



ELISAcare

Project Presentation

Powered by  SICURA CARE

elisa *care*

November 2022

Executive summary

SICURA CARE SRL SB is an Italian company with the goal to conceive, design and implement innovative and technologically advanced solutions that can help people live peacefully in their living spaces, discreetly and, above all, respecting their privacy.

The ELISAcare project was born from the desire to provide a unique, made in Italy and innovative solution in the **Elderly Care** market.

Through the **study of routines**, with total respect for **privacy**, ELISAcare aims to:

1. Monitor the daily activities of loved ones
2. Send real-time SOS notifications and alerts to the caregiver's smartphone
3. Share smart reminders with loved ones by reminding them to take their medications.



Market overview

ELDERLY TODAY(65+)

- Longer life expectancy
- More independence
- Distance from loved ones generates anxiety for both family members and the elderly themselves

	World	Europe	Italy
TOT ELDERLY	722 mln	93 mln	14 mln
LIVING ALONE	115 mln	29 mln	4 mln

Sources: Worldbank, Eurostat, Pew Research

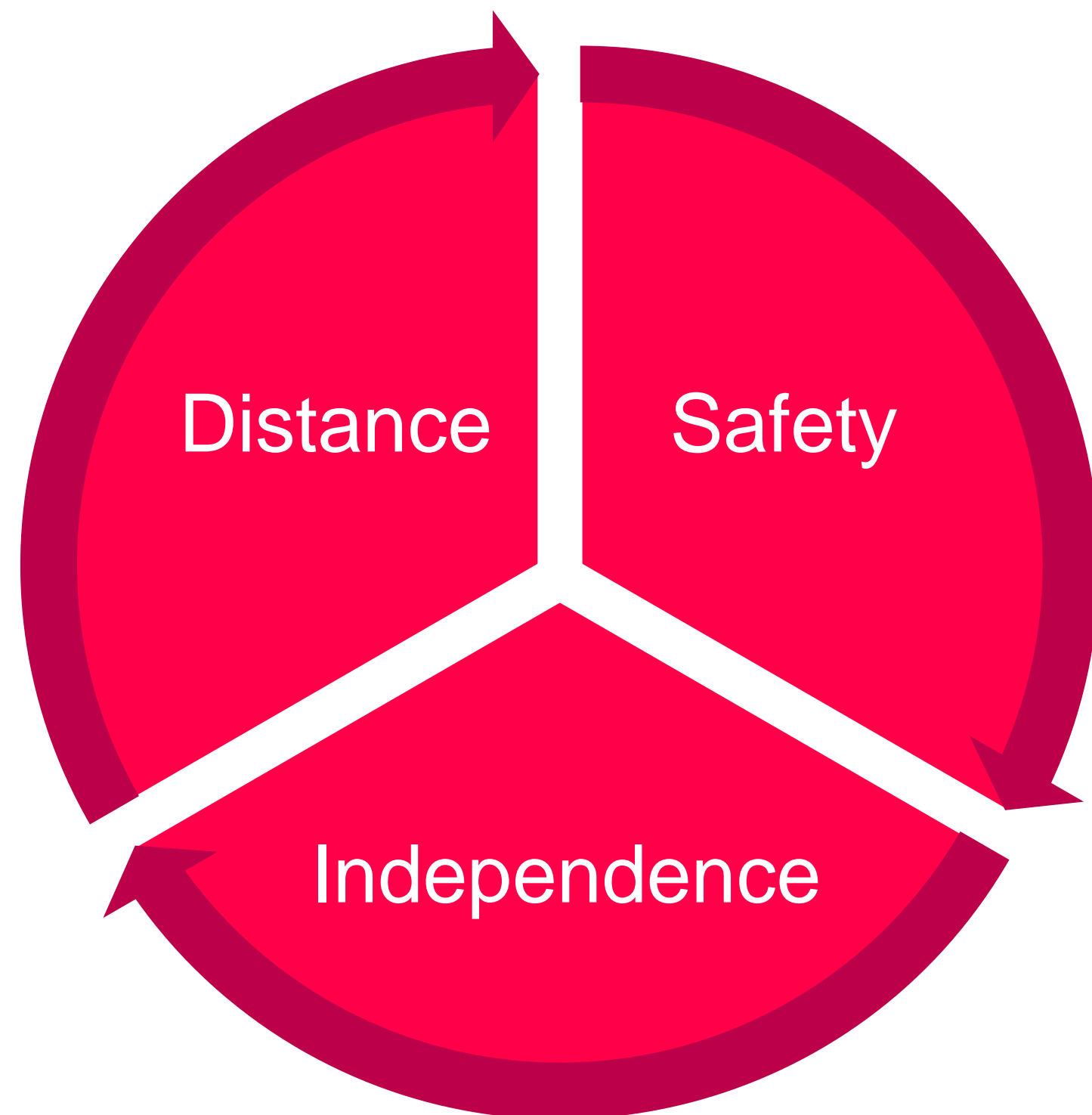


Customers pain points

Several studies show that the aging population is growing.

Those elderly are often a concern for their relatives, who would like to be able to provide more care for them but due to work or family demands cannot devote sufficient time to it.

Our system allows children and parents to live with peace of mind.



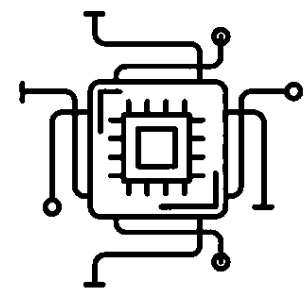
Our solution

ELISAcare is an **IoT system** capable of managing several wireless devices.

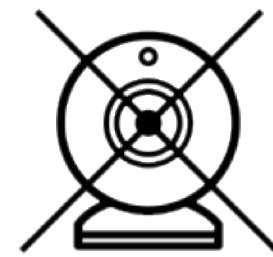
It belongs in the innovative category of **Ambient Assisted Living (AAL)** devices.



Monitors daily activities



Learns the habits thanks AI and Machine Learning



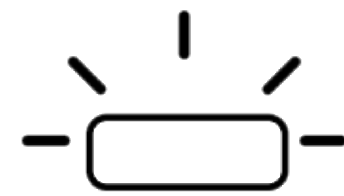
Respects the Privacy



Allows SOS to be sent



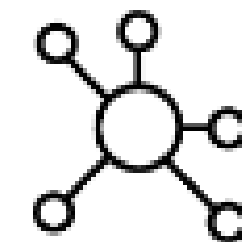
Helps you feel close even from afar



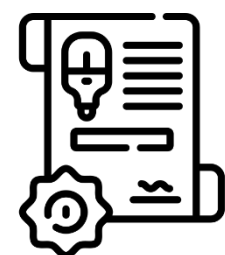
Features LEDs to signal alarms and reminders



Uses audible notifications



Integrates multiple sensors and services



Software registration



Certifications



How it works



Simple and immediate visual feedback to indicate to the caregiver if the routine was performed correctly.

ELISAcare **discreetly analyzes activities within the home, reporting whether routines** are being carried out correctly or if there are any anomalies with respect to the normal course of daily life (e.g. sudden changes in usual wake-up or bedtimes).



Interactions

For caregivers



Through the mobile application you can **monitor your loved one's activities** at all times, view history, set routines and reminders, expand the system with **additional sensors** and activate additional healthcare services.

For elderly



Tapping the device when the **reminder function** is activated will send real-time feedback to the caregiver signaling that the action has been performed.

Double tapping the device or pressing the additional SOS buttons will send a **help message** to the caregiver.



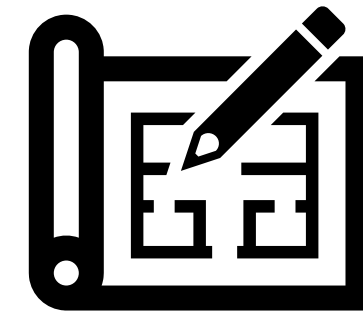
Proposal validation

The objective of validation is to control the quality of the product and services with respect to the project requirements.

The approach used consists of three macro activities:

1 Initial Concept

Quantitative and qualitative market research phase



2 Development process

Functional testing phase on Hardware and Software



3 Final product and services

Field test phase and user experience



Competitor analysis

	ACTIVE MONITORING	PASSIVE MONITORING	
	ELISAcare	SAFETY DEVICES	VIDEO CAMERA
User interface easy and immediate	✓	✓	✓
Respect for privacy	✓	✓	✗
Not physically invasive	✓	✗	✓
Proactive feedback	✓	✗	✗
Artificial intelligence	✓	✗	✗

Source: EUMETRA market research, 2021



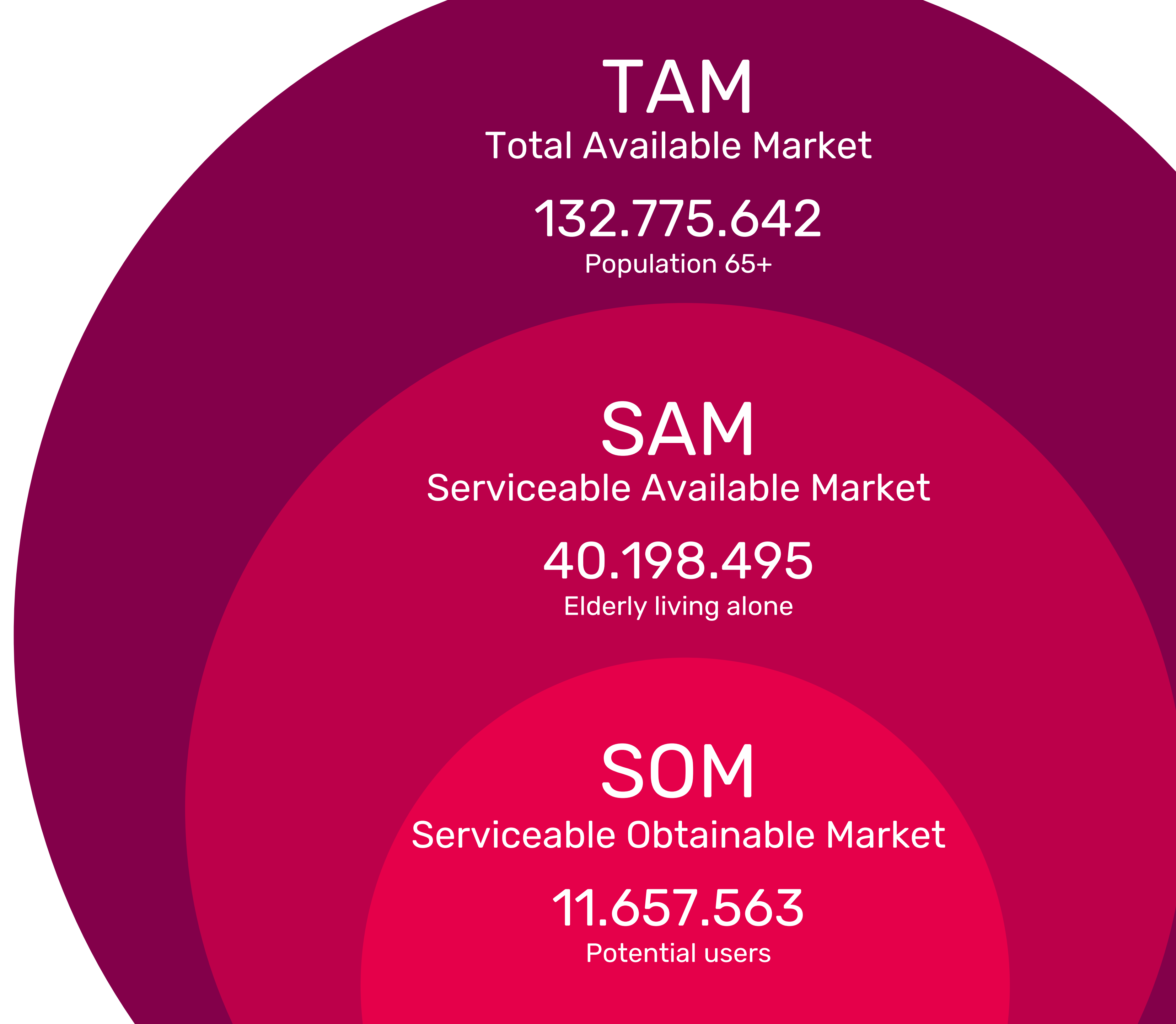
Market size

The data represented are derived from the analysis of the two main markets identified, namely **Europe** and **North America**.

Data from the market research conducted by EUMETRA in May 2021 for the ELISAcare project was used to calculate the SOM.



Source: Worldbank, Eurostat, Eumetra



Target Market

People
between
35-55 years
old

TARGET

with average self-sufficient parents who wish to have an additional means of control for their loved ones.



We promote
life and
closeness

POSITIONING

with full respect for each other's privacy, while maintaining a willingness to care for loved ones in a simple, proactive and effective manner.



Sales channels

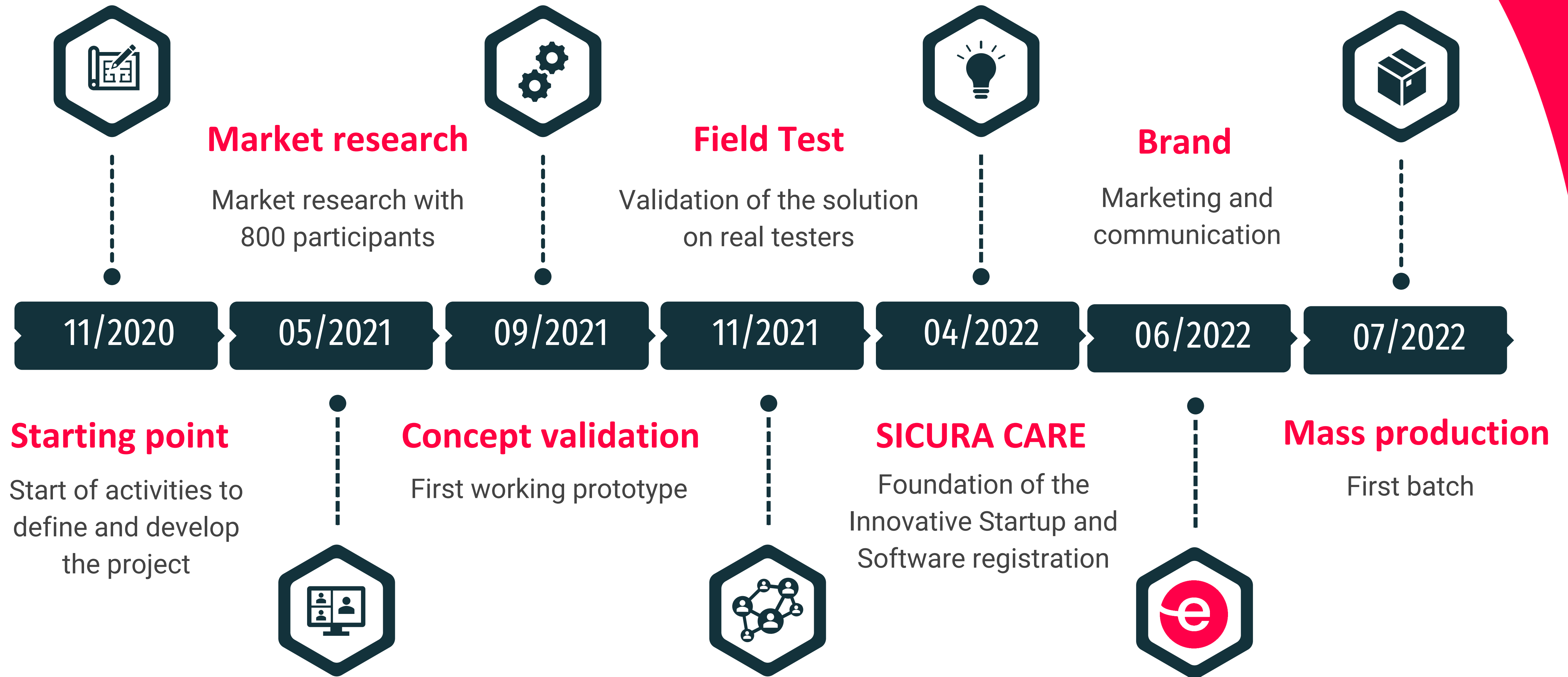
For the **digital oriented customers**, it will be possible to buy ELISAcare directly online on our **E-commerce** and on **Amazon**.



For the **retail-oriented customers**, it will be possible to purchase ELISAcare in physical points such as **pharmacies, health stores** and **networks of sales agents**.



Project timeline



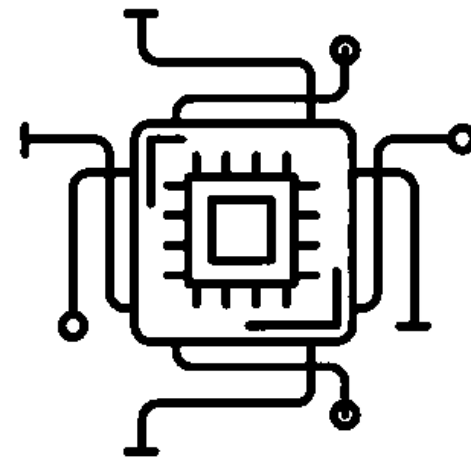
Project reveal



New features development

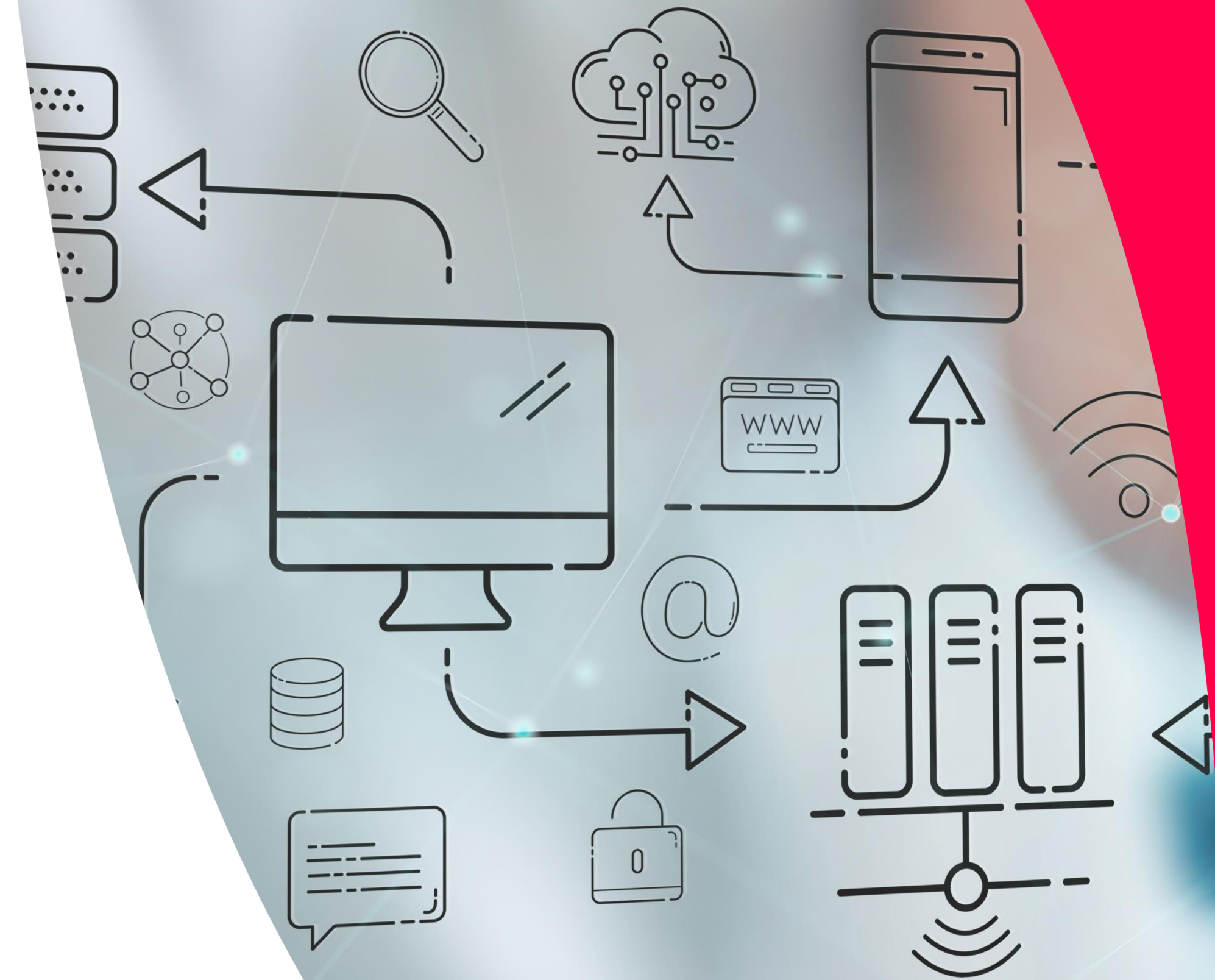
New technologies

- Integration with new communication interfaces
- Integration with medical devices
- Taylor made dashboard for B2B projects



New healthcare services

- Simplified mobile app for elderly
- Partnership with telemedicine firms
- Caregiving on demand



Expression of interest & Sales activities

In recent months we have been working hard on establishing a network of business relationships with various players in the sheltered housing and retail markets.

Especially from some of these contacts we have obtained expressions of interest and business proposals:



CK HUTCHISON



Startup Awards 2022

IoT Innovation world cup

- Our IoT platform ranked among the top 10

Websummit startup competition

- Our pitch ranked among the top 105 out of 2.300
- Our demo machine ranked among the top 20

Medica Trade Fair

- We've been selected by Navispace as co-exhibitor at the Connected Healthcare Forum



Grasie.

www.elisacare.com

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