

Transforming Sleep Health

Innovative Solutions for Snoring and Sleep Apnea

AppYea

About AppYea

Pioneering wearable technology for better sleep



AppYea, a health-tech company pioneering breakthrough wearable technology for snoring and sleep apnea treatment. Let's dive into the pressing need, our innovative products, development trajectory, and our marketing and sales strategy.

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The Need for Solutions

Snoring affects approximately

57% Men

40% women

27% Children

of the population, leading to disrupted sleep and strained relationships.

A study by the American Academy of Sleep Medicine found that about

73 M Men

52 M women

20 M Children

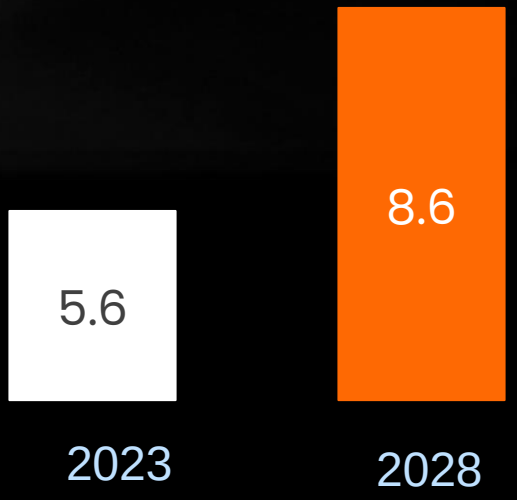
of respondents living with a partner report snoring issues. (2020)

https://www.sleepfoundation.org/snoring



The global market for anti-snoring products was valued at $5.6 billion in 2023 and is projected to grow to $3.11 billion by 2028

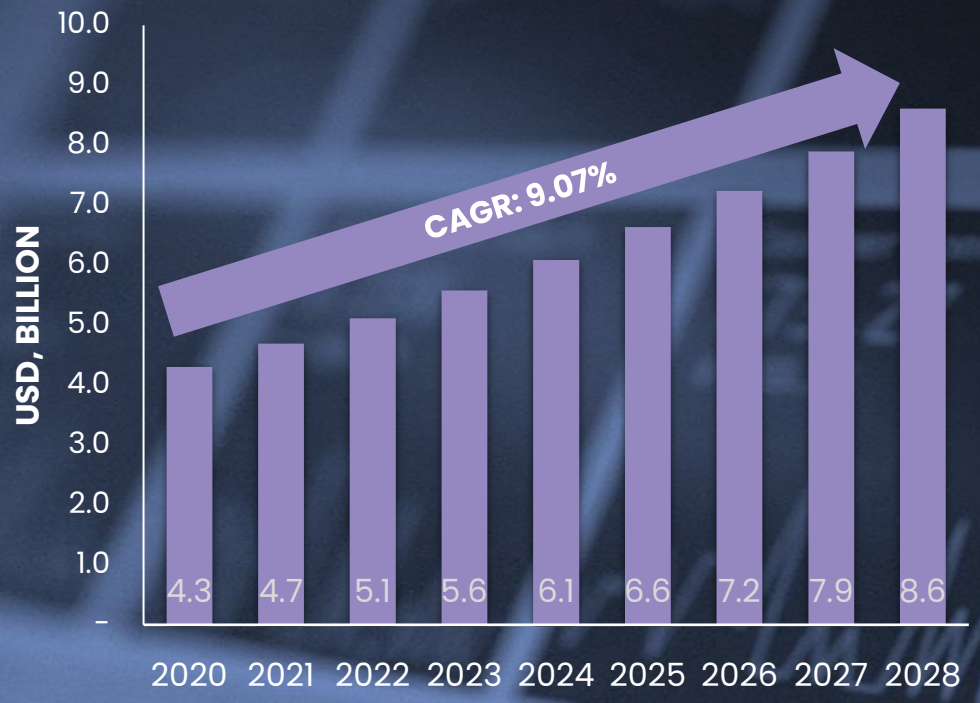
https://www.fiormarkets.com/report/anti-snoring-treatment-market-share-share-trends-analysis-419455.html



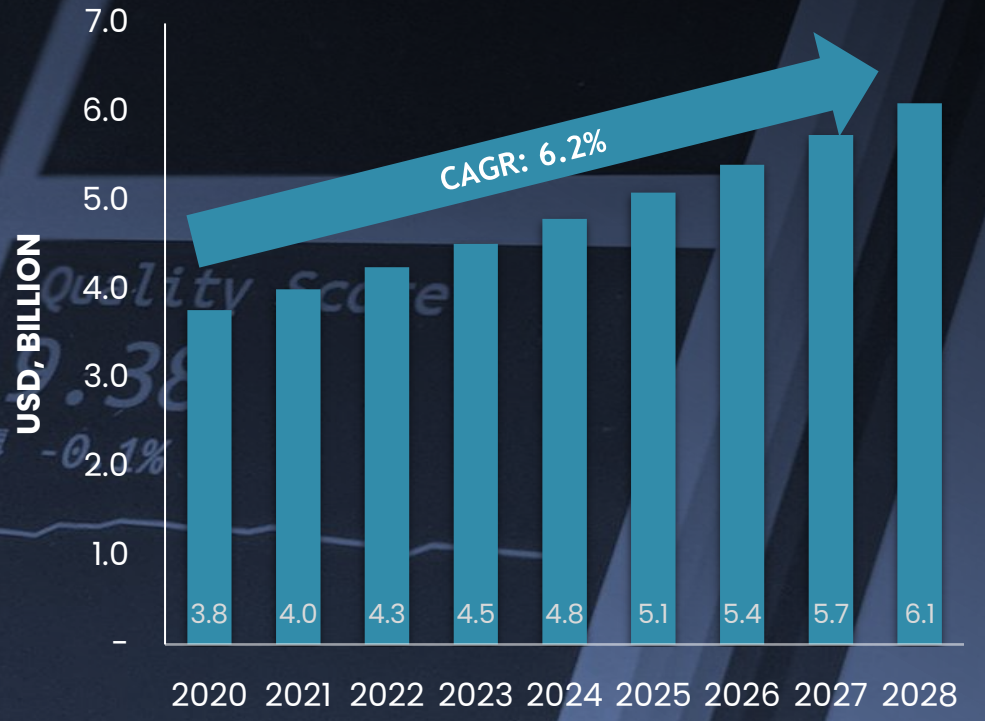
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Market overview

According to Fior Markets, the global **anti-snoring** treatment market is expected to grow from USD $4.3 billion in 2020 to USD $8.6 billion by 2028, at a 9.07% CAGR during 2021-2028.

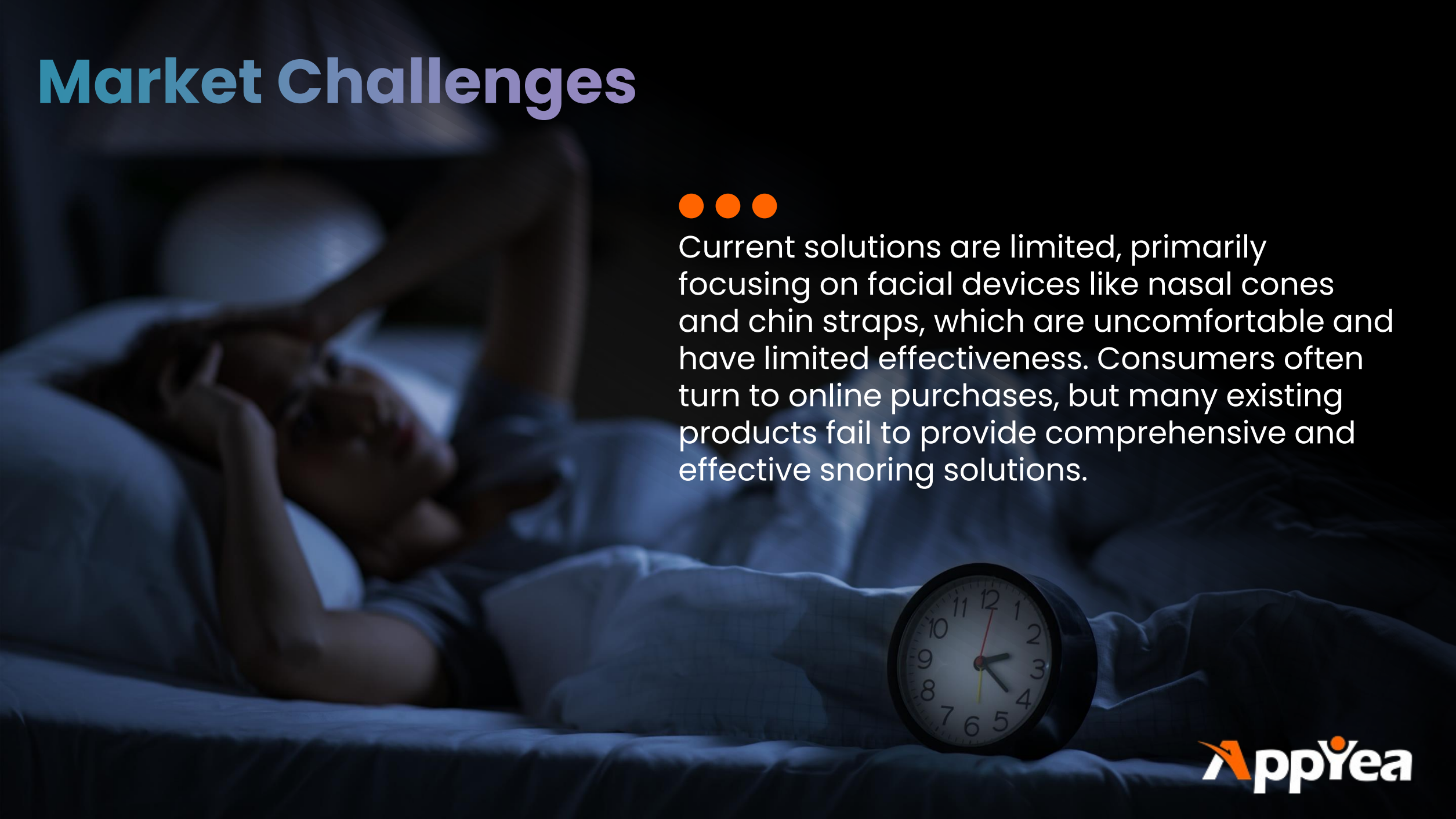


The global **sleep apnea** devices market size was valued at USD $3.7 billion in 2020 and is expected to expand at a 6.2% CAGR from 2021 to 2028, reaching USD $6.1 billion by 2028, according to a new report by Grand View Research, Inc.



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Market Challenges



Current solutions are limited, primarily focusing on facial devices like nasal cones and chin straps, which are uncomfortable and have limited effectiveness. Consumers often turn to online purchases, but many existing products fail to provide comprehensive and effective snoring solutions.

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Introducing AppySleep™



AppySleep™ is our flagship product, designed to monitor and treat snoring non-invasively. It comprises a smart wristband and a smartphone app that work together to improve sleep quality and reduce snoring through innovative biofeedback mechanisms

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Product Features

The AppySleep™ system includes

A smartphone app that uses the built-in microphone to detect snoring and analyze breathing patterns

A smart wristband equipped with sensors to track vital signs, including heart rate, and gently vibrate to prompt users to change their sleeping position

Cloud data storage for personalized reports and insights, helping users improve their sleep over time



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Upcoming Medical Devices



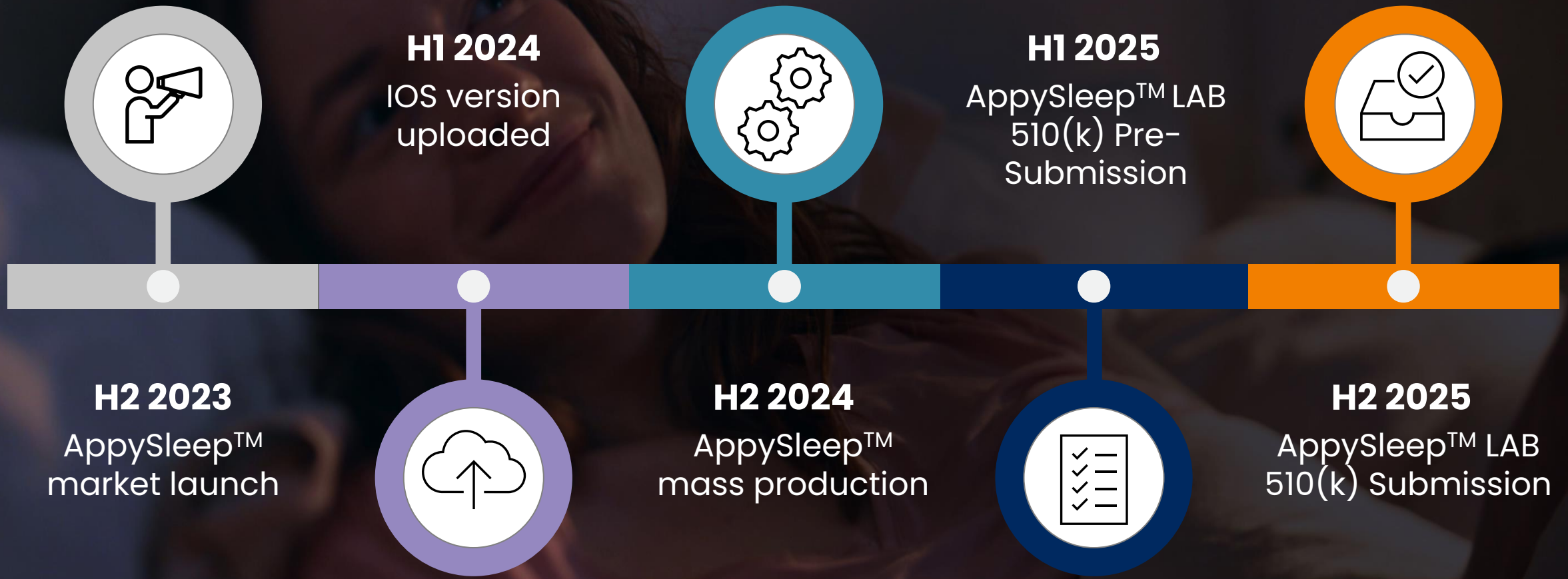
In addition to our consumer product, we are developing medical-grade solutions

AppySleep™ LAB
A smartphone app for diagnosing sleep apnea using advanced algorithms.

AppySleep™ PRO
A wristband that uses biofeedback to treat obstructive sleep apnea in conjunction with our dedicated app

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Upcoming Milestones



H2 2023
AppySleep™ market launch

H1 2024
IOS version uploaded

H2 2024
AppySleep™ mass production

H1 2025
AppySleep™ LAB 510(k) Pre-Submission

H2 2025
AppySleep™ LAB 510(k) Submission

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Market Validation

Research indicates a growing need for effective snoring and sleep apnea solutions. Our preliminary marketing trials in the U.S. demonstrated a strong market demand.
Advertising costs remained low, highlighting the efficiency of our marketing approach



Development Progress

Since our inception in 2019, we have made significant strides

- Secured crucial investments for product development
- Developed our flagship AppySleep™ product, featuring advanced noise-filtering algorithms
- Hired industry experts and partnered with Medika (Matrix subsidiary) for robust product development support

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Marketing Strategy

Our marketing strategy includes

01

A comprehensive digital presence through a dedicated website and an Amazon store

02

Targeted marketing campaigns focusing on both Android and iOS users to maximize reach

03

Engagement with healthcare professionals to increase awareness and endorsement of our products

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Sales Strategy

We plan to engage with healthcare providers, focusing on



Direct-to-consumer sales through e-commerce platforms



Collaboration with sleep specialists to promote our products in clinical settings



Pilot programs and feedback loops to continuously enhance our offerings based on user experience

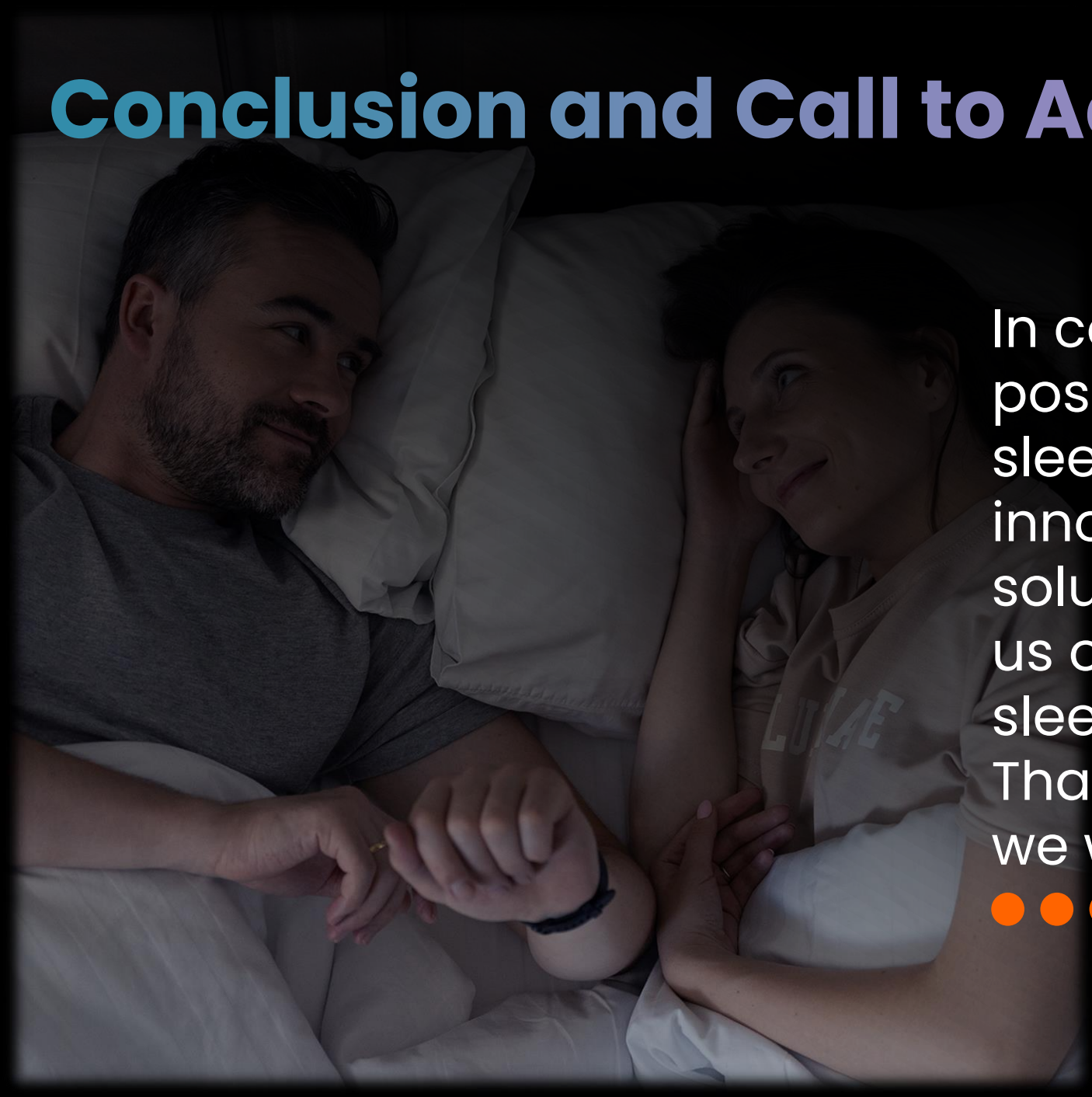
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Financial Projections

As we scale, we expect significant growth in revenue, with the potential to capture a sizable portion of the $8 billion sleep apnea treatment market by 2028. Our customer acquisition strategy is designed to maximize profitability while maintaining affordable pricing for users



Conclusion and Call to Action



In conclusion, AppYea is positioned to transform the sleep health market with innovative, user-friendly solutions. We invite you to join us on this journey to improve sleep quality for millions. Thank you for your time, and we welcome any questions

Team



***Bary Molchadsky, Chairman*.**
In September 2019, Mr. Molchadsky co-founded SleepX Ltd., and continues to serve as chairman today. In August 2015, Mr. Molchadsky co-founded Nexense Technologies USA. Inc., a corporation focused on non-intrusive treatment for snoring and sleep apnea. Furthermore, Mr. Molchadsky has over fifteen years of experience in the capital markets working in leading investment firms including IBI Investment House and Top Alpha Investment House . In recent years, he has been working in the field of sleep health in collaboration with the world's leading research institution, such as the Ben Gurion University, Soroka Medical Center and Millenium Sleep Lab. Mr. Molchadsky holds a B.A. in Business Management and Finance from the University of Manchester and a M.B.A in Finance from the Ono Academic College, in Israel.



***Adi Shemer, CEO*.**
20 years of senior-level experience in revitalizing and developing international markets for companies, with wide ranging experience in product strategy and market analysis. Mr. Shemer established and managed marketing and distribution channels in the U.S. and Europe, mainly in the field of medical devices. Prior to joining the Company, he served as director of operations at Moving Life Ltd. Previously, he served as CEO of TR Bikes Ltd and as CEO at Tzora Active Systems Ltd and its two subsidiary companies in Germany and the U.S.. Mr. Shemer has BA from Ariel University in Israel in Industrial Engineering.

Team



Neil Kline, Entrepreneur, Physician, and Board advisor.

Founder and former CEO of the American Sleep Association (ASA), Dr. Neil Kline is an internist/sleep physician and entrepreneur with a diverse history in digital tech, media, life sciences and healthcare startups. He founded Sleep Disorder Associates and American Sleep Association. Dr. Kline attended UCSD for undergraduate, PCOM for medical school and internal medicine residency and sleep fellowship training at the University of Pennsylvania.



Prof. Amir Geva - CSO

Prof. Geva is a world-renowned expert in the field of machine learning, with over 25 years of business leadership experience as the founder and R&D teams leader of biomedical AI companies Elminda, InnerEye and WideMed. He brings over 40 years of deep AI research, serving today as the Head of the Biomedical Signal Processing and Machine Learning Lab and as Professor at the Electrical and Computers Engineering Department at Ben Gurion University of the Negev in Israel. Prof. Geva had published 62 scientific articles, and he is Senior Member at the Biomedical Engineering and Computers of the IEEE. In the past he had served also as consultant to the Israeli Air Force and Elbit on bioelectrical signal processing. He is DSc in Biomedical Engineering from the Technion Israel Institute of Technology, and formerly a Major at the Israeli Navy.

Team



Prof. Asher Tal, MD, is a Professor (Emeritus) of Pediatrics, and Founder of the Pediatric Pulmonary Unit and sleep laboratory at Soroka Medical Center, Ben - Gurion University of the Negev, Beer-Sheva, Israel. During his 25 years as head of the Department of Pediatrics at Soroka, Professor Tal authored or co - authored over 100 publications. His research interests include sleep - disordered breathing, pediatric and adult obstructive sleep apnea syndrome and insomnia, as well as childhood asthma, bronchiolitis and wheezing in infancy. Currently, Prof Tal is the Medical Director of Millennium Sleep Laboratory and Sleep Medicine Clinic in Beer-Sheva, Israel. Prof Tal is the author and co-author of more than 110 publications, many of them involve sleep medicine.



Asaf Porat, CFO and Board member.

From December 2019 to June 2021, Mr. Porat served as CFO for Geneyx LTD, a genetic and clinical data source for pharma research, advancing novel diagnostics and drug development (SAAS). Mr. Porat was additionally the co-founder and CFO of Cannibble FoodTech Ltd (CSE: PLCN), from June 2018 to January 2020. Prior to this, he served as managing partner of ONYX Investment Banking from July 2014 to January 2020. From Nov 2014 through Nov 2017, Mr. Porat served as an independent board member of Apolo Power (traded on the TASE). Mr. Porat received a B.A. in Economics and Management from the Ben Gurion University of the Negev in 2003, and an M.B.A in finance and accounting from Tel Aviv University in 2007.

Team



Ron Mekler, CPA, MBA and Independent Board member.
During the last 20 years, Mr. Mekler has served in key positions including as CFO at Clalit Health Services (the largest health services organization in Israel with more than 2,000 employees, and 600,000 members) and controller in several international industrial and real estate companies. Mr. Mekler started his career as an intern at Price Water House Coopers (BIG4) - specializing in industrial, real estate, and high-tech Companies. Mr. Mekler has an accountant degree from BGU University since 2003 and an MBA in Business Management from the Ono Academic College.

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Thank You!