



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

eSleep_dHealth



Co-funded by
the European Union



eSleep_dHealth



More Than Just Snoring by SLEEPovators



Co-funded by
the European Union



eSleep_dHealth

The Problem

- **OSA** (obstructive sleep apnea) affects over 936 million people worldwide
- Up to **90% remain undiagnosed**
- Untreated OSA increases risk of **stroke, heart disease, dementia, accidents**
- Elderly populations are **most vulnerable**



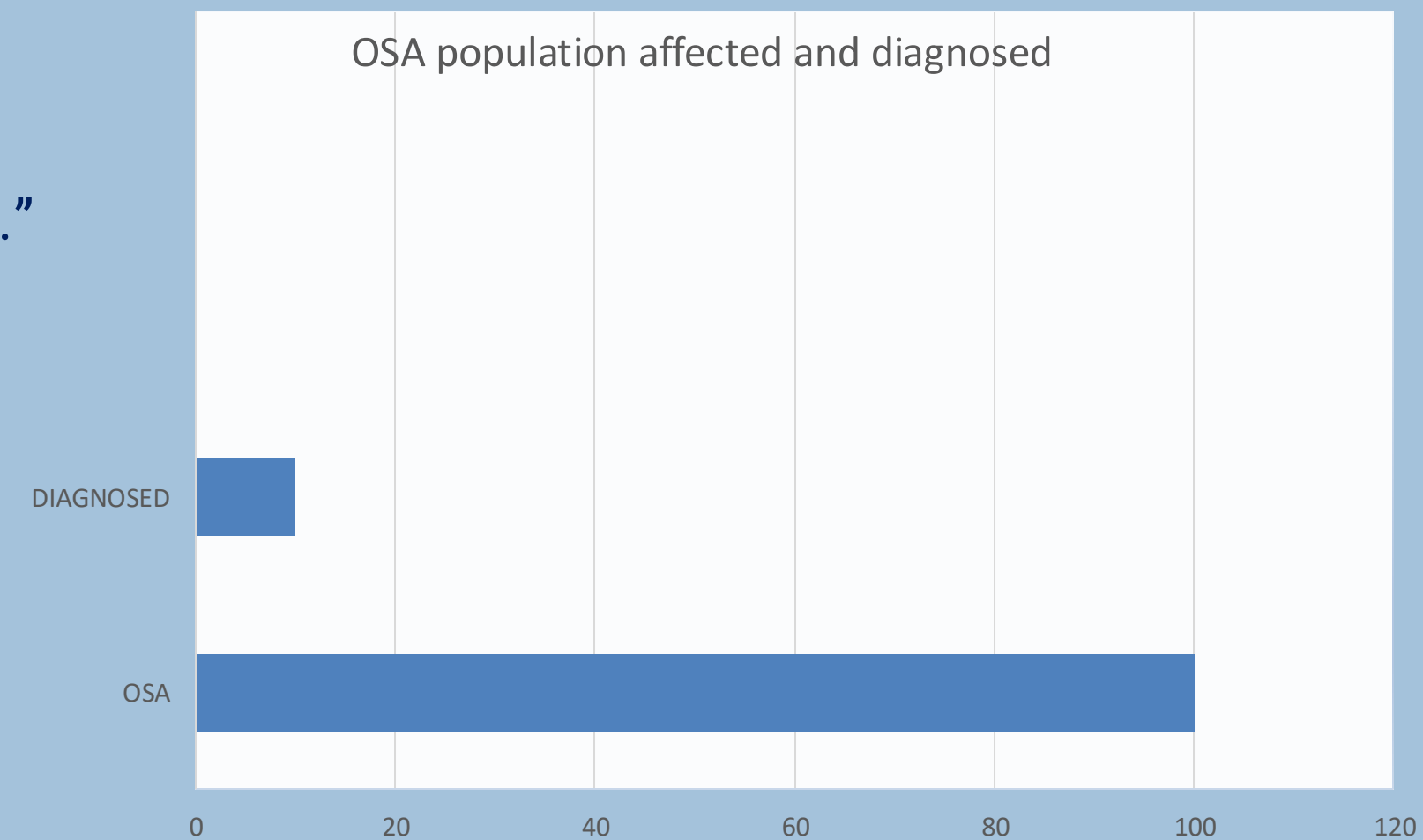
“I thought it was just snoring... until one morning, it almost killed me.”



Co-funded by
the European Union



eSleep_dHealth



The Solution

A public awareness campaign and early screening initiative for OSA.

Engagement Activities:

- Radio, TV and newspaper ads
- Awareness **booth** in malls, public spaces and community centres
- **Screening** referrals



Co-funded by
the European Union




eSleep_dHealth

Sleep apnea


Nighttime symptoms of sleep apnea may include:



Pauses in breathing




Unusual breathing patterns




Frequent wakeups



Snoring




Feeling restless at night




Night sweats


Daytime sleep apnea symptoms may include:




Headaches



Sexual dysfunction




Mood changes




Short of breath at wakeup



Daytime fatigue



Trouble concentrating





Target Market



Users/ Customers:

- Primary: **elderly individuals** (55+)
- Secondary: caregivers, families, primary care physicians

Secondary End Users (Indirect Beneficiaries):

- Health systems
- insurers
- public health agencies



Co-funded by
the European Union



eSleep_dHealth

Market Opportunity



Global Market Size & Growth

- **~1 billion people** worldwide affected by OSA
- **90%** undiagnosed, leads to serious health risks

Growth Potential

- Rising demand for **preventive health & early screening** initiatives
- **Aging** population = growing prevalence of OSA
- **Limited** access to **affordable** diagnostic resources
- Strong potential for **partnerships** with hospitals, pharmacies, and digital platforms
- Opportunity to **save billions annually** by shifting from late to early diagnosis



Co-funded by
the European Union



eSleep_dHealth

Business Model



- **Advertised by** media
- **Explained by** experts and volunteers at public spaces
- **Sponsored** by public health systems, CPAP companies and local government
- **Free, ethical** and **accessible** for patients
- **Raises awareness and provides earlier diagnosis** which lowers healthcare costs
- Aligned with insurer and public health goals



Co-funded by
the European Union



eSleep_dHealth

Go-to-Market Strategy

- **Primary target:** Adults >65 yo (higher prevalence - especially men, people with obesity, hypertension, diabetes).
- **Secondary target:** Family members (often the ones who notice symptoms like snoring, pauses in breathing).
- **Tertiary target:** Health-conscious community members .



Awareness Booths

Set up an interactive booth with visuals.

Offer quick sleep apnea risk questionnaires (e.g., STOP-BANG test) on tablets or paper.

Free Mini-Screenings

Partner with local clinics → basic checks: blood pressure, BMI, oxygen saturation.

Give people an awareness card with their “risk score” + referral info.

Storytelling Wall

Showcase short, relatable patient stories (before/after CPAP or treatment).

QR codes → link to videos, educational content.

Giveaways

Sleep masks branded with awareness messages.

Simple “Sleep Well” tote bags with info leaflets.

Marketing & Promotion

Pre-Event

Collaborate with local radio, mall social media, community Facebook groups.

Flyers at pharmacies, gyms, primary care offices near the mall.

During Event

Have a strong, visible presence (banners, standees).

Leverage short talks (15 min) from doctors/experts in the mall common area.

Post-Event

Collect emails/phone numbers for follow-up (newsletter with sleep hygiene tips, free screening day at partner clinic).

Encourage attendees to share on social media → small prize for tagging the campaign.



Co-funded by
the European Union



eSleep_dHealth

Competitor Analysis



Feature	More Than Just Snorin	SleepScore App	SnoreLab	WatchPAT
Self-Screening Tools	✓	✓	✗	✓
Symptom Tracking	✓	✓	✓	✓
Education & Awareness	✓	✓	✓	✗
Integration with Wearable	✗	✓	✓	✗
Referral Pathways	✓	✗	✗	✓



Co-funded by
the European Union



eSleep_dHealth

Traction/Milestones



Co-funded by
the European Union



eSleep_dHealth

Financials & Funding Ask



Grant funding

- €50,000 to €75,000
- Enables us to:
 - **Media Campaigns** – Professional ads for TV, radio and print to broaden public reach
 - **Awareness Booths** - Interactive setups with questionnaires & education
 - **Free Mini-Screenings** - Basic checks (BP, BMI, oximetry) in partnership with clinics
 - **Storytelling Wall & Giveaways** - Patient stories, sleep masks, tote bags with info
 - **Digital Outreach** - Targeted social media campaigns & QR-linked resources



Co-funded by
the European Union



eSleep_dHealth

Year 1 – Pilot

- 4-6 community events
- Impact goal: Reach 5000 people

Year 2 - expansion

- Scale to more cities
- Impact goal: reach 15000 people

Call to Action



What We're Asking For

- Seed **funding** and strategic partnerships to launch a national campaign for early sleep apnea detection in older adults

Why This Matters Now

- Nearly **1B people** worldwide are affected by OSA, yet up to 90% remain undiagnosed. Early detection can prevent strokes, heart disease, dementia and accidents

Human Impact

- Empowers older adults and caregivers to recognize symptoms early, take action and **live healthier, safer lives.**



Co-funded by
the European Union



eSleep_dHealth



Could be apnea



Co-funded by
the European Union



eSleep_dHealth

Disclaimer



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Agency for Mobility and EU Programmes (AMEUP). Neither the European Union nor AMEUP can be held responsible for them



Co-funded by
the European Union



eSleep_dHealth