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Lucky Knives™ Turns to Crowdfunding for New Sleep Apnea Product

SpeakEasy™ Valve Enables People with Obstructive Sleep Apnea to Talk Comfortably While Wearing Their CPAP Mask

Burlingame, CA – November 7, 2013 – Lucky Knives, a California product design agency, is leveraging crowdfunding website Indiegogo™ to seek funds for the tooling and FDA approval of the SpeakEasy, a product under development that enables individuals with sleep apnea to talk comfortably while using CPAP (Constant Positive Airway Pressure) therapy.

Approximately 40 million people in the United States suffer from sleep apnea, a serious disorder that contributes to heart disease, strokes, diabetes and other fatigue-related risks. Although CPAP therapy is highly effective, experts estimate 40% of those prescribed a CPAP machine don't use it because many people find it to be uncomfortable and inconvenient. The difficulty of trying to talk while wearing the mask is one common annoyance that helps explain this significant rate of non-compliance. The SpeakEasy "pinch to talk" addresses this problem.

Lucky Knives has built functional prototypes and filed for patents. Now the company is seeking funding through social media to finance the FDA approval process, tooling and first articles.

"We're turning to the sleep apnea community to help us bring the SpeakEasy to market," said Hal Rucker, president. "This new approach, made possible by sites like Indiegogo and Kickstarter™, is a win-win funding strategy because our team can complete the costly final steps of product development with the support of our end users, and those same people will be able to get their hands on a great new product that might otherwise never make it to the marketplace."

"Attach the SpeakEasy to a CPAP hose. Pinch the two silicone rubber buttons when you need to speak. Now it's easy to say goodnight to your spouse, answer the phone and sneeze without having to take off the mask or reset the machine."

About Lucky Knives and SpeakEasy

Hal Rucker, president of Lucky Knives, is an entrepreneurial executive with a focus on user experience, design and innovation. LinkedIn profile: <http://www.linkedin.com/in/halrucker>

Learn more about the SpeakEasy Indiegogo campaign: <http://bit.ly/1aIX52A>

Watch the SpeakEasy video: <http://vimeo.com/78206179>

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