





WINTER BREAK



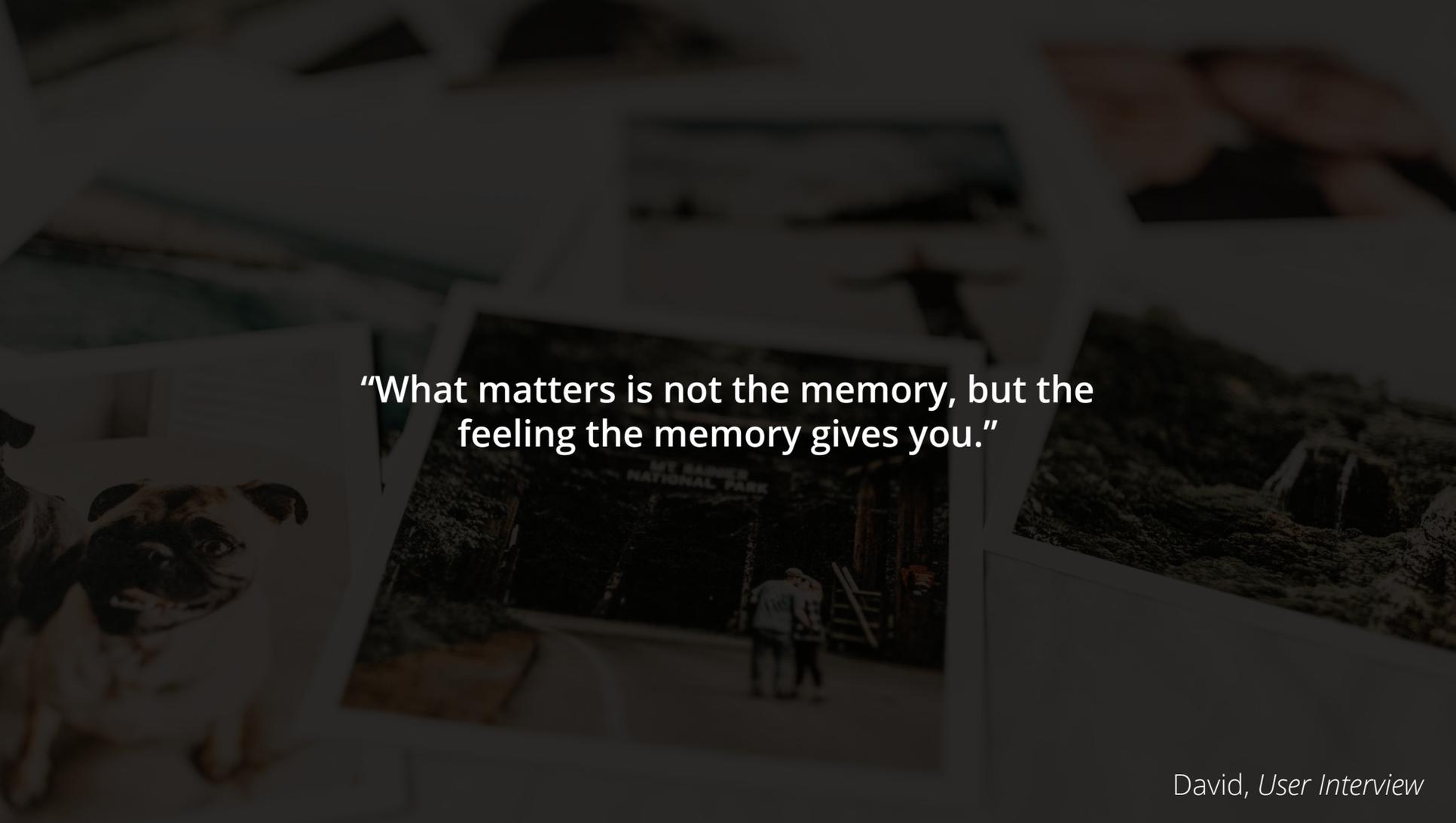










A collage of vintage photographs is displayed on a dark background. The most prominent photo in the center shows a person standing in front of a wooden structure with a sign that reads "MT. BAKER NATIONAL PARK". To the left, there is a close-up photo of a pug's face. To the right, there is a landscape photo showing a person walking on a path. Other smaller, less distinct photos are scattered in the background.

“What matters is not the memory, but the feeling the memory gives you.”

the vessel

Memory Recall

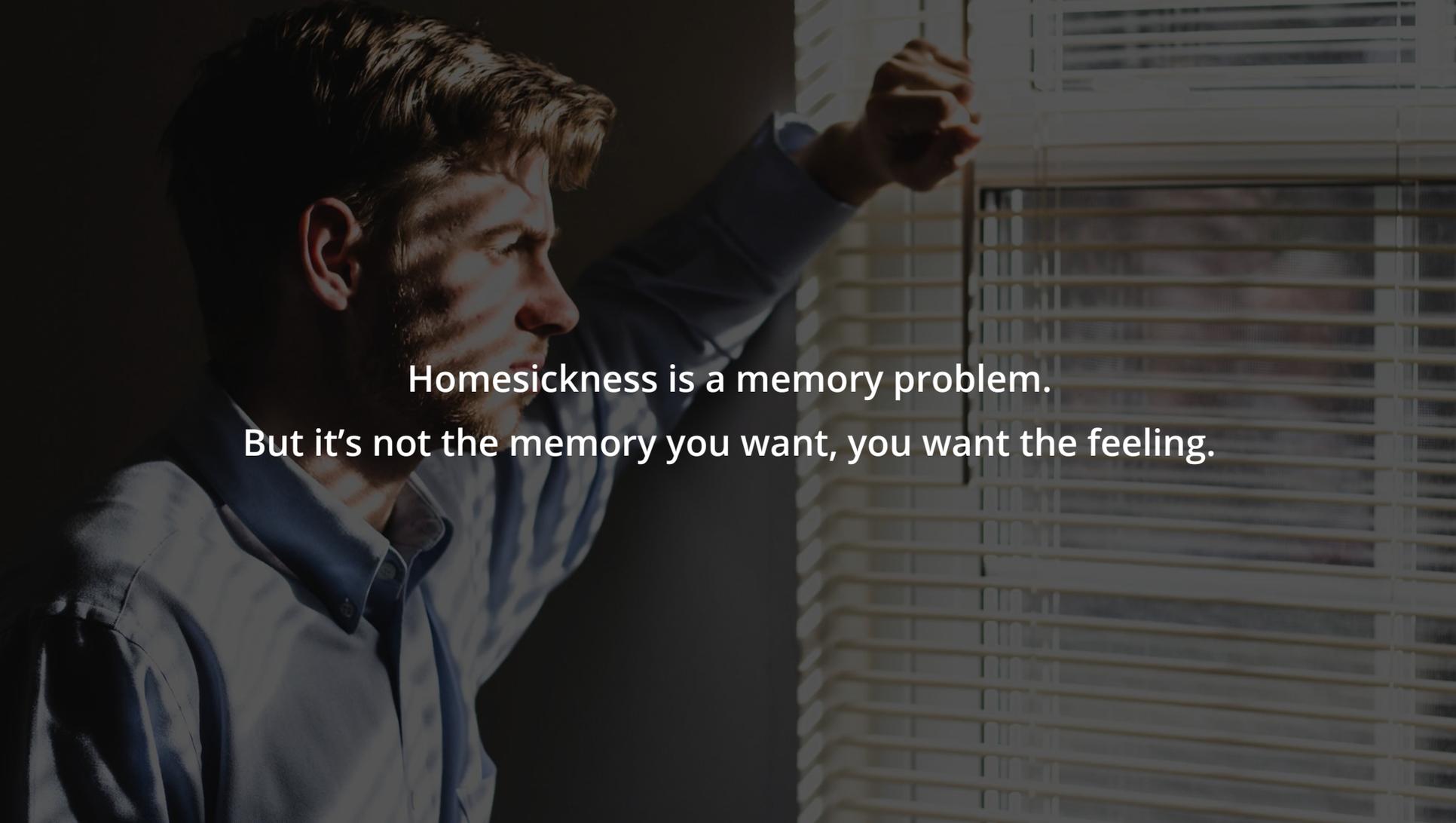


Team WOMB!



Problem

Increasing number of people travelling or living away from home yet there are insufficient solution to help them alleviate homesickness anwase the transition to a new place.

A man with a beard and short brown hair, wearing a blue button-down shirt, is shown in profile from the chest up. He is looking out of a window with white horizontal blinds. His right hand is raised, touching the top of the blinds. The lighting is soft and somewhat dim, creating a contemplative mood. The background is dark, suggesting an indoor setting at night or in low light.

Homesickness is a memory problem.
But it's not the memory you want, you want the feeling.

A young man with dark hair is sitting at a desk, looking down at his laptop with a stressed expression. His hand is on his forehead. The laptop is covered in various stickers, including logos for GitHub, Node.js, PHP, and others. The background is a dimly lit room with a yellow chair and a white cup on a shelf.

According to a new survey of almost 900 international students by HSBC, 92 percent of people studying overseas have felt homesick at some point.

A small dog, possibly a pug, is lying on a bed with a blanket pulled up over its head. The dog is looking directly at the camera with a somewhat sad or contemplative expression. The background is a plain, light-colored wall.

According to NIH, homesickness can lead to depression, anxiety, and loss of interest.

It can make adjusting to a new environment difficult.

In the Past...

People have always
tried to capture
memories in different
forms throughout
history.
Through paintings,



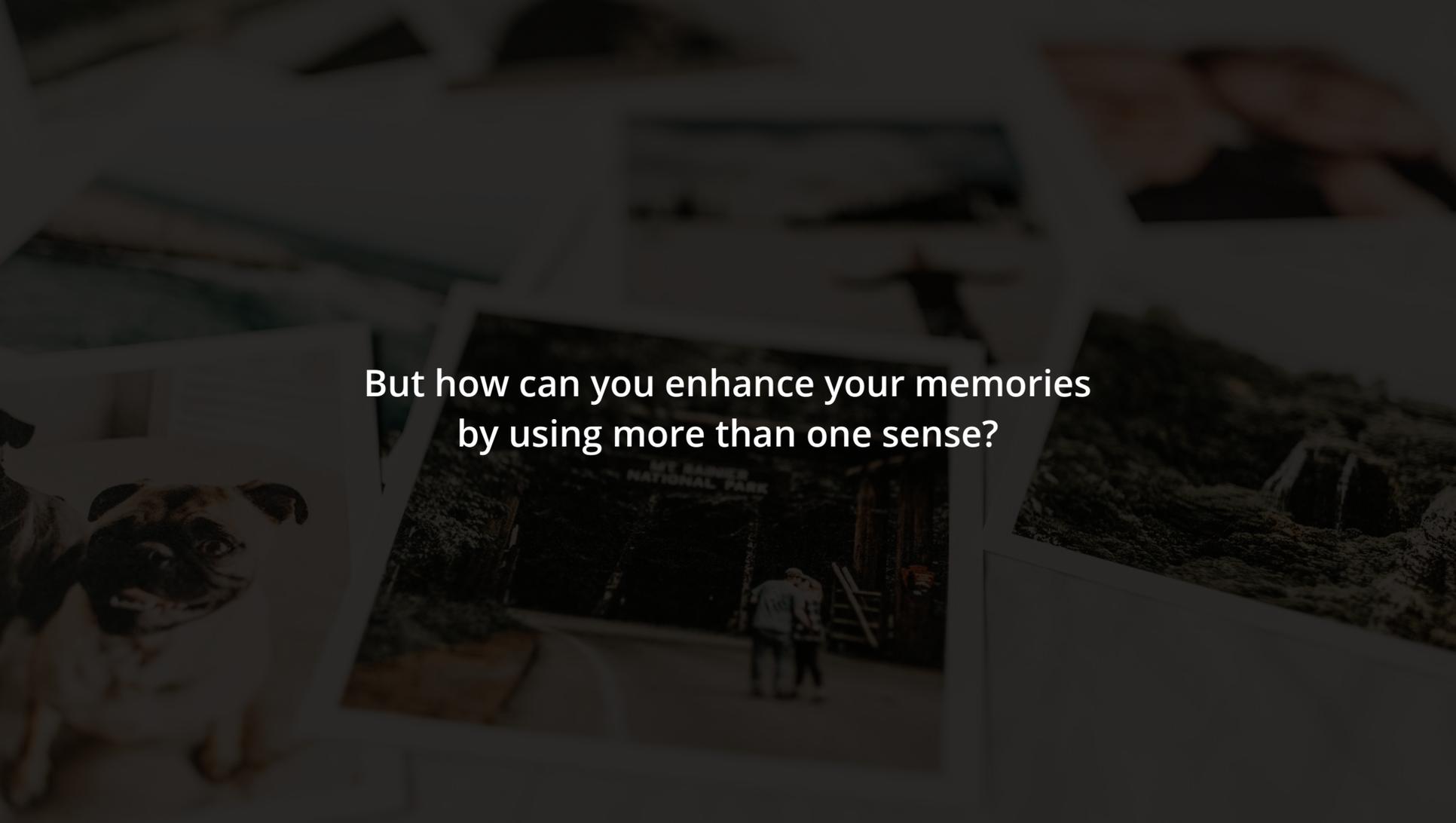


photographs,



and videos.

But how can you enhance your memories
by using more than one sense?





Value Proposition

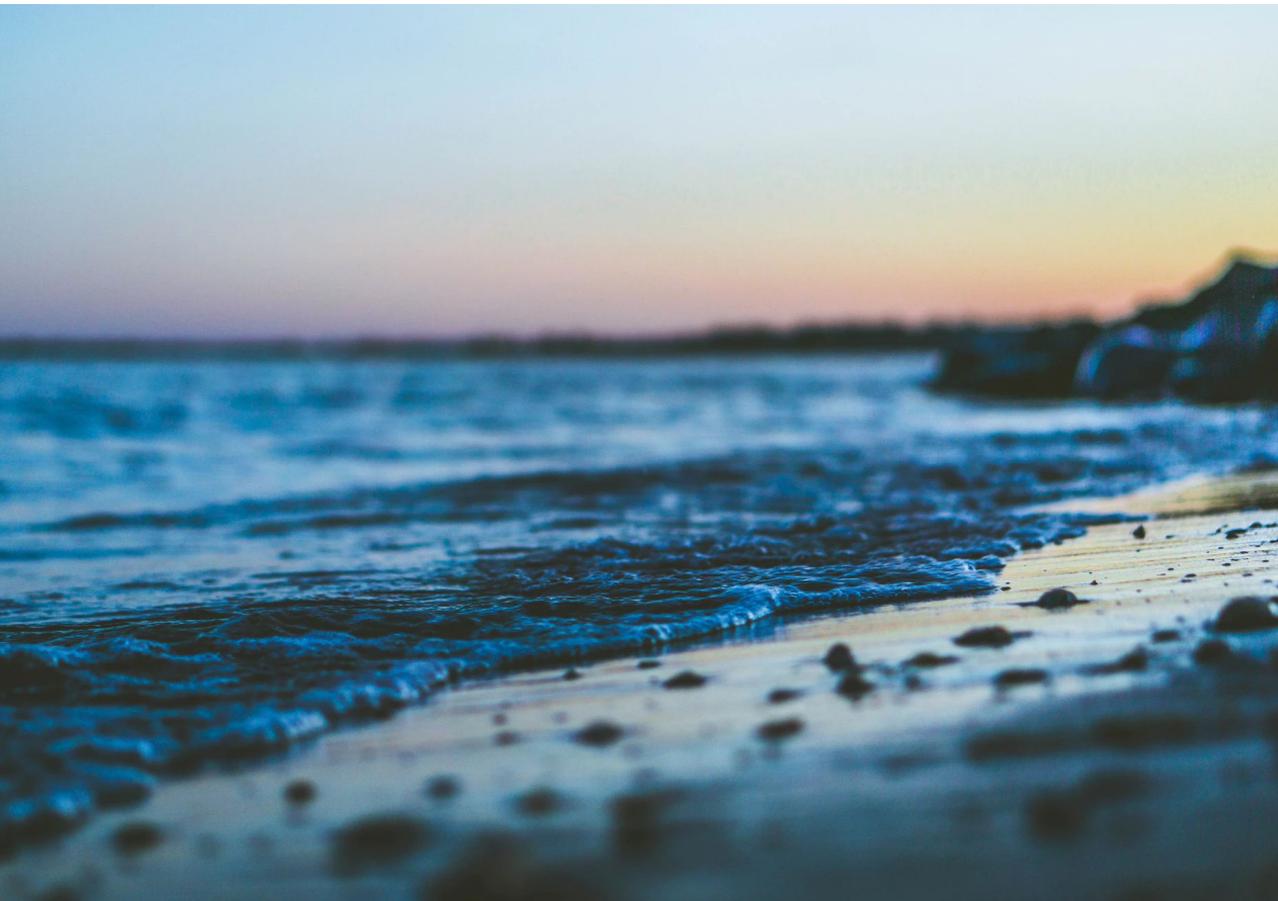
WOMB! envisions to alleviate homesickness and recreate treasured memories in the experience economy by utilizing augmented senses such as sound, scent and sight.

Solution

the vessel

The memory recall vessel emits scents that closely resemble locations of your desired memories. Enhance your experience by playing ambient sounds from a specific place and set the mood with customizable lighting.





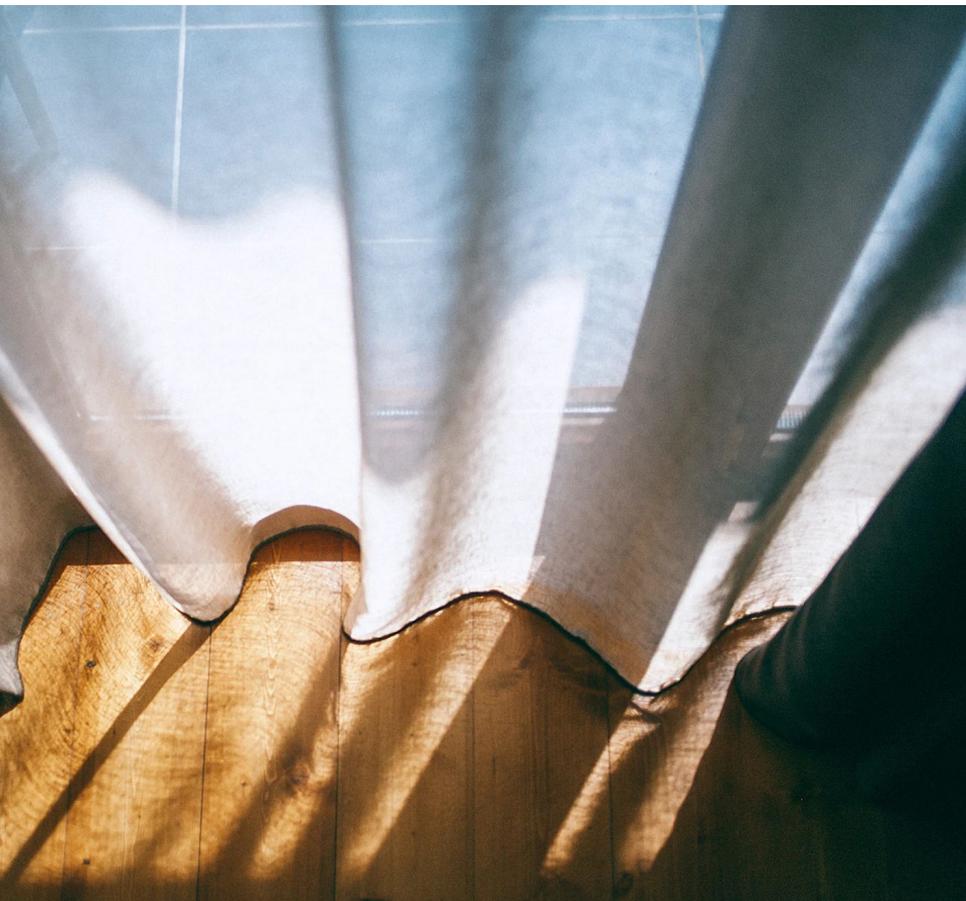
Ambient Sound

the vessel plays ambient sounds of your choice from the familiar places that you want to recall. It will bring you into the specific memory and experience attached to the sound.

Familiar Scent

the vessel will emit scents that closely resemble locations of your desired memories. the scent released alongside the ambient sound and light will help you re-live your memory.





Ambient Light

the vessel emits ambient light that matches with ambient sound and familiar scent that you choose to enhance the experience. It will ease your eye, taking you deeper into your memory.

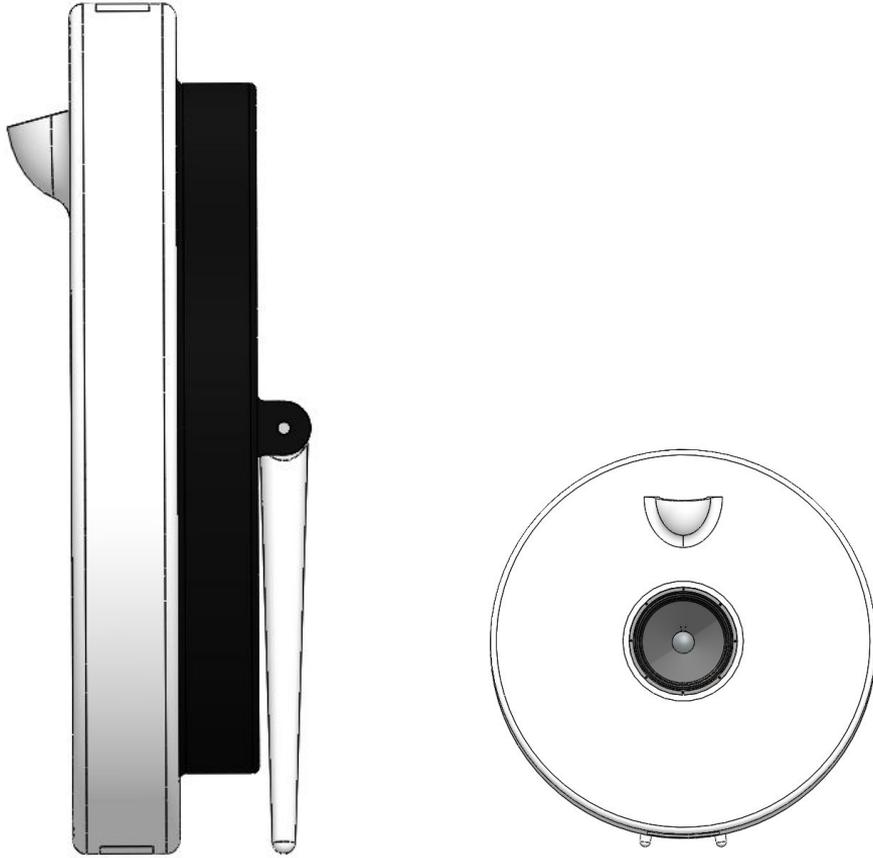
Product Details



Product Features

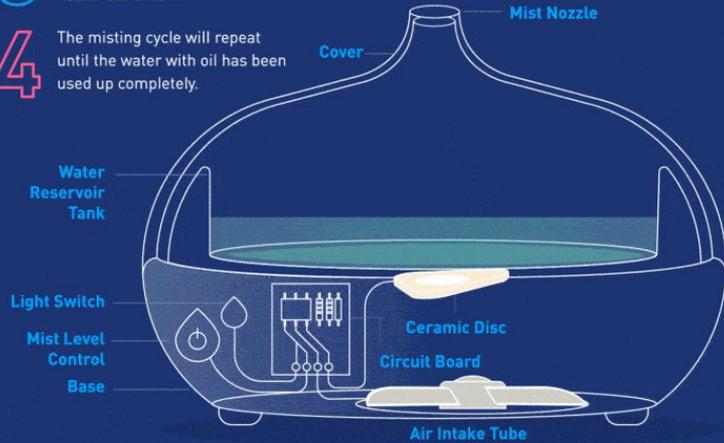
Interface & Interaction:

1. Angled oil diffuser emission
2. Adjustable kickstand
3. Rubber bumpers for traction
4. Closeable liquid inlet
5. Ergonomic fillets
6. Ideal speaker placement
7. LEDs



How an Ultrasonic Diffuser Works

- 1 By using the electrical frequencies, the small disk under the water creates ultrasonic sound waves that gently shakes the water to vibrate at a fast speed.
- 2 The vibrations break up the 100% pure essential oils into micro-particles sending the oil with the water into a fine mist that are negatively charged.
- 3 The water with oil particles are the mist you see for aromatherapy and health benefits.
- 4 The misting cycle will repeat until the water with oil has been used up completely.

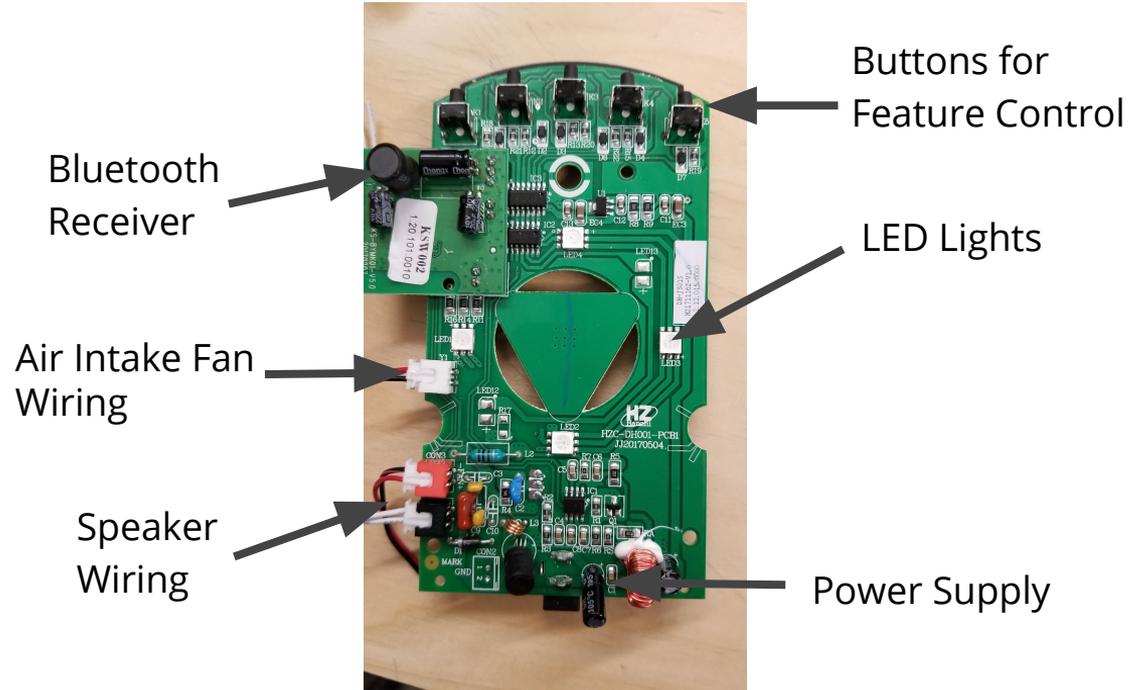


Product Functionality

The vessel's functionality makes use of a PCB board, ultrasonic ceramic disc, and an air intake fan.

Functionality (continued)

The product's custom PCB controls the intake, speaker, bluetooth, and LED features.



Target Market

International students living away from home.

Frequent travellers for work.

People who moved to a new city or region within America (domestic).





Market Size

1.1M

International students in the US

220,000

Achievable market

1.4B

Annual travellers in the world in 2018

Competition

Homesick

Homesick candles that capture the feeling that exists in every city, small town, country, and unforgettable experiences.

Balikbayan Box

A box containing items sent to overseas Filipinos.
“Homesick Filipinos overseas fuel billion-dollar gift box industry”





Business Model

\$20.73

Material cost per product

\$350

Tool setup cost per 350 units

\$21.73

Total cost per product

\$15K
Mold Cost

Business Model

E-commerce

Sell product online through the company website.

B2B Model

Supply to hotels to help them enhance travellers experience. (Help them differentiate and compete with Airbnb)

