

# claire

Making elderly care easier.

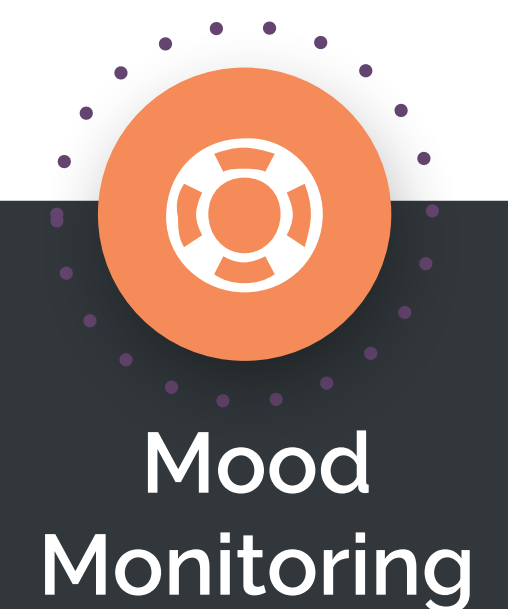
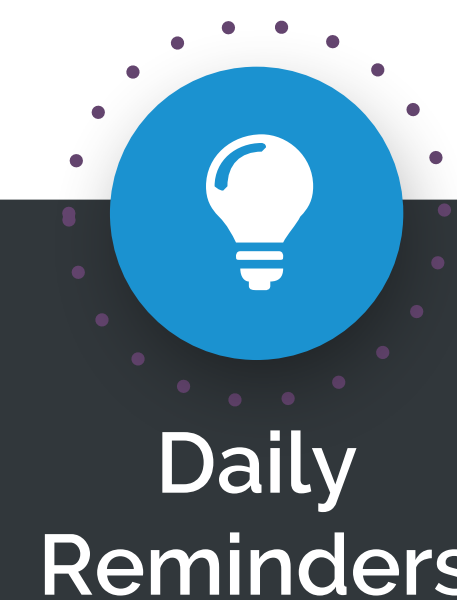
**Hackthe6ix 2018**

Jack Pan, Hannah Wang, Shawn Liu, Andrew Liu

# This is Nancy.

## Age: 87

Nancy often feels **lonely** as she has **no one to talk to**. This problem has **gotten worse** as most of **her family moves away**.



She often forgets to take her medication, and her family members often worry about her well-being despite being too busy to visit.

## Loneliness in Canadian seniors an epidemic, says psychologist

CBC Radio · September 20, 2016

**The rising risks of loneliness for the elderly** The gift of longevity carries challenges that can be isolating for many people **Brian Fraga** OSV Newsweekly

2/7/2018

### Loneliness and Isolation Can Affect Senior Health in Canada

Loneliness in seniors can cause early death as often as alcoholism, obesity, and heavy smoking.

## Combating the Epidemic of Loneliness in Seniors

Anne-Marie Botek | Updated March 5, 2018

Loneliness and social isolation are important health risks in the elderly



Apr 8, 2016 - McMaster University -

# Problem

Loneliness among the elderly is a nationwide epidemic with drastic consequences.



**25% of Canadians aged 65+ live alone.**



**Loneliness “increases the risk for depression, desperation, unhealthy behaviours, and mortality.”**



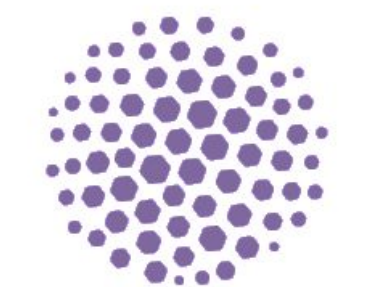
**Canada senior population projected to grow 20% annually (vs. 5% overall population)**

Source: Statistics Canada 2017 | McMaster University

# Value Proposition

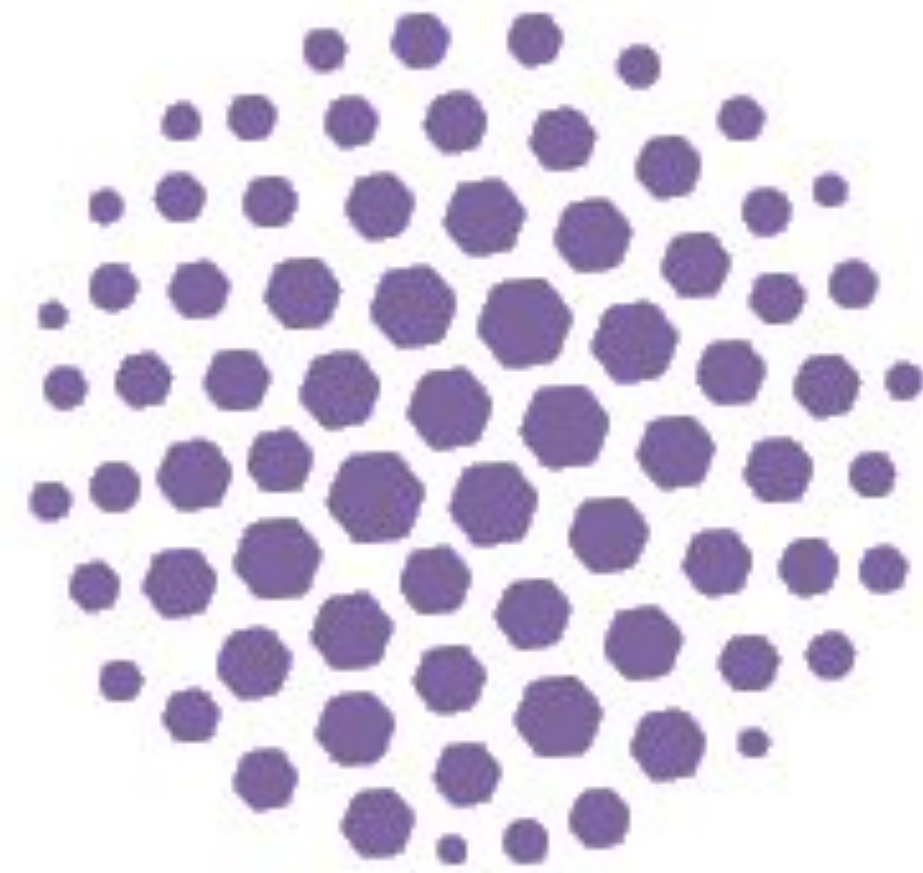


# Services



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# Go-to-Market Strategy



## B2B: Licence to large tech companies

Possible integration with virtual assistants (Alexa, Siri, Cortana), conversational AI



## B2B: Retirement Homes, nursing homes

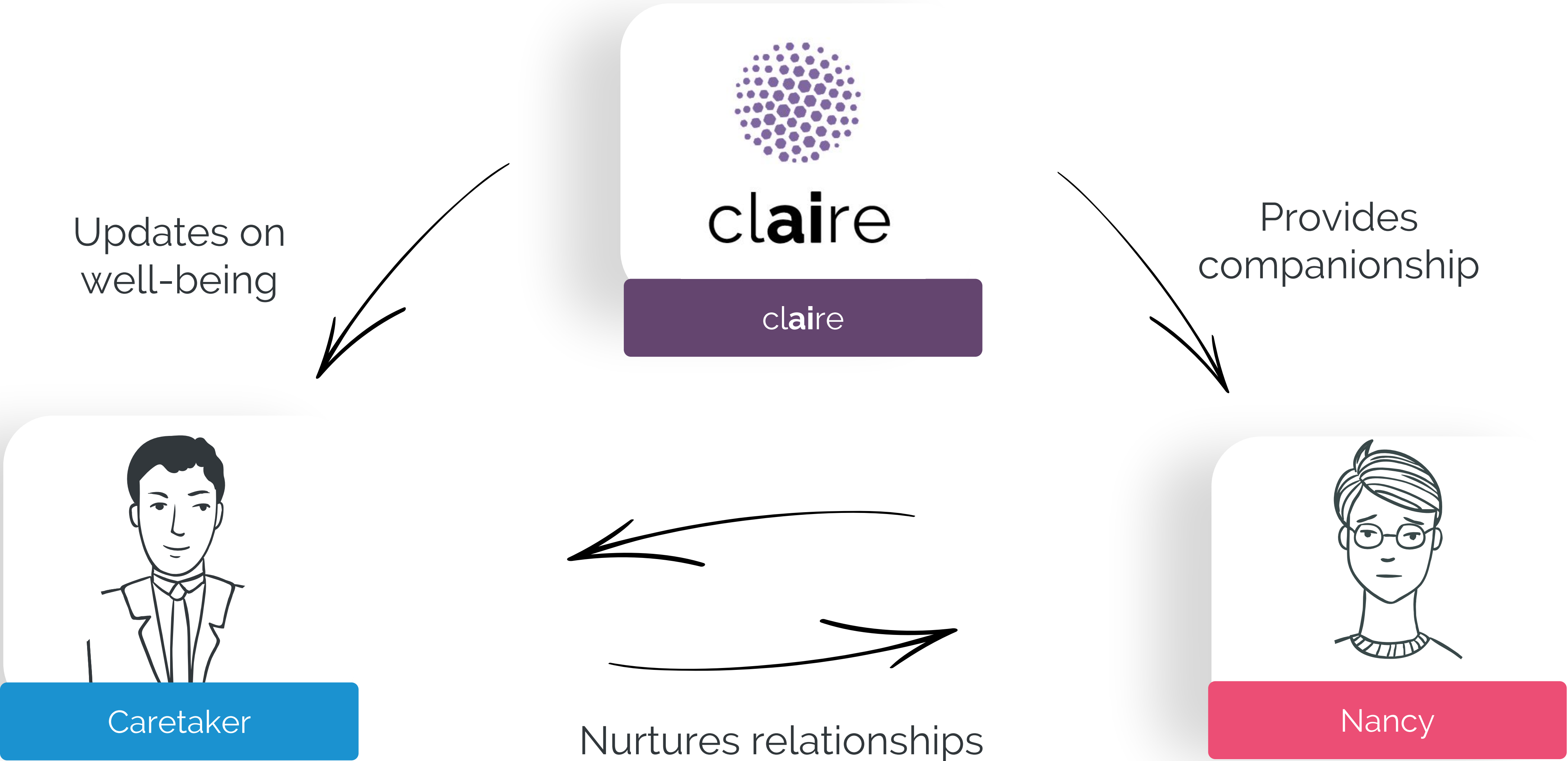
Strategic Partnerships with Retirement homes, Long-term care facilities, nursing homes.

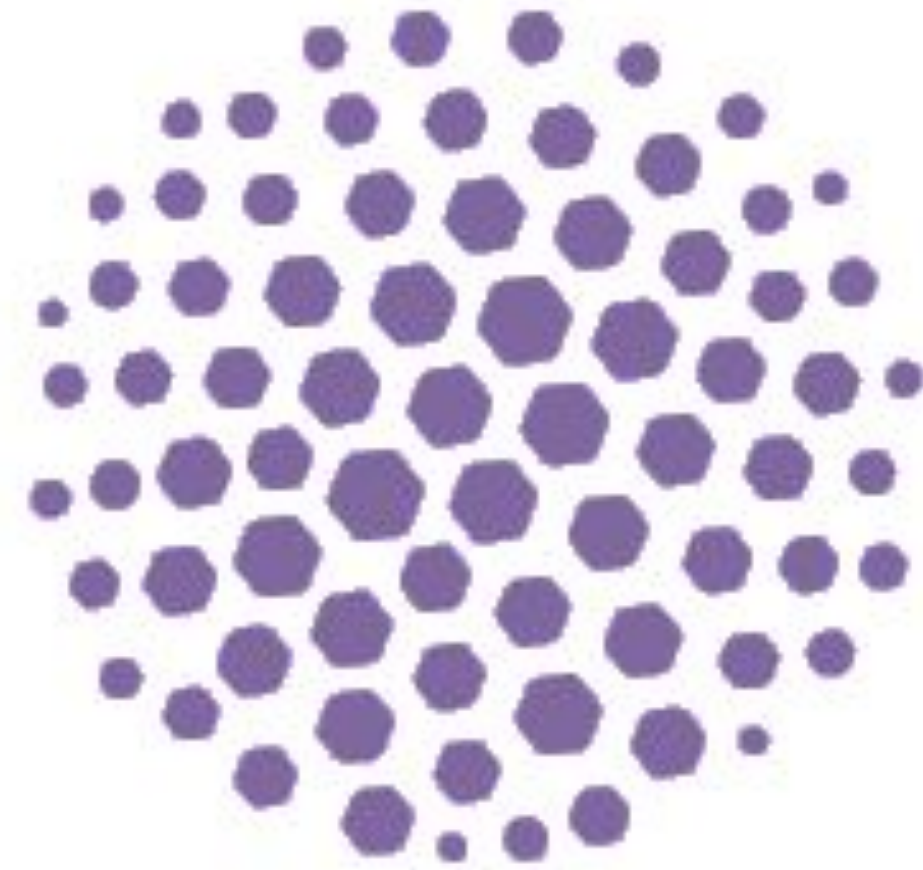


## B2C: Freemium Model to caregivers

Online promotion to caregivers of elderly. Offers basic version for free, with possible subscription for additional features (eg. speech-to-text).

# Summary





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We're cl**ai**re, and we're making elderly care easier.