

# BEDY



A rocking bed for adults

**Brings adults the pleasure of rocking for relaxation  
Lulls adults like babies for falling asleep fast & sleep soundly  
Gently rocks adults for calming, pain relief, prevent migraines & more**

[www.bedy.info](http://www.bedy.info)

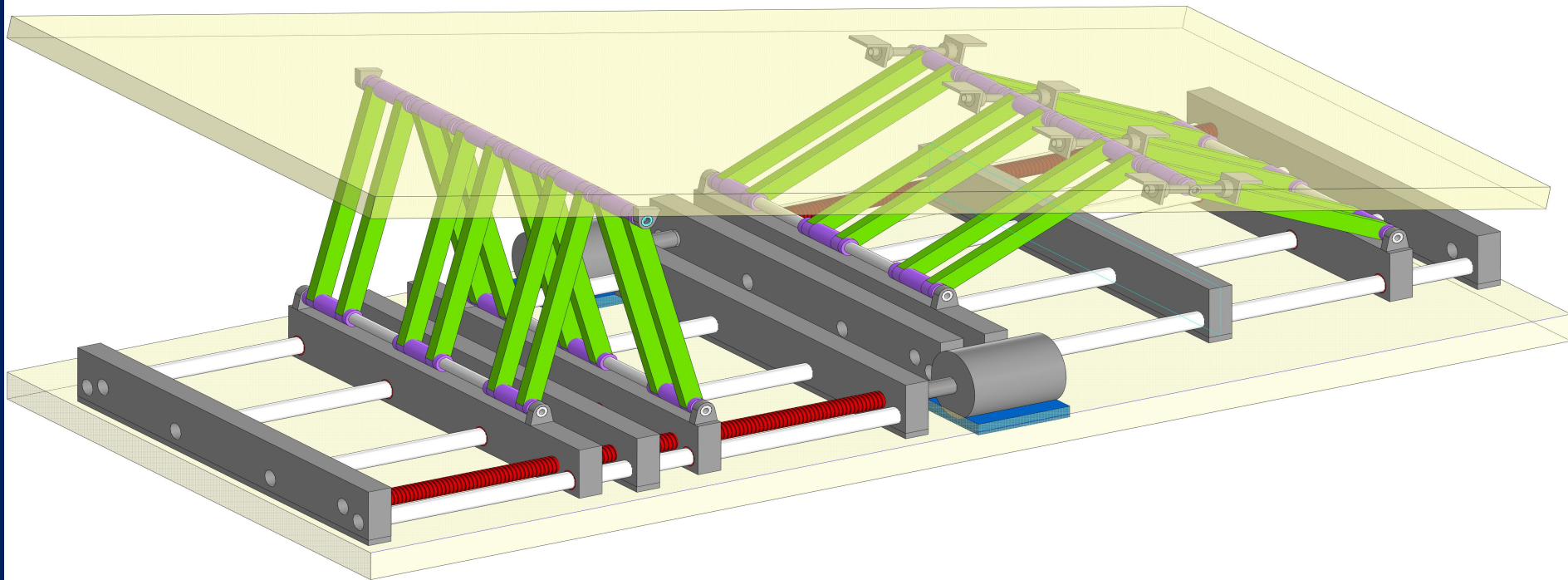
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# BEDY for sleep



[Watch on You Tube](#)



# Problem



**Advances in technology have not changed the human sleep, pain, migraine & calming problem: people continues to suffer, their numbers are increasing over time. There are no safe sleep, pain, migraine & calming medications, so doctors recommend learning to fall asleep using safe relaxation and breathing techniques.**

**But relaxation skills are difficult to achieve for most - they require adherence to rules and routines, a long period of training, persistence and determination to get results.**

# Solution



We decided to make relaxation convenient, pleasant and effective for users. That is, natural and unnoticeable, disguising it as rocking - a familiar procedure that has been a pleasure since infancy. People have always rocked their babies and continue to do so now - in cradles, bassinets, baby's rocking beds. Scientific studies have shown that gentle rocking helps babies & adults fall asleep faster as well. Up to half of adults and children use quiet meditative music for relaxation, pain relief and falling asleep. Visual & auditory stimulation excite and enhance sensations in sex. Gentle lulling & rocking (vestibular stimulation) produces pleasure hormones: people like to rock so much that they buy millions of rocking chairs & recliners on any Billion \$US every year.

We thought, why not use people's love of rocking for people's benefit? We decided to add the pleasure of vestibular stimulation to audiovisual one and to influence user's breathing. The result is rocking bed & synch multisensory technology.

# Product

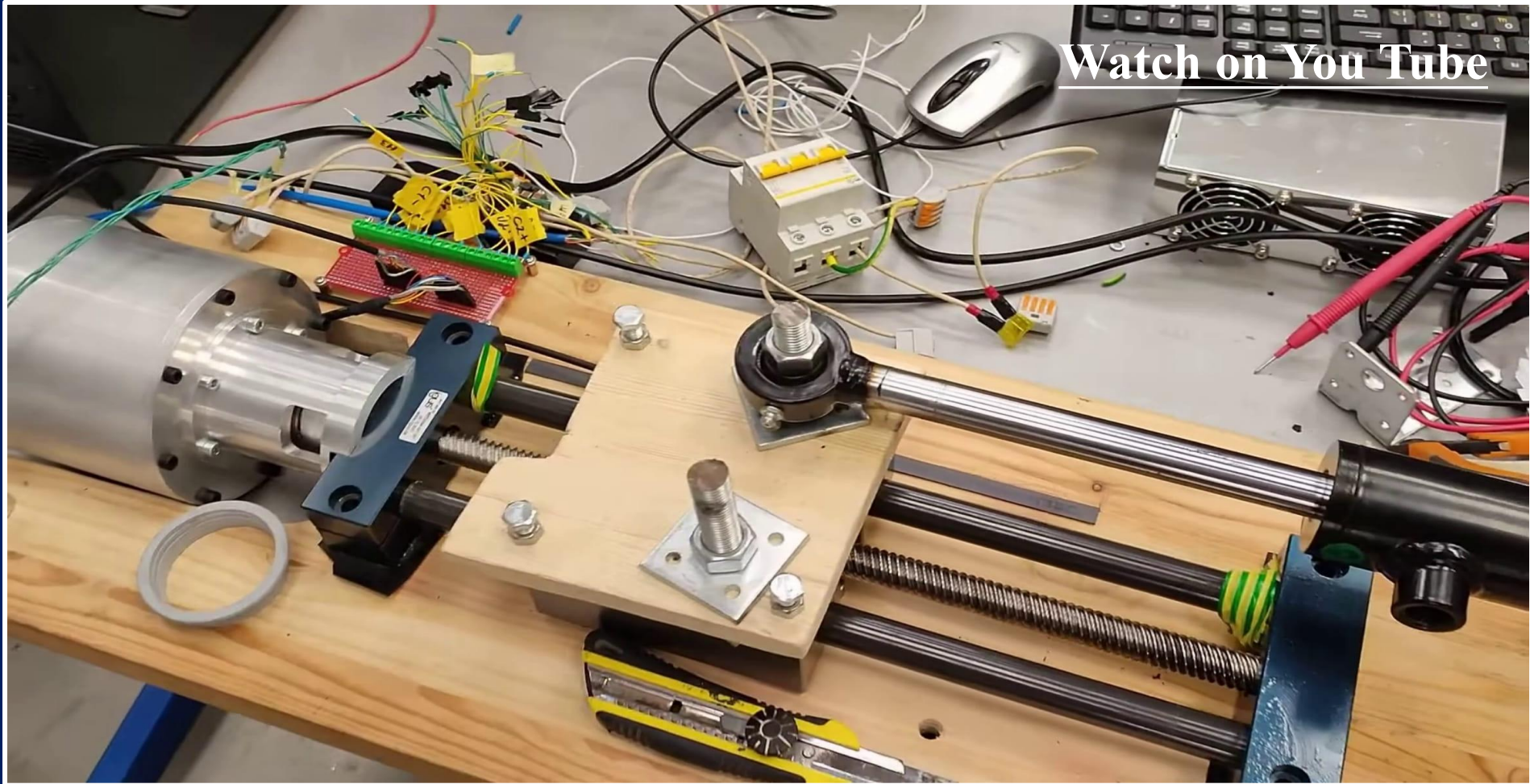


The Bedy rocking bed is a robotic support device for flat or adjustable mattress with the shape and dimensions of a conventional single or double bed. The movable substrate, on top of which the mattress is attached, is operating noiseless and without vibration, making smooth movements in the vertical plane with two degrees of freedom with an amplitude of up to 35 cm. Audiovisual stimulation devices can be familiar home devices or Sleep/Sex Tech ones that are operating in sync with the Bedy rocking bed.

We tested 45 users from 24 to 62 years old on a prototype rocking bed, with amazing results that confirmed our hypotheses and proved that we are on the right path to Problem Solution Fit and to PMF.



# Initial test



# Business Model



**We are going of direct sales of single and double Bedy rocking beds to private consumers of all types and corporates - hotels, nursing homes, hospitals, corporations for restorative daytime sleep. In the future we hope to enter the medical device market.**

**[See more](#)**

**We want to become a leader in the new rocking bed market through technical, technological and scientific priority, protected by patents for invention, design and technology.**

# Go To Market



**Initial market is California (USA). The main goal before and after entering the market is providing a personalized experience to the maximum of potential consumers in hotels & showrooms. Crowdfunding can be used for fundraising before entering.**

**A key market launch event will be participation at CES 2028 and social media advertising. After the official launch, the main sales channel will be the website and the main advertising product will be viral videos playing comical situations with the rocking bed and users; sales will be supported by feedback from scientific organizations and the activity of influencers.**



# Competitive Analysis



**Global competitor of the Bedy rocking bed: people's habit of lie down, relax, falling asleep and sleeping on a fixed bed.**

**Competitive advantage of the Bedy rocking bed is vestibular effect that cannot be simulated or replaced by any applications. There are no direct analogs on the market with similar functionality.**

**[See more](#)**

**Bedy rocking bed does not compete with pain medicines, various MedTech, SexTech, SleepTech devices, but enhances its effect.**

# Team



**We have been friends since 1981, when we entered the Faculty of Physics and Mechanics at the Leningrad Polytechnic University, from which we both graduated in 1987. We had a common business in the 90s, which taught us a lot, but did not destroy our friendship.**



**Ilia Voronin (Israel), 60 y.o. Together with company Containerships (Finland) he participated in the construction and operation of the Moby Dick container terminal on the Gulf of Finland. He was the owner and CEO of the Eagle Mountain ski resort in the vicinity of St. Petersburg.**



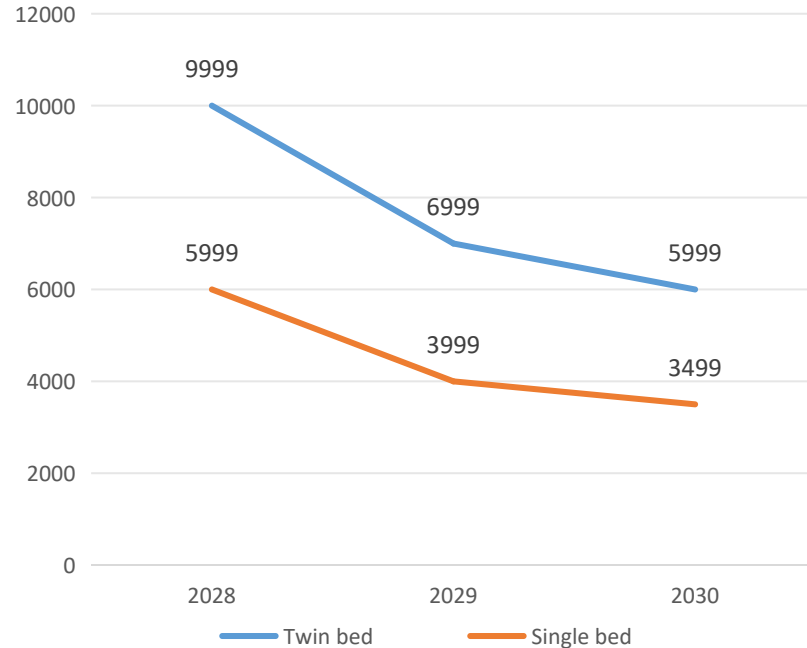
**Sergey Kablukov (Germany), 62 years old. After Polytechnic University he worked at the Ioffe Institute of Physics and Technology. He was Commercial Director of Lenta, largest retail chains in Russia. Currently he works as Head of Department at the German Ministry of Finance.**

# Financial Outlook

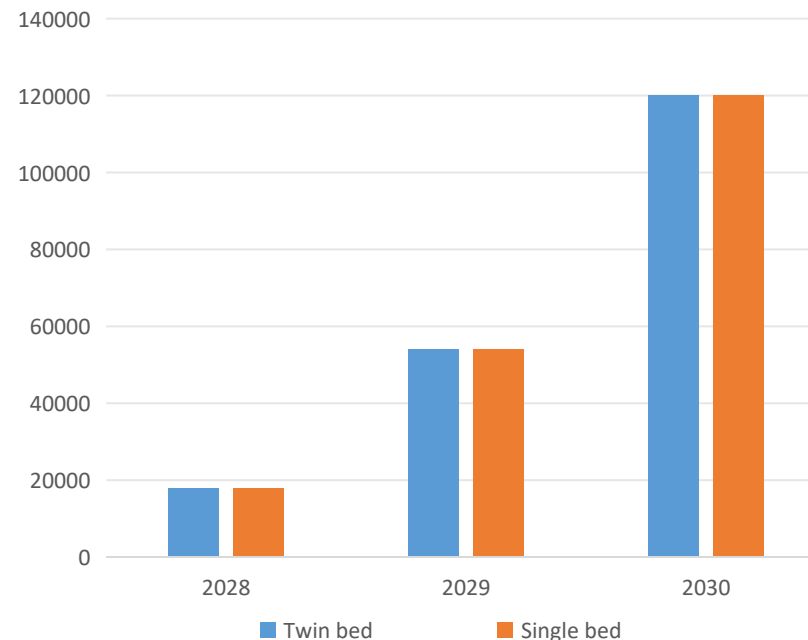


**We plan to increase rocking bed sales over the three years from 2028 to 2030 from 36,000 to 240,000 units and annual revenue/profit respectively from 290/132 to 1140/509 M \$US**

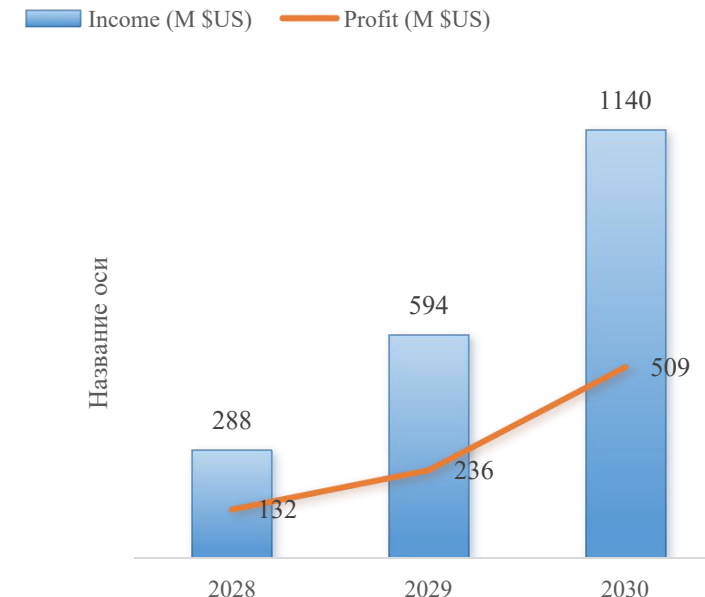
**PRODUCT PRICE (\$US)**



**SALES (UNITS)**



**INCOME & PROFIT (M \$US)**



# Current status



[See more](#)

- A patent for invention “Rock ing mattress with transformable bed substrate” (Russia).
  - Two provisional patent applications have been filed with the USPTO: Rocking Bed and Device (63/666,724), Device and Methods for Sensory Stimulation (63/666,727).
  - One provisional patent application to USPTO under development (last step).
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- A prototype of a hydraulically driven rocking bed tested on 45 adults aged 24 to 62. We received amazing results, confirming our hypotheses and inspiring us to research.
  - Technical and design documentation of hydraulically, mechanically and combination actuated rocking beds and main components is developed.
  - The concept of multi-sensory influences on vestibular apparatus, touch, vision and hearing for fast falling asleep, sound sleep and sensory relationships is developed.
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- From 2021 to 2024 the Bedy project was financed from Ilia Voronin's personal funds, loans and external investments were not used, there are no obligations.

# Required Investment



**We are looking for \$1.7 M \$US to the next 15 months on the following:**

- Creation of commercial samples of single and double rocking beds, design, technological and program development of assemblies and elements of rocking beds.
- Transforming provisional patent applications into non-provisional patent applications, shaping the intellectual property formation strategy of the Bedy startup.
- Formation of the startup team: CTO, CMO, CRO, design and software engineers.
- Consumer research and gathering information for follow-up scientific studies on the effects of multi-sensory influences on day and night sleep, migraine & pain relief.
- Identifying possible negative effects of multisensory exposure on user health.
- Software development of electronic components, user interfaces, voice assistant.
- Development and research of algorithms for the formation of vestibular and multi-sensory influences using AI - Big data processing models with robust correlations.

**Beds aren't just for sleeping: [Watch 18+ video](#)**