

Talassa Ltd.

Address: Üniversiteler Mah., ODTU Teknokent
Kuluçka Merkezi, 06800, Çankaya, Ankara,
Turkey



Contact: Atalay Calisan

Mobile: +90 543 409 55 78

e-mail: atalayc@sleepiglobal.com

web-site: www.sleepiglobal.com

Product: Sleepi-Office (Cleans the air you breath in confined spaces)

Business Description: Sleepi personal air purifier helps decrease the acute 'Sick Building Symptoms' like headaches, sleepiness, fatigue in confined space where there is low or no ventilation. Scientific research show that accumulated carbon dioxide gas (CO₂) over 0.2% (0.04% outdoors) cause headache, fatigue, frequent yawning and sleepiness. In addition, Lawrence National Berkeley Laboratory research in the last 5 years show that high CO₂ concentration indoors (>0.1%) could diminish the creative thinking skills of white-collar workers down to 50%. Sleepi personal air purifier captures the CO₂ gas, dust and allergens in the micro-environment of the user with the 3 staged filter system and it is small and portable.

The beachhead segment for the Sleepi personal air purifier is the office workers frequently suffering from headaches, sleepiness, loss of concentration with <10 m² / person working area in low or no outdoor ventilated places. Customer validation test conducted in Ankara (the capital city of Turkey where most of the state organization offices are located) showed that the adjacent segments could be İstanbul and İzmir having high density of plaza offices and state organizations or small techno park office areas.

Air purifiers in the market have the price range of 100 – 500 \$ being standalone and big, noisy devices with no gas filtering option. Sleepi personal air purifier aims to differentiate itself from its competitors by being portable, small, silent (personal) and low cost (~80\$) with CO₂ filtering. Total addressable air purifier market size is around 500 M\$ for the beachhead and adjacent segments of Sleepi. It cleans the air in the micro-environment of the user, therefore the tangible positive effect on the air quality will be perceived quicker.

Team: Sleepi personal air purifier is designed by 3 people with chemical engineering backgrounds. The team members know each other for 10+ years and specialized in different fields like process design, marketing, sensor technologies. There have been collaborations with a mechanical engineer, an electrical and electronics engineer, two developers and two industrial designers for 3+ years in the need of additional expertise for product development stages.