

NAP BAR

**FOUNDING  
MEMBERS**

# What is Nap Bar?

Nap Bar is a white-glove, self-care napping experience for health conscious professionals, entrepreneurs, stay at home parents and travelers, developed to solve the \$411 billion-dollar economic loss due to sleep deprivation.

# Identifying the Problem

Americans are overworked, stressed and sleep deprived which directly impacts productivity and profitability.





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# WHY NAP BAR EXISTS



LOSSES **\$411  
BILLION**

THE U.S. LOSSES **\$411  
BILLION** DUE TO SLEEP  
DEPRIVATION.

RAND



LOSSES **\$17,000,000  
MILLION**

**XYZ** COMPANY WIDE  
LOSSES **\$17 MILLION** DUE  
TO UNPRODUCTIVITY.

-XYZ



LOSSES **\$0.5 MILLION**

**XYZ** HOUSTON LOSSES **\$0.5  
MILLION** DUE TO  
UNPRODUCTIVITY.

-XYZ

# Solution

The Future of Wellness & Productivity



## Welcome to Nap Bar

- The first pay-by-the snooze center in Texas
- Onsite In-suite for corporations, organizations and universities
- Mobile Snooze Bus



## CUSTOM SUITES





NAP BAR

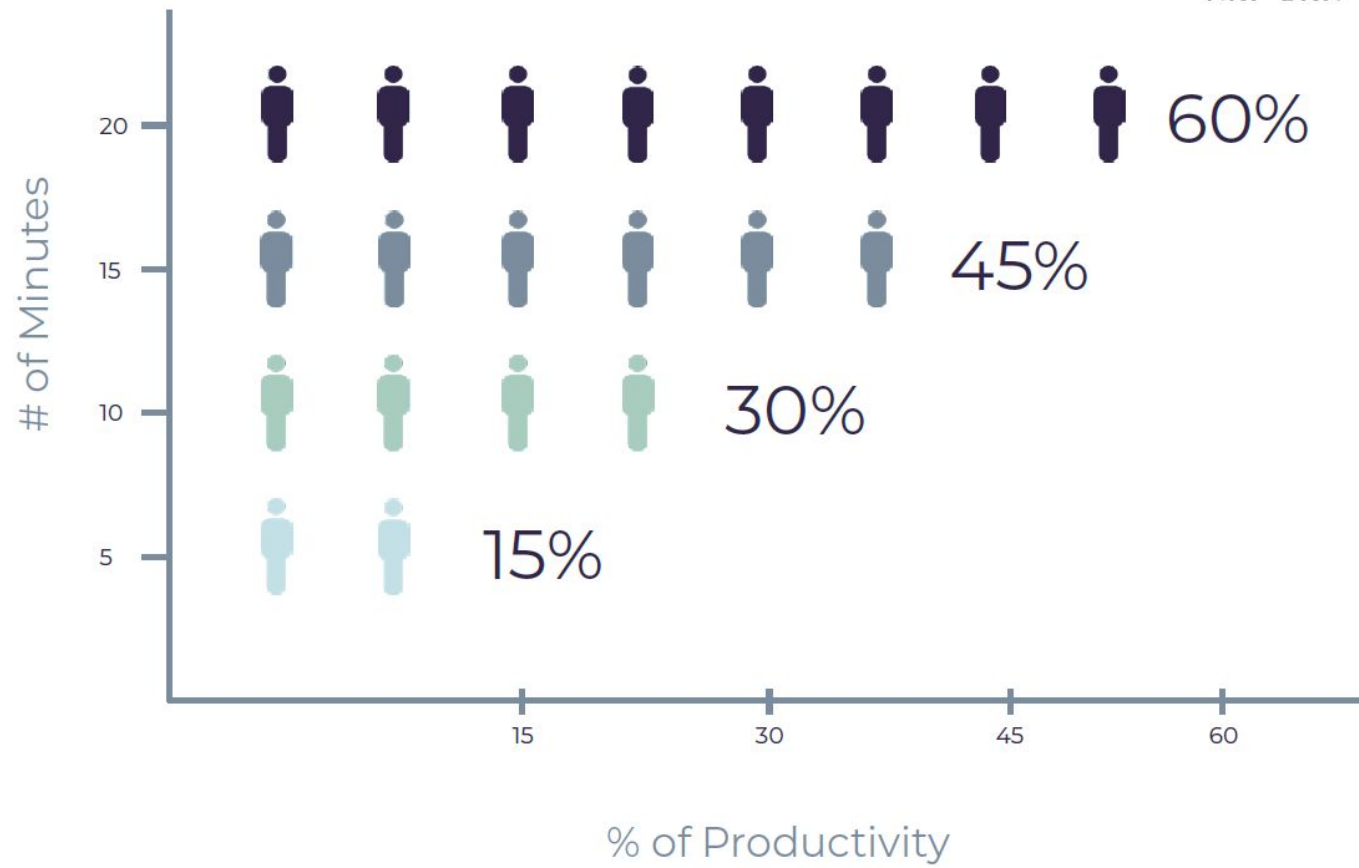
# A/B TESTING

CONDUCTED JANUARY – ONGOING

Rate of Impact Naps Have on People



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- 20 beta testers
- 3 rounds of prototypes
- 30+ naps in first 30 days of proof of concept
- Generating revenue

Nap Bar Beta Test Results

# Not just a Nap – a Wellness Experience!

## Clean Sleep – Organic Mattresses Powered by Bungaloom

100% organic, hypoallergenic mattress, pillows and bed linens

## Sleep Shots – Powered by Revolucion

Infused juice shot that relieves stress and induces sleep

## Brain Waves – Sleep Sounds by Dr. Cwanza Pinckney

Brain waves are sounds known to increase melatonin (a hormone that regulates sleep-wake cycles) by 97%

## Positive Energy Plants

Live green plants that clean the air and boost creativity by 40%







## Sustainable Sleep Is Our Differentiator

- **Health Savings Account (HSA) accepted**
- **Detach from technology and nestle in a custom pod or suite designed with green globe guidelines**
- **Hospital-grade cleanliness (registered nurse on staff)**
- **Partnered with Bungaloom to offer 100% organic mattress and bedding for clean rest**







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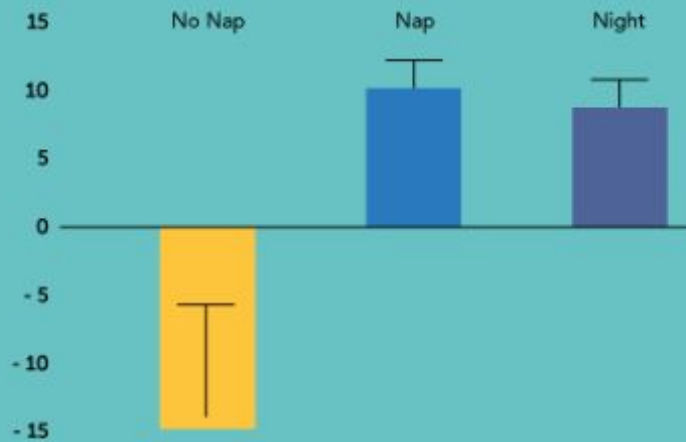
# SCIENCE BEHIND NAPPING



Studies show that **20 minutes** of **sleep in the afternoon** provides more rest than **20 minutes** more **sleep in the morning**.

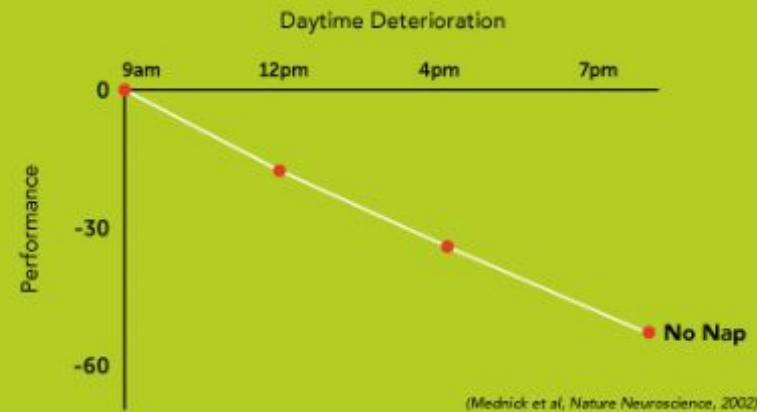


## A Nap is as Good as a Night

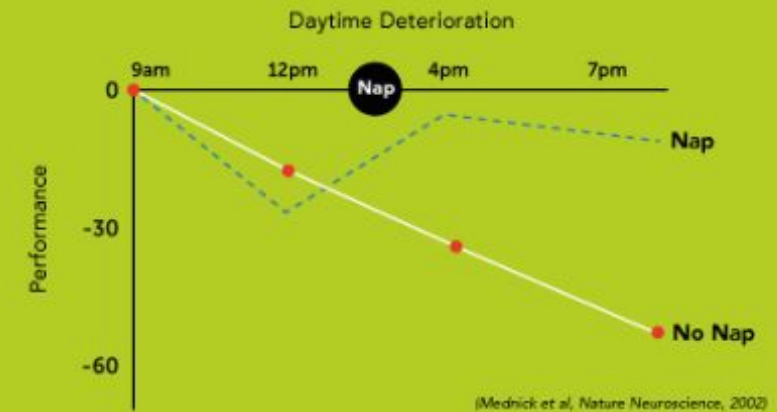


(Mednick et al, Nature Neuroscience, 2003)

## The Science Behind Napping:



(Mednick et al, Nature Neuroscience, 2002)



(Mednick et al, Nature Neuroscience, 2002)

© Nap Bar 2018

# Our Competitive Advantage against Similar Brands

	Nap Bar	Metro Naps	Recharj	Nap York
Sustainability	Green	Red	Red	Yellow
Experience	Green	Red	Yellow	Red
Educational/Social	Green	Red	Green	Red
Turnkey Solutions	Green	Red	Green	Yellow
Organic / Chemical Free	Green	Red	Red	Red
Scalability	Green	Green	Yellow	Yellow



# Segments



B2C



B2G



B2B + C



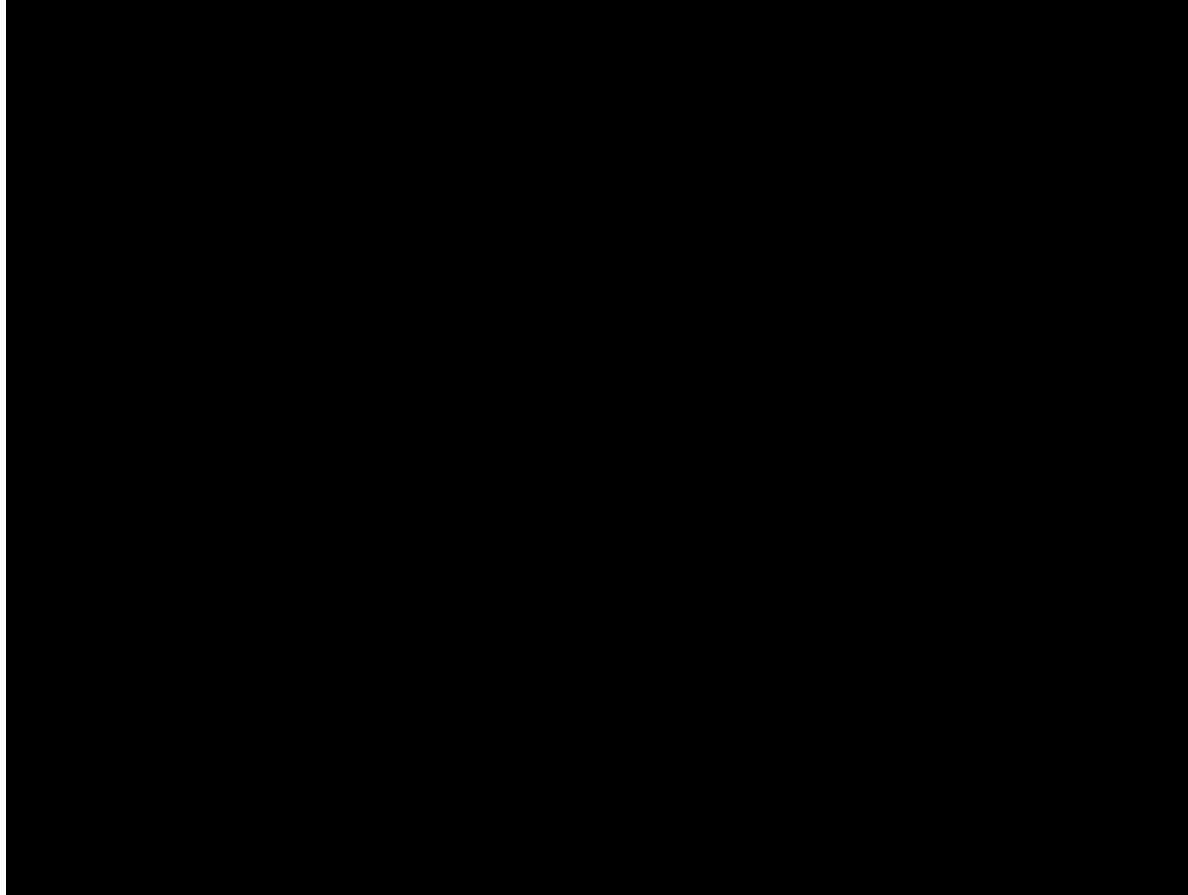
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# UNITED TERMINAL E

## WOMEN'S HISTORY MONTH



**HOVER + CLICK TO WATCH REEL (must be in slideshow view)**



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# UNITED SURVEY DATA\*

CONDUCTED MARCH 27, 2019 11:30AM-2PM GATE E 10

Q: If Nap Bar was a part of your benefits package, would you take advantage of a midday nap relaxation or meditation?

A: 100% answered yes.

Q: If you had call offs in the past 12 months, do you think any were related to exhaustion or sleep deprivation?

A: 69% yes. 31% no.

Q: On a scale from 1-10 (10 being the highest) how would you rate your productivity at work before and after a nap?

A: The average level of productivity at work before a nap was 50%. After a nap the average level of productivity rose to 90%.

*Source: 13 United employees*

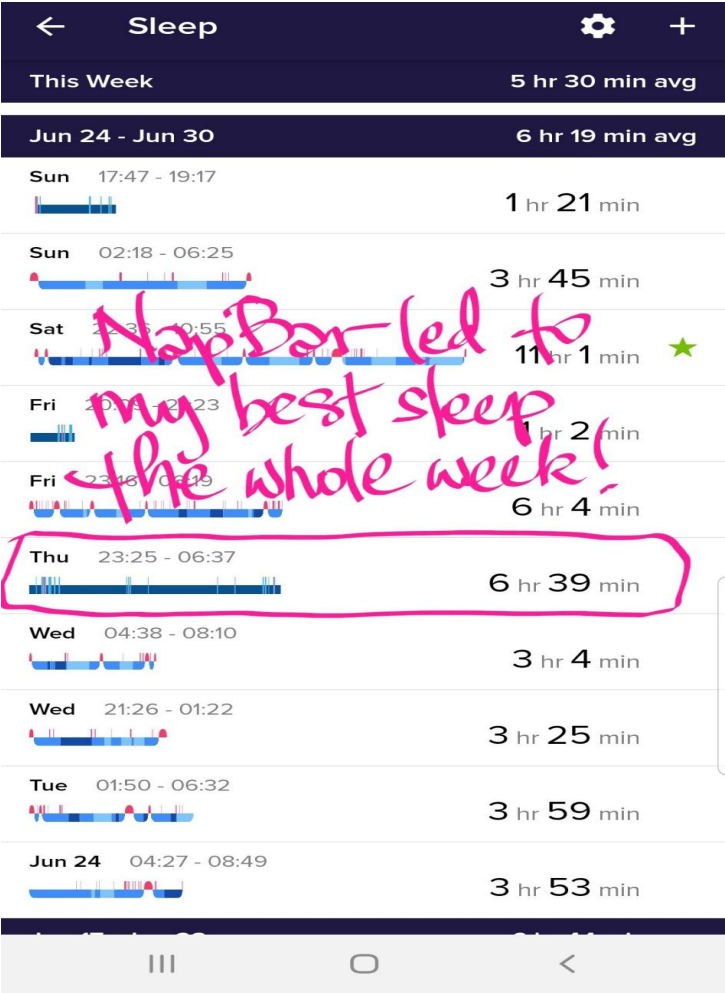
# How Naps Benefit Your Health

- A 26-minute power nap improves performance by 34 percent and alertness by 54 percent
- A 60-minute nap helps people improve their frustration tolerance.
- Napping can boost creativity by 40%
- Napping can improve reaction time and logical reasoning
- 20 minutes of sleep in the afternoon provides more rest than 20 minutes more sleep in the morning

Source: Nasa.org | Rand.org



# What Clients Saying About Us



Grace Rodriguez, CEO, Impact HUB



Nap Bar

6111 Kirby Dr, Houston, TX

4.9 ★★★★★ 30 reviews

Sort by: Most relevant

Write a review

Tiffany Taylor-Hicks

3 reviews · 4 photos

★★★★★ 2 weeks ago

Absolutely one of my favorite experiences of 2019. From beginning to end the Nap Bar provided a customized experience with an atmosphere of care and warmth. The Pajamas felt silky, cool and refreshing. The lavender pillow spray, hot pink ... [More](#)



Reply

1

Amanda Cotler

1 review

★★★★★ 2 weeks ago

What an incredible experience from start to finish! From the moment you walk into the door you are welcomed by a cheerful face and shot of refreshing juice. There is love in the details at Nap Bar and I absolutely love the music while you ... [More](#)

Reply

1

Megan Eddings

2 reviews

★★★★★ 3 weeks ago

Loved my 26-minute nap. I arrived super tired as I didn't sleep well the night before. I actually didn't fall asleep, but because of the ambiance, sheets, pillows, pillow spray, etc. I was super relaxed and felt recharged after only 26 minutes. I will definitely be back! We all gotta take more time for ourselves :)



NAP BAR



# Media Hits



# The Team



# Become A Founding Member

## How can you join this innovative movement?



The concept of Nap Bar is new to the United States, but this is a world-wide phenomenon. Join us at the forefront of increasing the bottom line of companies and improving mental health/wellness through napping experiences.



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## Recharge Level – \$2,000

### Founding Member Commitment Perks

- Unlimited nap pass for calendar year
- Custom Nap Bar pajamas
- Complimentary nap upgrades (aromatherapy, brain waves, juice shots)
- Special pricing to workshops and events
- Members-only exclusive events
- 5% off all merchandise
- 4 nap passes per year (limited one per napper)
- Name on founding wall at Galleria location plus first brick and mortar
- First right of refusal for franchisee engagement

## Recharge. Refresh. Re-energize Level – \$5,000

### VIP Founding Member Commitment Perks

All recharge level perks plus:

- Unlimited **lifetime** nap pass
- Suite dedication in your name (first come first serve in suite selection)
- Invite only tour of future buildouts


## Rejuvenate Level:

Donation Founding Advocate Commitment




## THE FUTURE OF WELLNESS & PRODUCTIVITY, REDEFINED™

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