



Digital literacy enables up-to-date sleep medicine in inclusive healthcare

eSleep_dHealth

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CPApp by SLEEPovators



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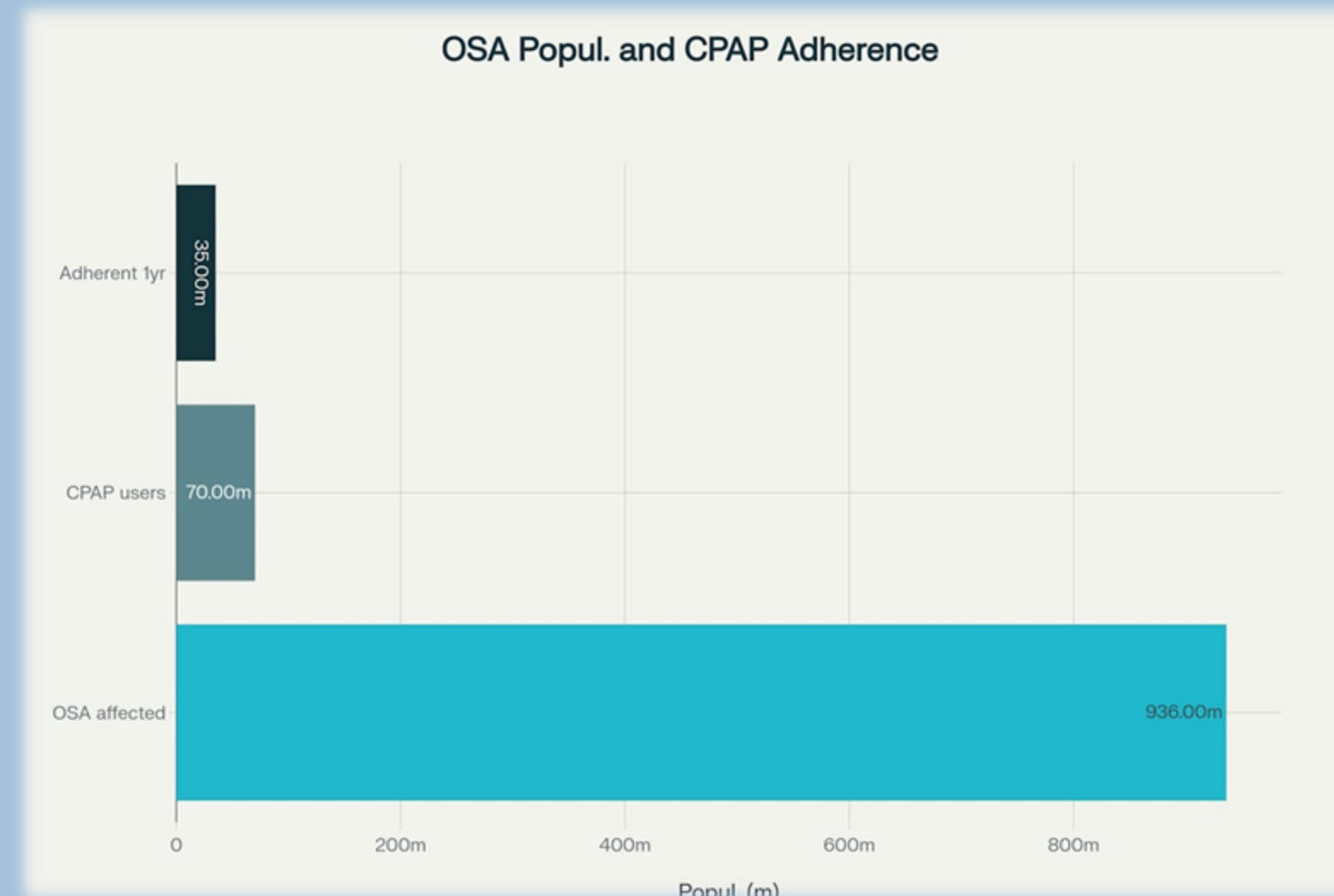
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The Problem

- **OSA** (obstructive sleep apnea) affects over 936 million people worldwide
- ~70 million people use CPAP, **adherence** drops **below 50%** after one year



- "It felt like flying a plane at night... blindfolded."



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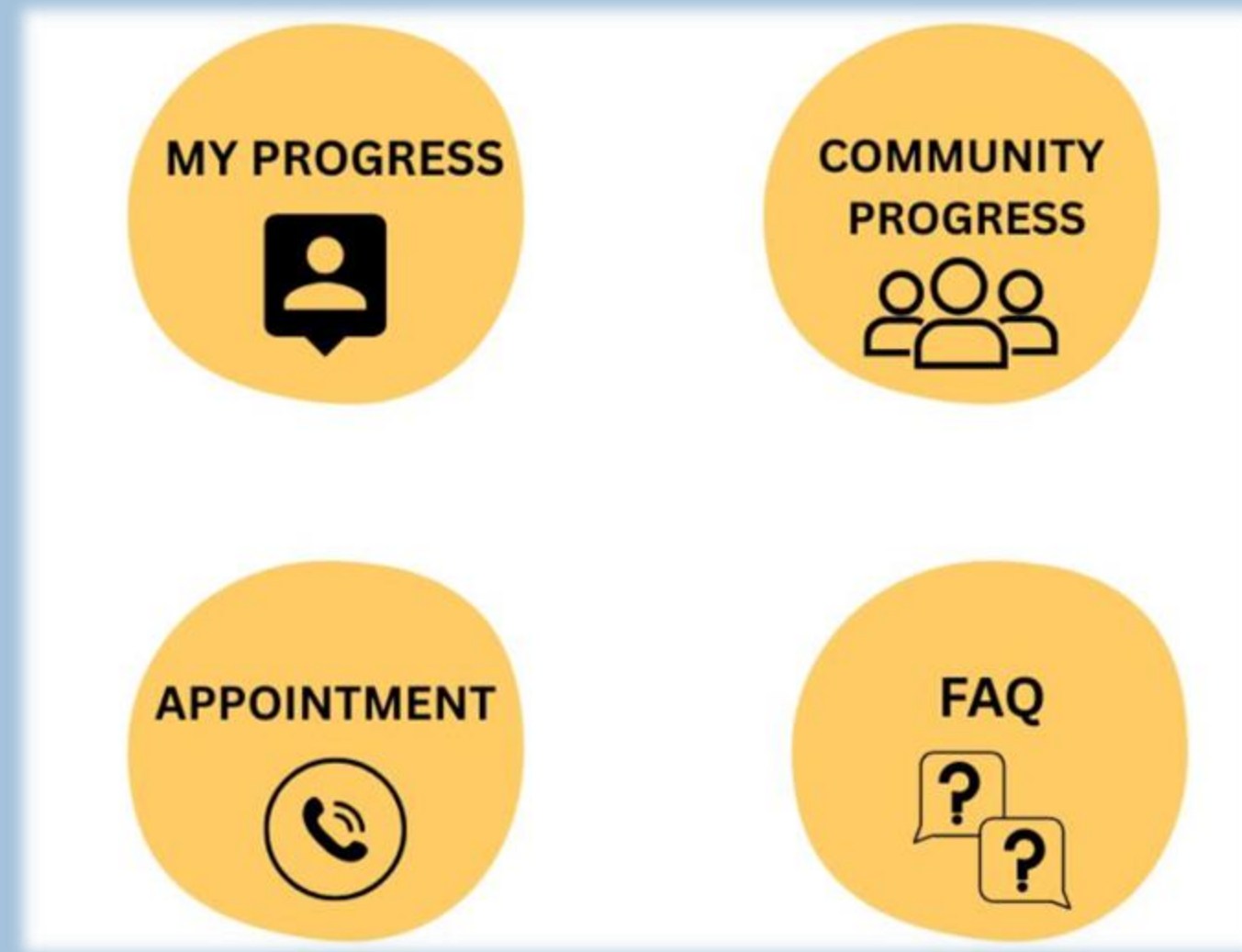
The Solution



A digital support app designed to improve long-term CPAP adherence.

Key features:

- Nightly progress tracking
- Anonymous peer support community
- Check-up reminders
- Support (FAQ)



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Target Market



Users/ Customers:

- already CPAP users
- newly diagnosed patients
- struggling CPAP users

Secondary End Users (Indirect Beneficiaries):

- Sleep Clinics & Physicians
- CPAP device suppliers



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Market Opportunity



Global Market Size & Growth

- **~1 billion people** worldwide affected by OSA
- The global CPAP market is **expected to reach \$7.5B+** by 2030

Digital Health

- The digital health app market — projected to hit **\$300B by 2032**
- Need of **personalized, data-driven care tools**
- CPAP adherence: over 30–50% of patients stop using CPAP without support

Growth Potential

- Increased **investment in remote monitoring & patient engagement tools**
- Pressure for **better adherence outcomes** by the healthcare community



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Business Model



- **Described by Doctor** alongside CPAP therapy
- **Reimbursed** by public health systems, not paid by users
- **Free, ethical** and **accessible** for patients.
- **Improves adherence** which lowers healthcare costs
- Aligned with insurer and public health goals



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Go-to-Market Strategy



Run **pilot study** with 1-2 Sleep clinics

- Measuring
 - **CPAP adherence**
 - patient **satisfaction**
 - dropout rates
- Collect **real-world data** to support **reimbursement** applications
- Build **trust** with providers and **refine** the app based on feedback



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Competitor Analysis



	CPApp Buddy	ResMed myAir	Philips DreamMapper	3B Luna QR
Personal Development	✓	✓	✗	✓
Community Support	✓	✗	✗	✗
Gamification	✓	✓	✗	✗
Daily Reminders	✓	✓	✗	✗
FAQ	✓	✓	✓	✗

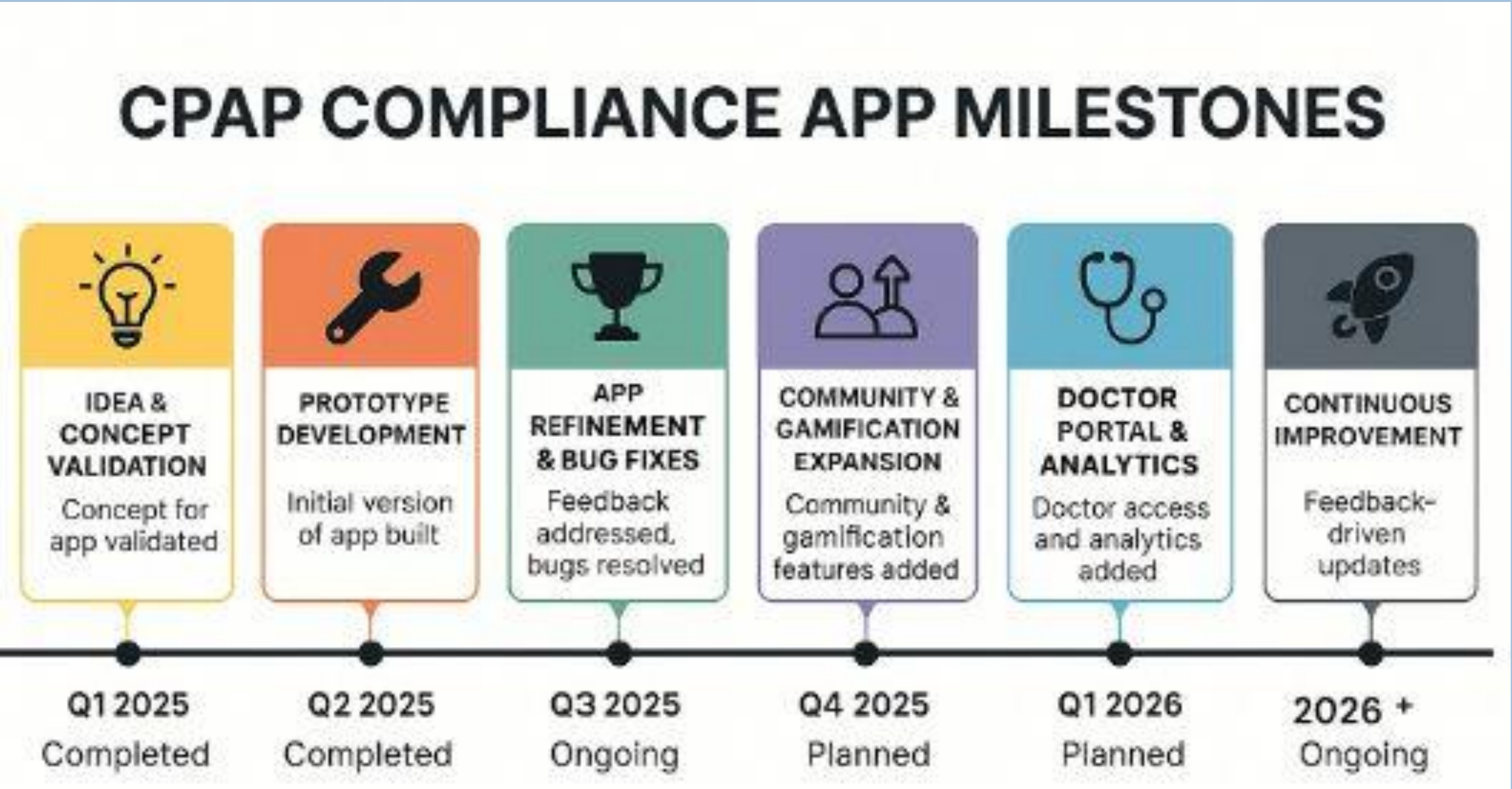


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Traction/Milestones



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Financials & Funding Ask



Grant funding

- €25,000 to €40,000
- Enables us to:
 - Build and test prototype
 - Clinical pilot
 - CE certification
 - Reimbursement application

Year 1

- Complete prototype development
- run clinical pilot

Year 2

- Secure reimbursement approvals (DiGA)
- Reach 100 patients
- Generate €20,000 revenue



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Call to Action/Closing



What We're Asking For

- We are seeking seed funding and strategic partnerships to launch and scale our CPAP mobile app.

Why This Matters Now

- Sleep apnea affects 1B+ people globally, but over 50% abandon CPAP therapy due to lack of support.
- Our app empowers patients with progress tracking, community motivation, education, and timely reminders.

Human Impact

- Our solution helps patients stay on therapy, live healthier, and feel supported—not alone



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Disclaimer



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