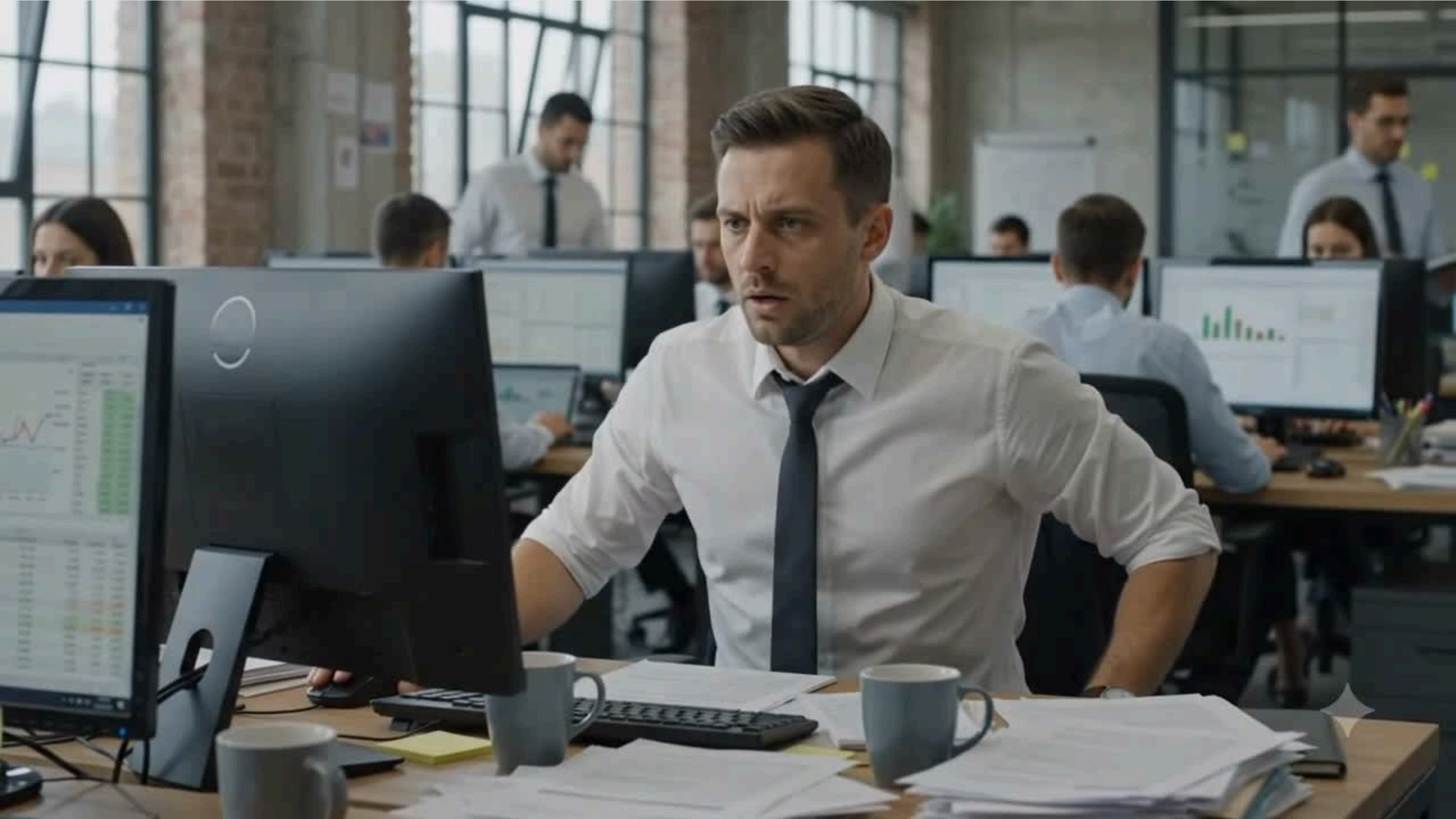




Bloem

Let's rethink recovery

ISEP



Agenda

- 01** The team
- 02** Problem & State of the art
- 03** Meet our product
- 04** Marketing
- 05** Prototype development
- 06** Communication
- 07** Outcome

Our team



Kai-ko Dorigoni

ARCHITECTURE & TOWN
PLANNING



Mohammad Jaber

COMPUTER
ENGINEERING



Carlota Alcaraz Miralles

MECHANICAL ENGINEERING
& INDUSTRIAL DESIGN



Timon Niedergriese

DATA SCIENCE



Lena Schilling

INFORMATION
TECHNOLOGY



Amalie Hjorth Wyke

HEALTH
TECHNOLOGY



The workplace was designed for productivity.

About 1 out of 8 people suffer from mental health issues like burnout or depression.

12 billion working days are lost annually due to depression and anxiety.

Microbreaks improve focus, energy and well-being.

Existing solutions are either...



Simple Solutions
Lack experience or privacy



High-end wellness pods
Expensive and bulky

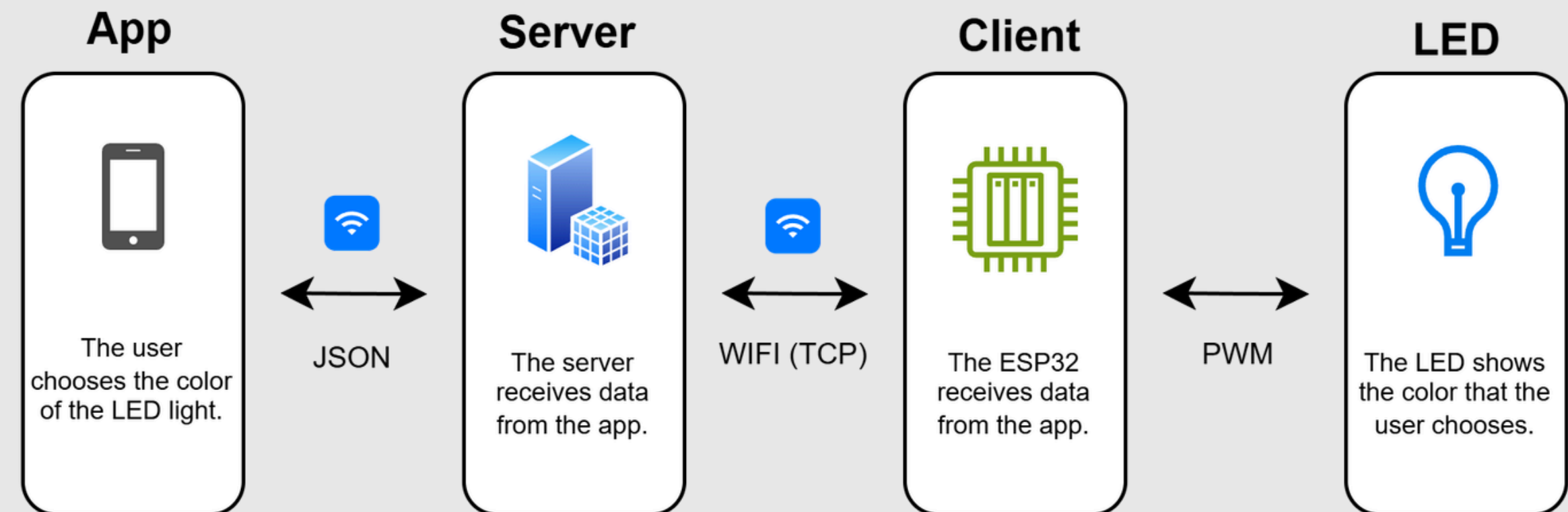
Meet Our Product



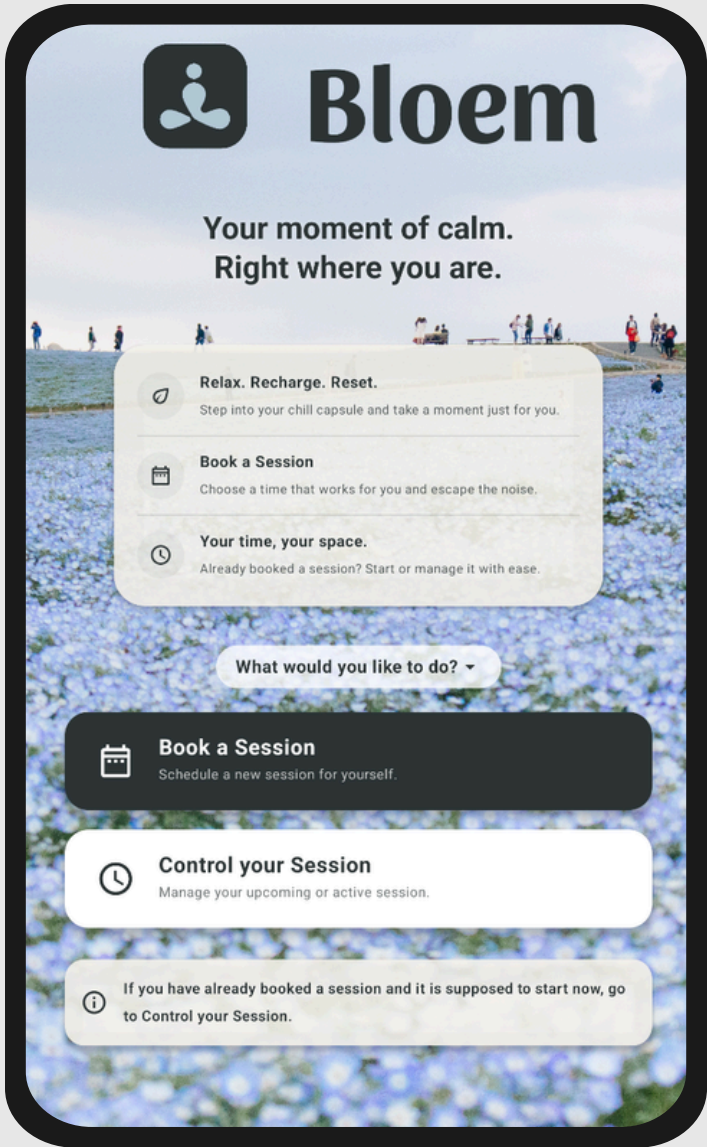
Technical parts

The capsule will include:

- Sound
- Light
- Tablet
- Microcontroller

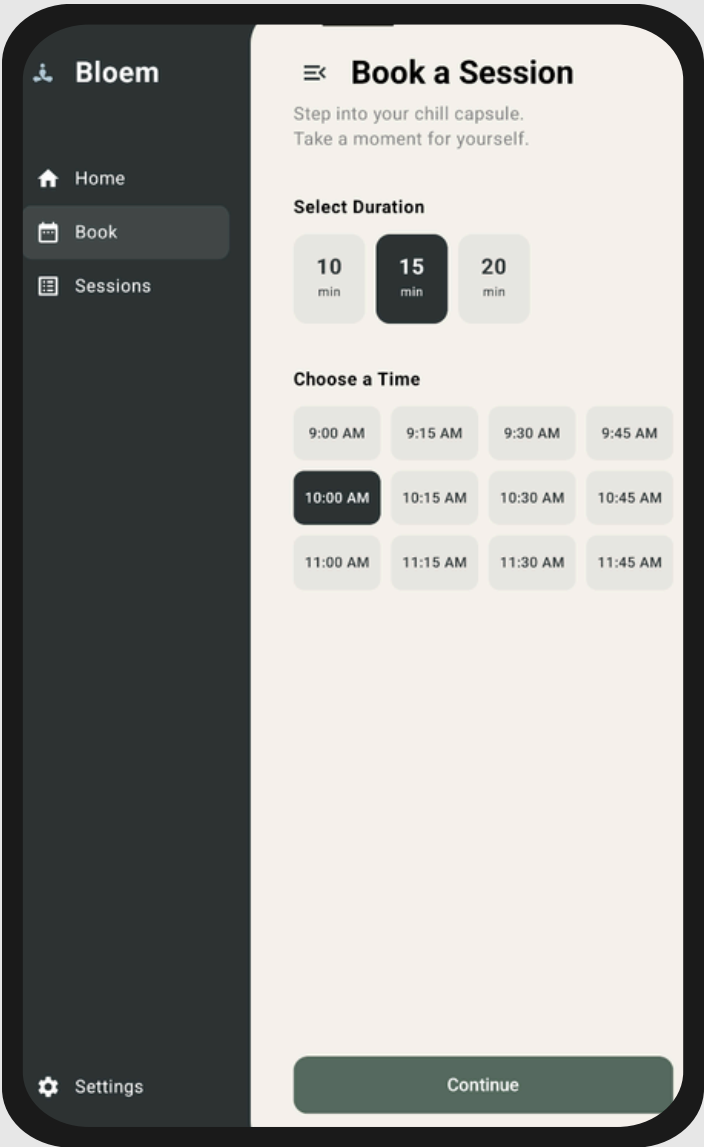


Mobile App



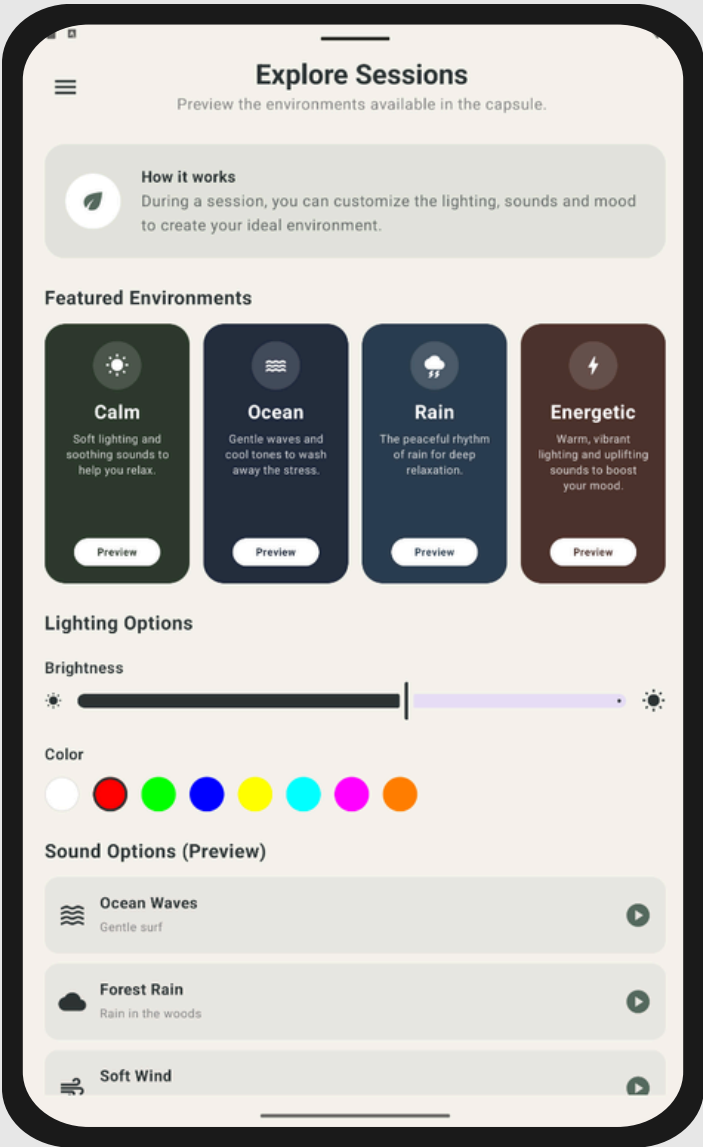
Welcome Dashboard

A minimalist interface providing quick access to bookings and active sessions.



Session Management

Intuitive scheduling allowing users to select their preferred time and duration



Sensory Control

Real-time customization of lighting colors, brightness, and ambient soundscapes.

Strategy

Target Market

- Mid to large institutions & coworking spaces
- Directly appealing to HR, Facility Managers & administrations.

Value

- Delivers mental recovery during the workday
- Boost employee well-being, focus and productivity
- All within a sustainable, premium design.



Positioning

- Positioned as an accessible and cost-effective alternative to high-end wellness and acoustic pods
- Delivering a highly relaxing experience for 9.900 €

Go-to-market

- European wide scaling through targeted B2B channels, including LinkedIn, direct sales, trade shows.
- Strategic partnerships to expand market presence

Prototype



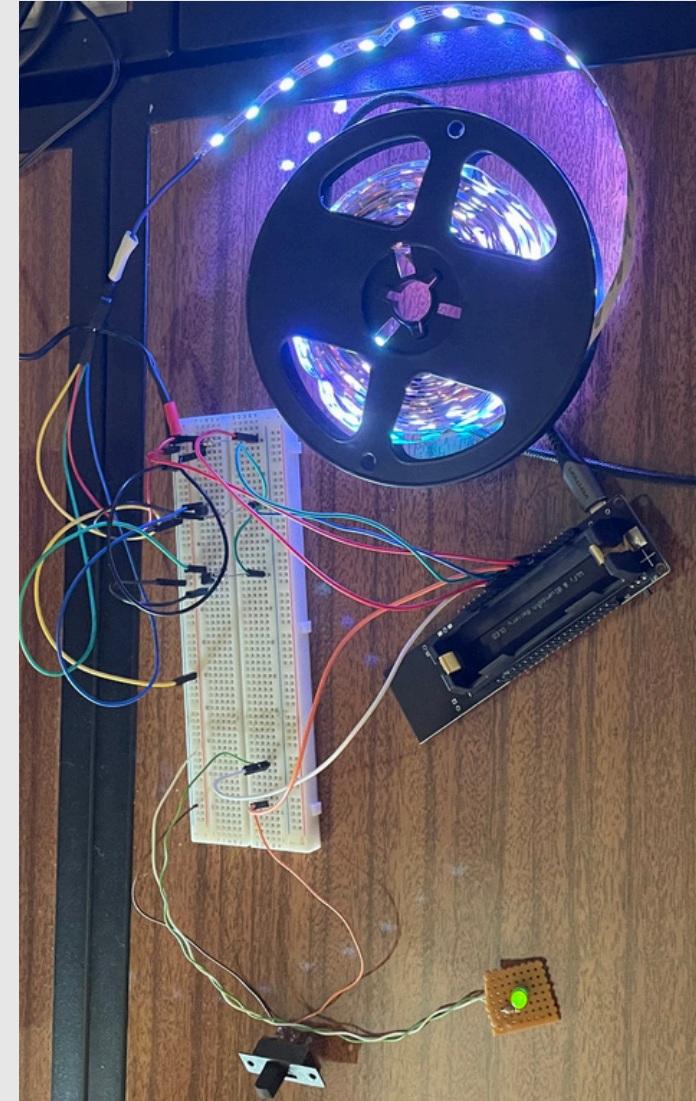
Outside

Cardboard represents the wooden walls & hemp insulation



Skeleton

Wooden Skeleton inspired by japanese stickery without nails



Electrics

LED-strip connected via app

Poster

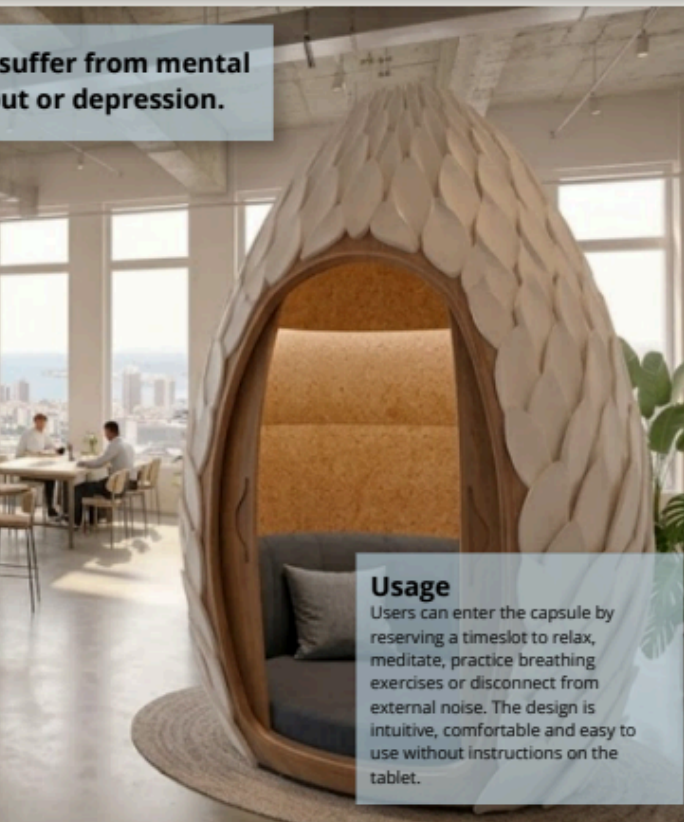
Bloem



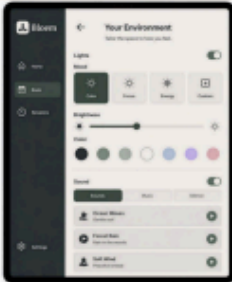
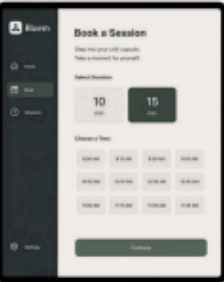
About 1 out of 8 people suffer from mental health issues like burnout or depression.

Context
Modern work and study environments are often noisy, stressful and overstimulating. Many people struggle to relax or focus during the day due to a lack of quiet spaces. Bloem was developed to create a compact and calming retreat for short mental breaks in offices, universities and shared spaces.

Solution
Bloem is a compact relaxation capsule designed for short breaks of 5–15 minutes. Through acoustic insulation, soft lighting and calming elements, the capsule supports relaxation, focus and mental recovery.



Usage
Users can enter the capsule by reserving a timeslot to relax, meditate, practice breathing exercises or disconnect from external noise. The design is intuitive, comfortable and easy to use without instructions on the tablet.



Technical Parts
Bloem combines sustainable materials, acoustic insulation and integrated technology. Cork, hemp and wood improve sound absorption and sustainability, while the tablet controls the LED lighting and optional speakers enhance the user experience with the Bloem app.



Better breaks create better work

ISEP INSTITUTO SUPERIOR DE ENGENHARIA DO PORTO

let's rethink recovery: info@bloem.com
www.bloem.com

Bloem

Designed to Disconnect

In the relentless pace of the modern office, true innovation begins with stillness. Bloem is a functional sanctuary designed to bridge the gap between corporate efficiency and human well-being. It provides the essential acoustic and visual "void" needed to disconnect from the noise and reclaim your mental clarity.

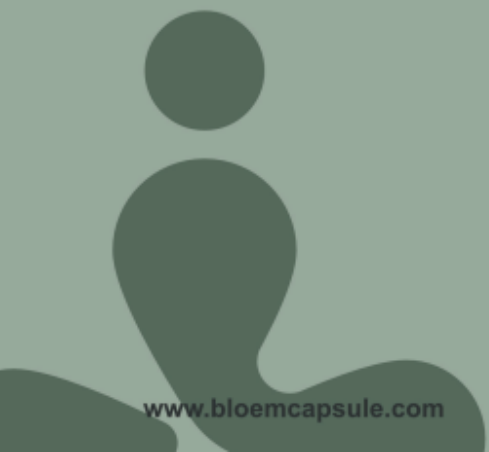


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A Sanctuary in the Workspace

Step inside a protective cocoon specifically engineered for professional sustainability. Bloem uses a strategic dual-color design to facilitate an immediate mental reset: while its soft cream and pale blue exterior allows the structure to blend discreetly into the office landscape, the interior transitions into deep forest greens and charcoal tones.

This nature-inspired sanctuary is crafted to psychologically distance you from the workspace, providing total isolation and safety. Whether for meditation, stretching, or a restorative nap, the capsule's acoustic shielding lowers your heart rate and refocuses your mind. One step inside is all it takes to leave the stress behind and completely reset your day.



www.bloemcapsule.com

Flyer

Leaflet

Bloem



Let's rethink recovery



BLOEM
A space for calm.

In your work life, it can be truly difficult to disconnect during the day. Constant noise, workload, and a lack of privacy can make it hard to focus.

Over time, this reduces well-being and productivity.

With Bloem, you have a space for mental recovery and private breaks during the day.

Where?
info@bloem.com
www.bloem.com



Small break, big impact.

With a short break during your workday, you can regain energy and stay more focused for the rest of the day.

10 minutes can make a meaningful difference.



Noise reduction

Multiple insulation layers of cork, hemp & wood block outside noise and create a calm, safe space.

INNER LAYER
Cork

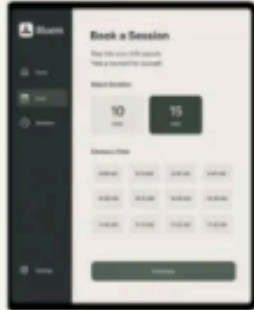
MIDDLE LAYER
Hemp

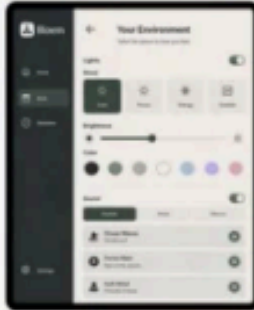
OUTER LAYER
Wood



Mental recovery

Relax with pre-installed content to guide you through meditation, breathing, stretching. You can also just listen to music and nature sounds or change the lighting.







13



We cannot eliminate
workplace stress.

**But we can create space
to recover from it.**



Bloem

Let's rethink recovery