

[264] IFEEEL 'S RESPIRATORY DIGITAL THERAPY TO MONITOR AND PREVENT PULMONARY EXACERBATION

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- **Investment Rational**

iFeel develops the first respiratory digital therapy to monitor and prevent pulmonary exacerbation and stress. It optimizes the way 600 million Asthma and COPD patients breathe while they play mobile games and have fun. The solution combines the science of Heart Rate Variability (HRV) biofeedback training, medical-grade PPG sensors, and a patent pending algorithm to predict and prevent respiratory exacerbations.

- **Business Strategy**

Expands sales to the psychological market in the USA and Israel. Penetrate the Asthma digital therapy market based on the pre-marketing clinical trial with Apollo Hospital (the largest private hospital chain in Asia with 44 million patients). Further develop HRV based respiratory monitoring technology and penetrate the COPD market.

- **Core Technology**

The iFeel algorithm is based on substantial clinical and academic research in the field of Heart Rate Variability (HRV), which is an important indicator of body homeostasis. The algorithm analyzes user HRV and detects fluctuations in breathing, enabling the development of the first respiratory monitoring wearable; through a control mechanism, it allows accurate and effective adherence to HRV biofeedback training.

- **Product Profile/Pipeline**

iFeel's award-winning therapy is based on transforming popular mobile games (like candy crush) into more exciting biosense games: where you progress through healthy and proper breathing.

iFeel's respiratory monitoring solution in the pipeline which allow for the first time 24/7 respiratory monitoring with iFeel patent algorithm to predict and prevent pulmonary exacerbation.

- **What's Next?**

Conclude iFeel's pre-marketing Asthma trial with Apollo with its preliminary results showing Asthma control increase of 32% and reduction of rescue medication intake of 28%.

Further develop iFeel respiratory monitoring capabilities based on cystic fibrosis monitoring trial with Hadassah, preform clinical study with COPD patients and penetrate the COPD market.