



About SleepCogni

SleepCogni is a patented, clinically proven technology combining a handheld device and a SaaS platform to help users wind down. SleepCogni's device innovatively provides users with an immediate sleep aid whilst simultaneously collecting data to provide informed insight for clinical intervention, including cognitive behavioural therapy for insomnia. The global sleep aid market was worth £58bn in 2020. SleepCogni are initially targeting US sleep clinics which is worth £6.5bn alone. The US has 3,814 sleep clinics the highest concentration globally, who see 8.3m patients.

IP Portfolio

A large part of SleepCogni's IP is now protected. SleepCogni has secured a unique place in the sleep healthcare market, through developing various IP, including design rights and technical 'know how' to build and defend shareholder value. The company has 11 granted and 4 pending patents, domestic and international trade mark protection for the brand name and logo, and a design protection over its handheld trigger hardware. This includes SleepCogni's patented and clinically proven wind down technology. SleepCogni has been working with the HGF team, led by Vanessa Stainthorpe, for several years now on developing their IP portfolio in several countries and for different parts of their technology.

Why HGF?

SleepCogni chooses to work with HGF because of the team's understanding of their medical device and technology, which helps to articulate it very well in their patents, and to future-proof the brand for business and product development. The team at HGF helps shape SleepCogni's future strategy in creating value for shareholders and positioning them for a future exit to the larger tech companies. Sleepcogni's CEO, Richard Mills, says: "Vanessa is available day or night, always prompt and professional. The HGF team understands long term business, doesn't charge for minor clarifications and helps me better understand. For an early stage business going through various funding stages, it is important to work with a company that understands budgets are tight and execution needs to be timed."

Vanessa Stainthorpe is a patent attorney and leads HGF's Medical Devices Group – a cross-disciplinary team of patent and trade mark attorneys and IP solicitors with wide-ranging experience of all aspects of IP relating to the medical device industry.

