ElderTend

Team ProPulse

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Spring 2024

Vision

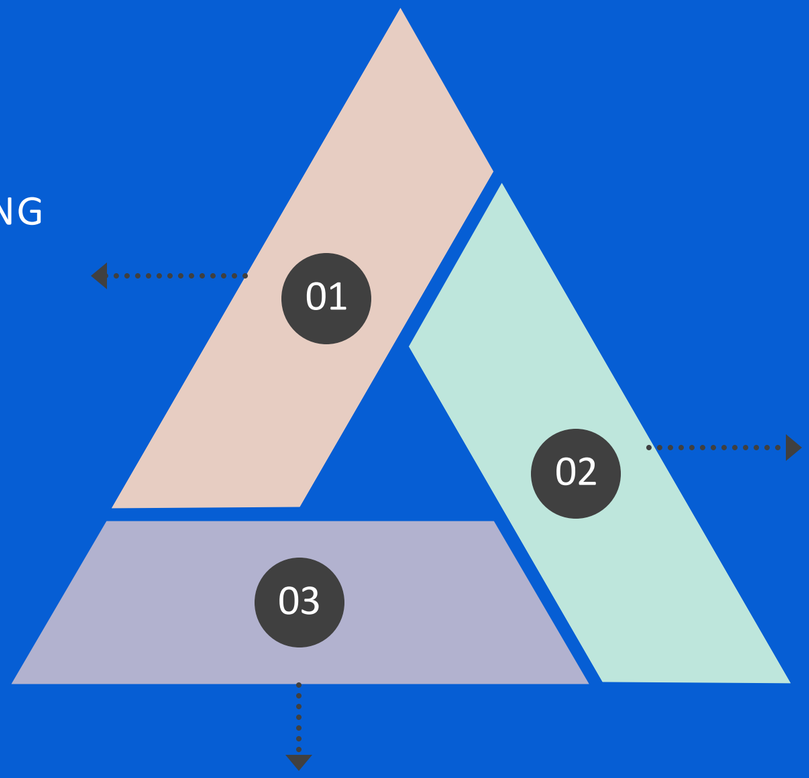
An all-in-one health app for elderly and caregivers, offering vital sign monitoring, location tracking, and emergency assistance. Seamlessly connects users, caregivers, and family members for comprehensive care coordination.

Spring 2024

Unmet Needs

DIFFERENTLY ABLED PATIENTS (INCLUDING AUTISM AND ALZHEIMER'S)

- Simplified interface
- All-in-one functionality
- User-friendly design
- Non-intrusive monitoring



FAMILY MEMBERS

- Remote monitoring
- Discreet tracking
- Automated health checks
- Independent usage

CAREGIVERS

- Efficient information tracking
- Streamlined communication
- Resource optimization
- Prioritized assistance
- Simplified emergency management

Customer Segments

ELDERLY & DIFFERENTLY ABLED PATIENTS (INCLUDING AUTISM AND ALZHEIMER'S)

- Tech-challenged users
- Independence assurance
- Simplified accessibility

FAMILY MEMBERS

- Remote health monitoring
- Support for working parents
- Comprehensive tracking features
- Alleviation of caregiving burden

CAREGIVERS AND OLD-AGE HOME STAFF

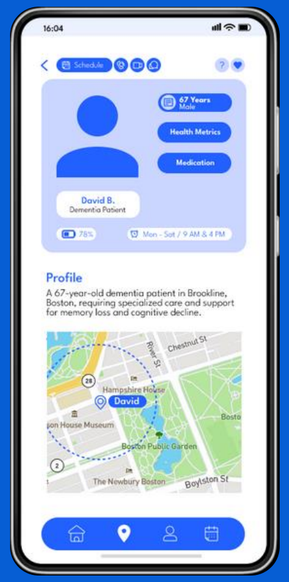
- Remote supervision support
- Real-time information sharing
- Trust-building with families
- Reduction of caregiver burden

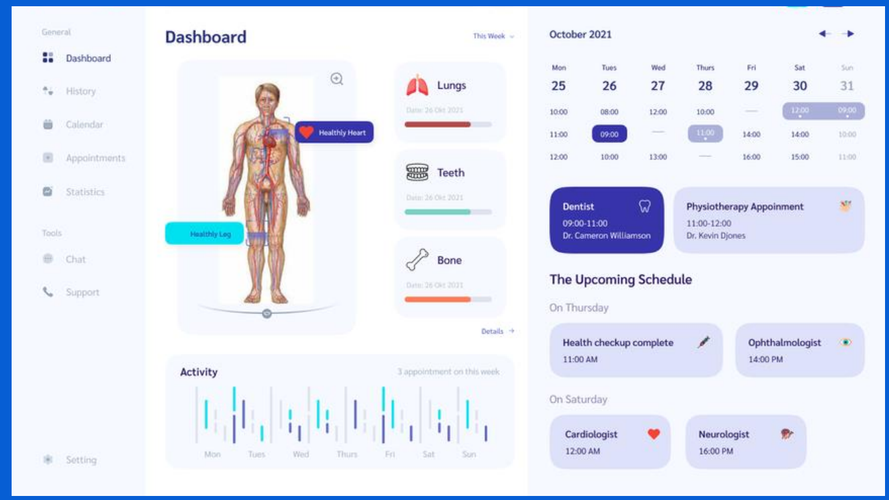
Solution

PATIENT

FAMILY & CAREGIVER

ElderTend





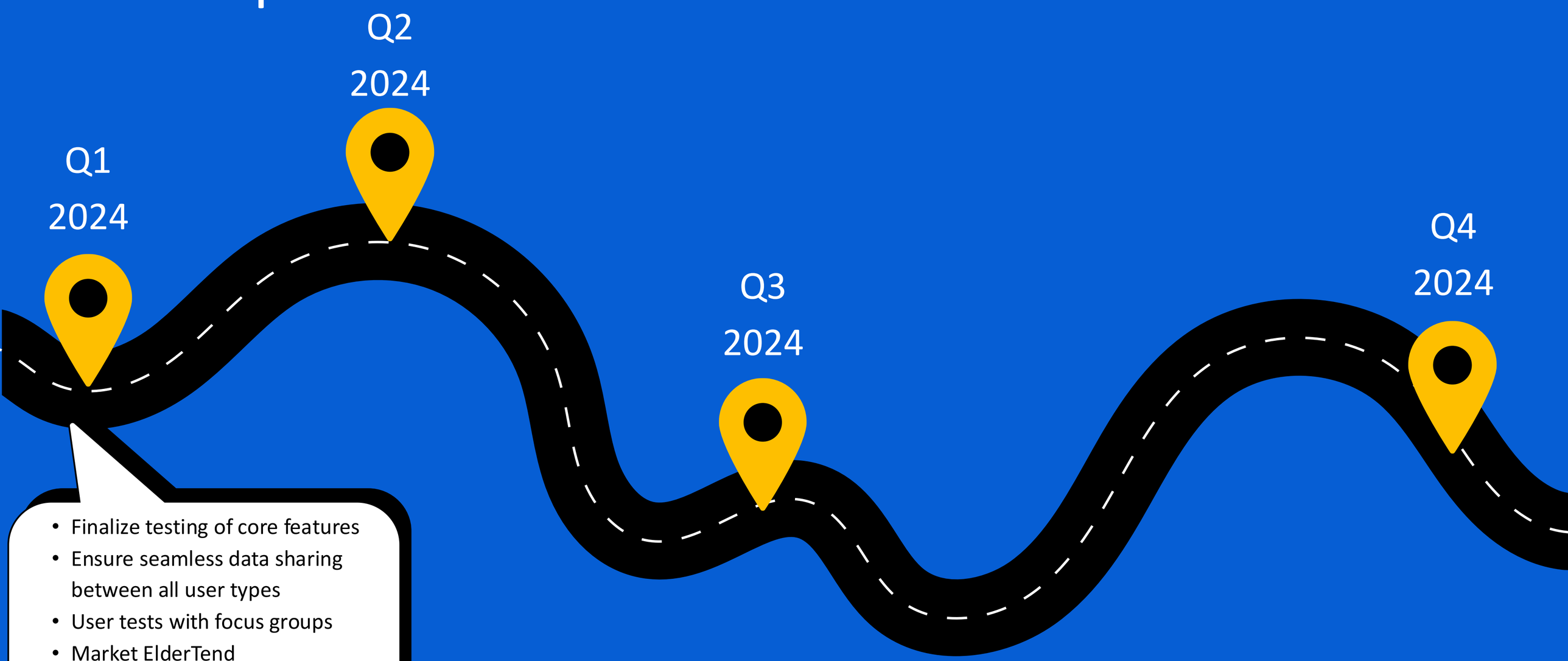
PERIPHERAL DEVICE

REAL-TIME ALERTS

HEALTH DASHBOARD

Visual Storyboard

RoadMap



- Finalize testing of core features
- Ensure seamless data sharing between all user types
- User tests with focus groups
- Market ElderTend

RoadMap

Q1
2024

- Finalize testing of core features
- Ensure seamless data sharing between all user types
- User tests with focus groups
- Market ElderTend

Q2
2024

- Integrate improvements from user reviews of Q1
- F1: Fall Detection
- F2: Geofencing and continuous location tracking
- Marketing: Alzheimer’s patients

Q3
2024

Q4
2024

RoadMap

Q1
2024

- Finalize testing of core features
- Ensure seamless data sharing between all user types
- User tests with focus groups
- Market ElderTend

Q2
2024

- Integrate improvements from user reviews of Q1
- F1: Medication reminders
- F2: Fall Detection
- F3: Geofencing and continuous location tracking
- Marketing: Alzheimer’s patients

Q3
2024

- Integrate improvements from Q2
- Launch new features of Q2 successfully
- F1: Behavioral reminders
- F2: Health Dashboard

Q4
2024

RoadMap

Q1 2024

- Finalize testing of core features
- Ensure seamless data sharing between all user types
- User tests with focus groups
- Market ElderTend

Q2 2024

- Integrate improvements from user reviews of Q1
- F1: Medication reminders
- F2: Fall Detection
- F3: Geofencing and continuous location tracking
- Marketing: Alzheimer’s patients

Q3 2024

- Integrate improvements from Q2
- Launch new features of Q2 successfully
- F1: Behavioral reminders
- F2: Health Dashboard

Q4 2024

- Integrate user improvements and fixes from from Q3
- F1: Low battery notification
- F2: Comprehensive medical history
- Partnerships: Emergency Medical Response
- Partnerships: Old age homes and caregiving organizations (20%)
- Evaluate product performance from user feedback

Features

MVP
Medication Reminders

MVP
Emergency Calling

Geofencing and Location Tracking

MVP
Panic Button

Medical History

MVP
Health Metrics

Low Battery Notification

MVP
Patient’s Dashboard

Fall Detection

Metrics

Key Metrics

- Measuring the Number of Monthly Active Users (MAU)
- User retention rate
- Measuring the customer satisfaction score (CSAT)

PARTNERSHIPS

Software Development

Legal Firms

Marketing Firms

Caregiving Facilities

OPERATIONAL NEEDS

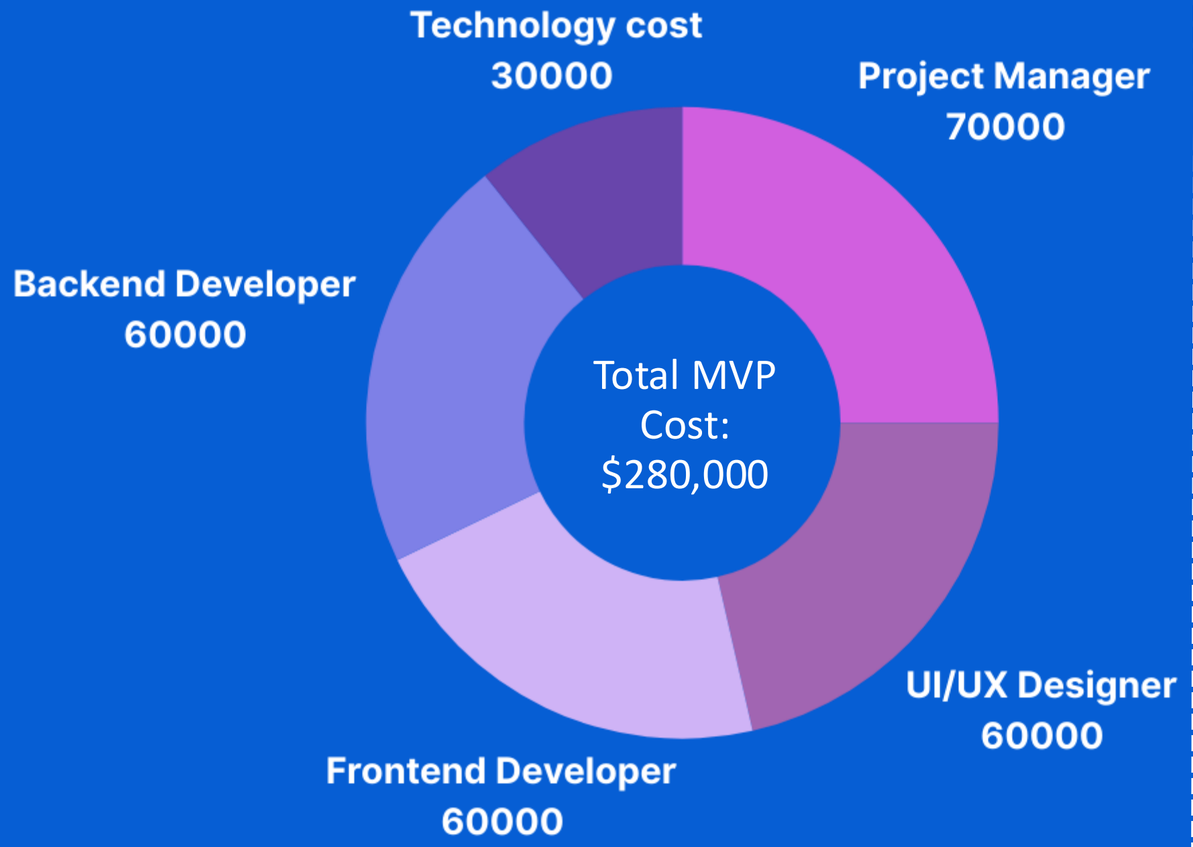
Smartwatch Manufacturers

User Feedback System

Investment

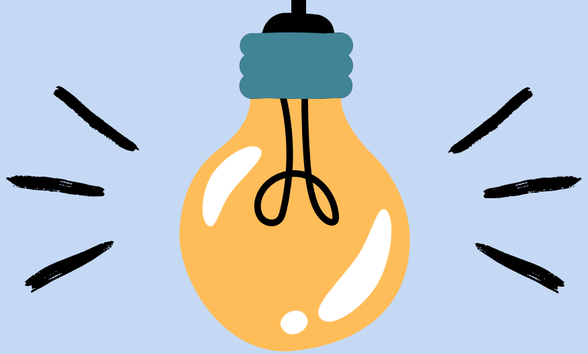
Projected Costs

Development Phase (6 Months)



Improvement Phase (1 Year)

Total project cost: MVP Phase + Improvement phase =
$280,000+ $810,000 = $1,090,000



RISKS

COMPATIBILITY

- Responsive Design
- Cross-platform developmental Frameworks
- Continuous Integration and Testing

DOWNTIME

- Cloud Infrastructure
- Monitoring and Alerting
- Regular Maintenance and Updates

COMPLIANCE

- Partner with strong legal firm
- Continuous improvement
- Documentation

LOW ADOPTION

- Unique Value Proposition
- Marketing and promotions
- App Store Optimization

DATA PRIVACY

- Data Encryption
- 2 factor authentication
- Complex Passwords

INTEGRATION

- Comprehensive Planning
- Stakeholder Engagement
- Data mapping

High Fidelity Prototype