



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

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# Sleep Buddy



- Team Mede, presented by Martina, Elvira, Dora and Eva



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# Obstructive Sleep Apnea (OSA) – A Crisis in the Shadows

## High Prevalence – Low Detection

Up to **85% of adults with OSA** remain **undiagnosed** and those diagnosed patients often go **untreated or inadequately treated**.

## CPAP Adherence is Alarming Low

Only **29% to 83%** of patients use CPAP as prescribed

## Why It Matters:

### Health Risks

Untreated OSA increases risk of **hypertension, heart disease, stroke, diabetes, cancer, and early death**.

## Healthcare Burden

Nonadherence → higher **hospital readmissions, costs, and morbidity**.

## Quality of Life

Poor adherence → **daytime fatigue, anxiety, impaired daily functioning**.

 **OSA is not just a sleep problem—it's a life-threatening, system-wide issue.**



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# The Solution



## Sleep Buddy: Peer Support Platform for CPAP Adherence

- **What is our idea?**

A peer support platform connecting OSA patients using CPAP with trained “buddies” for ongoing emotional and practical support.

The main focus is to connect people with same problem and worries.

- **How does it solve the problem?**

By addressing psychological barriers and providing real-life guidance, Sleep Buddy improves long-term CPAP adherence and patient experience beyond traditional, device-focused solutions.



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# Target Market



- **Customers:** CPAP machine producers seeking to enhance patient engagement, therapy adherence, and product value through integrated mentoring solutions.
- **End Users:** Patients diagnosed with obstructive sleep apnea (OSA) who use CPAP machines and need support, guidance, and motivation to improve therapy outcomes



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# Market Opportunity



While 936 million adults are estimated to have OSA worldwide, and 425 million have moderate-to-severe OSA, the vast majority remain undiagnosed

## CPAP Machine Usage & Adherence

- Global CPAP market:
- \$5.14 billion (2024), projected to reach \$9.67 billion by 2033 (CAGR 8.23%).
- **Greece:**
- CPAP adherence ( $\geq 4$  hrs/night): 57.7%–77.5% (varies by study).
- **Croatia:**
- Severe OSA patients:
- Pre-lockdown, 84.7% of nights with CPAP use  $\geq 4$  hours; average use 6.7 hrs/night.



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# Business Model



## Grants for SleepBuddy

- **Government-backed**, enabling public hospital partnerships
- No equity loss; full project control
- Funds salaries, operations, and technology
- Supports **collaboration with CPAP companies**
- Focused on patient outcomes and sustainable impact



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# Go-to-Market Strategy



- Promote SleepBuddy through social media and endorsements from doctors and nurses
- Launch targeted digital ad campaigns
- Partner with healthcare institutions



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# Competitor Analysis



Channel	SleepBuddy	ASAA AWAKE Peer Mentor	ResMed myAir
Social media campaigns	✓	✗	✗
Peer mentor stories/testimonials	✓	✓	✓
Partnerships with clinics/organizations	✓	✓	✓
Referral programs	✓	✗	✗
App store/online marketing	✓	✗	✓

# Traction/Milestones



Phase	Key Activities	Timeline
User Research & Ideation	Interviews, needs analysis	Completed
Prototype Development	Build & refine early app versions	Completed
Pilot Test Planning	Recruit users, set up feedback systems	Months 1–6
Pilot Test Execution	Run pilot, collect feedback	Months 7–9
Validation & Iteration	Analyze & refine based on pilot results	Months 10–12
Expanded User Testing	Larger-scale testing, further improvements	Months 13–15
Pre-Launch & Launch Prep	Finalize app, marketing, support setup	Months 16–18



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# Sleep Buddy: Financial & Funding

## (Croatia & Greece)



### Projections (1–2 Years):

- **Year 1:** Launch MVP, 1,000–3,000 users, low revenue, focus on development & marketing.
- **Year 2:** Scale to 5,000–10,000 users, moderate revenue, add features, expand support.

**Funding Sought:** €250,000–€400,000 (Seed)

### Use of Funds:

- 40% App Development
- 30% Marketing/User Growth
- 15% Operations/Support
- 10% Compliance/Security
- 5% Maintenance



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# Call to Action/Closing



We are seeking government funding and strategic investment from CPAP machine manufacturers and distributors. Specifically, we are looking for:

- Government grants to support public health initiatives, awareness campaigns, and pilot programs integrating SleepBuddy into sleep disorder management protocols.
- Partnerships and capital from CPAP industry leaders to expand access to CPAP therapy, improve patient engagement, and leverage digital innovation for better adherence and outcomes



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