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Joining us today is Asaf Porat the CFO of APPYEA Inc that trades on our OTCQB Venture Market under the ticker APYP. APPYEA'S wholly owned subsidiary is SleepX which is an Israeli health tech company. But has developed wearable monitoring solutions to treat sleep apnea and snoring while fundamentally improving users quality of life. Asaf thanks so much for joining us today.

Asaf Porat

Um, thank you. It's a pleasure to be here.

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So start Asaf tell us a little bit about yourself and how you got involved with APPYEA and SleepX.

Asaf Porat

Um, okay, um, my my background is in the capital markets. Um, during the last seven years I've been CFO of startups. Um. That were in the in the growth stage and the stages where ah, the company's most difficult part the raising capital grow revenue. Um, so ah, this is what I do during the last few years could say

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Yeah, okay talk about SleepX products solutions and ah the proprietary technology you have.

Asaf Porat

Okay, um so SleepX currently today has ah 3 main products. 1 of them is will be launched. Ah basically at the end of this year um when and selling it. It's called a dream it. And it's ah wristband ah for the purpose of um treatment of of snoring ah through biofeedback. Basically um, the wristband is connected to the app of the mobile phone next to your bed. And um, the app. Ah listens to you and in real-time responds to to you when you snore um the the vibration through the wristband will create eventually um biofeedback that immediately. Ah. When you'll feel it when you are sleeping the the vibration you'll change into the position where you stop snoring the purpose of it I call it. You know to replace the elbow of your wife. So ah, basically she won't wake up and you will sleep better and there's not snoring. So that's the first product. Our second product is called sleep x pro which is an app for identification of sleep. Apnea our intention is to file a request for five ten k ah in order for it to be recognized by the Fda and provide a reimbursement um, ah basically the app will um, detect and um, identify when a

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person. Ah. Has sleep apnea during the night and our intention is later on to replace all of the ah sleep labs which we will go to in order to ah receive an approval for the fact that they have sleep apnea and to be reimbursed for their setup device. So the cost currently today for people who goes to the sleep lab varies between 500 to \$ 2000 and the differentiation is because if you were staying overnight to sleep in the lab or ah take the equipment with you at home. Or if sometimes the the test didn't go well and you need to do it again. So that's ah the range while our capability is of course to do it at a significantly lower price. The third product which we intend to um, get to. Ah. From the beginning of 23 will require a full of the process and it's called the dream it pro which is a risksband for the treatment of sleep apnea our purpose again through vibration to make the person sleeping who stopped breathing ah to. To start start breathing back again within 10 seconds from the identification because otherwise there's a long-term accumulated ah damage to the person's health and eventually people are not dying from the apne they're they're dying from either heart attacks or strokes. From the accumulated damage. So our purposes in real time to make them breathe back again and prevent all of that. Um, so these are the 3 main products that we have right now. Later on ah we intend on adding additional products.

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Tell us about your strategy to increase your international patent portfolio and how you intend to leverage it.

Asaf Porat

Okay, um, first of all, ah we have our own internal r and d for further developments um to the current products and future products in parallel we are in contacts with universities and other um. High tech companies who developed things that ah fit our strategy basically treating and any disease during the night that fits our products and um and and we intend to use our vast. Ah. Patent portfolio ah to engage with ah companies seller companies. The the smartphone from manufacturers to embed our app into their devices. So that's on 1 hand and the other is for those setup manufacturers. Because basically ah the second product which I've mentioned the the SleepX pro will provide them clients. So ah because of the approval. So they have ah all of the incentives to work with us and and for us to succeed. In order to them to increase their um revenues. Um, that's it. That's ah with regards to our patents. We do consider ah turning to companies who are in breach of our patents. And come to an understanding with them or um, basically cooperation with them in the first and initially.

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Got it? Yeah understood what is APPYEA looking forward to in 2023

Asaf Porat

So 2023 will be the turnaround the ah year of the company. We intend the once we'll close the capital raise it to launch and start selling our products we will start selling online and through. Several channels and sources that we are already in contact with um, in addition to the us we have been approached by ah um, several companies from Poland and and France with um with. Ah, very big capability to sell ah those products so we will ah we will generate the inventory and start selling them. Ah some of them directly to the customer through online and marketing in several channels. And through ah distributors or oem and manufacture Oem and distributors ah of our products. That's the initial product for the snoring the drm it um with regards to the SleepX pro. Um. We we will ah probably engage maybe with insurance companies or directly with those clients or through as I said before the cp manufacturers ah, the market is huge for the products for our ah for the demand for the treatment of ah snoring and the. Sleep apnea so we we're quite sure that the demand will overflow the the capability to to manufacture. Although we have no such problem to to deliver.

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Very exciting. How has joining the OTCQB Venture Market assisted with your US investor strategy.

Asaf Porat

Our intention always was to be clear directed to show to be transparent to our investors to anyone who wants to work with us or invest in us. They will see everything that is audited. Everything is. Ah, plain and simple and that they can count on the company that they can either if it's a buyer to to buy our products if it's an investor to to know for sure exactly what is going on where where all of the capital is going and where are we headed. To see all of the updates through our eight ks and and our ah online of course Twitter um, to basically be in touch to be transparent and they'll know in real-time where we're going what what we intend to do. And the the development in the company and our success.

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Um, well Asaf it's been a pleasure speaking with you. Thank you so much for your time today.

Asaf Porat

It was a pleasure talking to you as well. Of course, thank you.



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APPYEA trades under the symbol APYP on our OTCQB Venture Market.

**This is an autogenerated transcript and may contain typos.*