
SNOREAWAY

PENNVENTION 2016

ROUND 1 SUBMISSION

THE TEAM



Dr. Ed Pribitkin

WEMBA 2016

Professor and Academic Vice Chair
Dept of Otolaryngology
Thomas Jefferson University

A perennial Philadelphia "top doc," Ed has over 20 years experience in academic medicine and sleep surgery



Patrizio Cerneti

WEMBA 2016

Manager
Accenture

Patrizio has 10 years experience advising clients on operational optimization

Advisors



Karl Ulrich

Professor and Vice Dean of
Entrepreneurship and Innovation
The Wharton School of Business

Advisor - Snoreaway Independent study



Bob Meyer

Professor of Marketing
The Wharton School of Business

Instructor - Snoreaway product development

THE PROBLEM



In what way may we create a better device to quiet a snorer without disrupting the snorer's or the bed partner's sleep?

MARKET ANALYSIS

CLIENTS

30+ Million US snorers

>50% of wives bothered by husband's snoring

< 2% undergo any form of treatment

~\$750 million current market

~\$1,000 avg spend per person

**Most products are
ineffective and expensive!**

COMPETITORS



Surgery

\$2,000-5,000+
Specific efficacy



Medical devices

\$500-700
Partial efficacy



Disposables

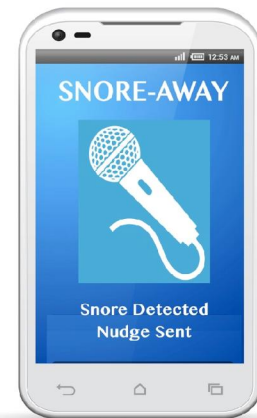
\$300+ /year
Limited/no efficacy



Miscellaneous products

\$10-100
Limited/no efficacy

THE SOLUTION: SNOREAWAY



6 MONTHS PLAN

February

April

June

August

TEAM

Hire CTO

Hire COO

PRODUCT

Complete MVP

Build beta app

Build prototype

TESTING

Test MVP

Test prototype

LAUNCH
PLANNING

Secure supply chain

Define marketing plan