**NeuroStitch: Executive Summary**

**Company Name:** NeuroStitch
**Founder:** Mark Eichhorn
**Status:** Patent Pending
**Industry:** Sleep Technology / Wearables / HealthTech

**Mission:**
To revolutionize sleep health through intelligent, non-invasive wearable technology that restores natural breathing by training the airway muscles during sleep.

**The Problem:**
Over 1 billion people suffer from sleep apnea or chronic snoring. CPAP machines are uncomfortable and poorly adhered to. Surgical implants like Inspire are costly and invasive. Consumers and patients need a discreet, comfortable, and effective alternative.

**Our Solution:**
NeuroStitch is a smart wearable that uses real-time EMG sensing and micro-stimulation to detect early signs of airway collapse and gently activate the jaw and tongue muscles, keeping the airway open. It combines hardware, AI-powered software, and a mobile app to train the user toward lasting improvement.

**Market Opportunity:**

* $12.9B global sleep apnea market by 2030
* 50% CPAP dropout rate leaves a massive gap in effective solutions
* 100M+ potential consumer-grade users seeking non-invasive therapy

**Product Highlights:**

* Comfortable, wearable neckband with embedded EMG sensors
* Adaptive stimulation algorithm (TENS/EMS based)
* Mobile app for sleep tracking, progress insights, and muscle training
* Works with facial hair and sensitive skin

**Traction:**

* Patent application filed (April 2025)
* Explainer video, logo, and pitch deck complete
* Prototype design + companion app UI in development
* Kickstarter launch targeted for Q4 2025

**Business Model:**

* Hardware ($149–$249 retail)
* Subscription ($4.99/month for analytics + training plans)
* Accessories (pads, straps, gel)
* Sleep clinic licensing and B2B integrations (future phase)

**Funding Ask:** We are seeking **$250,000 in seed funding** to:

* Finalize working prototype and app MVP
* Complete Kickstarter launch and campaign operations
* Begin small-scale manufacturing + clinical advisory trials
* Prepare 510(k) regulatory strategy and product testing

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