



# ACCELStars, Inc.



- ❑ Address: Kurume City, Fukuoka Pref.
- ❑ Employees: 32
- ❑ Established in 2020
- ❑ Business: Sleep health measurement and sleep testing business

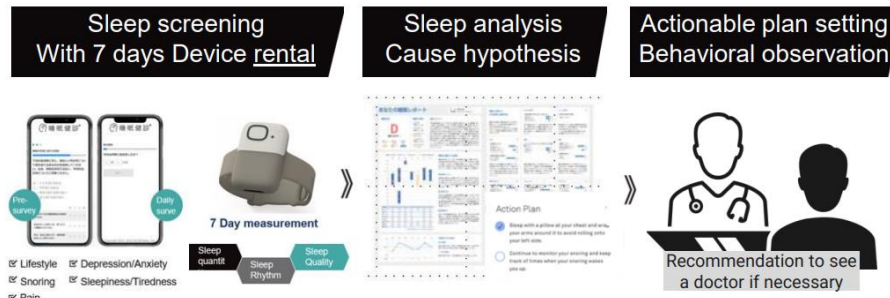
<https://www.accelstars.com/>

## Outline of the demonstration project

- Project to promote sleep health measurement services in Singapore

## Cooperation with local companies/governments

- Local Partner: A healthcare organization
- Details of Partnership/Cooperation: Providing examinees and sleep consultants for the localization of sleep health measurement services in Singapore, and running local operations.



## Targeted economic/social issues

- According to a global survey conducted in 2016, Singapore is the worst insomniac country in 17 major countries. Hypertension has also increased by 11.9% in the last 10 years, and is a pressing social issue as the population ages.
- Focus on “exercise” increases to prevent the onset of chronic diseases including hypertension, but "sleep" is overlooked.

## Details of demonstration

- A simple wristwatch-type device measures sleep at a medical level, analyzes it using evidence-based criteria, and provides personalized recommendations for behavior change in reports and through in-person guidance.
- Unlike commercially available wearables, the strength of the system is that it monitors behavioral change itself (rather than sleep) by clarifying individual sleep issues, identifying causative behavioral habits, and incorporating them into actionable behaviors, in addition to educating the user about sleep itself.

## Expected outcome of beneficiary effects

- In an experiment conducted in Japan, 54% of the subjects showed improvement in sleep, and as secondary effects, 36% saw a decrease in abdominal circumference by 2cm, and 21% showed improvement in depressive symptoms. These are secondary effects of sleep that has been demonstrated in academic studies.
- Not only improving presenteeism, which is a direct effect of sleep, but it also could presents a new and inexpensive solution to the above-mentioned social issues such as obesity and hypertension.