

[206] CAN DIGITAL THERAPEUTICS LOWER SYMPATHETIC OVERACTIVITY?

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Investment Rational

2breathe Technologies pioneers digital therapeutics with patented sympathetic overactivity therapy platform for hypertension, heart failure, PTSD, sleep and more. Led by co-founders, Erez Gavish and Dr. Benjamin Gavish the company markets RESPeRATE, the world's only FDA-cleared non-drug hypertension treatment with 250K+ paying B2C customers and 2breathe: Sleep Inducer, through its strategic partnership with Teijin Pharma in Japan.

Business Strategy

The company is expanding its successful B2C business model (one time cost of \$200-400 to receive a digital therapeutic device) into two new areas. A B2B model for employers which is now being deployed via Teijin Pharma and a subscription-based B2C model for Digital Therapeutic program to be unveiled in May.

○ **Core Technology**

Our sympathetic overactivity therapy platform utilizes a heavily patented melody-guided-breathing technology. It's the only digital therapeutic to have an FDA-cleared cardiovascular indication, 26 published trials, AHA recommendation, 250K+ paying customers and a flexible, digital-only or optional digital-hardware combination

Product Profile/Pipeline

The commercialized products include RESPeRATE, a non-drug hypertension treatment medical device and 2breathe, a smart device with a mobile app for better sleep.

- Our new sympathetic overactivity therapy platform is being customized for subscription-based better sleep program and blood pressure lowering program. Commercial discussions for customized programs for CHF and PTSD are being held

What's Next?

With the regulatory path cleared for our first two indications (hypertension and sleep), our focus is to unveil and optimize a B2C subscription-based business model to augment the existing hardware business.

New clinical and regulatory approvals for CHF, PTSD and other sympathetic overactivity related conditions are dependent on our commercial partner priorities.

Financially, the company is both profitable and growing