

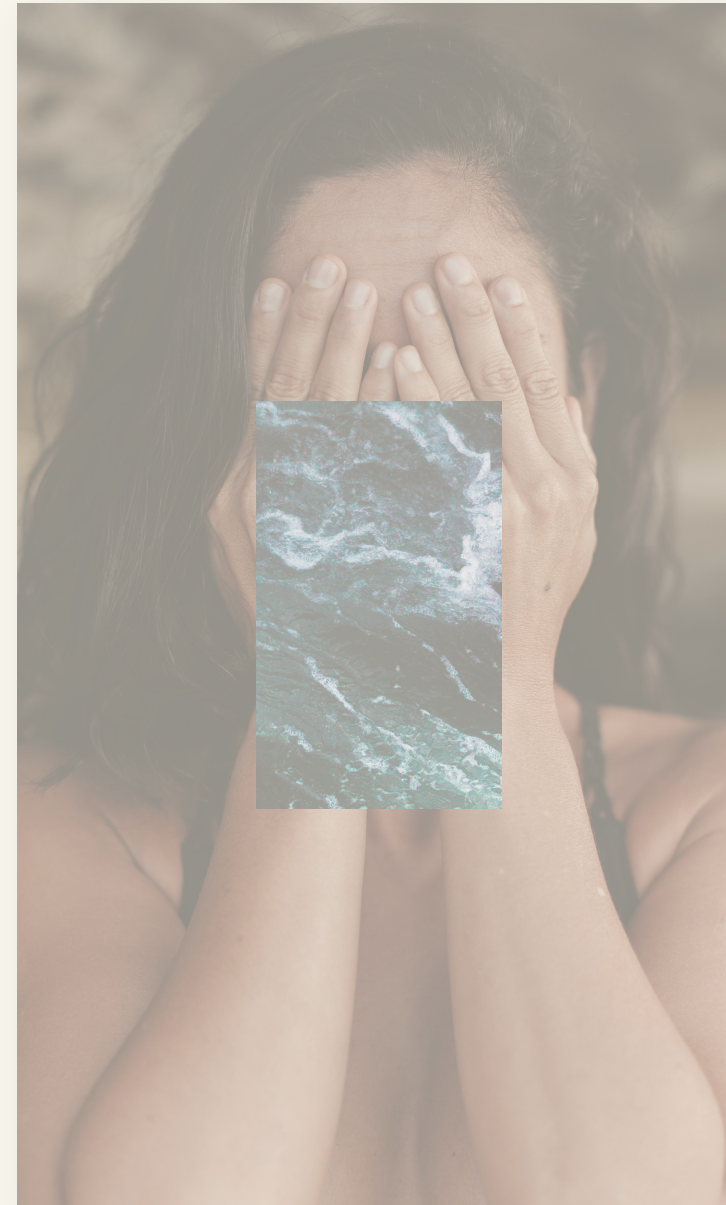


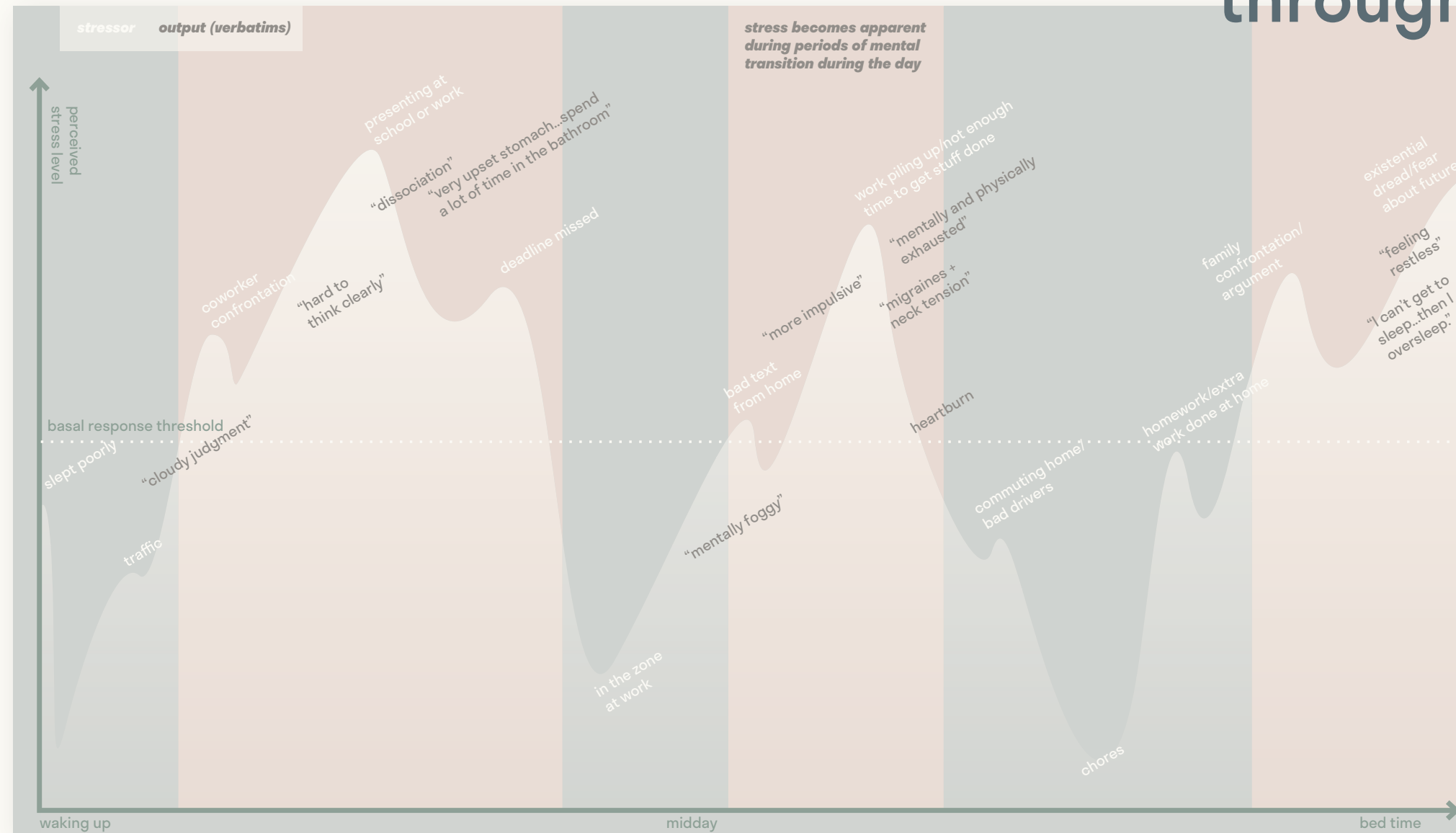
ouvi



all people deserve moments of calm.

*what if there was something to
remove stress before it ever started?*



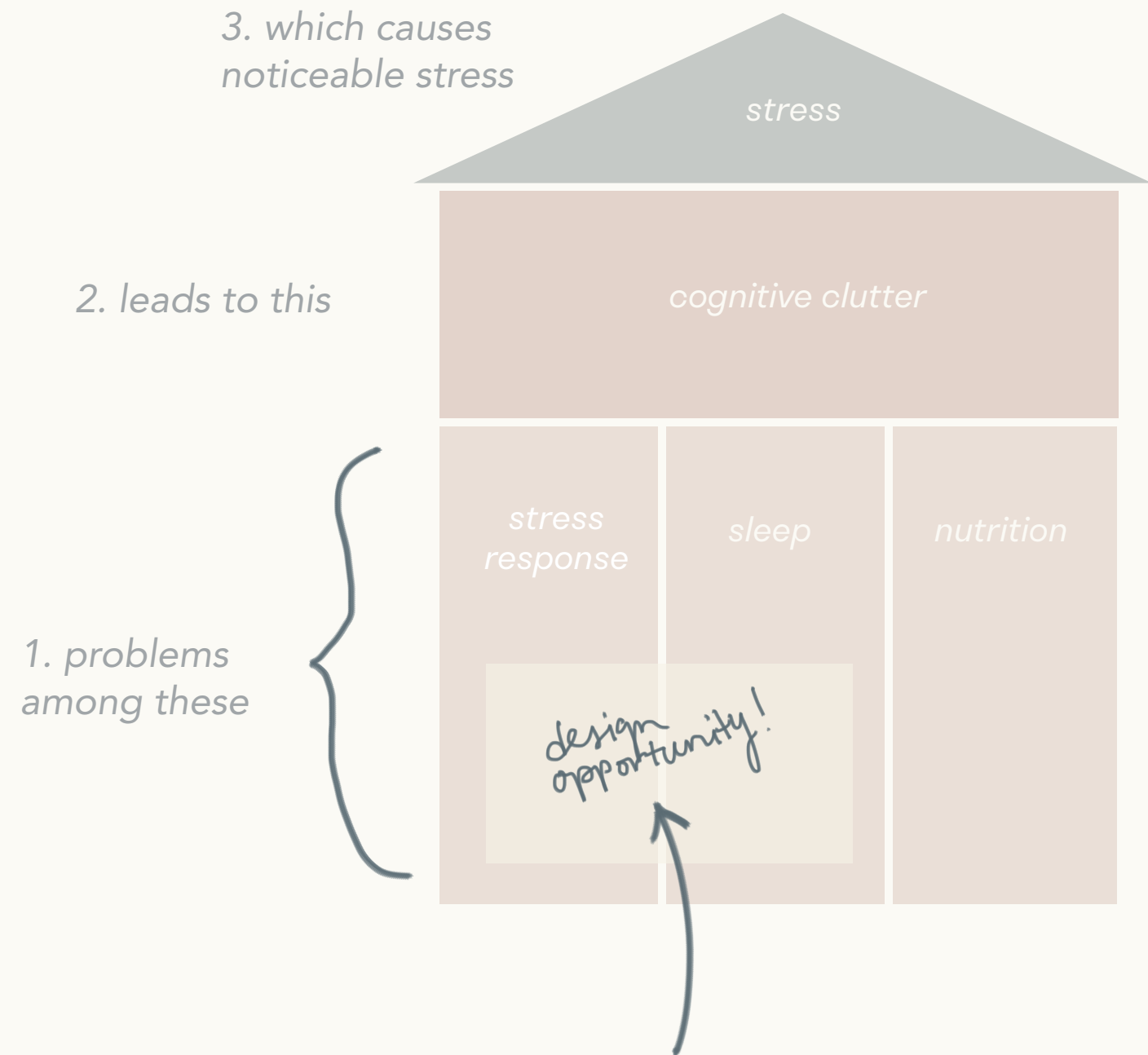


through interviewing
800+ gen z's

while working with the
Personal Healthcare
Division of P&G, I got to
the root of the problem.

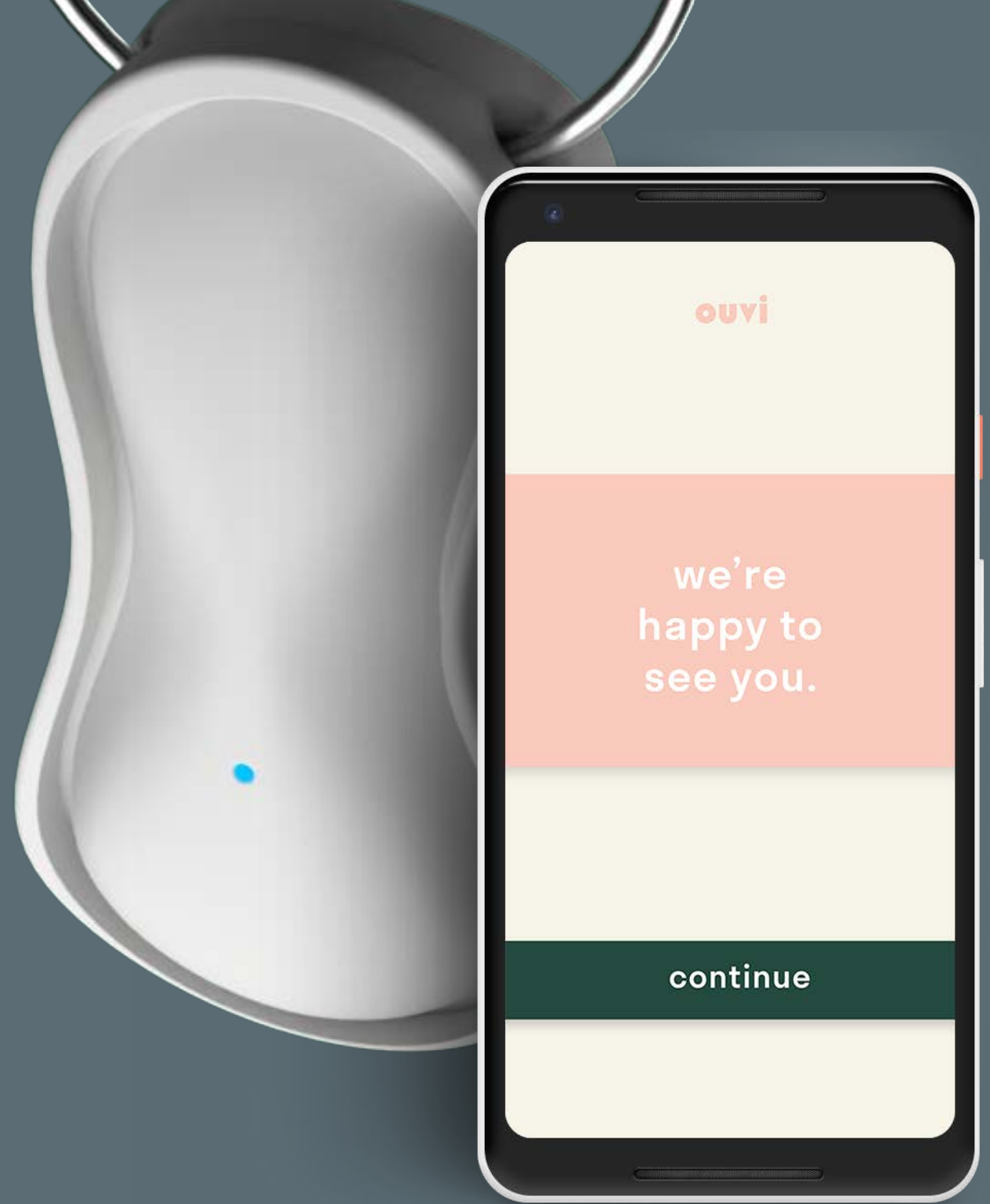
what ladders up to stress?

cognitive clutter is the cause of the most stress - through periods of mental transition through the day; main contributors: sleep, nutrition, and stress response



the solution?

*a device system that proactively
prevents stress and tackles it in
the moment;
a tag-team to relieve stress in
the long-term, holistically.*



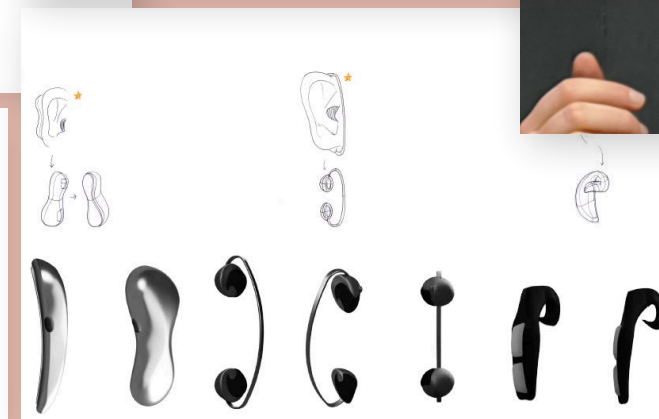
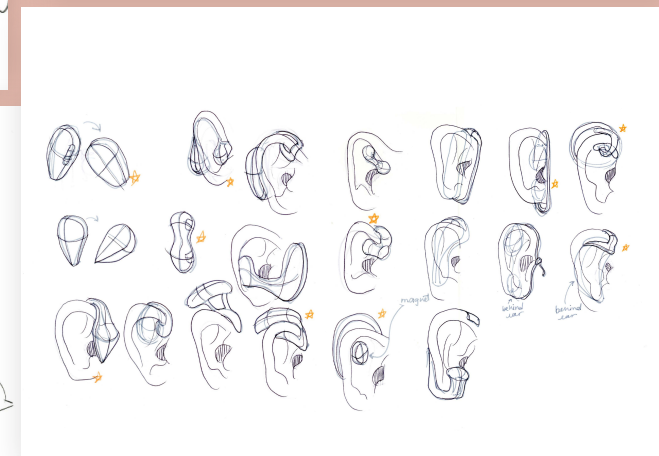
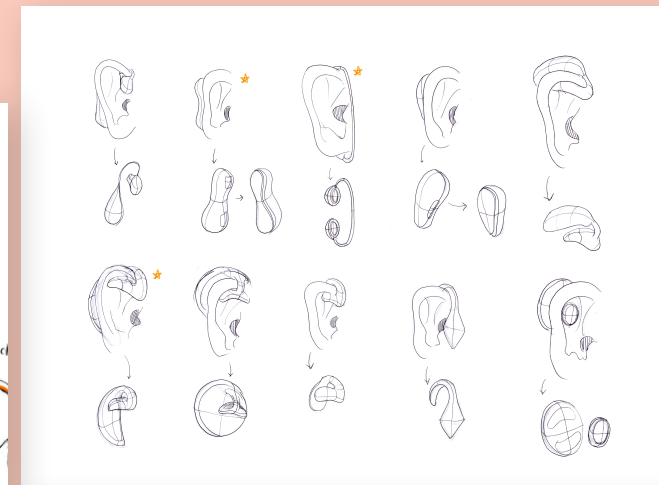
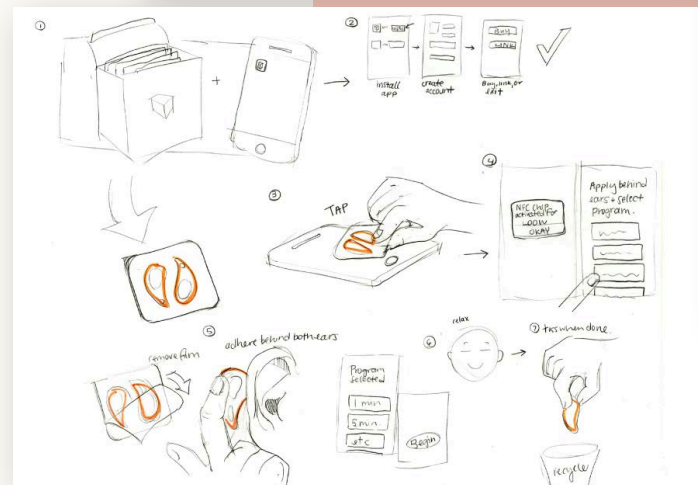
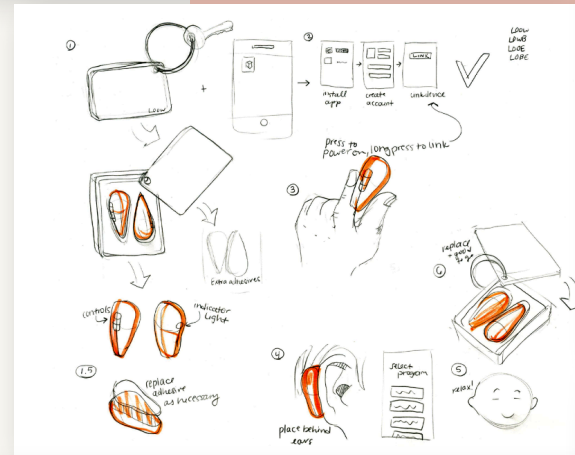
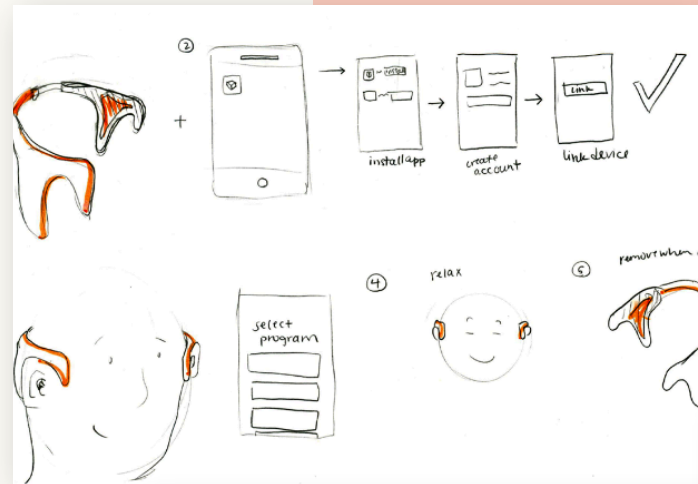
and how

stimulus images presented
to gen z's to engage in
conversation around it



test again

based on this...I developed some devices to test again with more gen z's

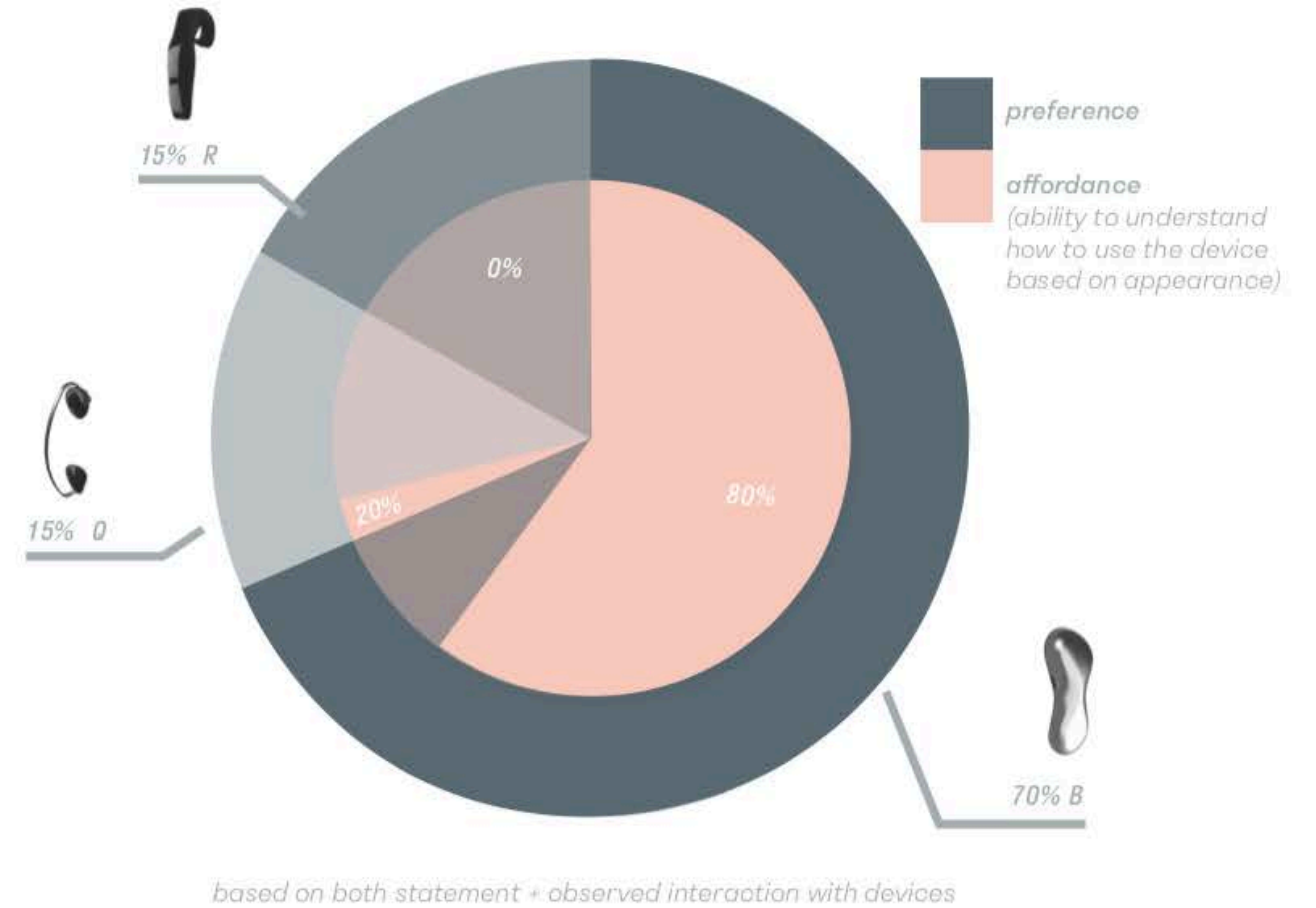
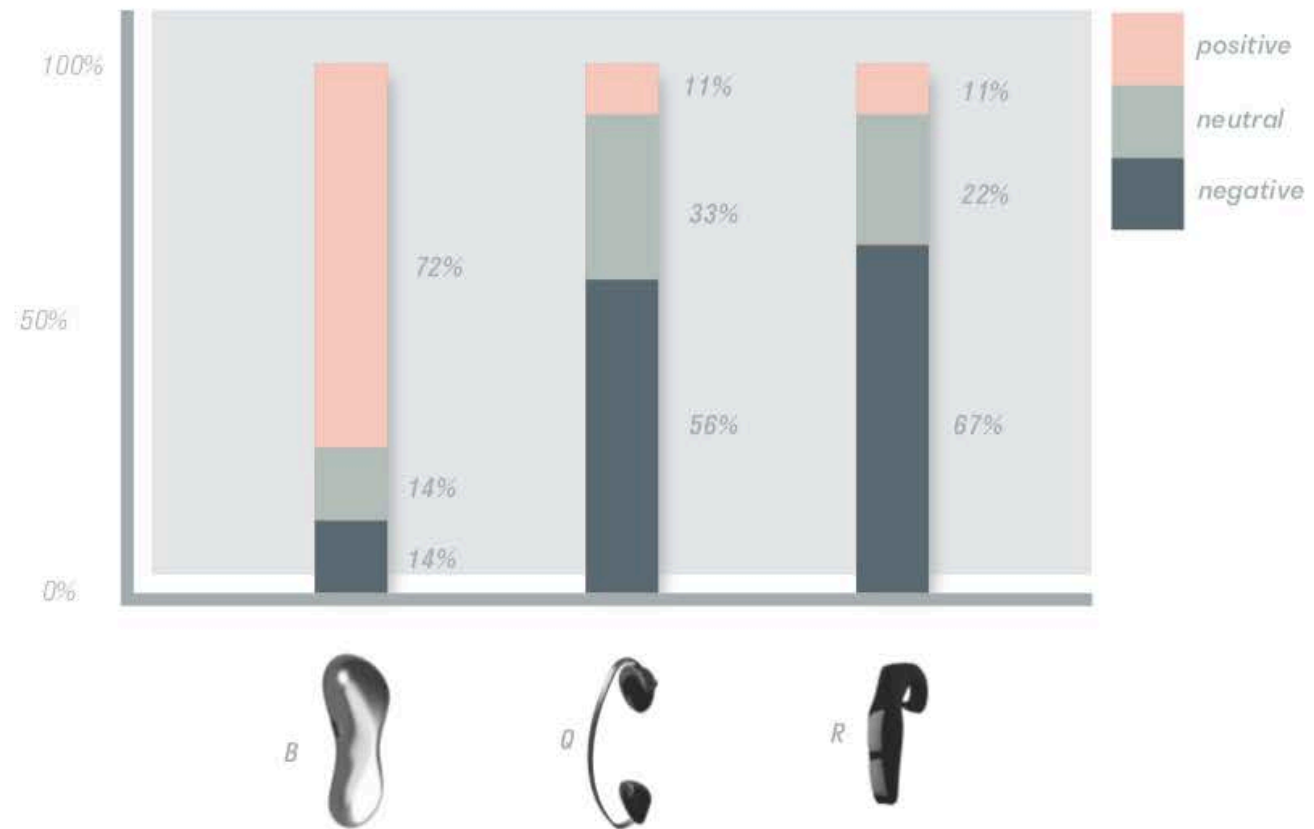


and again

and chose 3 directions (from MANY) to test with more gen z's



results



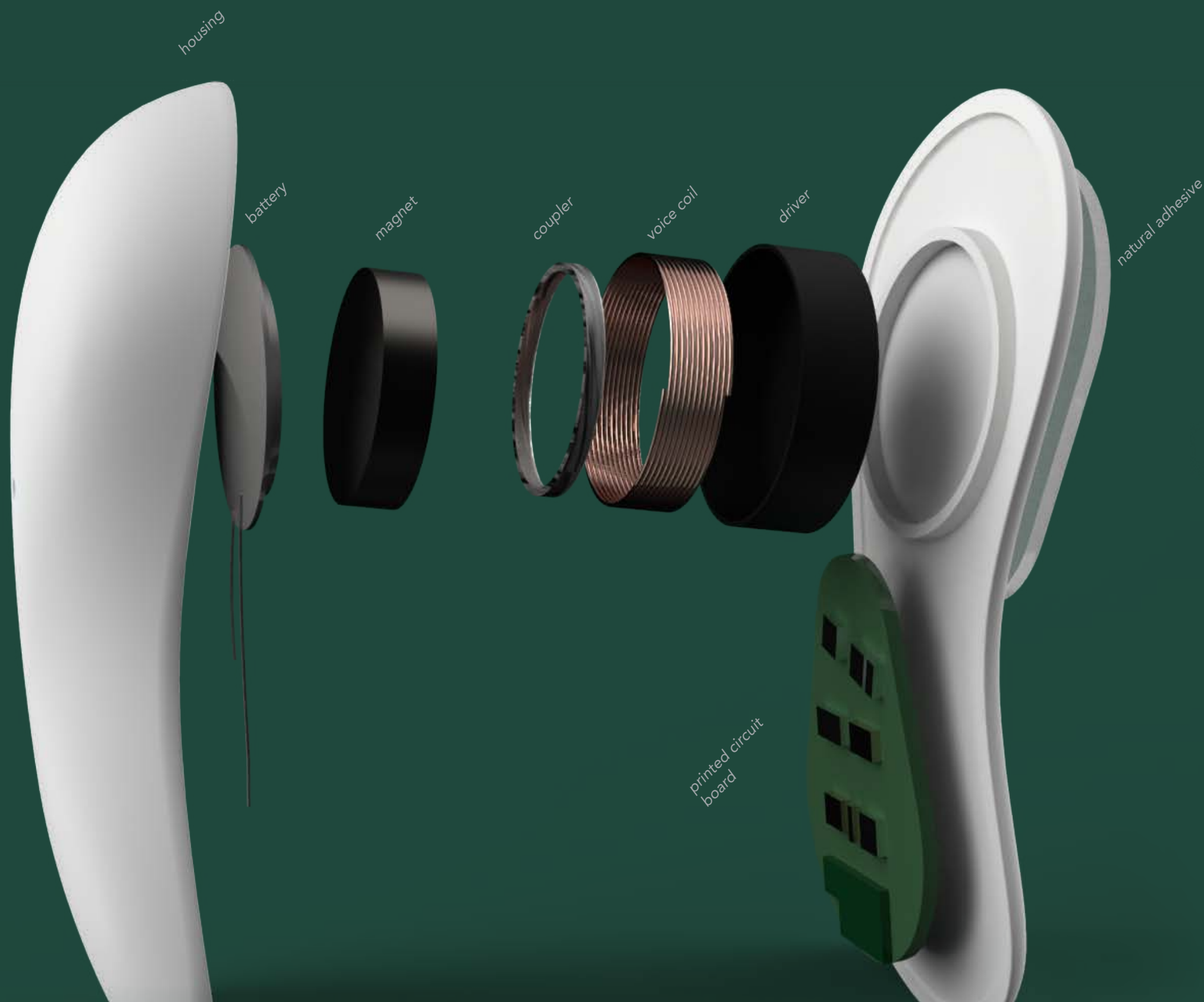
how's it work?

*instead of using EEG
brainwaves, research
has shown that specific
frequencies played through
bone conduction can alter
one's brainwaves*



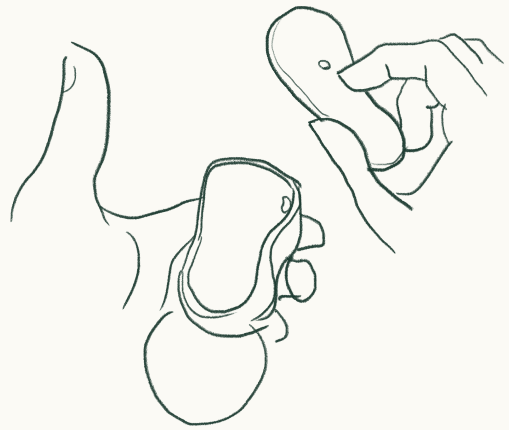
a piece of

LED

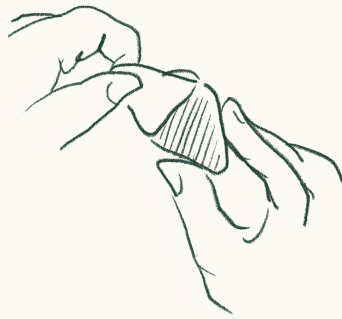


peace of mind

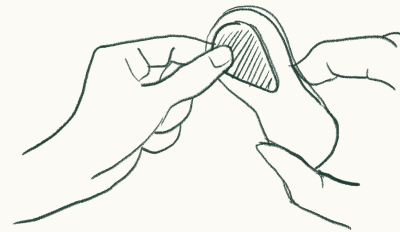
how's it work?



*remove pods
from charging
case*



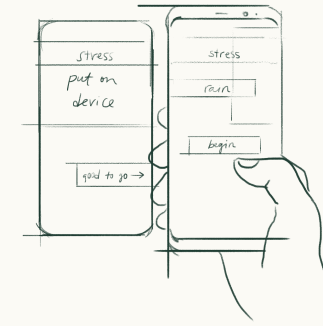
*remove film
from adhesive*



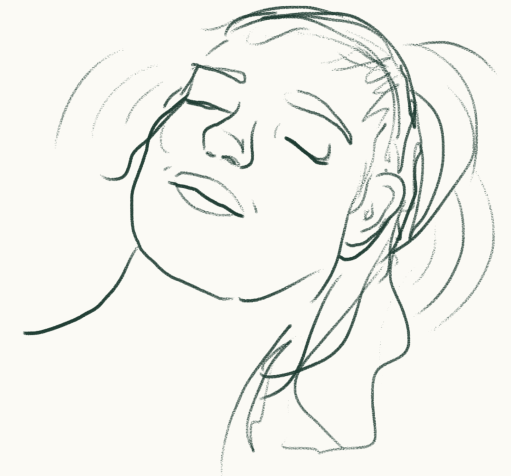
*apply to back
of pods*



*apply directly
behind ear
(on mastoid bone)*



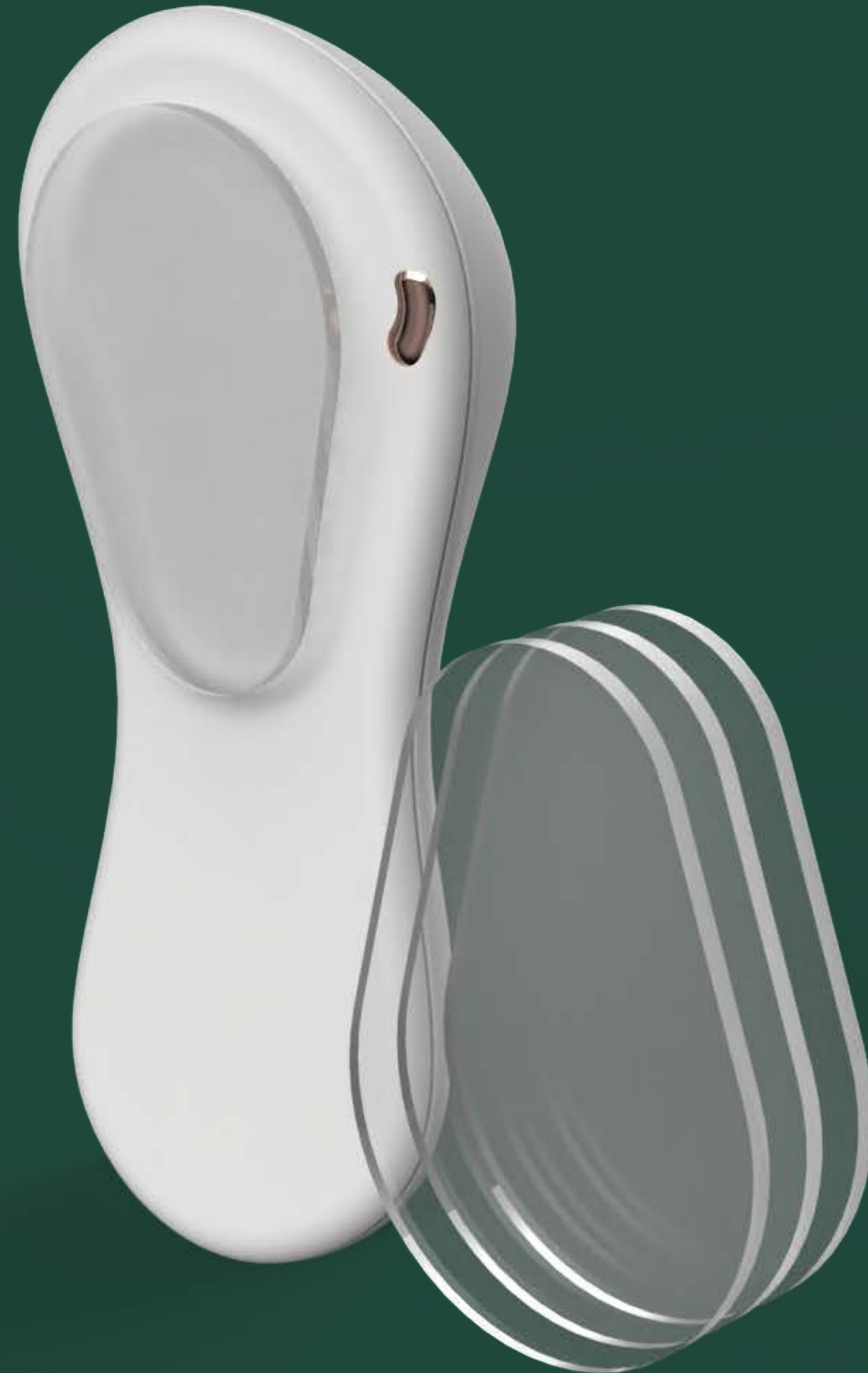
*select
program on
phone*



*sit back and
relax*

how's it work?

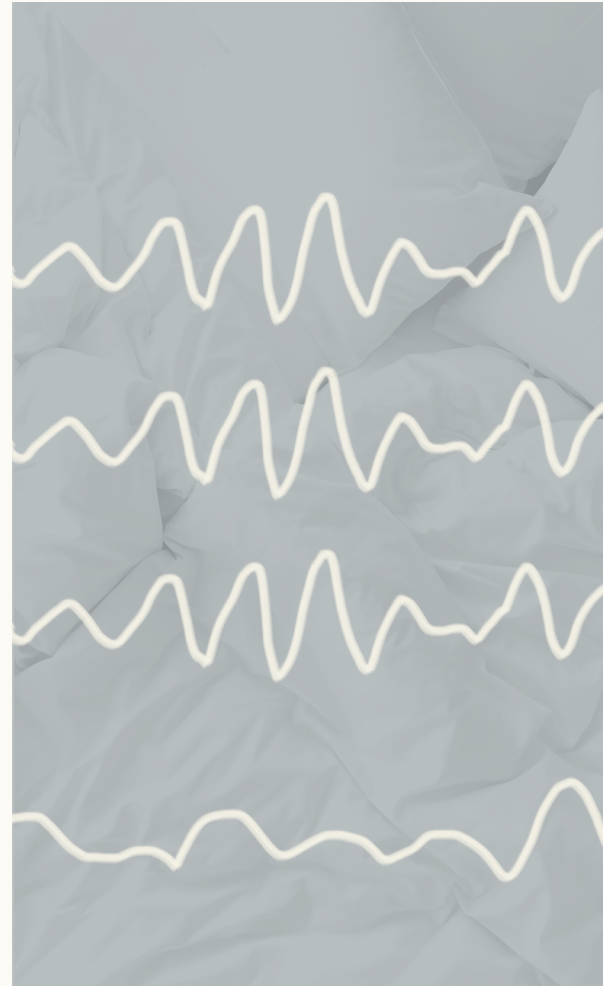
it attaches to the mastoid bone with an easily removable natural wax adhesive, derived from cashew shells



situationally speaking



*alpha and theta alternating
soothing panic attacks*



*alpha into theta
1st sleep stages*



*alpha and gamma alternating
mindfulness*



*beta into gamma
creative centers*

situationally discreet

*discretion in any situation - the sleek
design lets you tactfully seek calmness,
from your bed to a presentation*





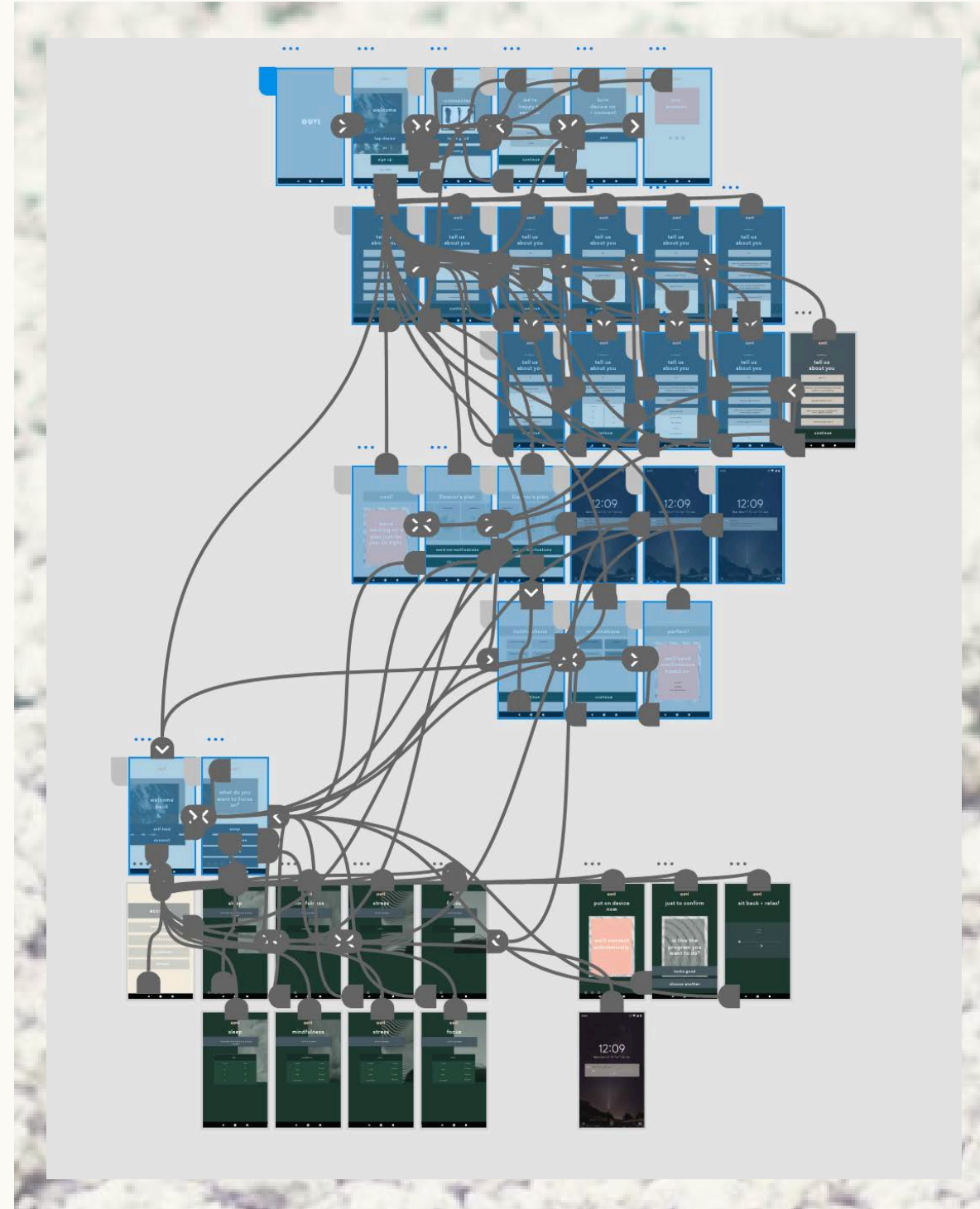
on the go

*using conduction
charging, the small
case can be taken
anywhere and
the buds can be
charged wherever*



ouvi's companion app

has been designed to integrate discreetly into a user's life to reach relaxation goals



*ouvi can learn the
user's habits to help
them unwind...*

hi, Eleanor!

**tell us
about you**

age: 19

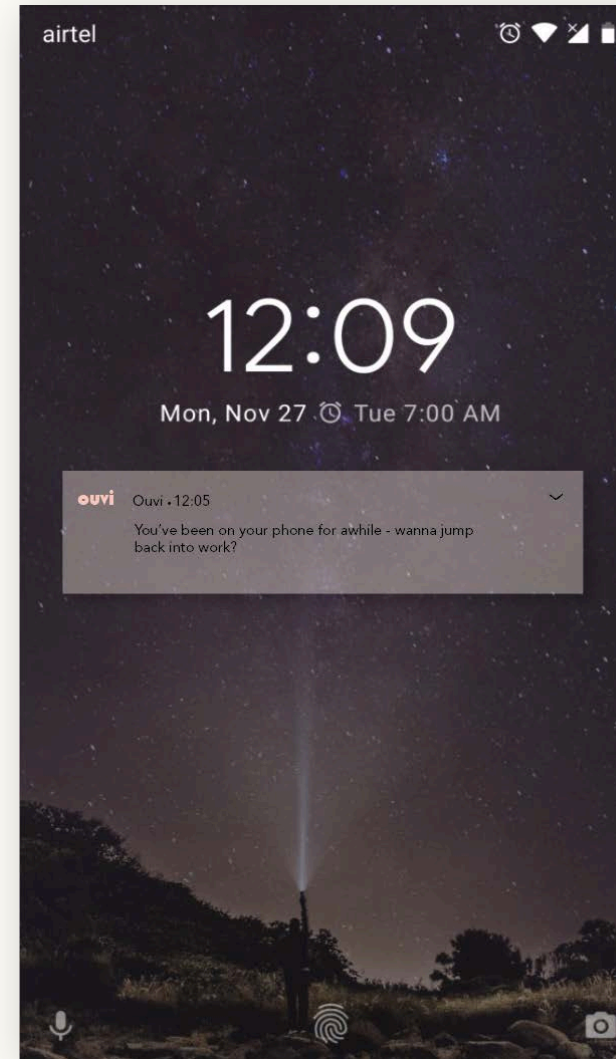
stressors: generalized anxiety, new living
situation, social situations, environmentalism

sleep per night: 6 hours

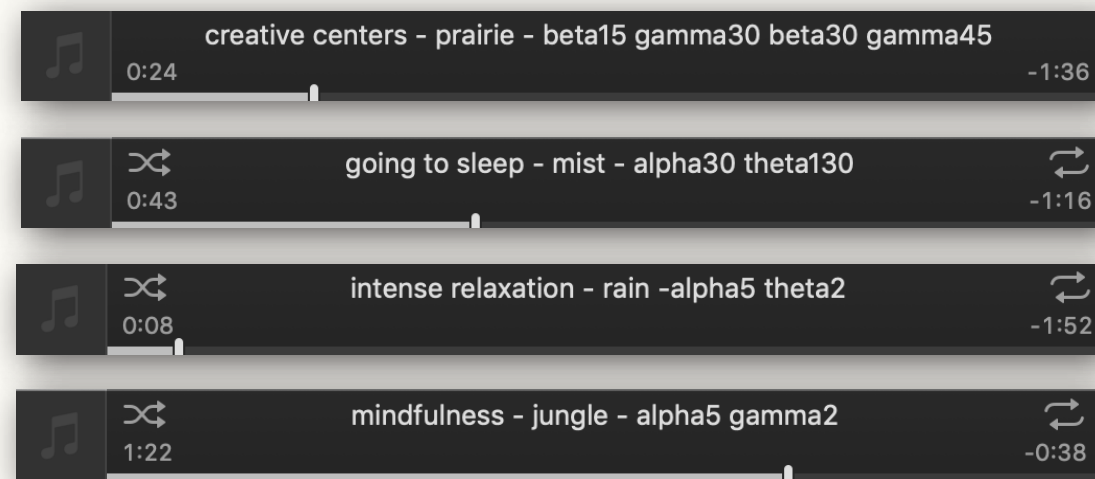
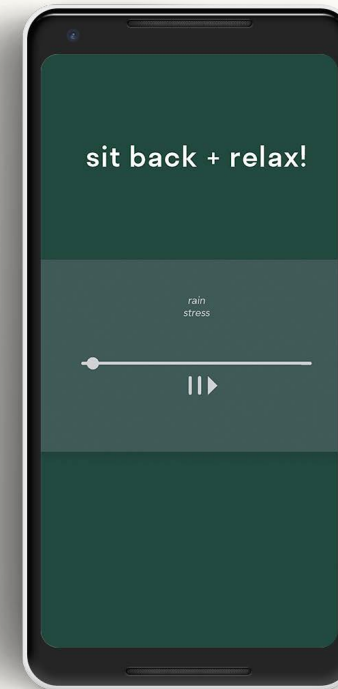
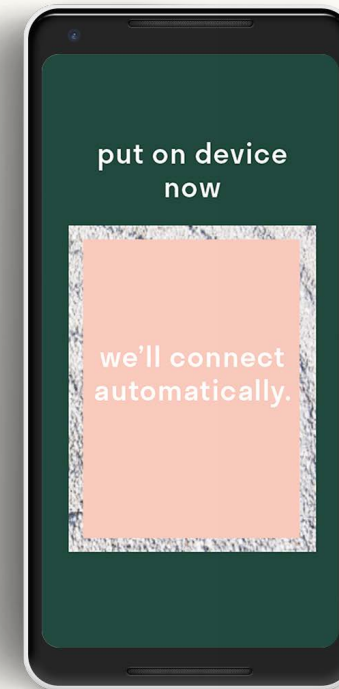
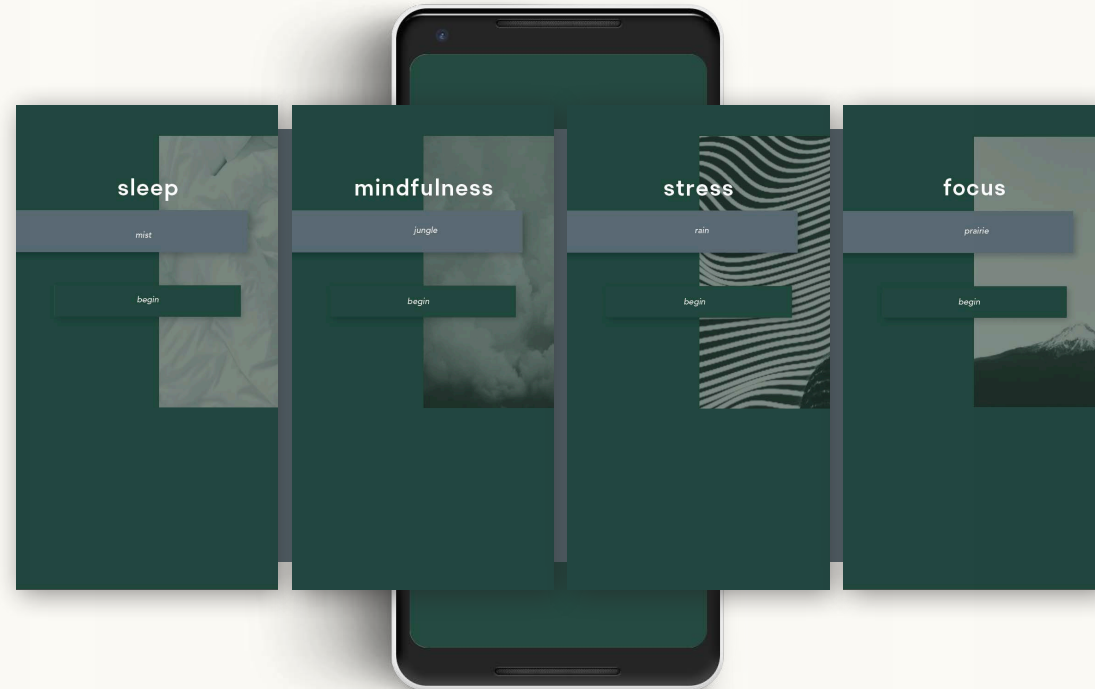
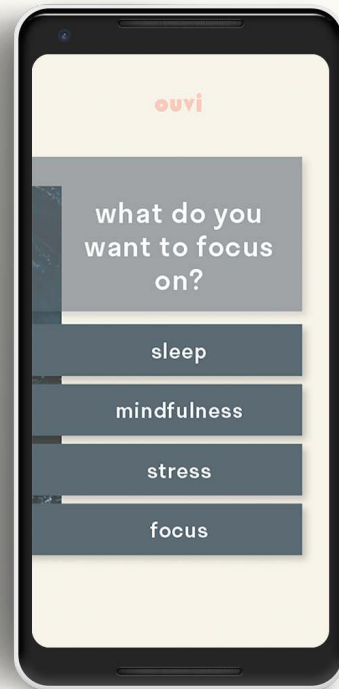
wants: more energy, excited by life,
focus, higher creativity

current energy level: 4

continue



*...or to get back
on track*



non-techy-tech

as we see consumer technology trends going towards hyper-personalization, accessible wellness, and experiences while also veering away from “techy-tech” and concrete goods, ouvi has a place in bridging the gap and a home in every pocket of the future.



*this is especially true as we see the
targeted demographic of gen z's
growing up and taking over the
buying power of the market*



A close-up photograph of a person's head in profile, facing right. They are wearing a white, curved ear device with a small blue dot on its side. They also have a gold hoop earring in their ear. The background is a soft, out-of-focus indoor setting.

ouvi

consider stress optional