

SOMNORA / INVESTOR BRIEFING



Somnora

A companion for your nights, and the days they
shape.

PRIVATE AI WELLNESS COMPANION • IOS • 2026

APPLE WATCH + HEALTHKIT NATIVE • LIVE ON THE APP STORE

— The Missing Middle

Consumers have no trusted product that connects what the body recorded, what the mind noticed, and what still feels present in the morning. Wearables deliver metrics. Reflection apps store words. Almost nothing turns the two into personal context a companion can carry forward.

CATEGORY	PASSIVE TRACKERS (Oura, Apple Watch)	REFLECTION APPS (journals, meditation)	SOMNORA
Body Context	Strong (biometrics)	Minimal	HealthKit trends vs your baseline
Inner Context	None	Self-reported only	Dreams, daily check-ins, ideas
Relationship Layer	None	Static content	Nora: memory, initiative, continuity
User Outcome	Metrics without meaning	Reflection without context	Context that compounds overnight

— The Reflective Pipeline

Somnora combines wearable signals, private reflection, and conversation so users understand what they are carrying, then decide what deserves attention next.

PHASE 1

Capture

Voice or text in seconds: dream, daily check-in, or Eureka fragment. Watch capture wakes the phone conversation.

PHASE 2

Context

HealthKit sleep timing, HRV, and resting heart rate read against the user's own rolling baseline.

PHASE 3

Conversation

Nora responds as a companion: short-first, observant, register-mirroring, never a score or diagnosis.

PHASE 4

Patterning

On-device motif detection, nightly memory consolidation, and at most one earned initiative per day.

OUTCOME

Clarity

A private archive of what repeats, plus a calmer next step when the evidence has earned it.

— A Human System, Technically Grounded

Dreams are the wedge, not the ceiling.

Dreams create an emotionally resonant entry habit. From there Somnora expands into daily check-ins, Eureka idea capture, Mindful wind-down tools, and Dreamcatcher art. The system is designed to feel calm to the user and rigorous underneath.

01. BODY

Sleep & Autonomic Trends

Apple Watch and HealthKit provide timing, stages, HRV, and resting heart rate. Trends steer Nora's tone without turning into a leaderboard.

02. CAPTURE

Dream, Daily, Eureka

One companion across morning dreams, daytime residue, and creative fragments. Capture is conversational, not a form ceremony.

03. NORA

The Relationship Layer

Nightly on-device synthesis can start the conversation. Cross-night memory, motif echoes, and earned check-ins make return visits feel personal.

04. CONTINUITY

Art, Patterns, Wind-Down

Dreamcatcher turns a dream into polaroid-style art. Mindful offers evidence-informed wind-down tools. Patterns stay private and user-owned.

— The Experience

A low-friction loop built for repetition: easy enough to start in seconds, valuable enough to revisit over nights and days.

01 10-Second Start

Voice note, typed fragment, or Watch capture when something lingers.

02 Ambient Context

HealthKit layers sleep timing and autonomic trends quietly in the background.

03 Clearer Direction

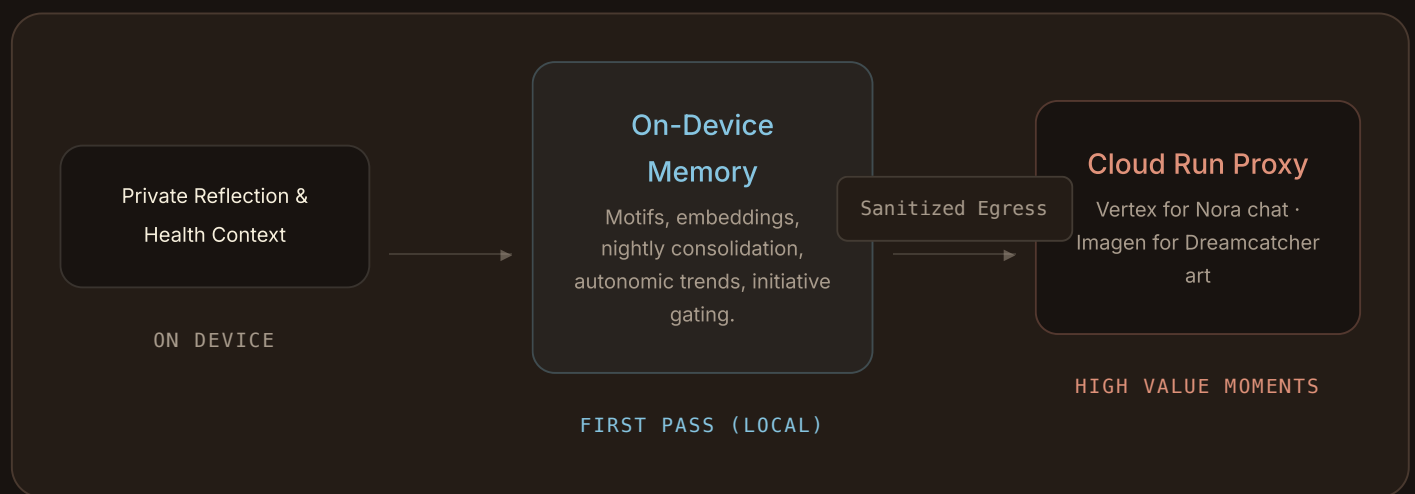
Nora reflects what repeats and helps decide what deserves attention next, including a concrete next step when it is earned.



LIVE PRODUCT UI • DREAM JOURNAL AND EUREKA

— Efficient Architecture, Built for Trust

Heavy understanding runs on device. Cloud calls go through Somnora's own proxy with privacy sanitization. Richer model work is reserved for moments that need a companion response or dream art.



Production path: app → somnora-proxy → Vertex AI

— Early Signals, Clear Pull

Shipped Consumer Product

Somnora is live on the App Store as a native iPhone and Apple Watch product. Core loops for Dream, Daily, Eureka, Mindful, Insights, and Dreamcatcher are real, gated honestly, and privacy-hardened.

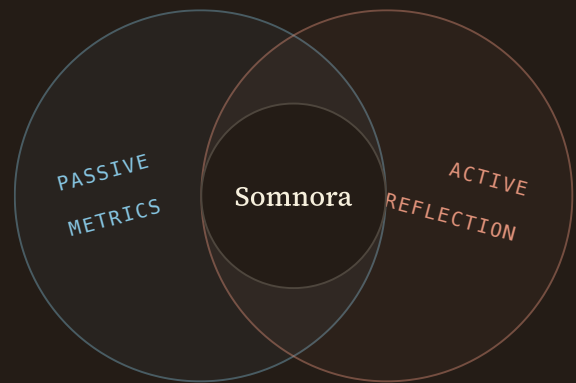
Capital-Efficient Build

Solo-founded and end-to-end owned: iOS client, Watch companion, Cloud Run proxy, and Dream Painter service. Cost discipline is designed in through quotas, on-device first passes, and selective model routing.

Expansion Beyond the Wedge

Product direction already extends from dreams into daily reflection, idea development, wind-down support, and recurring pattern review, widening the habit surface without abandoning the original entry.

Defining the Middle Layer



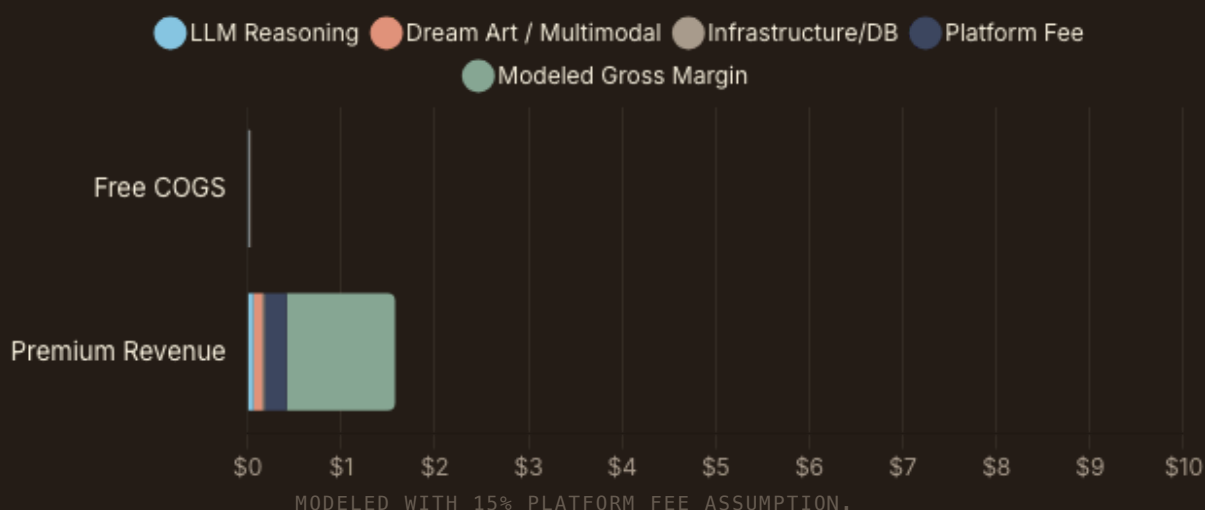
WHY NOW

Wearables are mainstream, on-device AI can finally feel companion-like, and privacy has become a product decision consumers actively make.

— Target Unit Economics

Subscription product, \$9.99/mo premium tier (Founders yearly available at launch). Premium lifts Dreamcatcher art capacity, Nora chat allowance, and deeper pattern reads.

Comparing monthly COGS stack vs. premium revenue distribution.



FREE USER (MODELED)

Includes capped Nora chat, limited Dreamcatcher renders, and full privacy controls. COGS stay low through weekly quotas, caching, and on-device first passes.

PREMIUM USER @ \$9.99

Unlocks higher Dreamcatcher and Nora allowances plus deeper reads. Architected to support a target gross margin >65% at scale.

Privacy as the Trust Moat

When a product touches intimate material, trust is not a policy page. It is the product. Privacy, restraint, and user control are part of the experience itself.

✓ Architecture:

Motifs, embeddings, autonomic trends, and nightly synthesis run on device. Cloud chat is sanitized before egress through Somnora's proxy.

✓ Model Training:

We do not train public models on user content, and we do not sell user data.

✓ User Control:

Local export, deletion, Face ID app lock, editable memory, and clear ownership boundaries are built in from the start.

Leadership

James McShane

FOUNDER & CEO

[GITHUB.COM/SOMNORA](https://github.com/somnora) · [MANIFOLD](#)

→ The Storyteller:

12 years in documentary cinematography, helping shape emotionally precise stories and projects that raised \$4M+ for conservation.

→ The Builder:

Self-taught iOS and Python engineer who built Somnora end to end, then created Manifold—an open-source Lambda GPU control plane—to sculpt and tune Nora from its initial Gemini harness.

→ The Origin:

A long personal habit of capturing vivid dreams, late-night ideas, and daily residue became the first wedge. LLMs made it possible to connect that reflection with wearable context in a way that finally felt useful.

Capital for the Category Build

Seeking **\$750k Pre-Seed** to deepen the consumer product, strengthen privacy infrastructure, and expand Somnora from a dream-led wedge into a daily reflective companion.

CONSUMER PRODUCT DEPTH

PRIVACY INFRASTRUCTURE

ON-DEVICE INTELLIGENCE PILOTS