

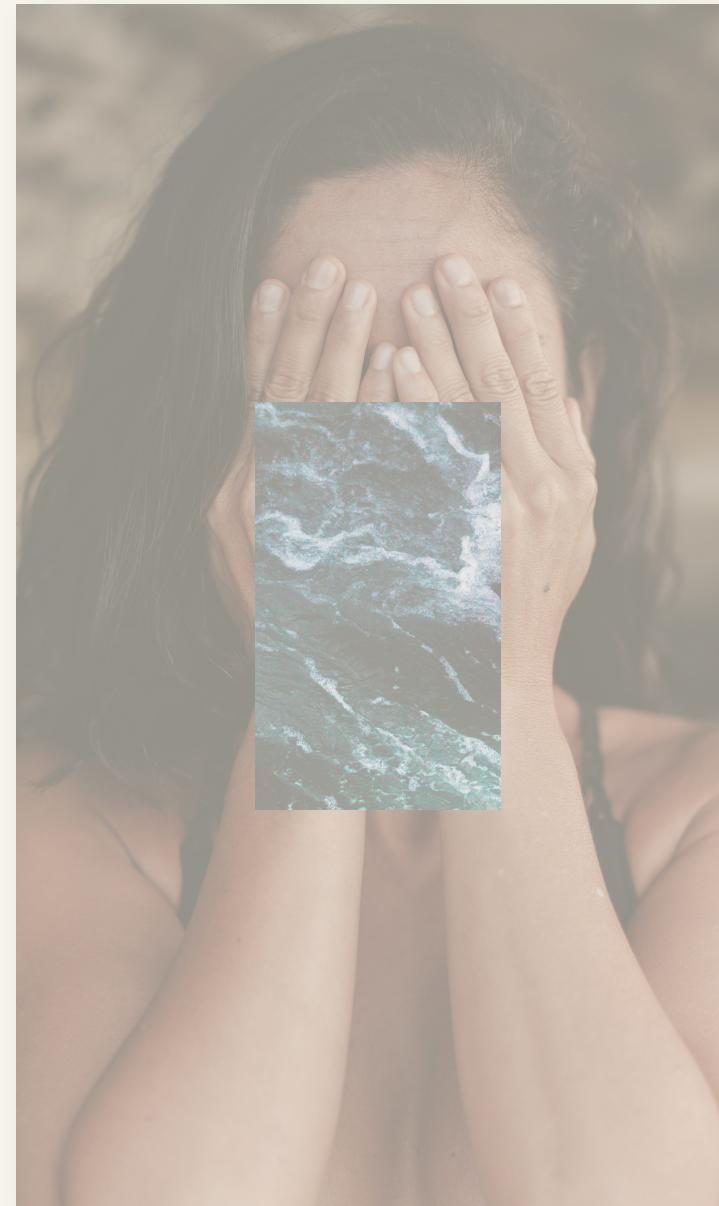


ouvi



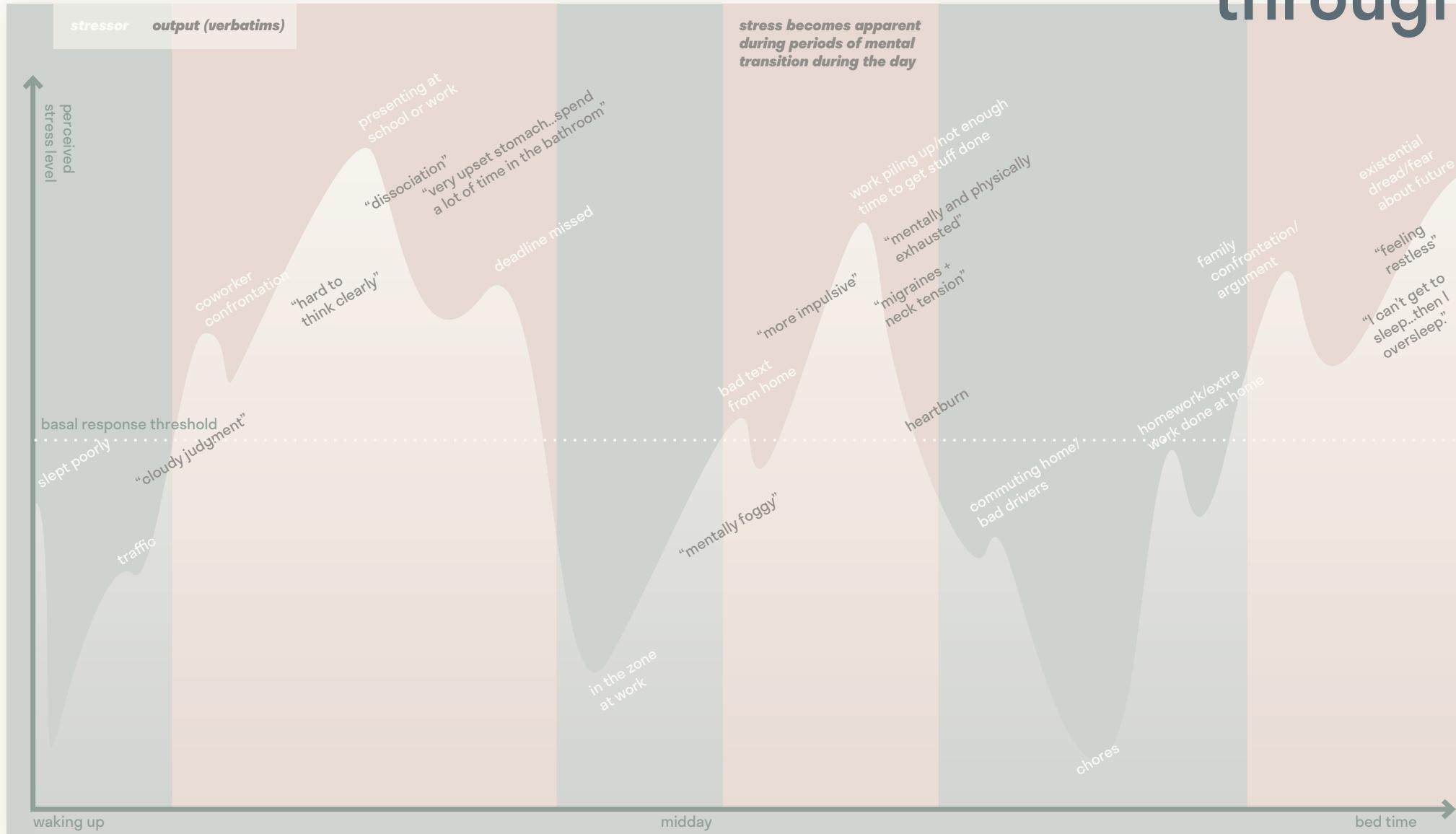
all people deserve moments of calm.

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



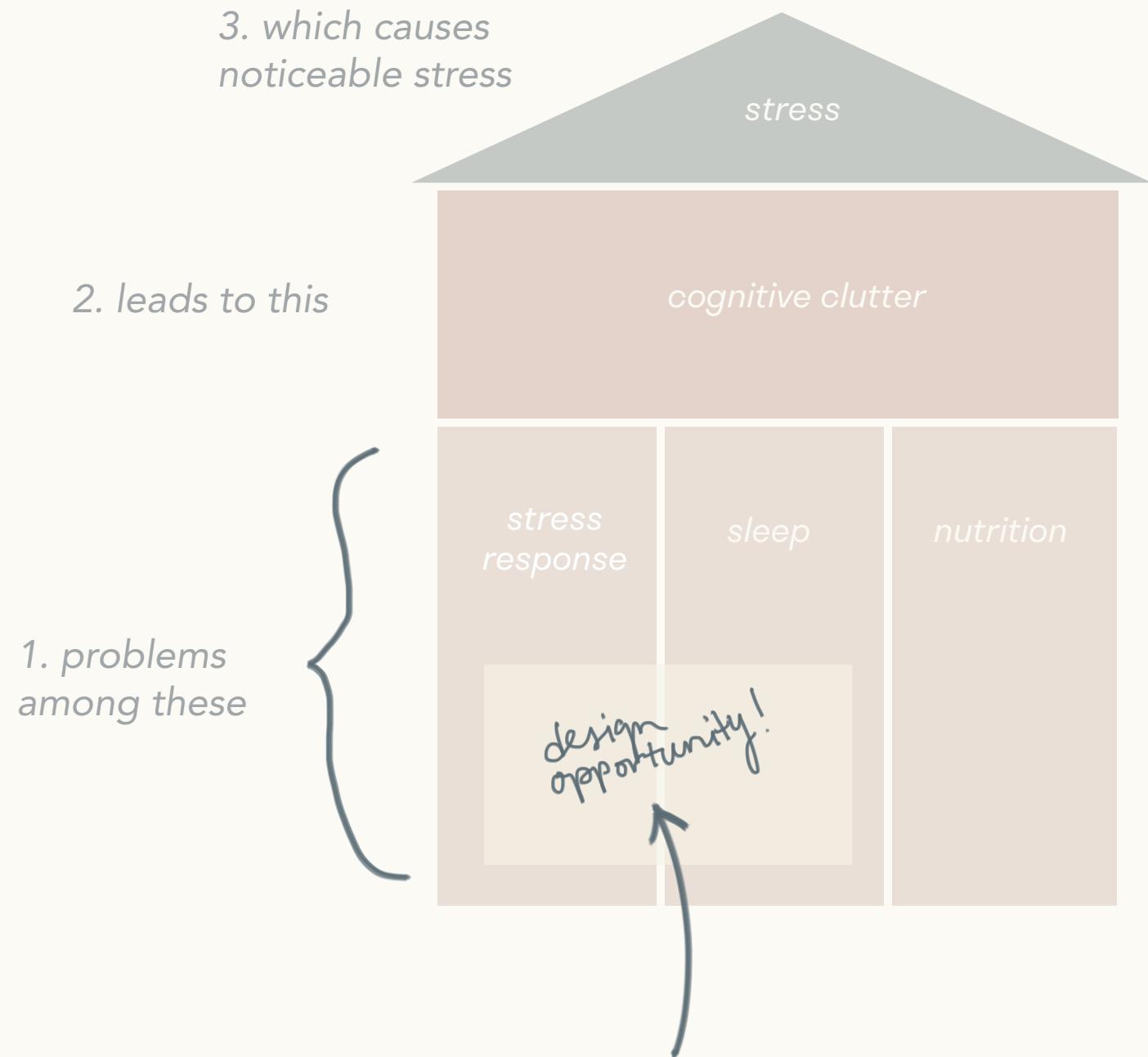
through interviewing
800+ gen z's

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



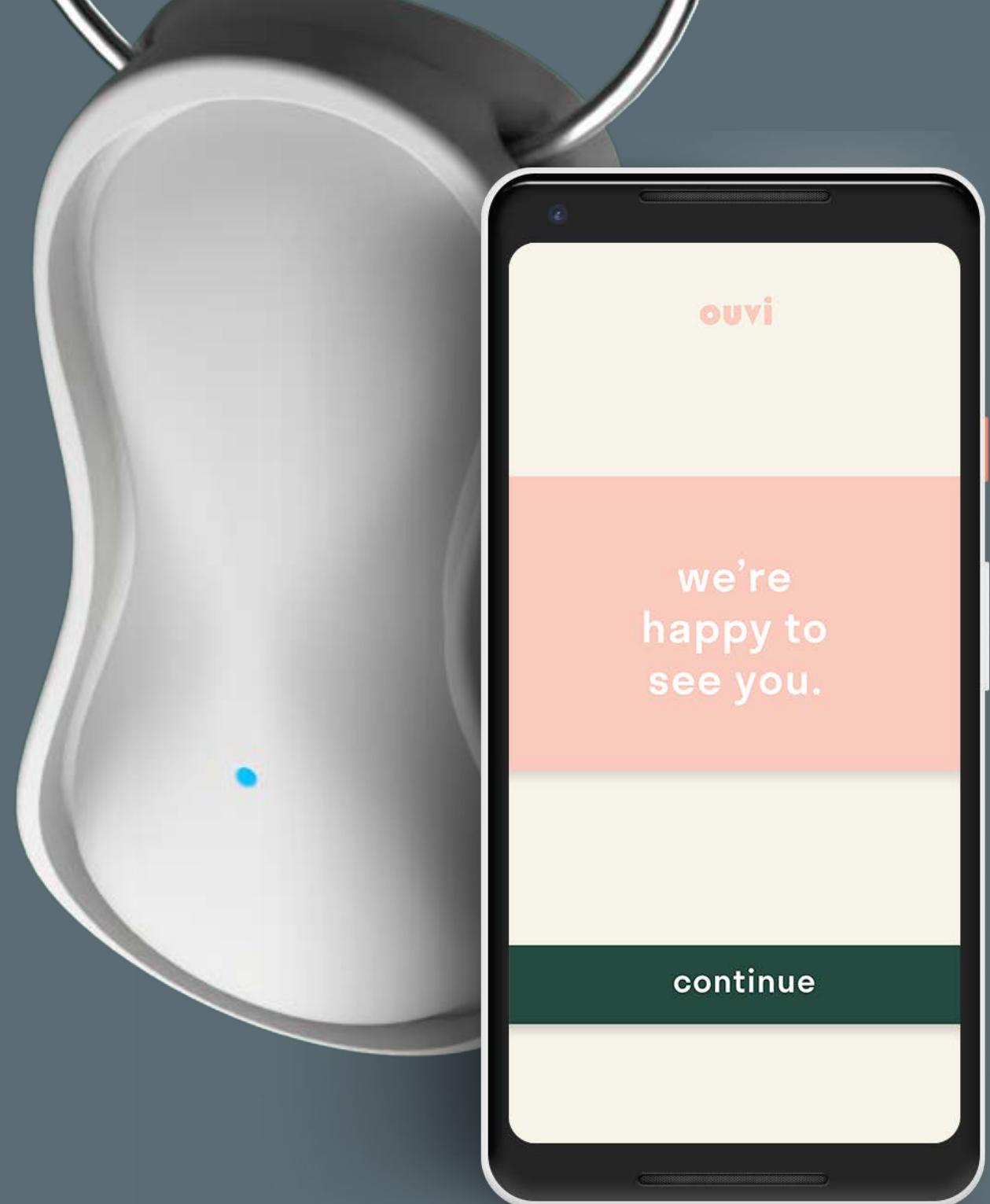
what ladders up to stress?

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?

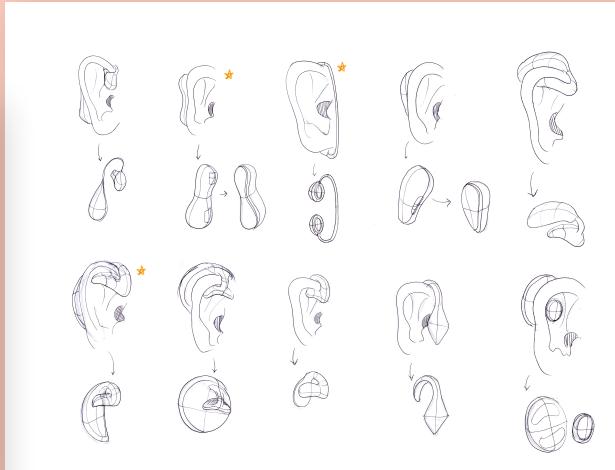
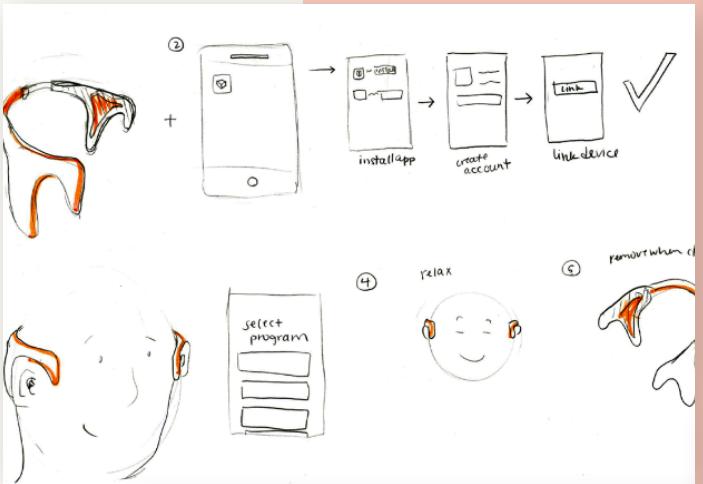
*a device system that proactively prevents stress and tackles it in the moment;
a tag-team to relieve stress in the long-term, holistically.*



and how

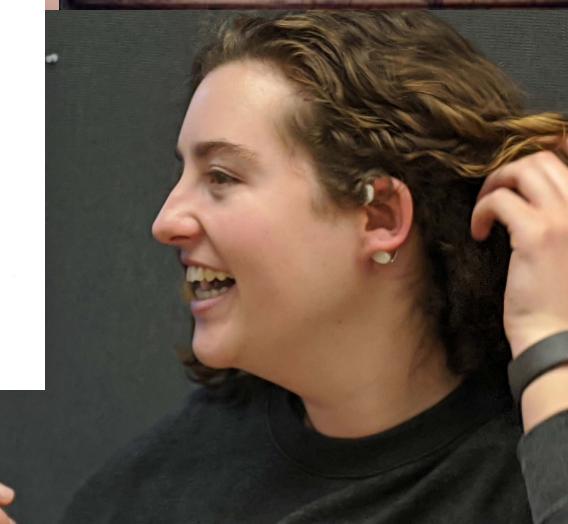
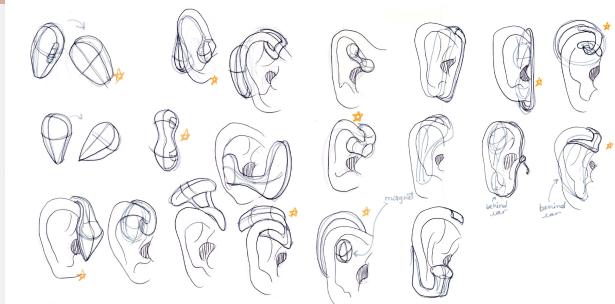
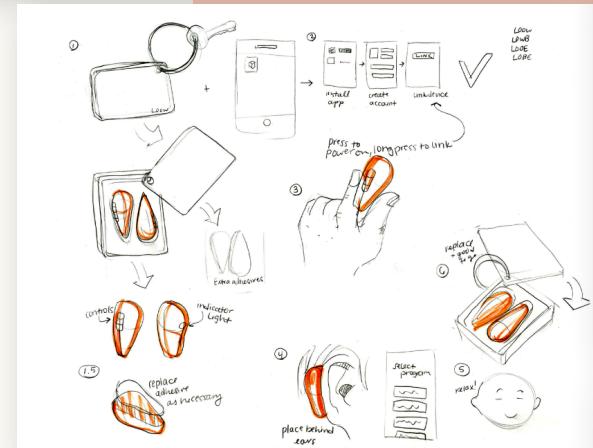
*stimulus images presented
to gen z's to engage in
conversation around it*





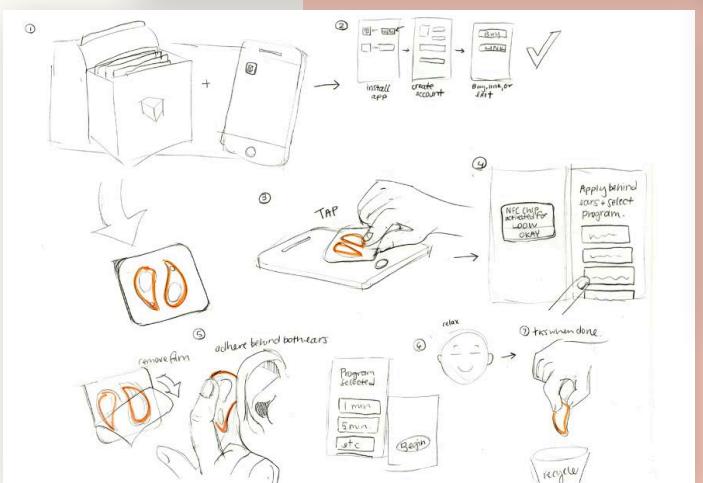
test again

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

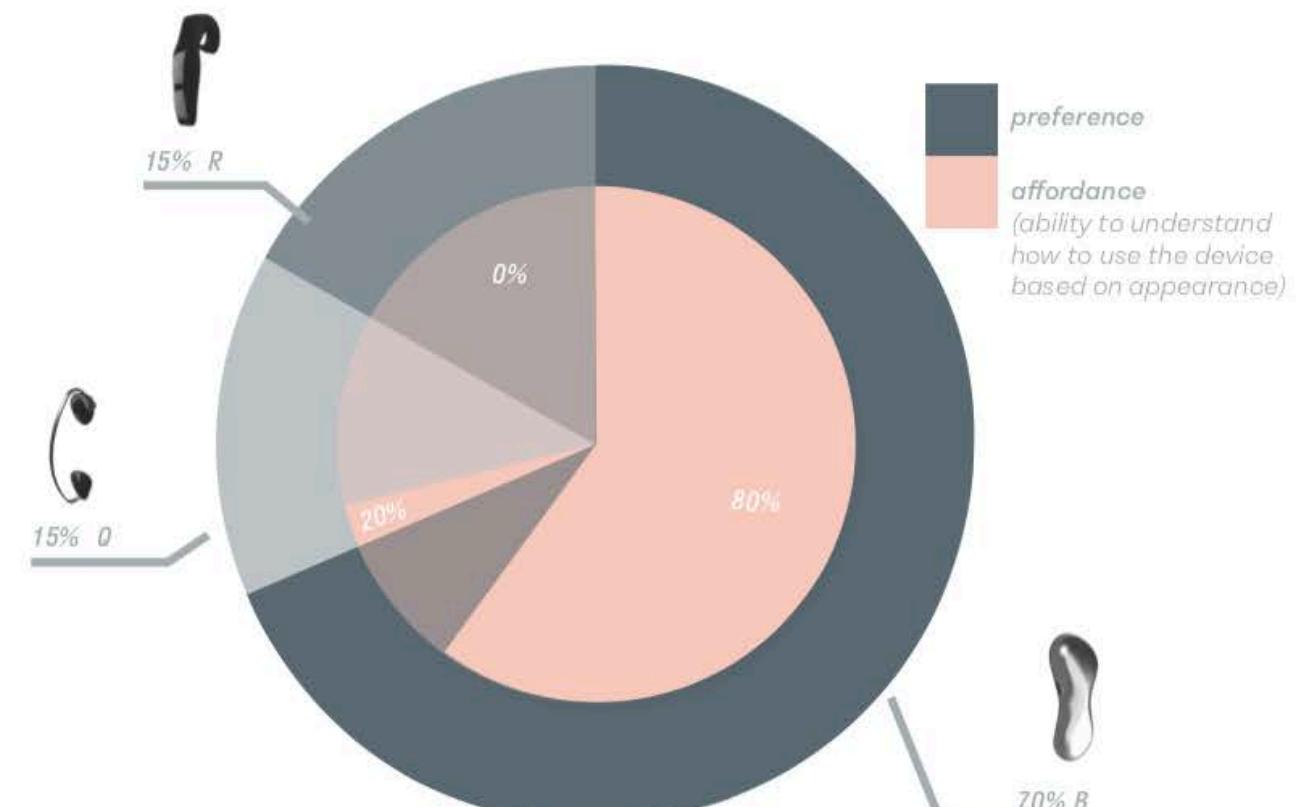
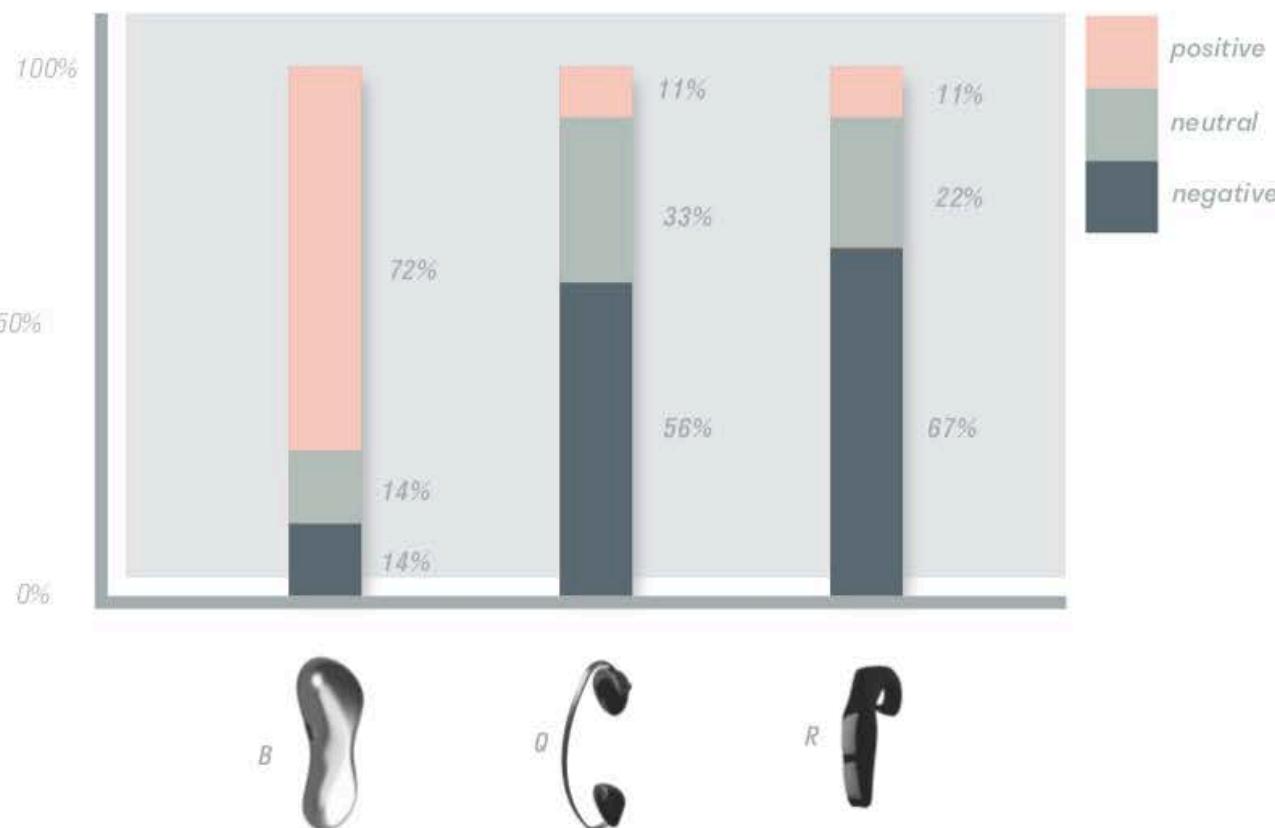


and again

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



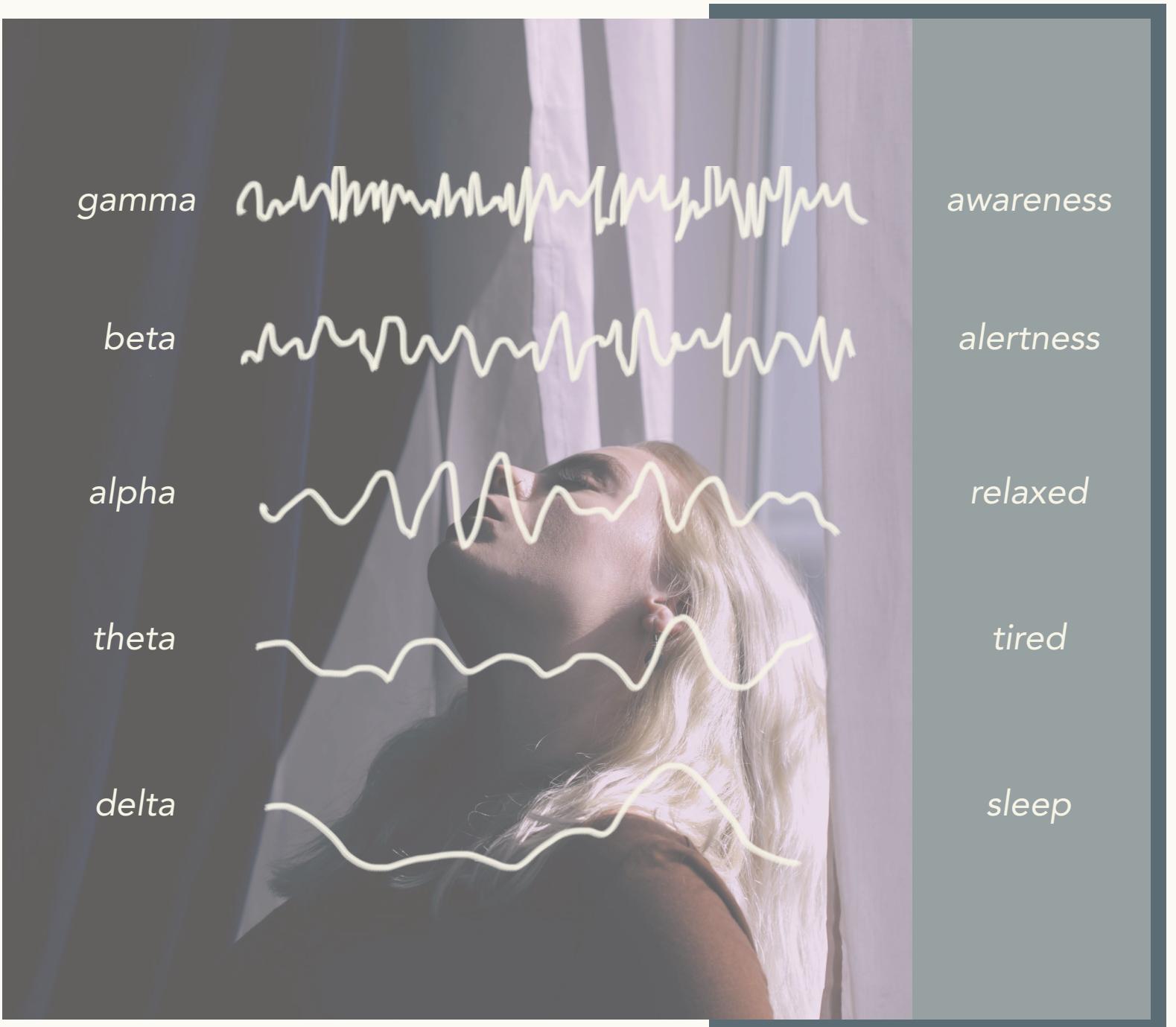
results



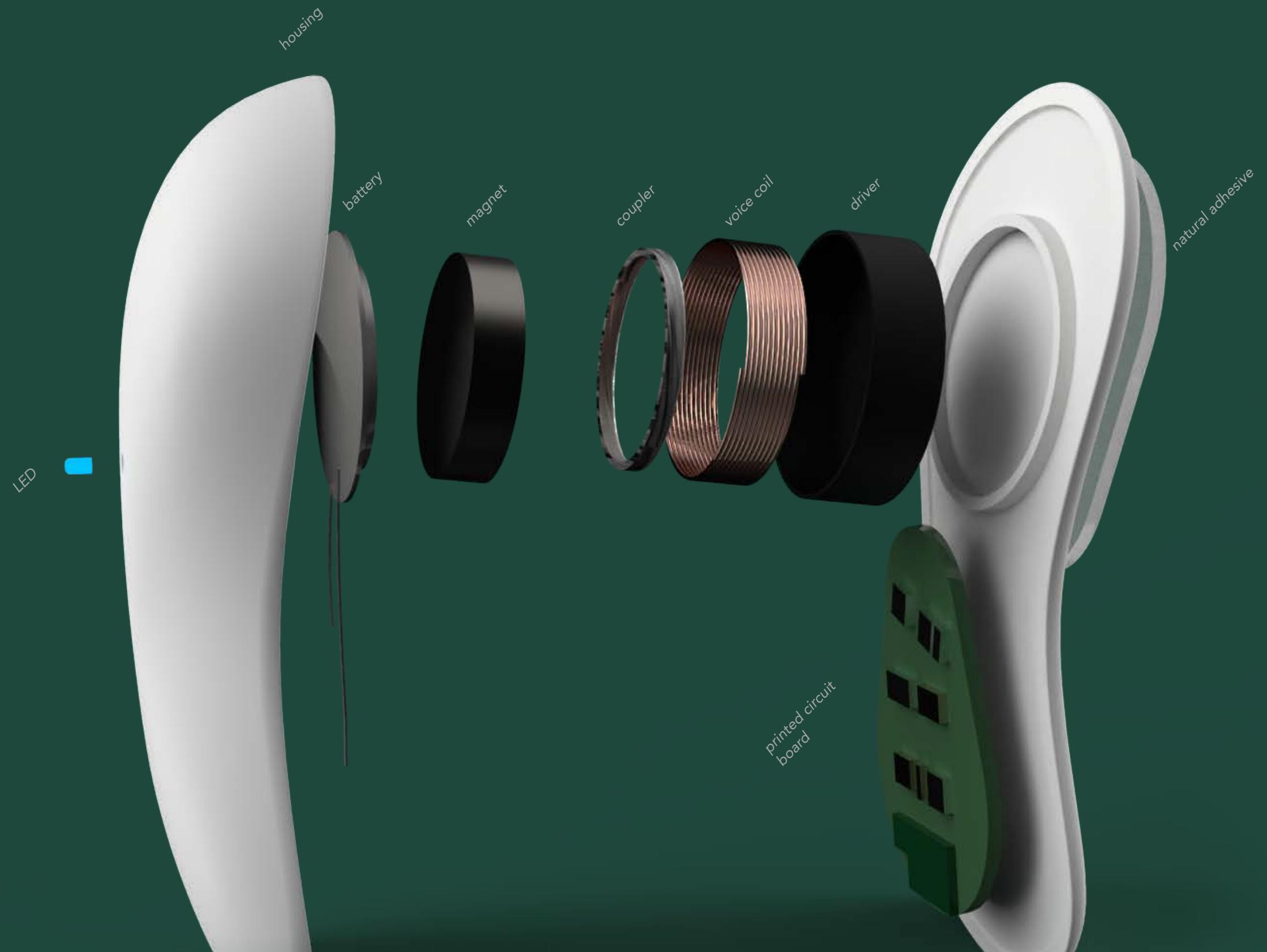
based on both statement + observed interaction with devices

how's it work?

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

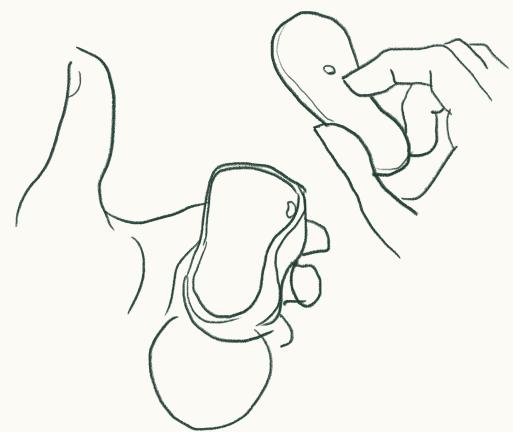


a piece of

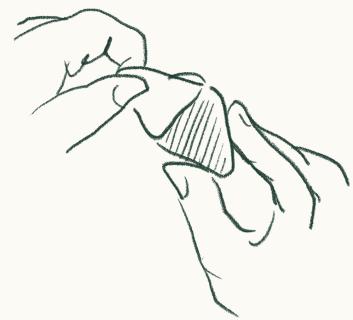


peace of mind

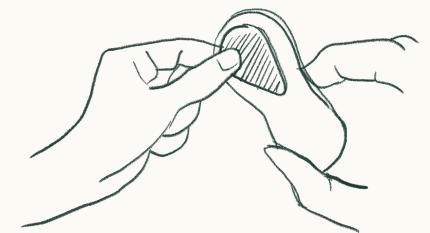
how's it work?



remove pods
from charging
case



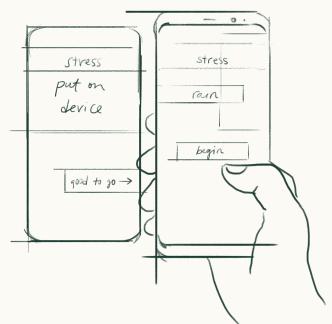
remove film
from adhesive



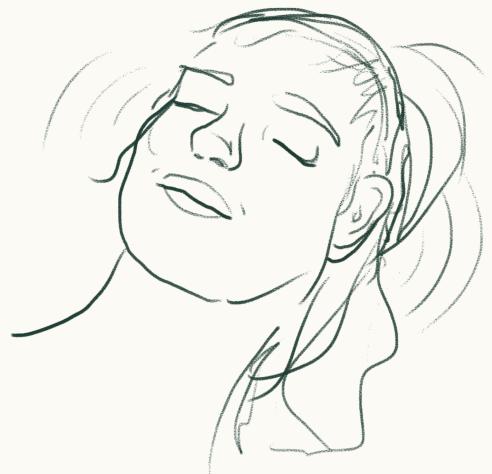
apply to back
of pods



apply directly
behind ear
(on mastoid bone)



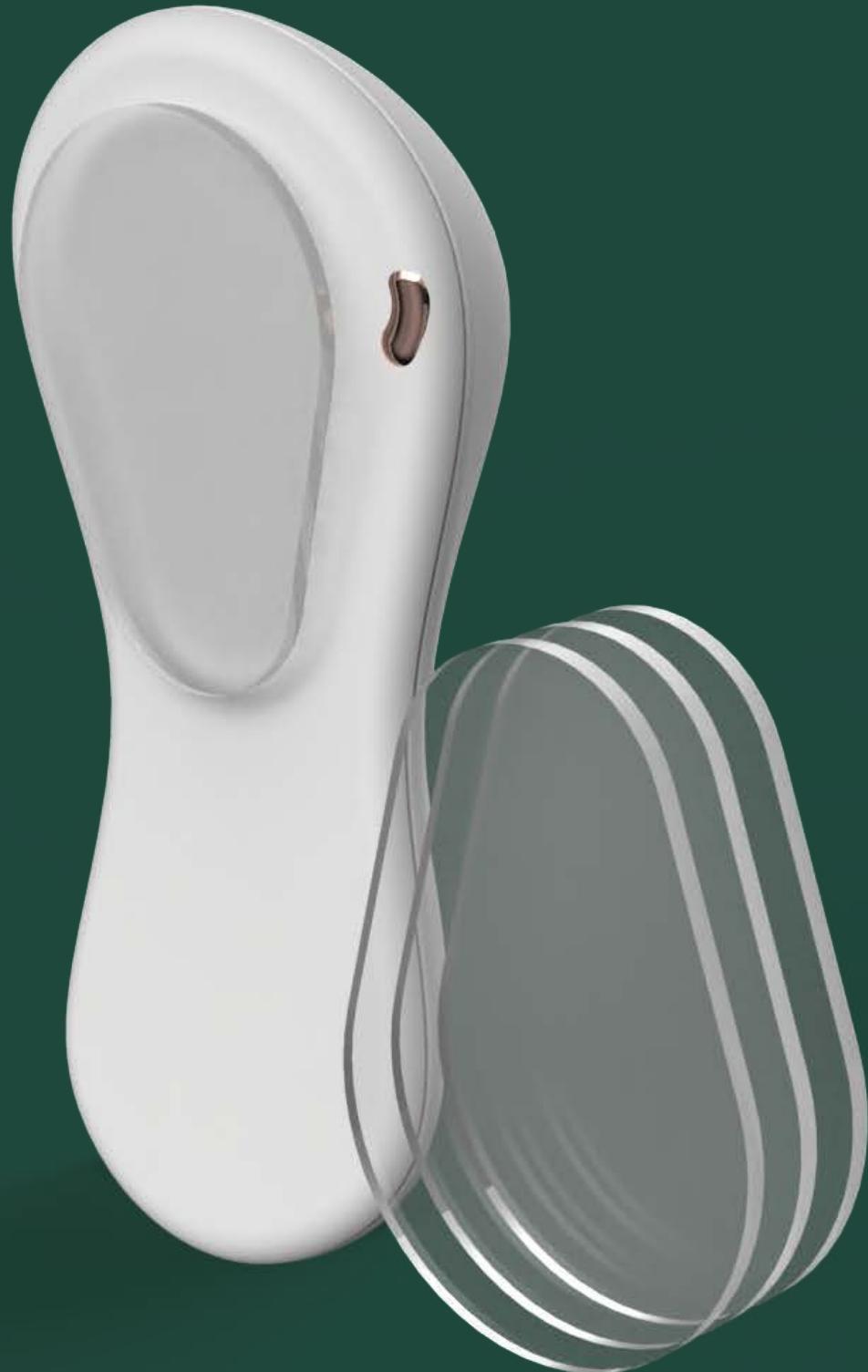
select
program on
phone



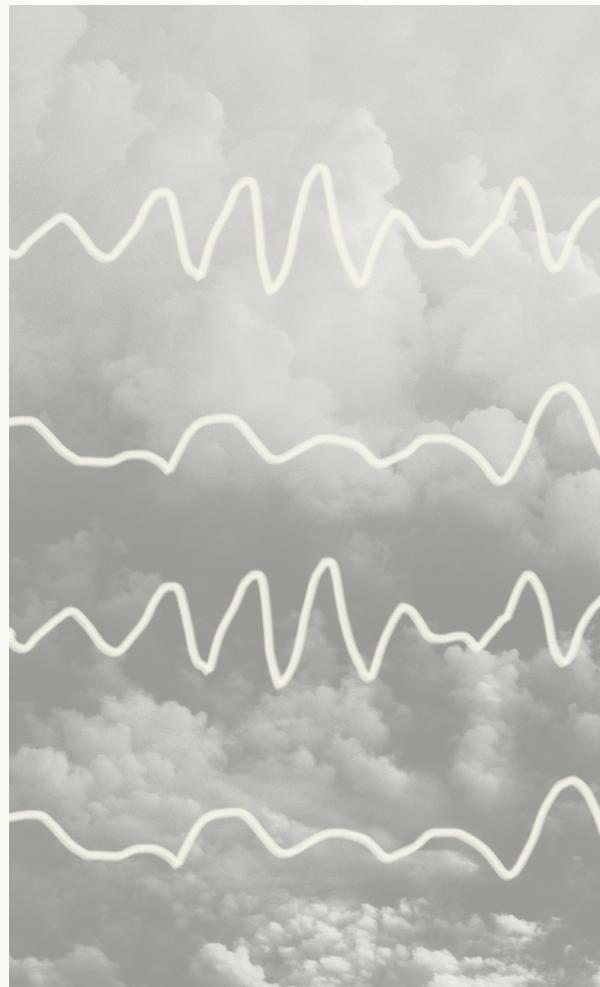
sit back and
relax

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





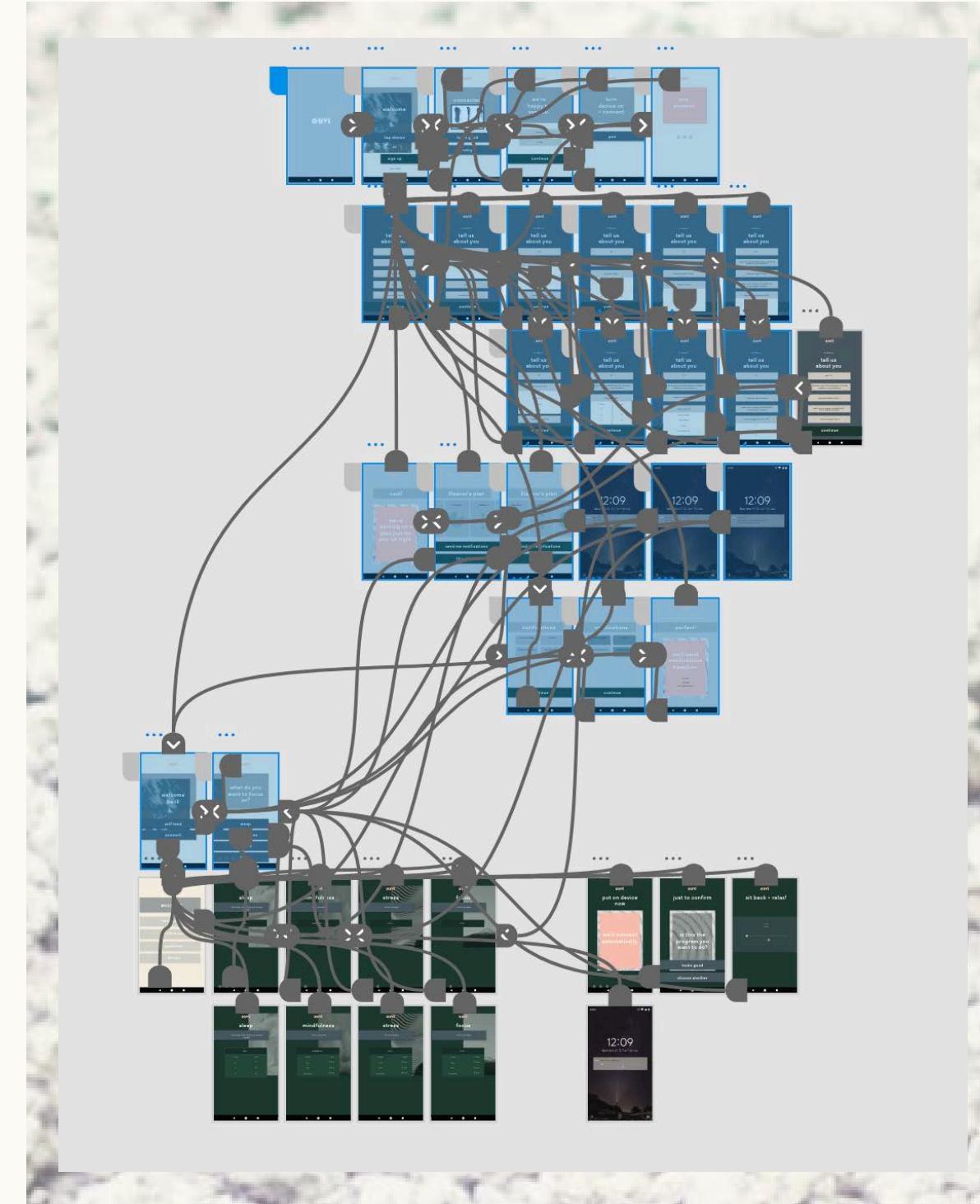
on the go

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

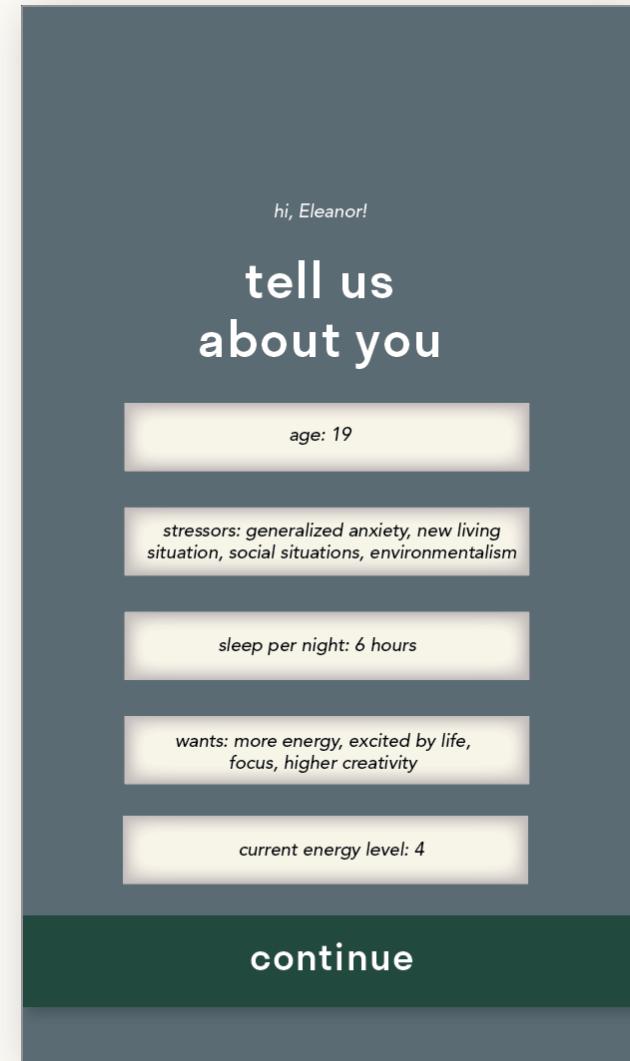


ouvi's companion app

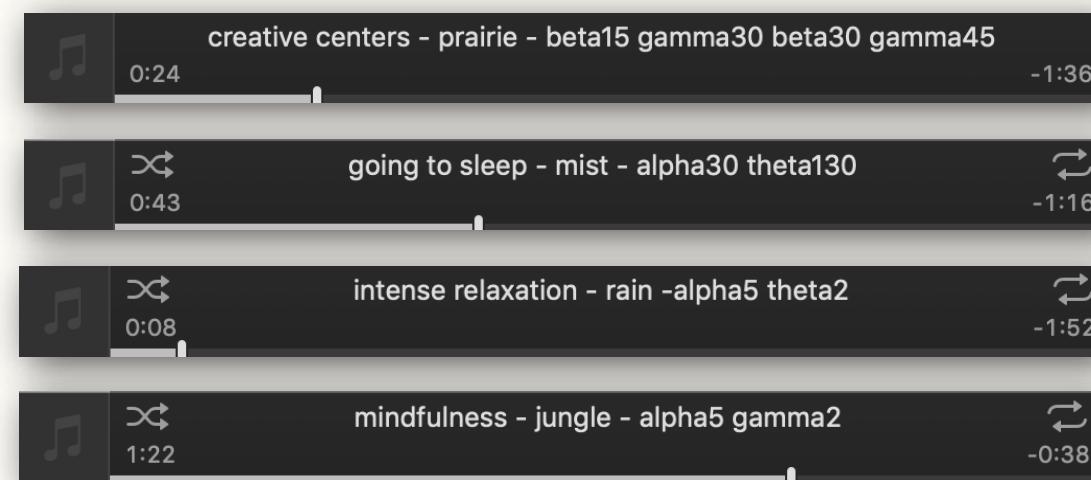
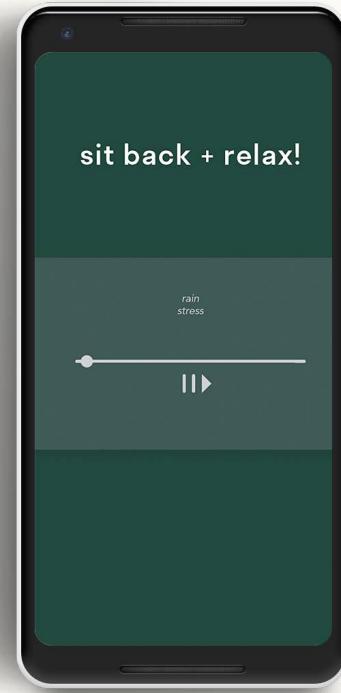
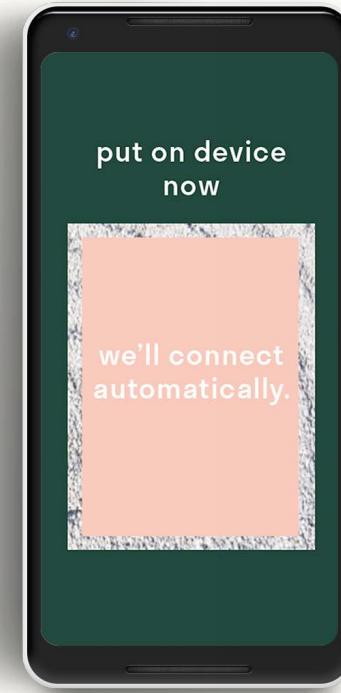
has been designed to integrate discreetly into a user's life to reach relaxation goals



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



...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



ouvi

consider stress optional