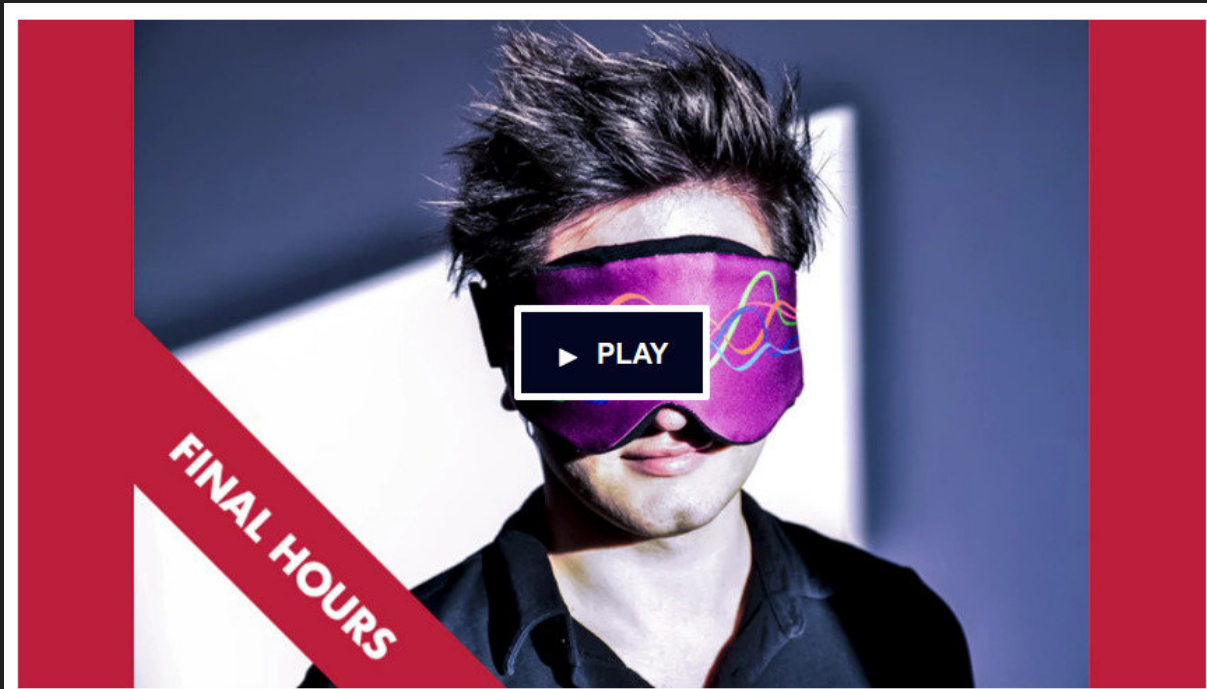


NeuroOn: a case of startup marketing vs open notebook science



A Kickstarter campaign banner for NeuroOn. The top half features a man wearing a purple sleep mask with colorful wave patterns. A red diagonal banner on the left reads "FINAL HOURS". A "PLAY" button is overlaid on the mask. The bottom half is white and contains the campaign details.

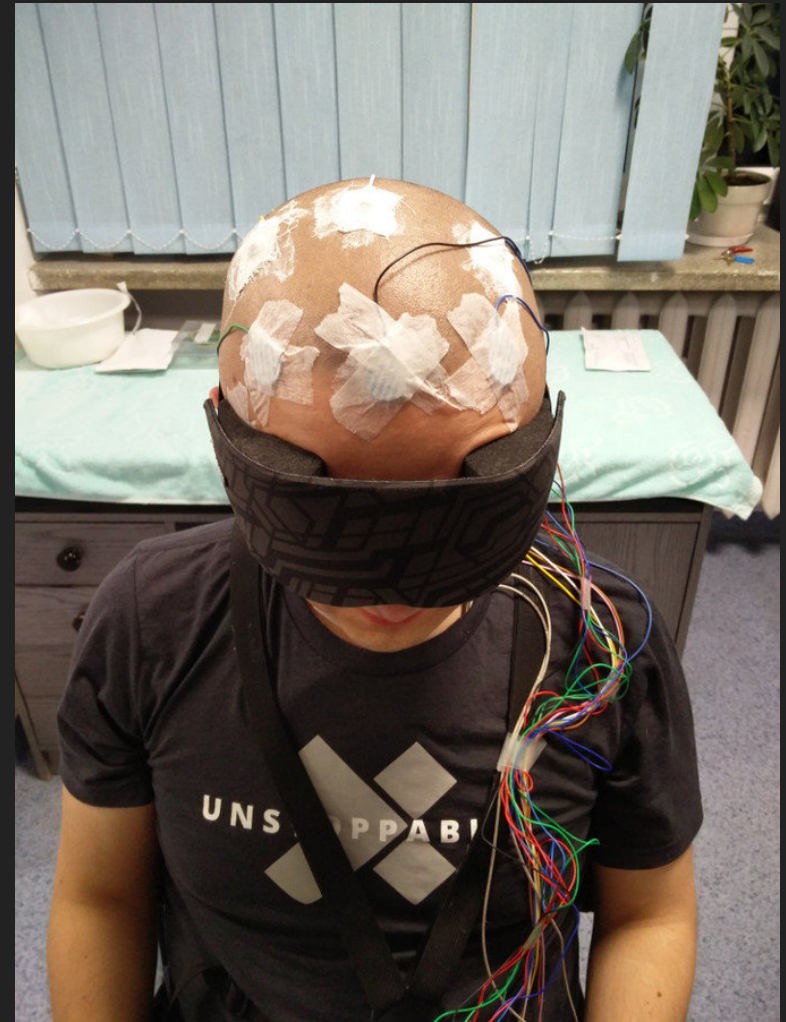
NeuroOn: World's first sleep mask for polyphasic sleep

San Francisco, CA Wearables

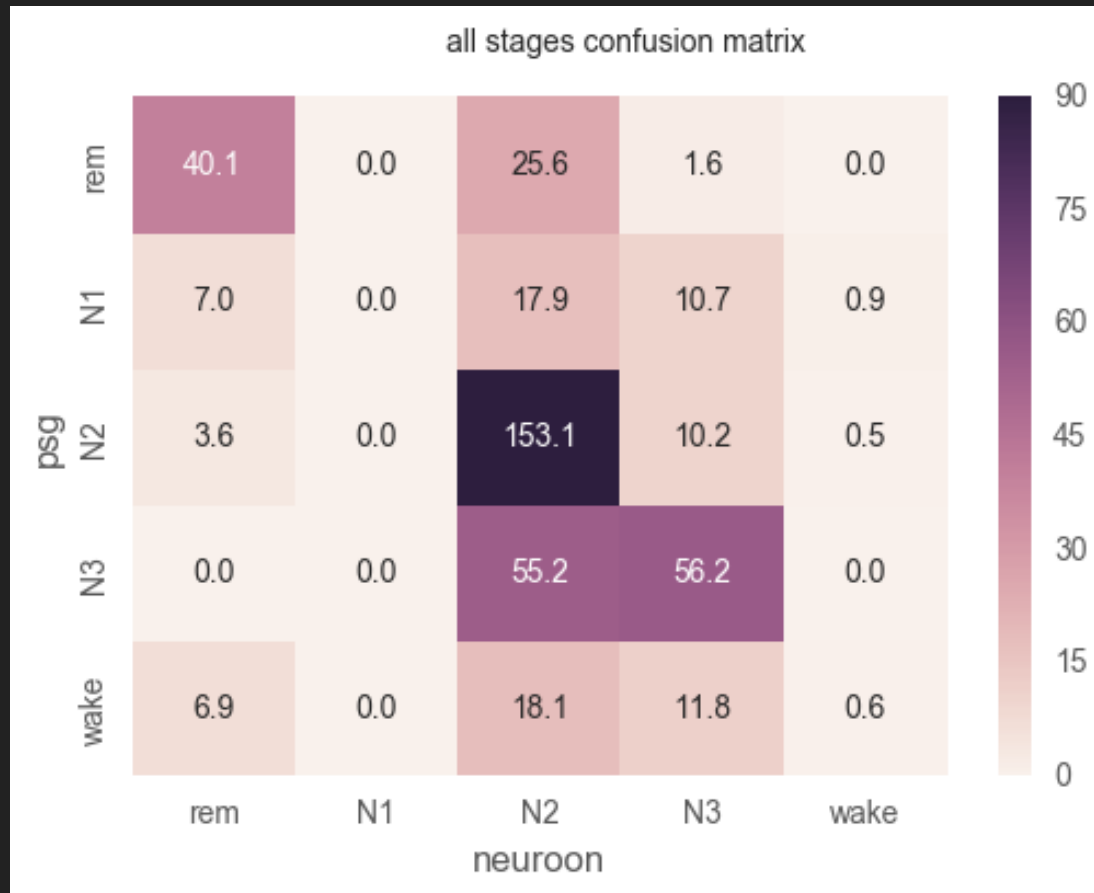
\$438,573
pledged of \$100,000 goal

1,944
backers

kickstarter campaign



clinical experiment



open data analysis
with Python and JuPyTer

Sources:

[https://alxd.org/
neuroon-analysis-sources.html](https://alxd.org/neuroon-analysis-sources.html)

[https://github.com/
pawelchojnacki/sleep_project](https://github.com/pawelchojnacki/sleep_project)

alxd@alxd.org

all feedback welcome!