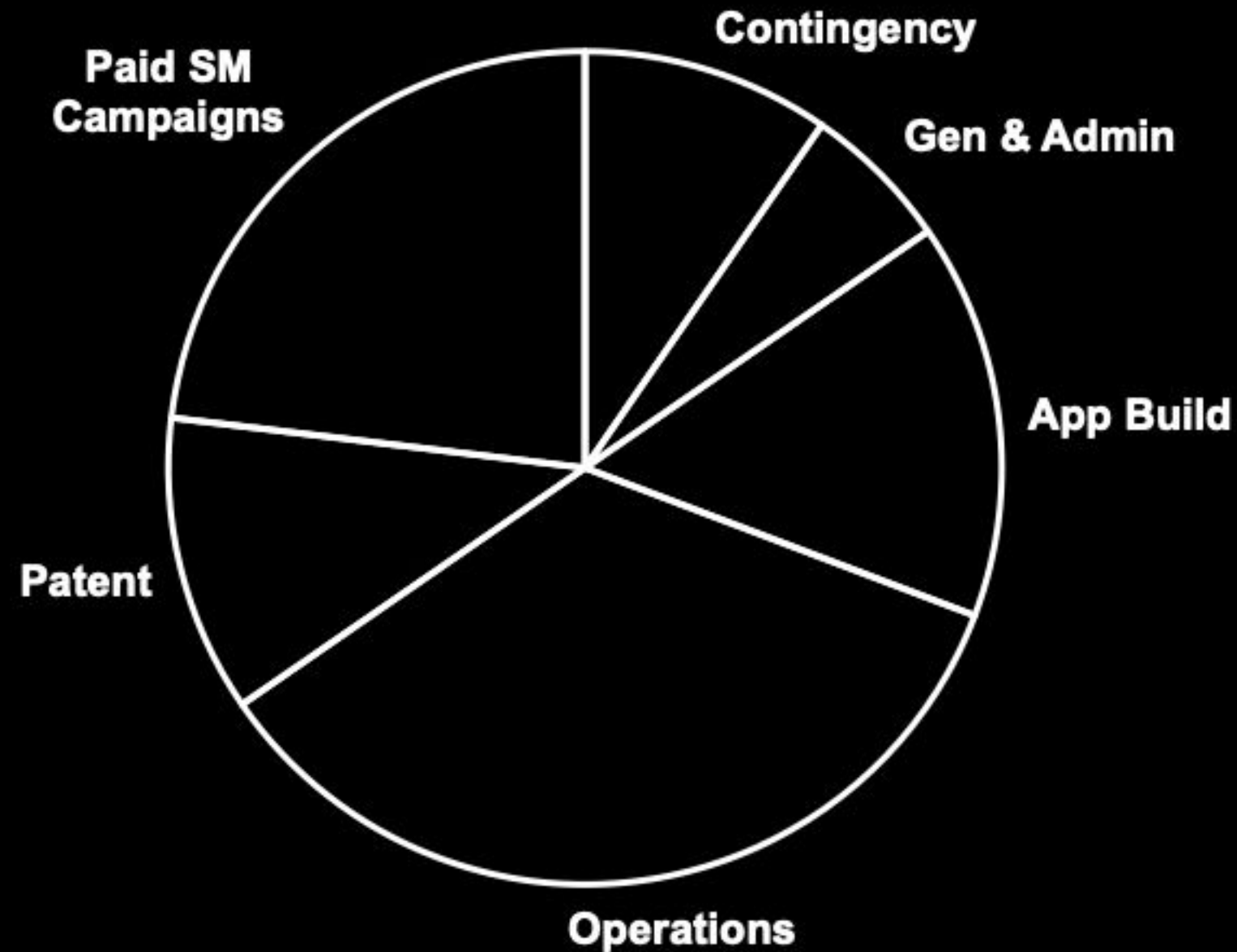
SOM: UK's Shift workers, frequent flyers, DJ's, Entrepreneurs paying monthly

*Source: FT.com Size of Sleep aid market globally 2024

** 1/3rd of adults globally have trouble sleeping regularly

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Why we're raising £250K



To hit to our next milestones within 12 months of release (Seed raise to power US launch):

- > Patent granted
- > 100,000 Downloads
- > 5,000 Paying users
- > ~40K MRR

We're going to change the way you fall asleep



Want to experience Lulu for yourself?

Contact Ross to arrange a personal demo

ross@lululight.app

@lululightapp

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