



## Company Overview

Wicked Technologies is a smart bedding company. Our patented sleep products provide solutions in areas where excess moisture is present. Our newest product, the Wicked Smart Pad, is a smart incontinence management solution that detects moisture in real-time and alerts caregivers.

## Problem or Market Opportunity

We are a B2B2C company that sells directly to senior living communities. Our entry point is private pay assisted living and memory care programs, where 60% of their residents are experiencing incontinence. The assisted living market alone represents a \$2B opportunity and will triple as we add in more communities with varying levels of acuity..

## Technical & Competitive Advantage

The Wicked Smart Pad is the first of its kind; a washable and reusable, sensorized bed pad that detects moisture in real-time and alerts the caregiver(s) on a mobile dashboard. We have piloted the Wicked Smart Pad at 3 communities and received an 85% Care Staff satisfaction rating. We have proven decreased linen changes, as well as increased sleep quality for residents. We have a PO with one of the largest senior living providers in the country and plan to begin rolling out FDA registered products by June 2024.

## Regulatory Strategy & Intellectual Property

The Wicked Smart Pad is a Class II, 510(k) exempt medical device with Full QMS requirements. We will begin our eQMS system this month. We have patent applications for both the bed pad itself with any technical configuration, and our particular sensor configuration filed with the USPTO. We also have an exclusive licensing agreement with some fellow engineers whom we funded during our SBIR Phase I grant with the NIH/NIA.

## Key Milestones

Q/YYYY	Objective	Milestone Description
2023-24	SBIR Phase I Award	Afforded us the ability to produce 200 pads and beta test them, gaining critical user feedback
2023-24	SBIR Phase I Award	This award was a crucial bridge as we phased out of our core product business and into the pad business.
2024	\$250K Funding from Elevate Ventures	Elevate Ventures investments are a signal to the Indiana ecosystem of investors. The coaching during this pitch helped me (Alli) prepare for the next 99 pitches and competitions that I completed during my raise.
2024-25	SBIR Phase II	Application Submitted for \$2.5M follow-on capital for Commercialization and Manufacturing efforts

## Capitalization History

Year	Grant or Equity Type	Description	Amount
2023	NIH/NIA	Non-dilutive Federal Grant	\$342K
2023	KY CED Grant	Non-dilutive State Grant	\$98,650
2023	Pitch Winnings	Non-dilutive Pitch Competition Winnings - 5Across-Awesome	\$5,500
2024	Series A2	Equity Financing Round	\$1.7M

## Current Round, Terms, and Use of Proceeds

Manufacturing, FTE salaries, FDA registrations, QMS system, and software development.

## Key Team Members and Advisors

### Alli Truttman | Founder and CEO

Alli has 16 years of moisture-management and smart bedding experience from founding Wicked Sheets. She has a master's degree in Psychology and certificates in personal training and medical fitness..

### Eric Littleton | Commercialization and Operations

Eric joins us after assisting his last company, Cuddle Clones, to achieve a record revenue-setting year, which set them up for an exit, and he oversaw all operations and new product development management with the software and sales teams. He assists Wicked Technologies in leading our sales, software, and engineering teams.

### Erich Squire | Finance, HR & Regulatory

Erich joins us after his former company, Cuddle Clones/Dianthus achieved a significant exit. His role there, similar to his role at Wicked Technologies is as lead finance and HR team member. In addition to these critical roles, Erich is leading our team of regulatory and QMS consultants.