

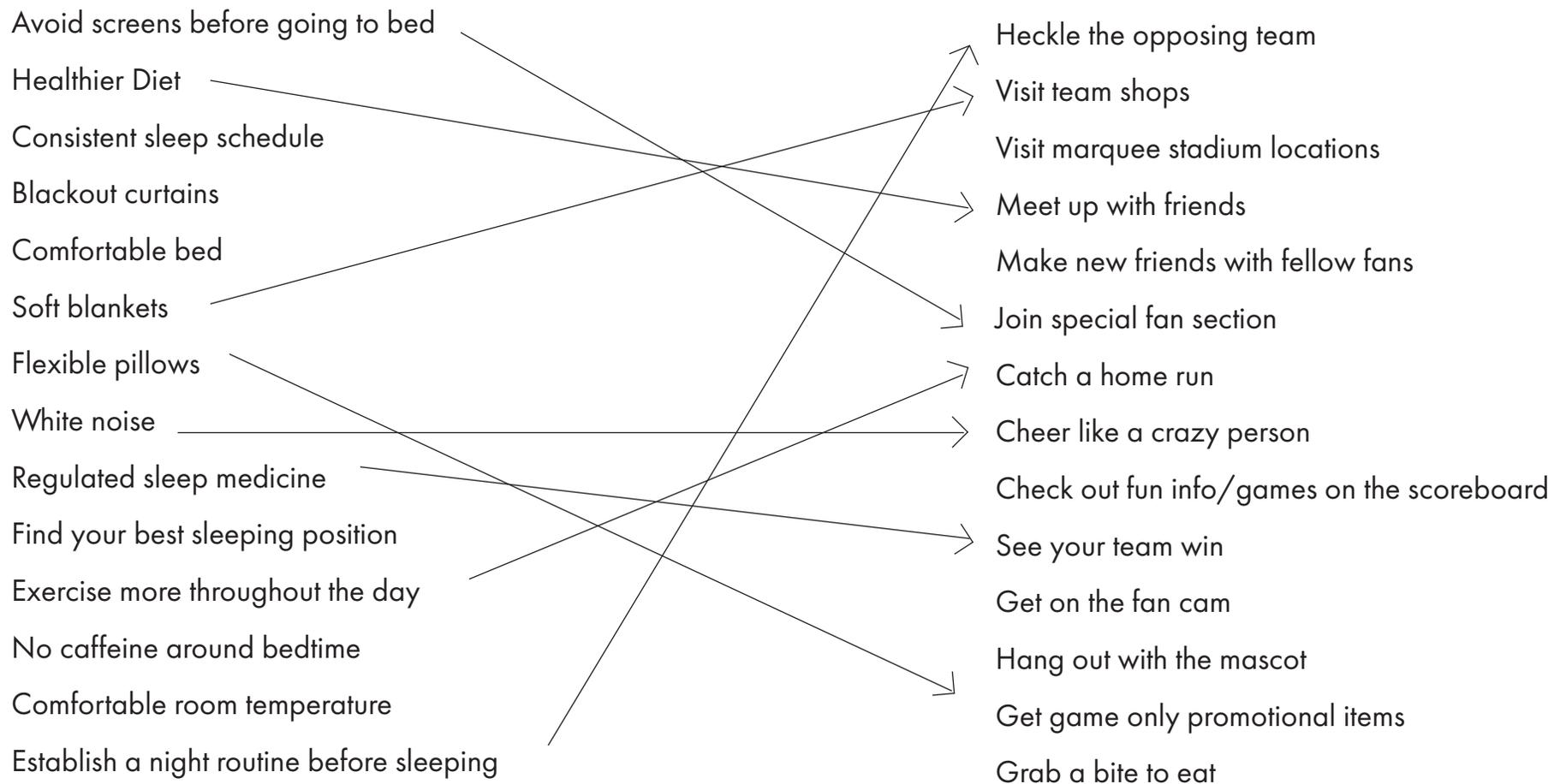
How might we improve an individual's sleeping habits

Topic #1 - Healthy sleeping habits

- Clean bed
- Avoid screens before going to bed
- Healthier Diet
- Consistent sleep schedule
- Blackout curtains
- Comfortable bed
- Soft blankets
- Flexible pillows
- White noise
- Regulated sleep medicine
- Find your best sleeping position
- Exercise more throughout the day
- No caffeine around bedtime
- Comfortable room temperature
- Establish a night routine before sleeping

Topic #2 - Things you would do at a sporting event

- Get a players autograph
- Heckle the opposing team
- Visit team shops
- Visit marquee stadium locations
- Meet up with friends
- Make new friends with fellow fans
- Join special fan section
- Catch a home run
- Cheer like a crazy person
- Check out fun info/games on the scoreboard
- See your team win
- Get on the fan cam
- Hang out with the mascot
- Get game only promotional items
- Grab a bite to eat



Idea Mash Up - Part 1

Idea 1 - No Screen Fan Section

Fans can buy tickets for this special section where there will be no screens for anyone in the section. This allows fans to pay more attention and be in a group, as well as having them being less around screens before they go home and go to bed

Idea 2 - The healthy friends zone

A section at the stadium where fans can meet up with friends and eat healthy foods that are good for their sleeping patterns. Allows fans to meet up at games easier, as well as allow them to be healthier during the game and when they go home and sleep

Idea 3 - Special team sleeping blankets

Specialized blankets that will be designed to help people sleep and be sold in the team store. Allows fans a way to customize their room with their favorite team while also making sure they're sleeping well

Idea 4 - The Magic Pillow

Special team themed pillow that's extremely soft and flexible. Allows fans to rep their favorite team while also having a comfy people to make sure their neck doesn't go stiff overnight.

Idea 5 - Game noise simulator

A full audio file that has an extended version of fan noises. Lets you get to fall asleep to the roar of the crowd, which many find soothing. Also comes with an option to have a team's broadcast playing as well

Idea 6 - The lucid game pill

A specialized pill that allows for greater awareness while dreaming. Using this pill, fans will be able to lucid dream different potential scenarios that their team might go through. It makes sleeping more desirable, as well as almost literally making your team's dreams come true

Idea 7 - The home run launcher

During downtime before a game, the home run launcher will be brought out for the fans. It will launch homers all over the park, letting fans run them all down. This will bring more engagement at the park, as well as getting in the needed exercise before bed

Idea 8 - The heckling simulator

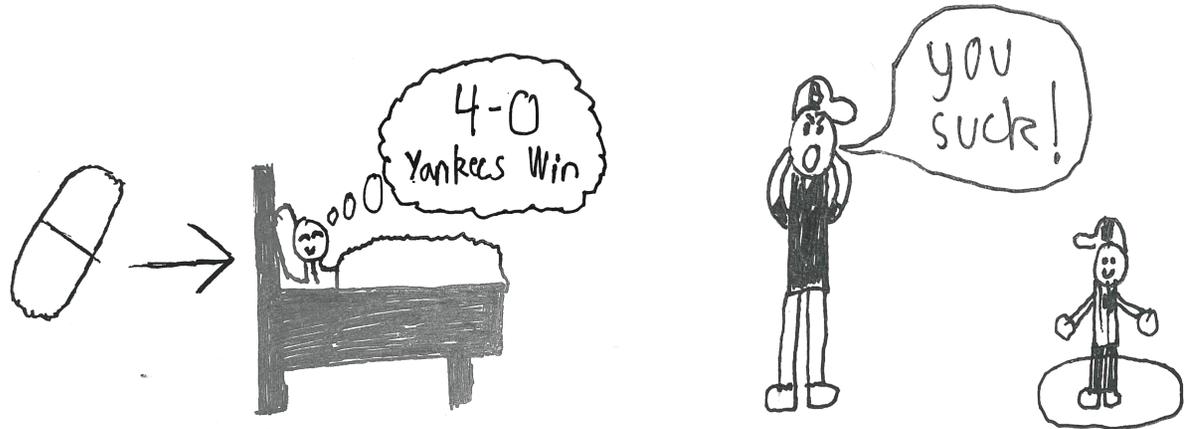
A simulator that allows the user to heckle their favorite players. This can be used right before bed to blow off some steam and become drowsier. Since it's a simulation, the player being heckled won't hear, making it a healthy outlet to relieve some stress

Capture Sheet

Number of people involved
40,000+

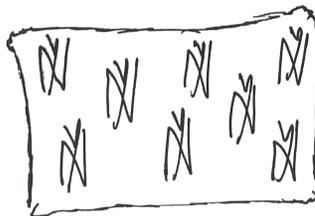
Number of ideas generated
8

Wildest Idea
The Lucid Game Pill



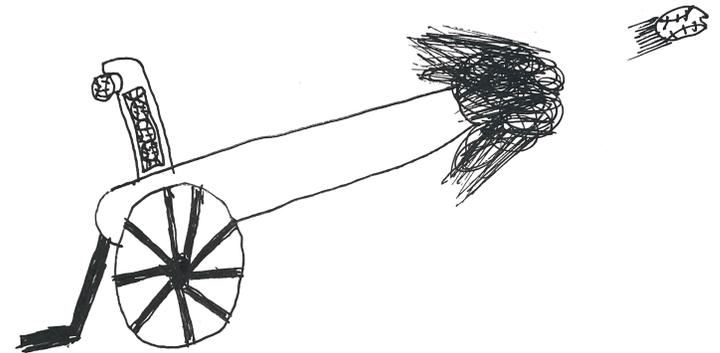
Dream up any game scenario
you can think of

Blow off steam by yelling at the
other team, virtually



very fluffy

Extremely effective
sleeping pillow



High powered home run launching