

Company Profile

MAETEL

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Seoul, Republic of Korea

MAETEL

*"Spend a night with ZEREMA,
Tomorrow will be the best day of your life"*

MAETEL is a sleep-tech startup that develops IoT smart home devices with an aim to make your rest time more efficient.

While you are asleep with our home devices, your sleeping patterns are safely recorded on our mobile application. It will be utilized to suggest a better sleep environment for you.

Total Sleep Solution



Invent sleep
care products



Create good
sleep cultures



Monitor
sleep patterns



Advise for
better sleep

About Us.

Company Name	(주) 메텔 / MAETEL CO., LTD.
Founded Date	April 2016
CEO	Key Jeong
Founders	Key Jeong, Seungyo Kim
Address	Rm. 422, Seoul Startup Hub Main Bldg., 21, Baekbeom-ro 31-gil, Mapo-gu, Seoul, Rep. of Korea
Business	Develop and sell sleep, healthcare, IoT products
IRPs	Korea : Technology Credit Bureau (TCB) T3 Classes 4 patents registered, 2 patents applied PCT : 3 patents applied

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Established MAETEL
Attracted seed money from SOSV
Selected and completed HAX Accelerating Program

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Participated in CES 2017
Won the 1st prize in 'Startup League' by Naver
Attracted an investment from Unicorn X
Won the grand prize in 'ICT Smart Device Contest'

18

Participated in MWC 2018
Selected as a member of K-Global 300
Attracted an investment from Enlight Ventures
Selected as a member of TIPS(Tech Incubator Program for startup Korea)
Granted 1 domestic patent, Applied 2 PCT international patents

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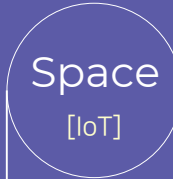
Attained Technology Credit Bureau (TCB) T3 Classes
Granted 3 domestic patents
Applied 1 PCT international patent

MAETEL develops and produces sleep care IoT devices.
We committed to offer the most ideally customized
sleep solutions.

SPEND **A NIGHT**
WITH **ZEREMA**,
TOMORROW WILL BE
THE **BEST DAY** FOR YOU.



To increase your time
efficiency



We design the best
sleep environment for you



Corporate Identity

MAETEL's logo is an expression of Big Bang that explodes from the center of the diamonds

It means MAETEL is a creative startup pursuing to create new inventions



Brand Identity

'zzz' + 'Terema' = Zerema

ZEREMA is a coined word that combines 'zzz' and 'Terema'

'zzz' is a commonly used expression for sleeping and

'Terema' is 'comfort, refresh, easy' in Swahili

About Us.

Hardware

01

-
H/W

02

-
F/W

Software

03

-
S/W

04

-
Data

Design & Marketing

05

-
D/S

06

-
M/K

Management

07

-
COO

08

-
CEO

Team

01. Hardware

Designs the product's appearance to be utilized comfortably

02. Firmware

Connects hardware and software to operate the product properly

03. Software

Develops an app connected with the product to enable operation

04. Data

Manages a user's sleep data through the app and provides information

05. Design

Maps out the app's interface and provides user-friendly experience

06. Marketing

Establishes a brand identity and analyzes potential customers for sales

07. COO

Operates the business based on the current market status

08. CEO

Runs the business by managing the whole process, attracting investments

WEBSITE



Main

www.maetel.kr

SOCIAL MEDIA



Facebook

[zeremaofficial](https://www.facebook.com/zeremaofficial)



Instagram

[zerema_official](https://www.instagram.com/zerema_official)



Twitter

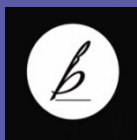
C: [MAETEL_kr](https://twitter.com/MAETEL_kr)
B: [zerema_official](https://twitter.com/zerema_official)



LinkedIn

[maetelkr](https://www.linkedin.com/company/maetelkr)

STORY



Brunch

[@maetel](https://www.brunch.com/@maetel)



Medium

[@maetel](https://www.medium.com/@maetel)

ZEREMA

*“Smart pillow will be
the best sleep therapy”*

ZEREMA is the first sleep care product line of MAETEL. ZEREMA is a smart pillow that improves the quality of your sleep by offering the most comfortable sleeping environment.

ZEREMA is a total sleeping solution as it can alleviate a user's snoring and track their sleeping patterns. It is a customizable pillow because users can change its height properly for their own neck shapes and preferences.



Part

02

About Product.



ZEREMA can

- 01 Alleviates a user's snoring without interference
- 02 Customizes its height suitable for a user's neck
- 03 Tracks and monitors a user's sleeping patterns

Main Features

The various features of ZEREMA's application create the best sleeping environment for you.



About Product.

ZEREMA has

01 Little EM Waves

An absolute safety level for the human body

02 No Noise

Up to 15 dB or less when the motor operates
Minimize noises with our own technology

03 Mobile Application

Various sleeping care services are provided
in conjunction with the mobile application



Alleviate Snoring



Modulate Pillow Height



Monitor Sleep Patterns



Advise Better Sleep Methods
(to be added soon)

Show your sleeping time ·
tosses and turns · snoring · alarm

Recommend appropriate
sleeping time
(To be added soon)



Height adjustment

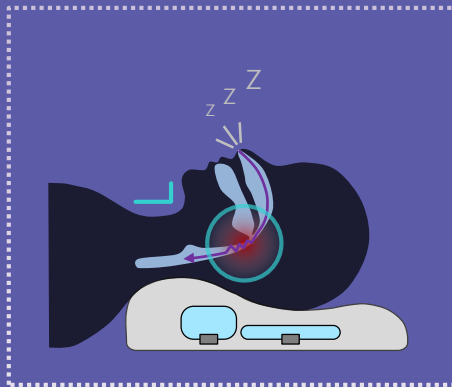
A user can **adjust the height of the pillow** on their own to **the most comfortable level**.



The air pockets can be changed to find an optimal posture

PHASE 1

Detect snoring



The sensors inside the pillow detect a user's snoring and respiration

PHASE 2

Alleviate snoring



The bottom part of the pillow is raised to enable them to breathe well without interfering with their sleep

NETWORKS

*"Since the establishment,
MAETEL has been building strong networks"*

MAETEL has established domestic and international partnerships in various ways. With the firm cooperative relationships with those companies and accelerators, our first product ZEREMA has been safely developed.

Our success is our partners' success. We work to meet their expectations.

Global & National Networks



MAETEL will run a crowdfunding
Campaign through Kickstarter
in the first half of 2020.

Please give us your support!



Thank You!