



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

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My CPAP Buddy

**Heraklion, 7th
of July 2025**



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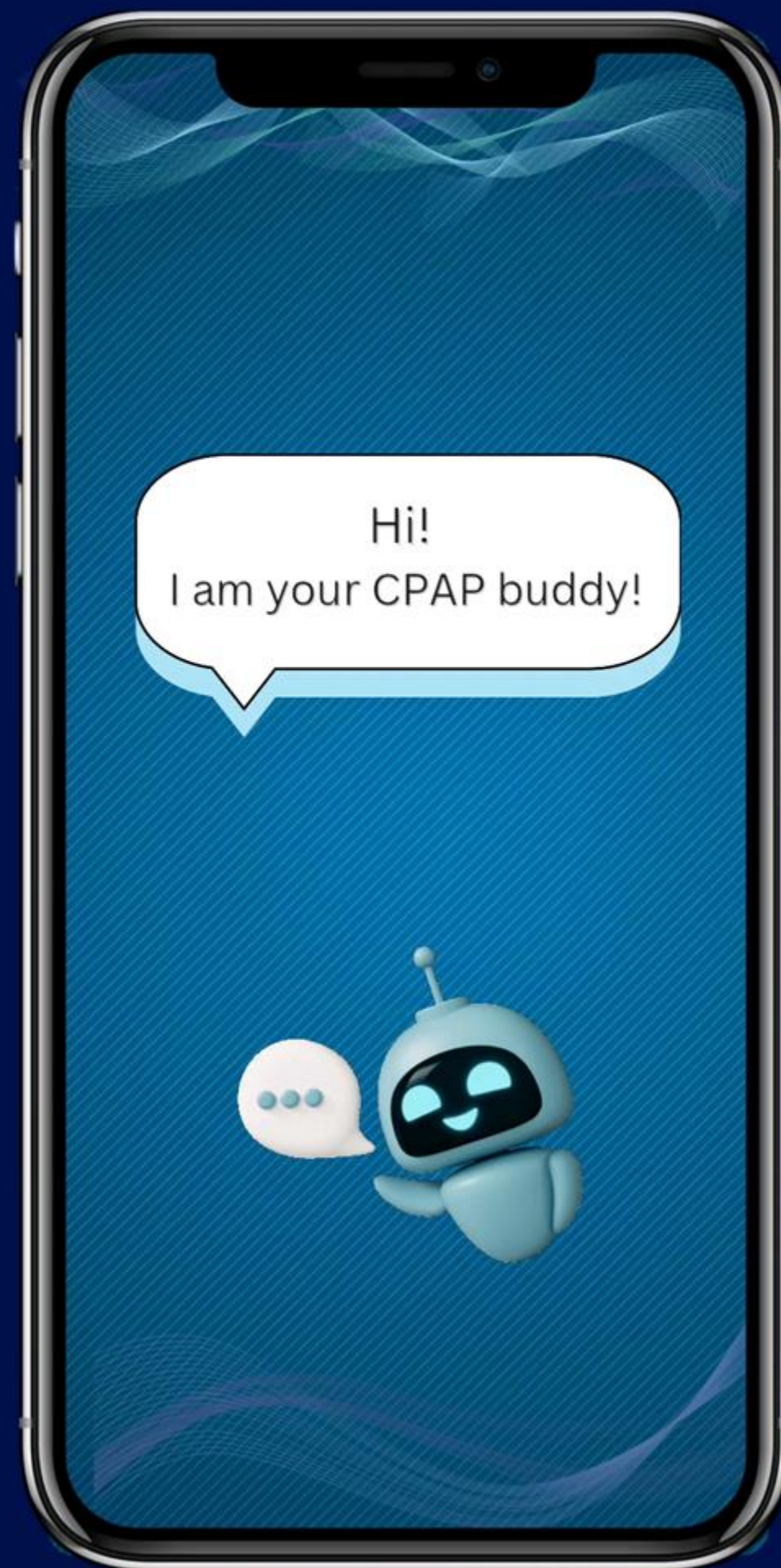
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The Problem

- Lack of social support for CPAP users
- *Why does it matter?*
- To improve adherence to treatment



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The Solution



- An application for both new and currently incompliant CPAP users – social support and sleep tracking
- *How does it solve the problem?*
- Offer support and answers easily and at any time
- Simple and intuitive – for older generation
- Features for personalization



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Target Market



- *Users:* Adults aged 60+ newly prescribed CPAP treatment
- *Customers:* Government / Public Health Insurances



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Market Opportunity



- **~1 billion people** worldwide suffer from sleep apnea
- **~50%** are aged 60+
- **~1/3 to 1/2 *quit*** within the first year
- CPAP market projected to grow at a continuous annual growth rate of 5.45%



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Business Model



- B2G - public health agencies, national health insurers
- Potential insurance reimbursement after the purchase of CPAP machine



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Go-to-Market Strategy



- Social media and influencers
- Collaboration with CPAP manufacturers for bundled access
- Referral program for patients and clinicians
- Awareness campaigns via patient organizations or groups



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Competitor Analysis



	My CPAP Buddy App	myAir by Resmed	SleepStyle	ResAssist
Tracking (Sleep, Exercise, Mood)	✓	✓	✓	✓
Compatibility with other devices	✓	✓	✓	✓
Emotional support - Encouragement	✓	✗	✗	✗
Contact with Experts	✓	✗	✗	✗
Reminders - Notifications	✓	✗	✗	✗



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Traction/Milestones



- Conducted 2 user and 2 expert interviews
- Design workshops
- Low-fidelity prototype testing with experienced CPAP users
- *Next :*
 - develop Minimum Viable Product
 - pilot with partner sleep clinic
 - run user study for feedback
 - explore funding



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Financials & Funding Ask



- Seeking €300,000 for:
- *MVP development*
- *Clinical pilot*
- *Regulatory consultation*



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Call to Action/Closing



- We are seeking *funding, partnerships with clinics and pilot sites* to bring My CPAP Buddy to life.
- Let's **empower** older CPAP users not only to comply but to **thrive** with *social connection and informed care*.
- Together we can make sleep medicine ***inclusive, humane and effective***

for all.



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