

June 22, 2017

STATEMENT OF SUPPORT FOR SOCIABI

As you will find from the SOCIABI business plan, their goal is to serve the communication needs of the elderly and their families and eliminate the isolation and loneliness that many of our seniors experience. Sociabi has built a communication tool that helps everyone stay in touch addressing the needs and capabilities of each one involved. Characterized by simplicity and ease of use, Sociabi helps seniors and their children and grandchildren connect and come closer together even across long distances and in spite of the time management challenges of daily lives that the adult children experience.

Paula Muller's InnovateHER Challenge presentation was highly impactful. To begin with, let us draw attention to her background (as you will see in her business plan). Paula has a lifelong passion for technology applied to health care, starting with her M.S. in Biomedical Engineering in Chile working with blind people, then her work in Switzerland analyzing EEGs to prevent epileptic attacks, followed by her Ph.D. and Post-doc work at Rutgers with Parkinson patients, and most recently at Authentidate with Telehealth products and services. Paula also has vast experience in technology and software development through her engineering positions at several companies like Sirius/XM satellite radio, Net-Scale Technologies and Authentidate, among others. She is thorough in her research and development and she has educated herself (had also worked with the SBDC) in regards to planning. Paula has identified a significant challenge so many of us face within our family and has applied this highly developed and sophisticated skill set to addressing this need.

The below outlines how we believe SOCIABI best meets the three Challenge criteria and how this company and this product presents the greatest potential for success:

Has a measurable impact on the lives of women and families (30%)

The impact on the lives of women and families is significant. Connecting all members with ease impacts mental, emotional, physical and familial health of all users.

Has the potential for commercialization (40%)

This product addresses a worldwide growing market. The technology and devices can deliver to these markets.

Fills a need in the marketplace (30%)

The senior care industry is under transformation and economists have identified potentially large payoffs. According to Oxford Economics, it composes 46% of the US economy and a \$7.1 trillion market. The same analysts forecast it will grow to more than \$13.5 trillion by 2032. There is a growing need to communicate with and monitor aging family members.

Best Regards,


Pasqualina DeLucia / Assistant Director
SBDC at Brookdale Community College