

# Independence, dignity, & peace of mind

## Voice support for seniors living alone

A calm, familiar home companion designed for everyday living – not surveillance, not medical devices, not complexity.

## Problem

### A growing gap between independence and safety

- Millions of seniors live alone and cannot reliably use smartphones
- Families worry daily about safety & isolation
- Wearables are forgotten or rejected
- Cameras feel invasive
- Seniors want dignity and independence without complexity

## Solution

Explicitly non-medical.

Designed for everyday living.

- A familiar paper photo frame that listens – only when spoken to
- Natural conversation (no apps or menus)
- Gentle reminders (daily routines, appointments)
- Voice-initiated calling for help
- Built-in cellular connectivity (eSIM, no phone required)
- Help others like you – share anonymised data (optional)

## Business Model

### Simple, durable economics

- Retail price: €149
- Launch price: €119 (limited)
- Gross profit per unit: +€40 (incl. eSIM connectivity)
- Designed for low product returns and high daily engagement
- Optional subscription from Year 2
- Priced for reliability, support, and longevity – not volume



Home  
Companion

🌐 [homecompanion.house](https://homecompanion.house)

✉ [andy@homecompanion.house](mailto:andy@homecompanion.house)



Home  
Companion

A familiar photo frame that belongs naturally in the home



## Traction

### Phased, capital-efficient rollout

- Year 1: UK + Germany (5k units)
- Year 2: US, France, Spain, Italy (25k units)
- Year 3: EU scale + selective Asia pilots
- Break-even readiness: Late Year 2 / Early Year 3

## The Ask

- Raising a focused €1.0M pre-seed to ship product and prove demand.
- 18-24 mth runway to shipped hardware & initial pilots
- Timing driven by demographic pressure and the first wave of disease-modifying Alzheimer's therapies