

MindBloom Product Pitch - Round 3

Chosen Mental Health Issue:

Digital Burnout

1. MindBloom Product Idea:

Product Name:

MindBloom "ScreenSnooze" The Anti-Burnout Bedtime Buddy

Description:

ScreenSnooze is a smart and soothing wind-down kit designed to break the screen-sleep cycle. It combines an ambient light-based wind-down lamp, a lavender-oil roller, and a mini audio library with 10-minute no-screen guided "digital detox rituals" to calm your brain before bed. It helps you reset after long screen hours and fall asleep naturally no blue light, no doom scroll, just deep rest.

2. Explain the Idea in Two Voices:

For a 5-Year-Old:

"Hey buddy! You know how we watch lots of cartoons on the phone and then can't sleep? ScreenSnooze is your sleepy-time helper. It glows like a nightlight, smells like flowers, and tells bedtime stories without any screen! It makes your brain go 'ahhhh' and your eyes say 'goodnight!'"

For a 50-Year-Old CEO:

"ScreenSnooze is an anti-burnout ritual kit positioned at the intersection of wellness tech and lifestyle therapy. It caters to overworked professionals experiencing digital fatigue. By combining aromatherapy, ambient lighting, and non-digital audio experiences, it interrupts the late-night scroll habit and enhances sleep hygiene an underserved segment of the D2C wellness market."

3. Reflection on Tone Adaptation:

Adapting the message shifted both the core emphasis and tone:

For the child, it became imaginative, friendly, and sensory-based using metaphors like bedtime

stories and nightlight magic.

For the CEO, it was reframed with market potential, user pain point resolution, and positioning language like "intersection," "ritual," and "segment."

This exercise emphasized how message tailoring is not just about word choice but about aligning with cognitive framing and priorities of each audience.