



## Wicked Smart Pad Executive Summary

1. **PRODUCT:** The Wicked Smart Pad is a washable, reusable, sensorized pad which detects spill events and mitigates issues associated with excess moisture in the bed. Once detected, the spill data is quickly (less than 5 minutes) transmitted to caregiver dashboards or mobile devices via Wi-Fi.
2. **MARKET:** Intended for use in the incontinence market, our initial test market is within the assisted living community, particularly with residents in the Memory Care unit. Residents with limited mobility due to Alzheimer's Disease and Related Disorders (ADRD) have higher incidence rates of incontinence-related bed sores. We believe that testing with the ADRD population will give us enough data to expand our reach into other senior care facilities. This population makes up a \$39 billion dollar market opportunity.
3. **COMPETITION:** Currently, the Wicked Smart Pad has no direct competitors. Though disposable, we realize that traditional incontinence care products (i.e., diapers or piddle pads) would be considered competition, but lack the technology and the positive environmental impact that the Wicked Smart Pad features. There are two incontinence focused products we keep an eye on, but neither with the technology and sustainability of the Wicked Smart Pad. Derma-Therapy Sheets have an FDA regulated, absorbent bed sheet whose target market is hospitals to prevent infectious disease and Anaveh Health is in R&D with an RFID sensorized diaper. We are focusing on the following competitive features in the Wicked Smart Pad: speed of spill detection, pad drying time, loft for bony protuberances, wireless transmission, environmental impact, HIPPA compliance, and bundled pricing.
4. **MANAGEMENT TEAM:** The Wicked Smart Pad team is made up of two seasoned entrepreneurs and two Speed School engineers. Alli Truttman, the founder and CEO of Wicked Sheets, has 14 years of experience in the moisture management and bedding industry. Chris Bailey, a current Entrepreneur in Residence at The University of Louisville, has 16 years of experience in technology (firmware) development and a successful exit of his first venture, Lucid Customs. Dr. Cindy Harnett is a full-time professor and researcher in the UL Speed School of Engineering and George Lin is an UL research engineer. Together the two have over 26 filed patents in electrical engineering. Wicked Sheets owns one patent on the pad and together with UL owns another patent on the technology. We have the skill set and knowledge base to successfully commercialize our innovative product.
5. **FUNDING STATUS:** We have received \$342k in a Phase I SBIR grant with the National Institute of Health's (NIH) National Institute of Aging (NIA) to fund our 6-week pilot at Atria Senior Living in Great Neck, New York. We have received an SBIR matching grant from the state of Kentucky for \$98,650. We are actively raising \$1.58M at a \$6M premoney valuation in exchange for preferred stock. Our use of funds is for key hires, manufacturing at scale, and continued software/hardware development to build out a database. Financial projections and models can be provided upon request.