

# Smart Bedding

Comprehensive and comfortable device for healthy sleep monitorización

GIBIC-MedTech



**SMART BEDDING**

## Business Summary

GIBIC MedTech is the start-up of the Bioinstrumentation and Clinical Engineering Research group of Universidad de Antioquia, a leader in biomedical engineering research in Colombia. The company focus is the development of easy-to-use devices for wellness and home healthcare.

Unlike our competitors, who provide separate solutions, our clients will received a solution that integrated all variables related with sleep quality.

## Customer Problem

According to Philips global sleep survey, only half of adults (49%) are satisfied with their sleep. Additionally, only 53% of them admit they have a good understanding of what is truly preventing good sleep. Suitable monitoring requires complex measurements like pressure in bed, snoring, respiratory frequency, night movement and multivariable analysis. Only specialized labs have the facilities to do it and available products focus only in one of those variables.

## Our Solution

Smart Bedding is a flexible device to put over the mattress that records information about body pressure to prevent bedsores, snoring and breathing frequency to aware of obstructive apnea, movement to alert about quality of sleep and all that information is processed in realtime to provide an analysis and recommendations to the patient, doctor, relative or the personal trainer, all depending on the goals.

## Target market

Philips studies found that 65% of people are interested in new info or strategies to get better sleep and from "Statista" we found 12.9% of people use wearable sleep trackers. Applied to Colombia, this represents 2.1 million people, and 2.8 million people in UK.

## Competitors

There are competitors that produce monitoring devices and apps based on sound analysis and others based on pressure in bed, but there is not a comprehensive low-cost solution that goes further and offers an analysis of the information to give recommendations. Some competitors are: Withings, Ouraring and Philips.

## Competitive Advantage

Solved intellectual property (patents & software), Clinical trials experience and research and development experience.

## Customers & Partners



**IPS UNIVERSITARIA**  
Servicios de Salud  
Universidad de Antioquia



**UNIVERSIDAD DE ANTIOQUIA**

## Revenue Model

Selling devices and software subscription for pro analysis.

## Exit Strategy

This company is going to have enormous growth because it focuses on the market for personal assistants that can improve the well-being and quality of health at home.

## Management

Innovation Unit - Universidad de Antioquia  
(www.udea.edu.co)

Ruta N Medellín (www.rutanmedellin.org)

## Achievements

Recently we finished our first prototype after also finishing the clinical trial of our mechanical ventilators developed during the COVID-19 emergency.

## General information

Currently, we are about to create the company, we are three cofounding partners:

As a professor, I assume the role of CEO, Fabián Castaño is a doctoral student who has a CTO role and Sara Ramírez, who is a project manager and has the role of Managing Director in the CO.

## Country of origin



Colombia

## Contact

Alher Mauricio Hernandez

Tel: +57 3175177307

Email: alher.hernandez@udea.edu.co

Twitter: @gibicmedtech