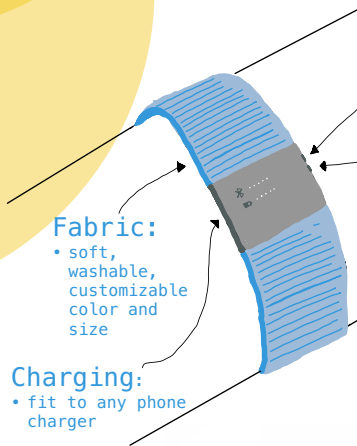


# Rise



## Fabric:

- soft, washable, customizable color and size

## Charging:

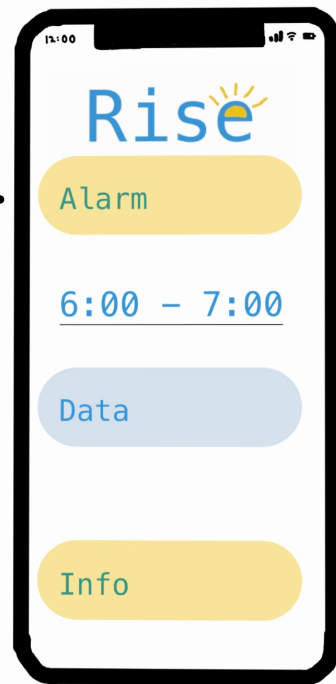
- fit to any phone charger

## Bluetooth

- press and hold to pair with phone
- lights will flicker when in pairing mode and will turn green when paired
- lights will turn off so not to disturb sleep

## Battery

- battery life of 72 hours
- charges fully in 3 hours
- plug in during day
- can order charging cable to be the same as phone cable to not have another charging cable

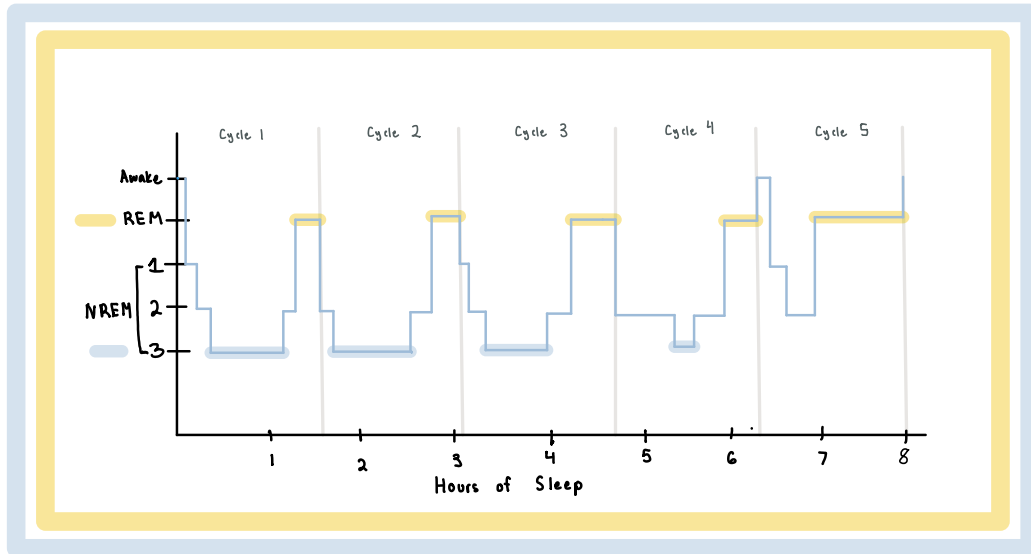


- set window of one hour, rise will alert you at the optimal time to wake up
- choose optimal wake sound

- learn and track your rem cycles for self knowledge and to plan sleep better

- see our story, how we work, and the manual

(BELOW GRAPH)



## OUR PURPOSE

Life requires us to wake earlier than we would naturally, fall sleep later than we want to and to catch up on sleep with naps scattered throughout the day. When we disrupt our natural sleep cycles with our lives, we are sometimes woken up disorientated or half asleep. Rise is for those who have schedules that don't allow us to follow our natural circadian rhythms.

## HOW WE WORK AND WHO WE ARE

How we feel when we wake up isn't always a product of how long we have slept. Your level of alertness upon waking up is somewhat determined by what stage of sleep you were in before you got up.

What are stages of sleep?

REM- rapid eye movement

NREM - non REM

Our brains go through 4 stages when we sleep:

NREM stage 1:

- state of falling asleep
- 5 - 10 minutes

NREM stage 2:

- body temp drops, heart rate slows

NREM stage 3:

- muscles relax, blood pressure drops
- deepest sleep occurs

REM:

- activity in your brain most closely resembles being awake
- Stage where you dream

Rise tracks your sleep cycle, collecting data on the patterns of your stages. We do this for two reasons:

- The first is the immediate effect of Rise. Based on the hour window slot you select, Rise will wake you up at an optimal moment in your sleep cycle. You will wake up at the best moment so you will be alert, not groggy and half asleep. This is true for short naps, or full nights of sleep. We want you to feel good when you're awake.
- The second is so that users can gain self awareness on their own patterns of sleep. This way, they can plan their sleep schedules to better align with their bodies' natural cycles.

Rise is concerned not only with how much you sleep, but the completion of your cycles, to promote a rested and alert sensation, from the moment you rise.

