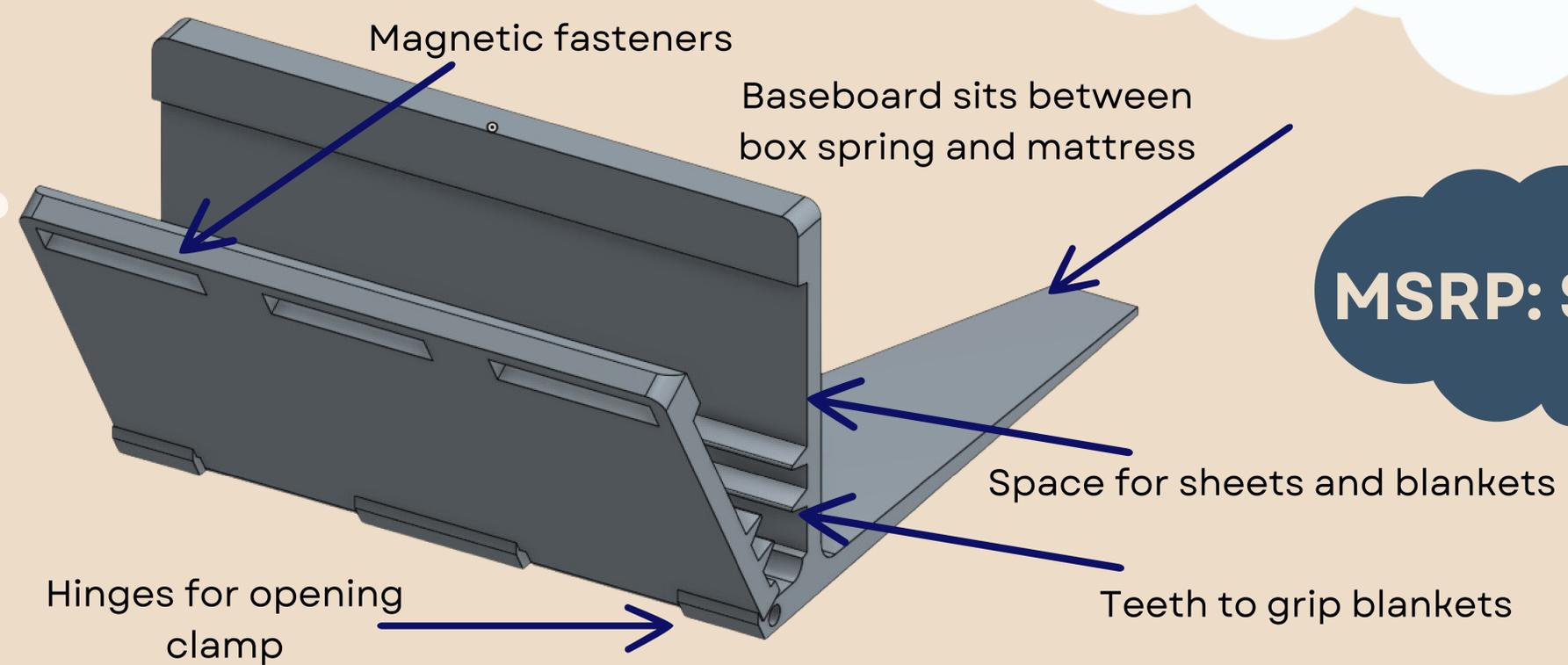


Feature Function Benefit

Small and compact size	Customizable set up on the bed	Satisfactory and comfortable bed set up
Magnetic clamp	Securely holds blankets in place	Less wear and tear on the mechanism and blankets than something with grooves or latches
Extended baseboard	Sits between the mattress and boxspring to keep the clamp in place and upright	Consumers can make their beds without having to use one hand to keep the clamp upright. They also won't have to worry about the clamp moving throughout the night
Constructed out of plastic	Durable, long term use that can be customized in various colors and can be produced at a lower manufacturing cost	Customers will receive a sturdy product that will last while also being able to purchase various colors to match the aesthetic of their bedroom

SLEEP TIGHT KEEP BEDDING IN PLACE

A universal bedding clamp designed to hold blankets and sheets from becoming untucked while sleeping.



MSRP: \$99.99

Out of a target market of **50 million households with 3 bedrooms**, we expect to capture ~1% resulting in cumulative sales of **\$5 million** after **3 years**.

Developed By:

Samantha Blau, Colton DeGroat, Miranda Gendron, Joseph Russo, Connor Smith, Robert Taylor, Pavel Usatyy

