RealEase

Team or Business Name: RealEase

Team Members & all contact Information:

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The Idea:

Over 18% of the US population suffers from anxiety disorders, many of which are undiagnosed, and stress is a part of the human experience (1). Unfortunately, excess anxiety can be quite detrimental to a person’s physical and mental performance. It can unfairly detract from a person’s true abilities in everything from academic tests to short term memory tasks and sports (2,3,4). Current pharmacological interventions against excessive stress like benzodiazepines, chamomile, alcohol and melatonin impair cognitive functioning and make users physically tired (5,6,7). They treat the feeling of anxiety, but do not help people perform well; they do not help them address the underlying cause of their stress. We plan on introducing a dietary supplement with active ingredients that mitigate the feeling of anxiety while maintaining a person’s cognitive alertness. With the introduction of our product we hope to help people achieve their true potential, unencumbered by fear.

3) http://acn.oxfordjournals.org/content/27/3/318.short
4) http://psycnet.apa.org/psycinfo/1989-13976-001
6) http://europepmc.org/abstract/MED/7658780
7) https://www.jstage.jst.go.jp/article/bpb/28/5/28_5_808/_article

Location where you plan to start your business? New York City

Initial obstacles preventing you from starting your business:

I am very interested in learning about how to build a strong customer base. Second to our product’s effectiveness, I feel like the most important aspect of this business will be developing a strong sales record and brand. Living essentials, another dietary supplement "founder" has been able to dominate their market with a quick expansion of sales through sound brand development and an effective product (1). Similarly, I see the need for well organized, rapid growth and an appealing brand in order to become truly successful.