

BRAINSTORM IDEAS

Fiction: 1. Humans sprout in the rain. 2. Heaven and Hell are only 1 inch apart 3. Tears are the calculus of a river 4. Sleep is a trip to another planet 5. You are what you eat 6. Humans inflate every time they sleep 7. Sweat rivers are branches of rivers 8. Cutting down forests is helping the earth shave 9. Design has never been innovative

Truth: 1. The Bible is the world's best-selling book 2. Dreams help with memory consolidation and emotional regulation. 3. Coke gives you strength 4. The sound of rain helps you sleep 5. Crying is not weakness

Fiction

Sleep is a trip to another planet

Every quiet night, people look forward to the prospect of going to another planet. It is a magical place, untroubled by earthly troubles, with only freely manipulated dreams and a space for relaxation and rest. This world, known as the “dream planet”, allows everyone to shape their dream ideals according to their own situation and vulnerability. On this planet, people find that whenever they are immersed in joy and satisfaction in their dreams, those wonderful feelings and forces will stay in their hearts when the dream is over. Every pleasant dream is like a magical spell that releases this exciting energy at the dawn of a new day. This energy enriches people and inspires them to face life positively, no matter how troubled they are during the day, they can find catharsis and healing in their dreams at night.

STORYTELLING

When night falls, people look forward to the prospect of a journey to an unknown planet, a place untroubled by earthly worries, only freely manipulated dreams and peaceful Spaces. Everyone who holds a planet ticket rides together on a magic carpet that transports them to this magical planet every night. On this planet, people will experience four different destinations, each with unique landscapes and aliens. They are here to explore the unknown, search for answers, and interact with aliens, and this adventure will help them solve a variety of different troubles. Finally, these destinations will join into a beautiful constellation and become their dream home.

The first destination is the Valley Planet, where aliens will help people deal with the mental stress and secret troubles of the day. The second destination is the lake planet, where the alien inhabitants will show people the hope and strength of the future. The third destination is the Planet of Knowledge, populated by “savants” who will help people unlock new skills and solve professional problems. The destination is the Dream Planet, a place full of joy and warmth, where people forget their heartbreak, meet the lost and find love and hope.

INTENTION

Encourage young people experiencing stress and insomnia to try to relax and rest, understanding that rest is also work, but also to build strength for better work.

Audience

**Young people who are under a lot
of pressure academically**

Young people with insomnia

Media

Bedding: eye mask, sheet, pillow

Tickets to an unknown planet

DATA

POSITIVE RESPONSE TO SLEEP

80% link good sleep with health, immunity, and disease prevention.
70% see adequate sleep as vital for mental health.
60% feel better and more satisfied with good sleep.
90% note dream pleasure affecting post-sleep mood.
70% gain determination and positivity from dream experiences.
50% influence others, fostering optimism.

DIFFERENT PLANETS EXPERIENCE

Valley planet
Pleasure level: 70%
Population: 80%
Degree of power gain: 70%
Duration: 1 hour

Lake planet
Pleasure level: 80%
Population: 70%
Degree of power gain: 70%
Duration: 2 hour

Knowledge planet
Pleasure level: 90%
Population: 40%
Degree of power gain: 80%
Duration: 3 hour

Dream planet
Pleasure level: 80%
Population: 70%
Degree of power gain: 90%
Duration: 3 hour

THE RATE OF POWER RETENTION AFTER THE STAR TREK

90% of people can maintain 80% strength until the next trip.

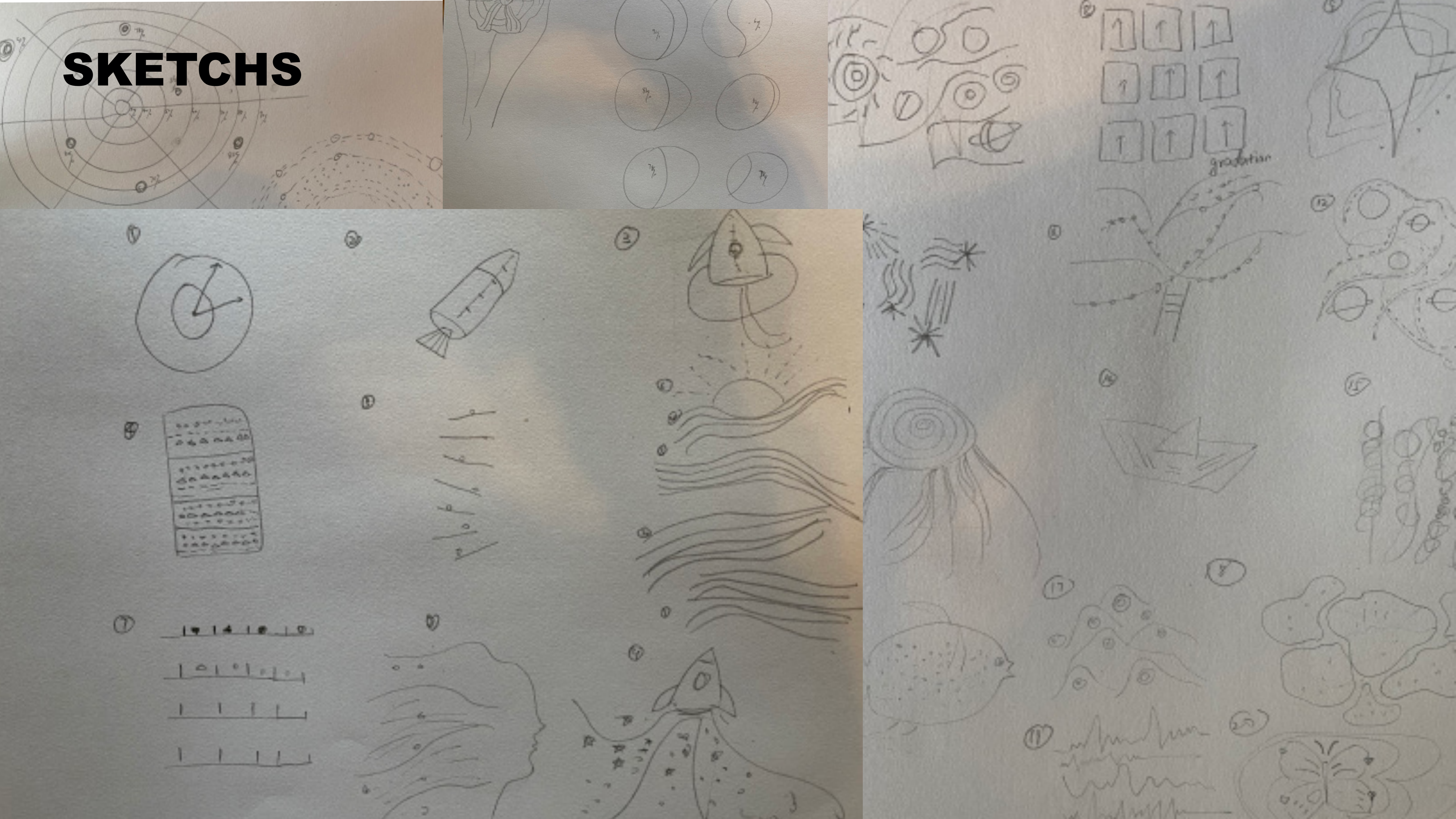
80% can maintain 90% strength until their next trip.

70% of people can maintain 90% of their strength on the next trip.

60% were able to maintain 70% of their strength on the next trip.

70% can reach the next star with 80% of their strength.

SKETCHES



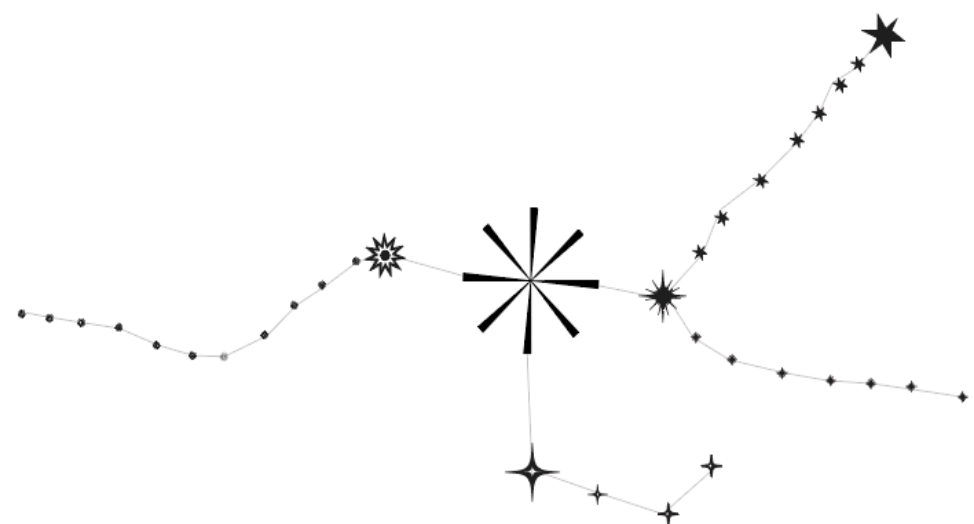
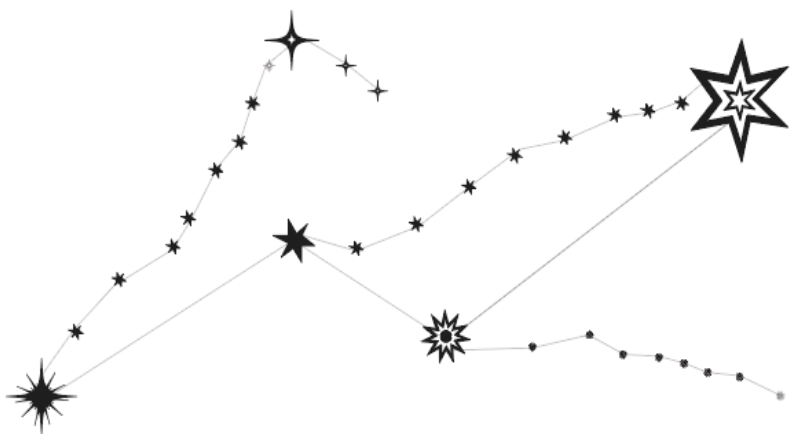
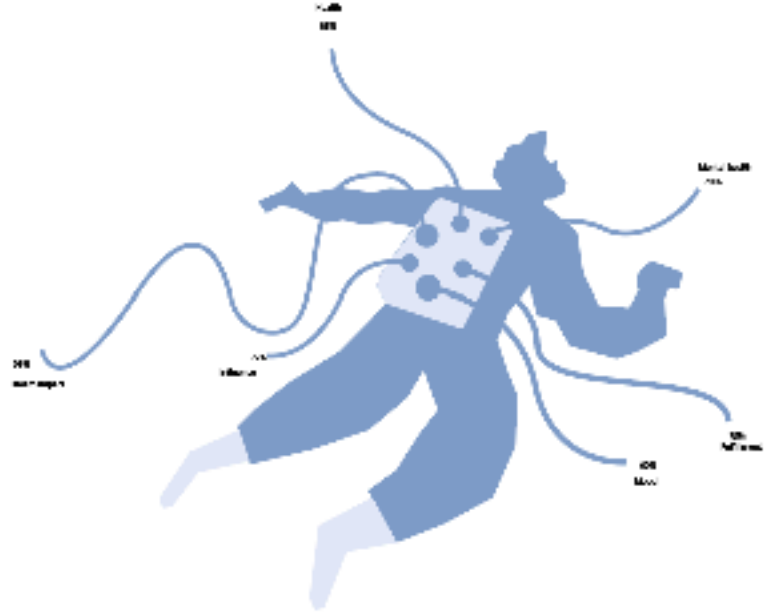
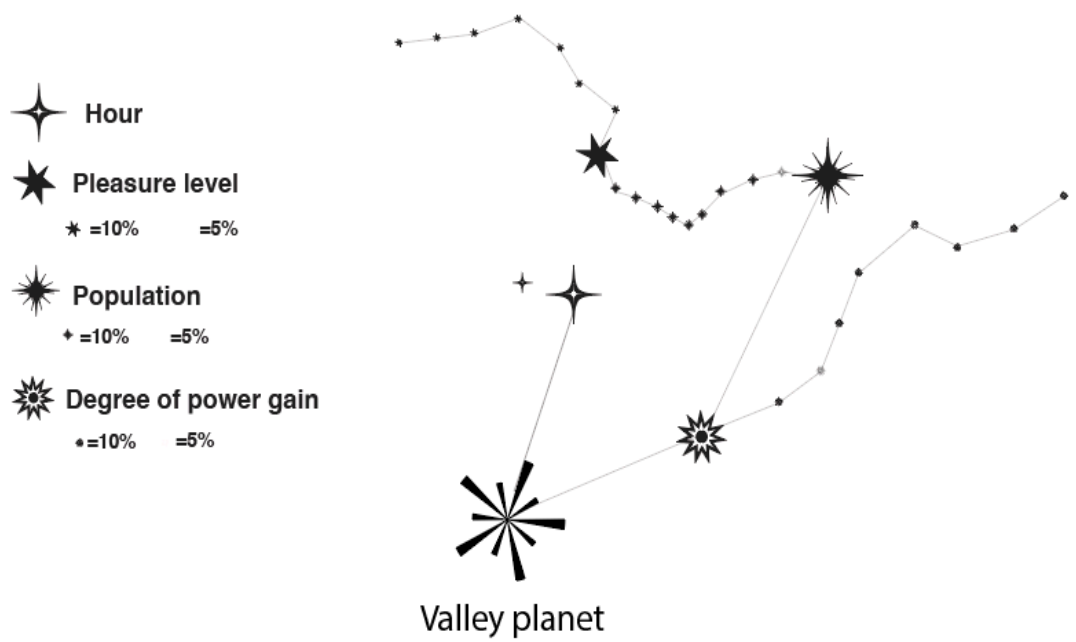
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Degree of power gain: 80%
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Degree of power gain: 90%
Duration: 3 hour



The effects of sleep on health and well-being

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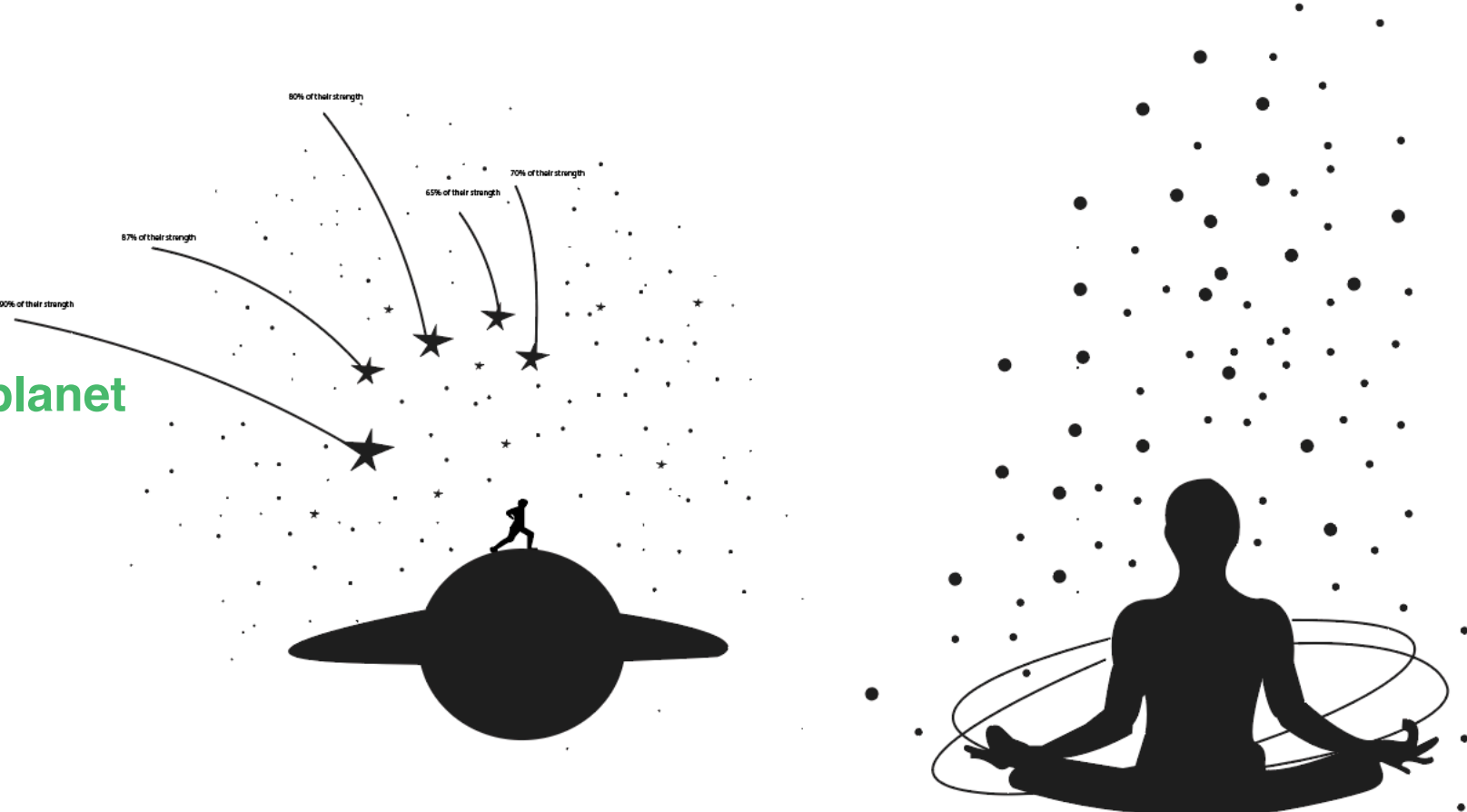
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60% were able to maintain 70% of their strength on the next trip.

70% can reach the next star with 80% of their strength.

Rate of energy retention after a trip to the planet

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70% see adequate sleep as vital for mental health.
60% feel better and more satisfied with good sleep.
90% note dream pleasure affecting post-sleep mood.
70% gain determination and positivity from dream experiences.
50% influence others, fostering optimism.



FANTASY AND REALITY INTERTWINED AT THIS MOMENT

On these four planets, each destination has unique landscapes and aliens. Here you can explore the unknown, find answers, meet people you've always wanted to meet, and interact with aliens.

FOUR PLANET EXPERIENCES

Hour
★ ≈1

Pleasure level
★ ≈10%

Population
★ ≈10%

Degree of power gain
★ ≈10%

Valley planet

Knowledge planet

Lake planet

Dream planet



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THE POSITIVE EFFECTS OF SLEEP ON THE BODY

✦ =10% of the population

Boost immune system

Improve mental health

Improve mood

The power of dreams

More active

Spread hope

THERE IS ALWAYS
A STAR THAT
GUIDES MY SOUL



In the dream, we are no longer mortals, but
voyagers of the universe,
feeling its ripples and echoes,
infusing life with infinite energy and romance.

the
gains
energy
and
romance

ACCOMPANY YOU TO COMPLETE THE DREAM MIGRATION

You may return from this celestial sphere,
carrying newfound vigor, to uplift your existence
in the realm of reality.

ENERGY RETENTION RATE

— =10% of the population

● =10% energy

● Skill Energy

● Mental Energy

● Physical Energy

● Knowledge Energy

● Resilience Energy

T h e r e
i s a l w a y s

a s t a r r r
s o u l

m y

g u i d i n g

t h r o u g h

t h e

u n k n o w

d a r k n e s s





