



Cross4Health

Awarded Projects Interview

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| Awarded Project | ePrev |
| Company name | iBreve |

1. What is the company's business activity?

iBreve develops self-care solutions that focus on prevention. It was founded by two former Google employees. iBreve's new patent-pending wearable technology analyzes respiratory patterns in real-time, enabling market applications for stress reduction, remote monitoring and chronic disease management.

2. What is the ePrev project?

The overall objective of the project is to improve the everyday life of people suffering from chronic diseases by combining the user friendliness of consumer wearables with medical impact. Hence, together with our partner Zinc, we integrate design thinking methodology in patient care to develop a truly human centered design.

We focus in particular on epilepsy patients. Experts in epilepsy believe that small changes in respiratory patterns could be the missing piece in predicting epileptic seizures. Epilepsy affects over 50M people worldwide and there is no cure. The unpredictability of seizures is the biggest burden as it impedes a normal life. Recent patient surveys indicate stress as #1 trigger of a seizure. Predicting the probability and severity of seizures allows patients to enjoy greater freedom in their daily lives and prevents injuries from falls. iBreve develops a preventative self-care tool that assists patients to monitor & identify triggers, suggest preventive behaviors and ultimately predict seizures.

3. How did the idea come about?

iBreve started during a trip around the world, when visiting India. My co-founder and I were fascinated how people integrated breathing exercises in their everyday routine. Although multiple clinical studies show how beneficial diaphragmatic breathing is, we noticed that we miss this awareness in our Western countries. We wondered, how can we bring this back home? And thus the idea for iBreve was born!

We started to develop a well-being coach that motivates you to use your breathing to reduce stress, feel better and would also help you to measure your progress. By now iBreve has applications in the medical field, for example for patients suffering from chronic diseases like epilepsy, hypertension and in mental health like anxiety.

4. Who are the core partners of the project?

iBreve partners with an innovative design agency based in Barcelona. Zinc has a wide experience in wearable design. The team combines strategy & creativity using a 'design thinking' approach to help businesses solve for tomorrow's problems today. Zinc leverages their deep expertise in research, design, engineering & technology to engage people in new and better ways, through innovative products, services, and transformative experiences.

5. How did this collaboration between the partners arise?

We met through a conference, which resulted in a collaboration on a previous project to develop more sustainable wearables.

6. How did you hear about the Cross4Health project?

From EU partnering events and social media.

7. What is the current status of the project?

The potential of the solution has been demonstrated with a prototype and tested with users in the home care setting. The prototype was able to correctly identify critical respiratory patterns.

8. What are the next steps?

Currently the next generation prototype is developed, manufactured and tested. Further, we look for strategic partners, for example, distributors and hospitals who join us in our mission to make chronic disease management more preventative, predictive, personalized and participatory.

9. How can Cross4health support the development of your project?

Cross4health has already been a valuable resource. Currently, we look for partners within epilepsy, but also other health related fields, who are in need for a sensor for respiratory monitoring. Further, certification & follow up financing are important upcoming milestones.

10. Would you recommend Cross4Health to other companies?

Yes, definitely. The expertise of the Cross4Health partners combined with their large industry network makes Cross4Health a huge benefit for our project. Further, the Cross4health trainings & webinars are of a top notch level. Highly recommended!