

Round 3: Build It Up & Break It Down

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Sleep Strain: Adults struggle to unwind at night due to racing thoughts.

1. Solution Snapshot – Product Name: DreamDrop: Guided Wind-Down Companion

DreamDrop is a pocket-sized nighttime wellness orb that helps users release racing thoughts and ease into sleep. Combining gentle light pulses, guided breathing, and soothing soundscapes, DreamDrop creates a nightly ritual for winding down, it is screen-free and grounded in sensory calm. It vibrates softly in sync with slow breathing cues and plays a curated audio track (ocean waves, forest rain, or low ambient tones) for 10–15 minutes before fading to silence. Designed for anxiety-prone minds and overstimulated adults, DreamDrop becomes a bedtime anchor — no apps, no scrolling, no stress. Just one tap to reset.

2. 5-Year-Old Explanation

Imagine if your favorite bedtime toy could help you fall asleep like magic! DreamDrop is a soft glowing ball that tells your body when to breathe sloooowly. It even makes gentle ocean sounds and hugs your hand like it's saying, "Shhh, time to rest." It helps your brain go quiet and sleepy so you can dream big.

3. CEO Explanation

DreamDrop addresses a major wellness market gap: nighttime anxiety. With 1 in 3 adults struggling to fall asleep due to overstimulation and stress, this non-digital, multisensory device meets rising demand for analog calm-tech. It aligns perfectly with MindBloom's mission as it is blending science-backed relaxation with emotionally intelligent design. Compact, simple, and scalable.

4. Marketing Reflection

Crafting for a child required softness, metaphor, and playfulness, like showing comfort through imagination. Writing for a CEO meant focusing on data, demand, and brand fit. This dual framing forced me to zoom in on both emotional impact and strategic viability, which shaped a more well-rounded, human-focused solution.

5. Prototype Sketch

