



Affordable

Sleep Apnea Detection Device

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Company presentation

- Sàrl funded in 2019
- After several years of technology & market analysis
- Enable the mass detection of sleep apnea
- By disrupting detection procedure
- Release an affordable, accessible and medically relevant medical device to fulfill the objective
- Collect the data in Big Data to enable Artificial Intelligence to address non chronic sleep apnea (pregnancy, gastritis, anxiety, well-being)

Impact of sleep apnea in your life

- Diabetes
- Heart attacks
- Strokes
- Anxiety
- Car accidents
- Covid-19
- Comorbidity

JCSM
Journal of Clinical
Sleep Medicine

15%
Prevalence
(Prof. Marie-Pia d'Ortho)



Hôpital Bichât,
Paris Researchgate
122 publications,
6'394 citations



British
Lung
Foundation

-12 YEARS
LIFE EXPENTACY



Medicare 

JCSM
Journal of Clinical
Sleep Medicine



Key issue is detection

ON AVERAGE



Diagnosis cost
CHF 1'500.-



Waiting list
1 YEAR



Reimbursed
CHF 150.-

Product unique selling points

- Exceeds **AASM** requirements
- Detection at **CHF 50** no waiting list
- Overnight detection result
- Comfortable & convenient
- Detection of positional apnea



AASM – American Academy of Sleep Medicine, world reference in sleep disorders



Competitive landscape & market segments

High-end
market
CHF 10'000.-
AASiM™
compliant

itamar
medical



ResMed



Low-end
market
CHF 200.-
AASiM™
Not compliant
since 2004



Sleepiz

beddr

SWOT

Strengths

Local ecosystem
Medical advisory
Affordable & accessible
Medically relevant

Opportunities

Underserved big market
Fill the gap position
EU & CH funds

Weaknesses

Availability of Notified Bodies
Start-up financial resources
Small CH market

Threats

Regulatory changes
Gadgets

Reusable smart corset technology

Unique product embedding

REAL TIME PROCESSING

for overnight scoring

EP18182302 Filed

(extended to US & Canada)



New sensors
technology



Ultra
LOW ENERGY



BIG DATA



**LOCAL SUPPLY
CHAIN**

* Exclusive for our
application



How to address the under- served market

Total available market **CHF 5B**

Target market **CHF 50M/y**

- Affordable to the large under-served population (low income, remote)
- **Immediate access to devices** through pharmacies
- Report handed out for treatment prescription
- With or without **(tele)prescription**
- Group of pharmacies want to promote this service
- CH, EU then US markets

ofac
group

PHOENIX^{group}

MCKESSON

Targeted business model

One potential business model validated with large customers

ofac group
PHOENIX group
MCKESSON

Business model based on device purchase
(CHF 50)

Then device overnight rental
(CHF 50)

Generating recurrent revenues
(CHF 15) per rental

Market structured around
15 LARGE GROUPS OF PHARMACIES



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Ofac Letter Of Intent

- **1'000** Swiss pharmacies cooperative
- Telehealth service www.soignez-moi.ch
 - **1 hour** waiting time
 - Consultation + prescription + follow-up at **CHF 39.-**
- Foreseen uses in case of no reimbursement:
 - **CHF 50** per diagnosis price point
 - **2 uses** per pharmacy and **per month**
- **100% in line** with pharmacies repositioning and business trend
- Similar service to vaccine shots, diabetes tests, allergy tests

Financial Overview

Heading towards CHF 50M/y Revenues

Markets *OFAC numbers		EU		EU	EU	EU + USA
Year		2021	2022	2023	2024	2025
Nbr. of diagnosis	Unit	0	0	550'000	1'500'000	2'250'000
Total revenues	CHF	0	500'000	11'110'000	25'000'000	38'750'000
Year end FTE	CHF	5	12	12	15	15
Total expenses	CHF	1'000'000	3'000'000	4'000'000	7'000'000	10'200'000
Net profit	CHF	(1'000'000)	(2'500'000)	7'110'000	18'000'000	28'550'000
Investment	CHF	1'500'000	2'500'000			

Total investment request CHF 5M (CHF 1M already raised)

Sales traction

Group	Countries	Number of pharmacies	Contact	Contact	Status
OFAC	CH	1000	Jose Montero	Fiona Hryciuk	LOI
BENU / Phoenix	CH + EU	2700	Martial Barbier	Florian Eder	Recommendation letter
McKesson	US+EU	3200	Sonja Gose	William Laverty	Written letter
Galenica	CH	500	Nazih Sultan		Several exchanges
Wallgreens Boots	US+US	10578	Paul Tandonnet	Roger Philips	Lead
Nepenthes	France	2950	Christian Grenier		Lead
Optipharm	France	2000	Michel Quatresous		Lead
Centrale	France	1950	Michel Granarolo		Lead
Rossmann	Germany	2150	Michael Ryback		Lead
DM	Germany	1997	Sebastian Bayer		Lead
Müller	Germany	553	Sven Jost	Lena Ehinger	Lead
Lloydspharmacy	UK	1576	Hari Harrar		Lead
Well	UK	815	Seb Hobbs		Lead
CVS	US	24000	Ryan Rumbarger		Lead
Riteaid	US	5523	Roni Matli		Lead
Kroger	US	1866	John King		Lead
Promofarma / Zur Rose	Spain	200	David Maso		Lead
Pharmagest	Italy	100	Thierry Chapusot	Mario Mariani	Lead

Team



**Raja
Yazigi**

Technical



**Philippe
Koller**

Sales & Marketing



**Pierre-Alain
Sommer**

Regulatory Affairs



**Frédéric
Bourbon**

Engineering



**Dr.
Negrel**

Specifications &
Usability



**Prof.
Penzel**

AASM Member &
Clinical Trials



Medtech combined **50 years of experience**, past business creation,
CHF 45 M smart cards, **CHF 35** M wireless and international sales exposure

Several
recognitions



Journey



Invention
protected by IP



Technology
de-risked and proven



Business model
validated



Sales distribution **LOI** signed
MOU with **supply chain**
and **R&D partners**



Innosuisse



18-months from prototype V1 to product

- Integration, industrialization & clinical trials
- CE marking class IIa
- Sales distribution agreements
- Production & sales ramp-up



V1

