

Quick Hit

For: children of older parents

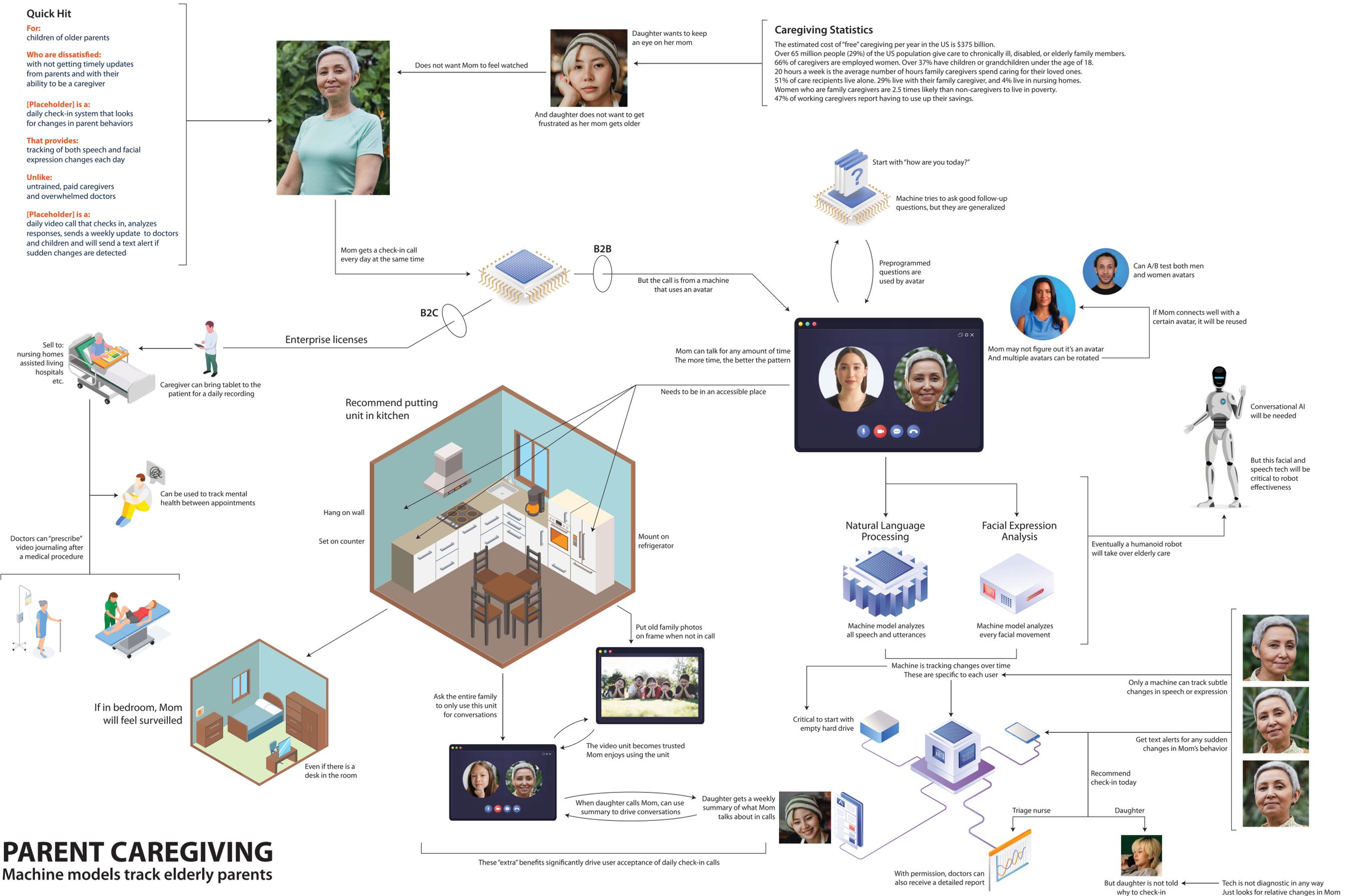
Who are dissatisfied: with not getting timely updates from parents and with their ability to be a caregiver

[Placeholder] is a: daily check-in system that looks for changes in parent behaviors

That provides: tracking of both speech and facial expression changes each day

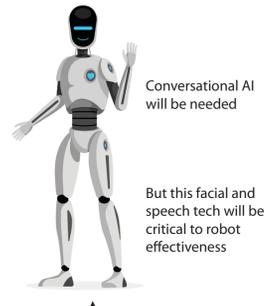
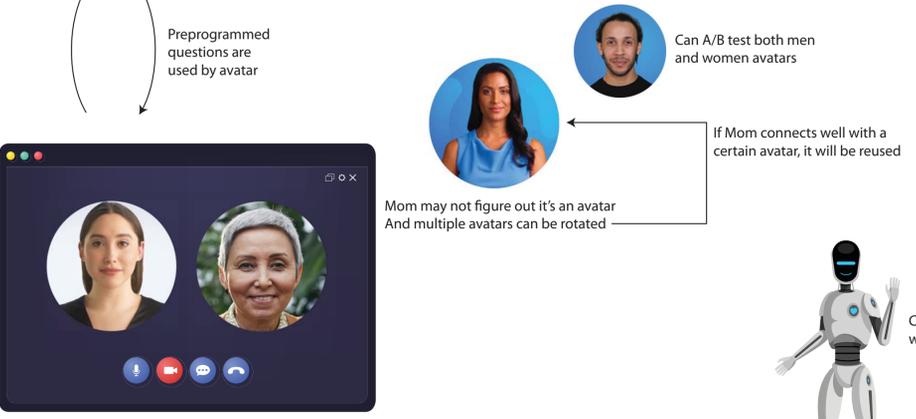
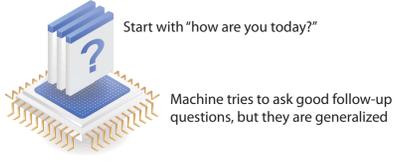
Unlike: untrained, paid caregivers and overwhelmed doctors

[Placeholder] is a: daily video call that checks in, analyzes responses, sends a weekly update to doctors and children and will send a text alert if sudden changes are detected



Caregiving Statistics

The estimated cost of "free" caregiving per year in the US is \$375 billion.
 Over 65 million people (29%) of the US population give care to chronically ill, disabled, or elderly family members.
 66% of caregivers are employed women. Over 37% have children or grandchildren under the age of 18.
 20 hours a week is the average number of hours family caregivers spend caring for their loved ones.
 51% of care recipients live alone. 29% live with their family caregiver, and 4% live in nursing homes.
 Women who are family caregivers are 2.5 times likely than non-caregivers to live in poverty.
 47% of working caregivers report having to use up their savings.



Does not want Mom to feel watched

Mom gets a check-in call every day at the same time

B2B

But the call is from a machine that uses an avatar

B2C

Enterprise licenses

Mom can talk for any amount of time The more time, the better the pattern

Needs to be in an accessible place

Recommend putting unit in kitchen

Hang on wall
Set on counter

Mount on refrigerator

Put old family photos on frame when not in call

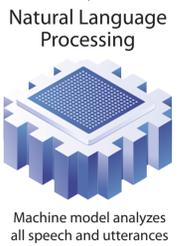
Ask the entire family to only use this unit for conversations

The video unit becomes trusted Mom enjoys using the unit

When daughter calls Mom, can use summary to drive conversations

Daughter gets a weekly summary of what Mom talks about in calls

These "extra" benefits significantly drive user acceptance of daily check-in calls



Machine is tracking changes over time These are specific to each user

Only a machine can track subtle changes in speech or expression

Critical to start with empty hard drive

Get text alerts for any sudden changes in Mom's behavior

Recommend check-in today

Triage nurse

Daughter

With permission, doctors can also receive a detailed report

But daughter is not told why to check-in

Tech is not diagnostic in any way Just looks for relative changes in Mom

PARENT CAREGIVING
 Machine models track elderly parents

If in bedroom, Mom will feel surveilled

Even if there is a desk in the room

Caregiver can bring tablet to the patient for a daily recording

Sell to: nursing homes assisted living hospitals etc.

Can be used to track mental health between appointments

Doctors can "prescribe" video journaling after a medical procedure