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www.sleepxclear.com

The Team



**Bary Molchadsky co-Founder
CEO**

MBA Finance
CEO & co-Founder Nexense
Technologies Inc.



Adi Shemer, co-Founder

Ex: CEO Tzora Active Systems Ltd.
CEO Mobility and medical equipments
CEO EBike company



Ron Mekler, CPA co-Founder

MBA Finance
CFO Clalit Health Services Southern
District Former Controller Raviv Acs.

Advisors:

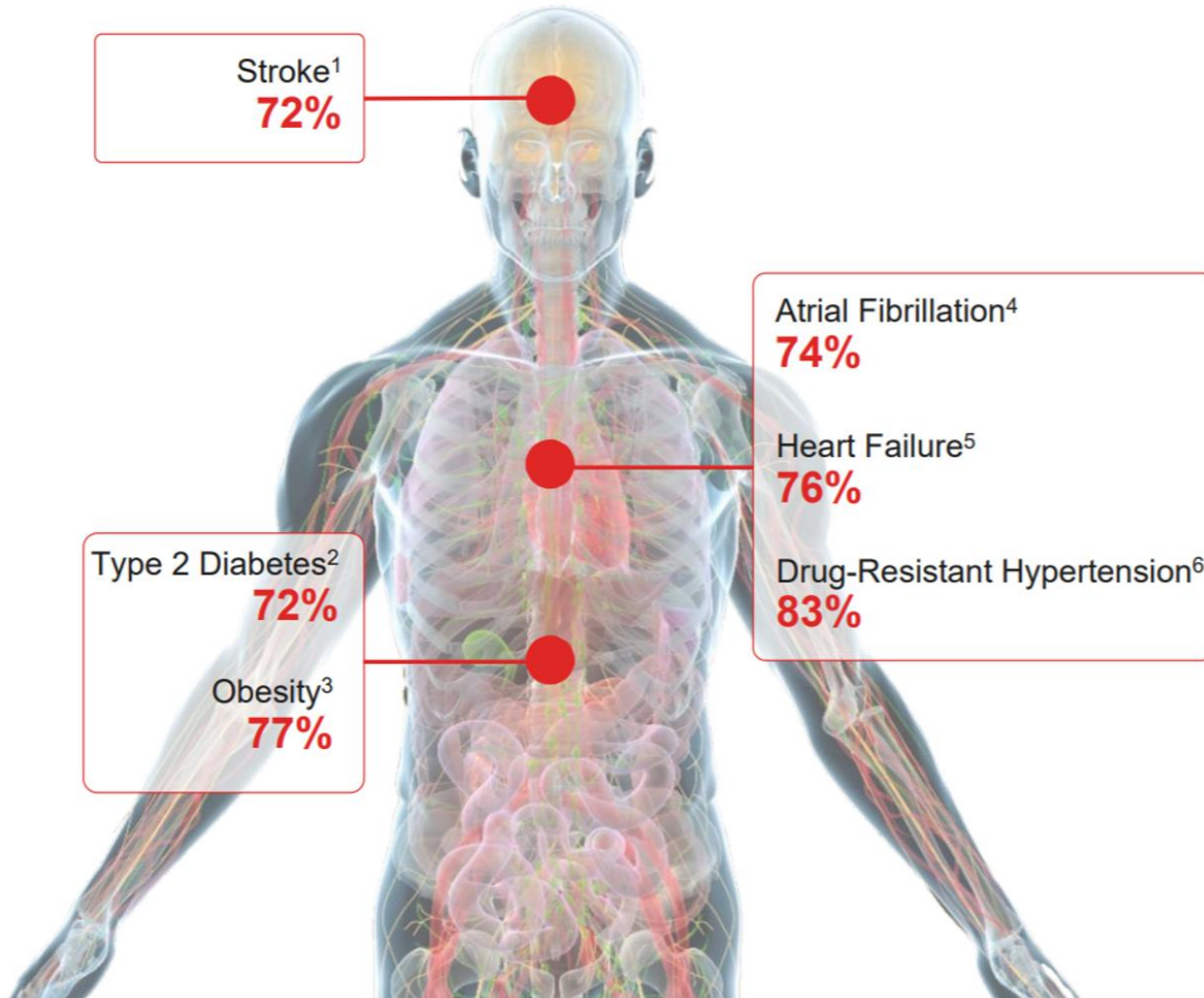


Prof. Asher Tal, MD.
Founder of Sleep laboratory at Soroka
Medical Center, Ben – Gurion University



Dr. Dov Melamed, PHD.
Co-Founder of Periness LTD and Oshadi LTD, Non-
Executive Director of XTL Biopharmaceuticals and
former president of SciVac.

The Problem



90M

23,4% of women and 49,7% of men aged 30-60, totally about 90M patients in the US, have snoring.

50%

of people who snore loudly have OSA

80%

of patients with OSA are undiagnosed

1 Johnson KG and Johnson DC. J Clin Sleep Med 2010

2 Einhorn D et al. Endocr Pract 2007

3 O'Keeffe T and Patterson EJ. Obes Surg 2004

4 Bitter T et al. Dtsch Arztebl Int. 2009

5 Oldenburg O et al. Eur J Heart Fail 2007

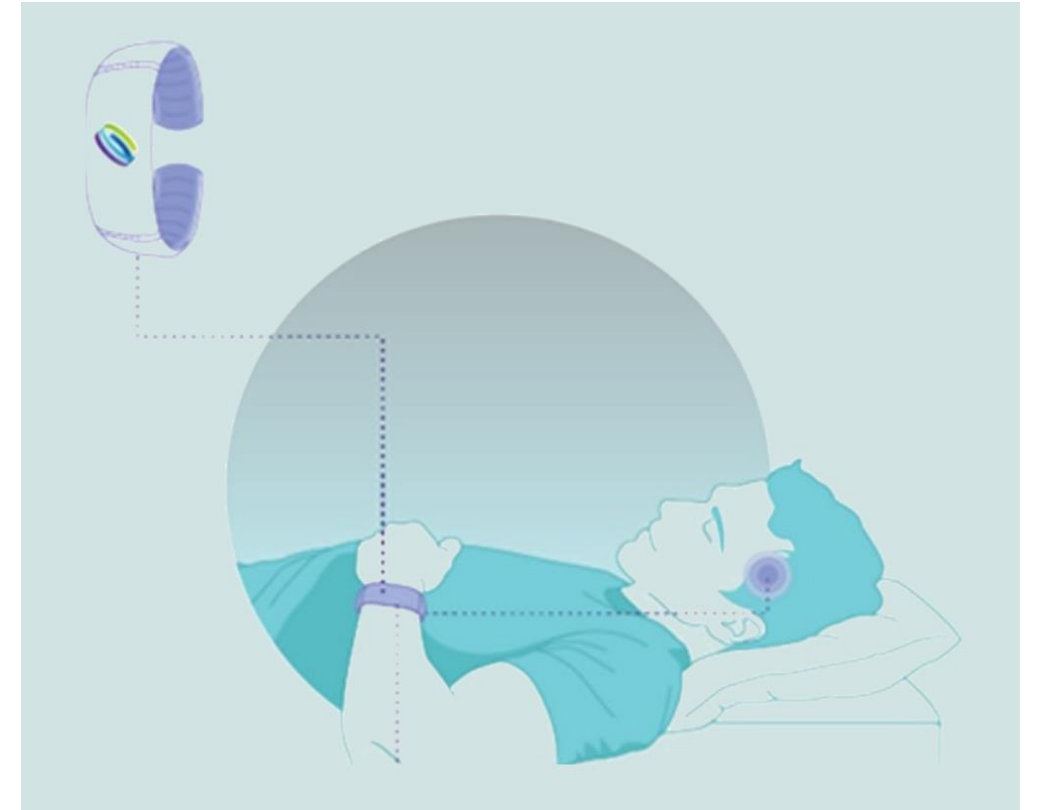
6 Logan AG et al. J Hypertens 2001

The Product

Our patented wristband communicates with the doc station and vibrates anytime breathing becomes interrupted. This gentle vibration takes out of deep sleep into a lighter phase, a transition that trains your brain to breathe properly.

The app turns any smartphone into a snore tracking device and services as a control panel for device. By tracking your sleep patterns, the app use machine learning to adapt the treatment and recommends improvements to your sleeping patterns and breathing habits.

Over a short amount of time, your brain and body use bio-feedback to teach itself proper breathing technique on its own, leading to improved night breathing over time.



The Product



Doc station & sensor



Sensors & feedback unit



Database



APP



The Product

Patent portfolio

- Systems and methods for snoring detection and prevention;
- High-sensitivity sensors for sensing various physiological phenomena, particularly useful in anti-snoring apparatus and methods;
- Apparatus for use in controlling snoring and sensor unit particularly useful therein;
- Macro sleep stages estimation using audio analysis;
- Apparatus and method for diagnosing sleep quality;
- Sleep quality assessment full night audio recordings;
- Apparatus and method for diagnosing obstructive sleep apnea;
- A method for automatic screening of obstructive sleep apnea using nocturnal audio signals;



Business Model



Launch iOS
and Android Apps
Product research and development



Engineering,
Manufacturing



Marketing & Sales



Digital
Distribution



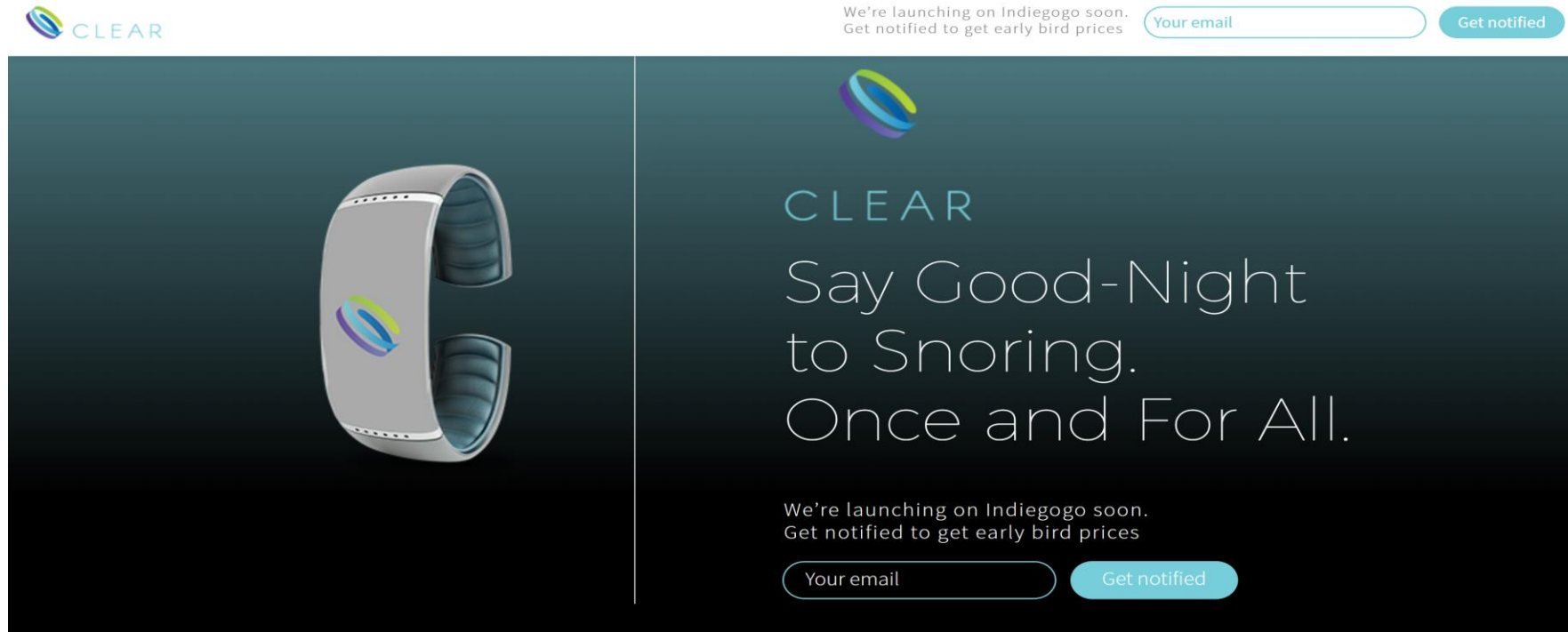
Mobile App
distribution
**free + uppsales
and premium account**

Device sales – 149\$

Users subscription – 4.90\$/m, 9.90\$/m Premium

Business Model

Marketing validation test results:



Campaign specs:

Period of time: 23.11-1.12 (9 days)

Amount spent: \$1700

Type: optimized to website conversions

Results:

Total amount of leads collected: 945

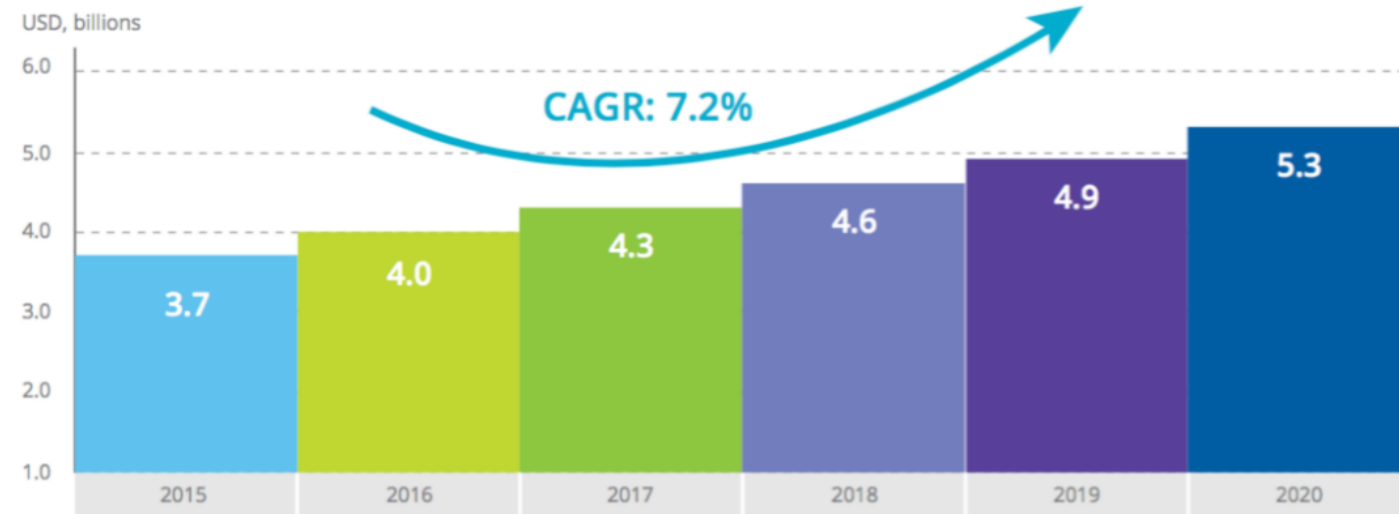
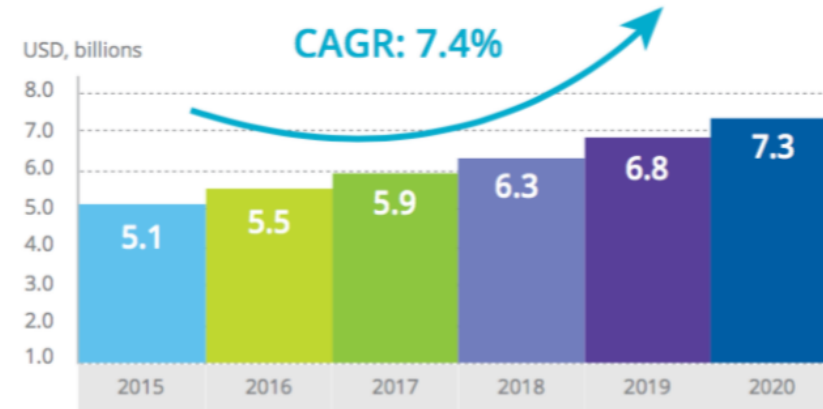
AVG cost per lead- \$1.80

AVG CPC - \$0.57

The Market



90 million
American adults
regularly snore



The Market

TAM

12B\$+ 19B\$+

2020

2027E

SAM

19B\$+







2027E

SOM

0.96B\$

2027E

Competitions

	Product	Function	Effectiveness	Side Effects	Compliance	Price (USD)
	CPAP	Applies pressured air through the mask inside the throat	High	Movement of the jaw. Noise and disturbance to partner	~20%	600-3,000
	Dental Appliance	Keeps tongue retained	N/A	Damages and brings to a permanent change in the jaw, teeth and mouth position; saliva buildup and nausea	N/A	50-2,000
	Surgery	Removes tonsil adenoids to excess tissue or reconstructs the jaw to enlarge the upper airway	up to 36 months	Possible complications, infection and pain	N/A	1,500-3,500
	Hand Devices	Sends electrical shocks according to detection of noise	Low	Disturbance to partner	Full within the first night	20-150
	Nasal Valve Dilators	Decrease nasal resistance	Low, as it helps with the least common type of snoring	N/A	Medium-low	20
	Snoring Fix	The device fix the jaw during sleep.	Low	None	5% (estimation)	40

Competitions

MAJOR MARKET PLAYERS



Thank you!

CONTACT
US

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