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HARVARD SPINOFF REPORT

confidential

SPINOFF **COM**

*Don't always walk on the smooth roads, walk ways that no one has travelled
before, so as to leave behind traces and not only dust"*

Antoine de Saint-Exupéry

ABOUT US

We are the #1 Group Procurement Organisation (GPO1) focused on retail and professional products with clear **biotechnological background** (spinoffs) that consists of independent retailers and distributors with own staff/ offices/ warehouses/ training premises/ points of sale in 75 countries and purchasing volume €368 mln/year. We buy only brands with 100% clear USP. We pay only cash up front. GPO members are passionate longevitists that united to leverage novel unique product scouting, purchasing power, obtain better discounts from vendors, secure exclusive distribution rights on the brands, speed up all the processes and make them time, resources and costs effective. The focus of GPO is on brands utilizing the latest cutting-edge biotechnologies that **radically enhance human healthspan**.

The Biotech Brands Report contains all-in-one Dossiers (systemized by time period, category, industry or hand-customized by filter) of selected by GPO ready-to-market and already existing independent brands, as well as GPO's private label brands that are being developed on exclusive terms, co-owned by GPO members. All information is also available in open/closed access at the Spinoff.com Procurement Platform. The professional Dossiers are structured similarly and grouped according to the content. You can easily get to each of the Dossier by clicking on the name in the content. All professional Dossiers are filled only with the most relevant information and exclusively tailored by our in-house team for the needs of GPO Members (direct/indirect retailers and distributors) and also supplemented with a visual and additional materials that are constantly updated and always agreed with brand owner prior publication. Actual customised reports are synchronized with the update on the platform.

Such special selection of biotechnology brands could be used by GPO members for offline work in customized PDF file format digital or hard copy that is easy to print out with one click. The digital version of Biotech Brands Report could be viewed at any device, with any operating system, in the highest resolution without the risk of viruses and shared by any modern means of communication. The platform has a highly reliable level of protection since all information is located on secure German servers. Tailored smart software allows tracking who and when has viewed / downloaded each report based on IP address to secure sensitive data content. All Dossiers contain one click live links in the body that redirect to the official linking source. Also, at the bottom of each Dossier there is a relevant general information about the brand, related files (products catalogues, leaflets, certificates, company presentations, prices etc.) that can also be downloaded in one click, a direct link to the brand's official website, along with contact person information, allowing procurement process participants to directly contact a representative of interested spinoffs.

The Biotech Brands Report efficiently establishes and simplifies communication, processing and document flow between the GPO members and brand owners / manufacturers, and serve to them as a professional market tool for own assessment and to observe the assessment of others, as well as work with biotechnological brands directly in the "all in one place" format, or work as a group on solving some problems or within the framework of best practices discussion.

Sincerely Yours, GPO Members

1 – Supplements

8 SmartSleep world's leading brand in sleep optimization

SUPPLEMENTS



SMARTSLEEP WORLD'S LEADING BRAND IN SLEEP OPTIMIZATION

After many years of research, Dr. Markus Dworak, Sleep Researcher & Founder of smartsleep® has developed an innovative nutrient complex that optimises and accelerates the natural recovery processes during sleep. smartsleep® is a German-based company that produces novel nutrient cocktails with vitamins and microelements for the rejuvenation of skin, hair, nails and the whole body. In order to develop on a global scale, smartsleep® has successfully gained investor's support who believed in the product. For a relatively short time, the brand of healthy dietary nighttime supplements has established itself perfectly in the German market, has entered the well-known B&M stores nationwide, as well as the largest online retailers. It is constantly growing in sales. In terms of international expansion, the company's healthy nutrient products are already sold in 12 countries and are open to other markets. smartsleep® does not stop there and more and more new products are being developed. The company plans to expand its portfolio without compromising on quality and using only ingredients of natural origin and 100% recyclable packaging material.

THE IDEA

To be precise in 2004 smartsleep founder Dr. Markus Dworak was looking for an exciting topic for his doctoral thesis after graduating from university. The neuroscience interested Markus for a long time and his professor suggested him to do research on the topic "SLEEP". After the initial thought that this could become very tiring, he became so fascinated by the topic that he spent years researching it. For example about why we have to sleep every day and which factors are important for our recovery during sleep. Markus reached his research peak as a scholarship holder at the renowned Harvard University in the USA and with the award of the Young Investigator Award of the German Society for Sleep Research and Sleep Medicine.

Despite his research successes, nothing changed the fact that Markus himself, through his job, family and many hobbies, always missed out on sleep. So he set out to find a solution to the fatigue and lack of recovery - and developed the novel idea of a nutrient cocktail especially for the night.



Photo credit by smartsleep ®

No one can hold an idea in their hands. Therefore Markus went straight to work to create a perfect, consumer-friendly product. Together with the design & brand experts Daniel Matthieu and Burk J. Ulrich, Markus tinkered with a perfect product, the optimal packaging and a strong brand, which should offer people worldwide an innovative solution for the night. In 2015, Daniel, Burk and Markus finally founded Smart Sleep GmbH, laying the foundation for a well-rested and successful future.

On 18.09.2018 the time had come. The founder appeared before the "Lion's Den" jury and convinced all five investors of his merits. The biggest deal in broadcasting history so far went to smartsleep! The company have used this to improve further - because the best confession is when the customers are satisfied with the products. That is the highest claim and motivation for the company.



The Founders
Photo credit by smartsleep ®

THE FOUNDERS

Dr. Markus Dworak is a passionate sleep researcher and the developer of smartsleep ®. In his academic career, he worked for more than 15 years in sleep research among others at Harvard Medical School USA and the German Sport University Cologne, as well as in drug development at Novartis AG. He won the award of the German Society for Sleep Research and Sleep Medicine and was the author of numerous scientific publications. Today he is the CEO of Smart Sleep Ltd.

Burk J Ulrich, co-founder of smartsleep. Burk has a great track record in branding and product design. He is the owner of the design agency [VISID](#) in Hamburg and creates product design and branding campaigns for many international clients and their renowned brands.

Daniel Matthieu, co-founder of smartsleep and with a strong background in marketing and sales in the healthcare sector. Daniel is responsible for B2B sales and key customer accounts as well as business partnerships in 12 countries.



Photo credit by smartsleep®

THE PROBLEM

"OVER 50% OF THE GERMAN POPULATION SLEEPS ONLY 6 HOURS OR LESS PER NIGHT."

SOURCE: TK SLEEP STUDY, 2017

THE PRODUCTS

smartsleep® ORIGINAL

It is an innovative nutrient complex from the field of sleep research, which was developed especially for the night to reduce fatigue and tiredness during the day (riboflavin). The combination of selected vitamins, amino acids and minerals supplies your body at a crucial time and also contributes to healthy metabolism and the reduction of tiredness and fatigue.



Photo credit by smartsleep®

What's in it?

- smartsleep® - chewable tablets (2 pcs.) Some components of smartsleep® cannot be stored in liquids as they would lose their effect. Therefore, we have developed special chewable tablets that allow easy and tasty absorption of the creatine & ash; in the fresh

taste of citrus-lemongrass!

- smartsleep® - Drinking ampoule (25ml). The second part of the smartsleep®-formulation consists of a liquid nutrient mix that you can take in one sip. The liquid is slightly thicker than water and also tastes citrus lemongrass.



vegan



sugar free



gluten free



lactose free

Photo credit by smartsleep®

smartsleep® IMMUNE

It is the first IMMUNE nutrient complex specially developed for sleep that supports and builds up the immune system during the night. Every day the immune system does amazing things - it protects a person from bacteria, viruses and other pathogens. In order to keep us healthy and efficient and to defy the many external influences, numerous

defence cells are active inside us around the clock. Especially at night, when a person comes to rest, the number of natural defense cells in the body increases and the immune system works at full speed to prepare the body for the next day.

The smartsleep® IMMUNE formula consists of a liquid nutrient mix with a delicious citrus-ginger taste that you can take in one sip.

smartsleep® IMMUNE provides you with essential nutrients during sleep and supports your organism in strengthening your defences. The nutrient complex of amino acids, vitamins and minerals contributes to a healthy functioning of the immune system and protects your cells from oxidative stress, i.e. the destruction by aggressive substances. Especially at night, smartsleep® IMMUNE helps to maintain your health and performance and supports the body's defences in a natural way.

The monthly pack of 28 innovative immune nutrient complex for the night smartsleep® IMMUNE supports your immune system when it is working at full speed and provides you with numerous vitamins, amino acids and trace elements during the night. Among other things, vitamins A, B6 and C, as well as zinc, selenium and manganese support your immune system, cell division and DNA synthesis and protect your cells from oxidative stress - for a vital awakening in the morning.

smartsleep® BEAUTY

It is the first BEAUTY nutrient complex specially developed for the night that supports the regeneration of skin, hair and nails. From sleep research.

APPROVED BY DERMATOLOGISTS

smartsleep® BEAUTY was tested in an independent scientific dermatological study. After only 6 weeks of daily use, measurable results in skin elasticity (up to +22%) and skin moisture (up to +72%) could already be seen.

smartsleep® BEAUTY NIGHT ELIXIR

Beauty Night Elixir is a luxury high-quality beauty drink that is especially developed for

the famous beauty sleep. It consists of selected high quality ingredients.



Photo credit by smartsleep®

Every day, our skin, hair and nails take over numerous important functions of the body and provide reliable protection against heat, light, infections and injuries. External influences such as UV radiation or make-up place additional stress on the skin. In addition to their importance for physical health, hair, skin and nails also determine our external appearance. The health and beauty of our body are therefore directly related. During the night, when we rest, skin, hair, nails and connective tissue regenerate and need important nutrients for optimal recovery and a healthy appearance the next day.



Photo credit by smartsleep®

smartsleep® SLEEP+ CAPSULE

Sleep+ capsules are an innovative sleeping product with only 5 selected ingredients To fall asleep faster and have a relaxed and deep sleep during the night. The capsules contain Melatonin 1 mg and Ashwaganda. Melatonin is an effective supplement that can help fall asleep, especially for those who have insomnia or jet lag. It has other health benefits as well. Ashwagandha contains chemicals that might help calm the brain, reduce swelling (inflammation), lower blood pressure, and alter the immune system.



Photo credit by smartsleep®

smartsleep® RELAX & SLEEP

smartsleep® RELAX SLEEP capsules consist of selected natural ingredients that promote relaxation and make it easier to fall asleep.



Photo credit by smartsleep®

NEW LAUNCHES 2021

smartsleep® SLEEP SPRAY

New SLEEP SPRAY with high quality Melatonin and passion flower extract helps to fall asleep faster. With a fresh mint taste and also easy to dose and apply it is a new favorite product in the portfolio.

SMART RECOVERY PILLOW

The SMART RECOVERY PILLOW is a specially developed pillow that, in combination with various fragrances, takes sleep to a new level. Made of high quality memory foam in its special design, the SMART RECOVERY PILLOW allows restful and regenerative sleep in different sleeping positions.

PRODUCTS USP

This distinguishes smartsleep® products:

- ✓ only high-quality ingredients;
- ✓ production takes place under strictly controlled conditions;
- ✓ products are free of side effects & doping;
- ✓ work together with numerous experts to continuously create innovative products.



PHOTO CREDIT BY SMARTSLEEP ®

MARKETING & SALES

The products are sold online in on [web store](#), in pharmacies and famous retail chains i.e. [Amazon.de](#), also offline nationwide and internationally in over 12 countries. The stockist list could be found by the [link](#). The brand uses various types of advertising and promotion, starting with media publishing, collaboration with celebrities, influencers, athletes, big boards etc.

INTERNATIONALISATION

- 2017- 2019: Focus on DACH region & establishment in the retail sector;
- Since 2019: Internationalisation (EU, China, Russia, Korea);
- International development of the smartsleep® brand with focus on quality and innovation;
- Cooperation with country-specific KOLs to transport brand values in the target country.

BUSINESS MODEL

Smart Sleep sells its products through the following distribution channels and already achieved an annual turnover of € 3.8 million in FY 2018. The steady growth is driven by the DACH region and the Chinese market.

TARGET GROUPS

- Business people;
- Shift Workers;
- Travellers;
- Students;
- Athletes;
- People with less sleep;
- People with non-restorative sleep.

KNOW-HOW

Many years of experience in international sleep research and production of innovative food supplements and brand development.

INNOVATION

Continuous development of the product portfolio in the area of dietary supplements & food

PATENTS

The key ingredient creatine has been protected by an EU patent (EP3056096) for use in improving sleep recovery.

TRADEMARK RIGHTS

smartsleep[®] is a protected trademark in many countries incl. Europe, China, Switzerland , Russia , Australia , IR, USA.

DESIGN PROTECTION

The smartsleep® Original ampoule was registered as a design (Design No: 402018203109 0001).

MEDIA & AWARDS

The brand smartsleep® could be found in various editions and media. See all of them by the [link](#)

In 2019 smartsleep® received positive reviews of Independent Evaluation on 200 testers by [MyTest](#) and became the winner of the [German Innovation Award 2020](#) in Business to Consumer - category Drugstore Products.



Photo credit by smartsleep®

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Patent status: n/a
On market since: 2015
Regions: Germany
Industries: Supplements
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Direct link: [click here](#)