



Smart Care, Warm Companion.
Companionship for Silver Years



Meet The Team



Kavya

Sales



Long

Visionary
Finance



ShiWei

Tech

Mission:

To create emotionally intelligent robots that provide meaningful companionship, mental well-being, and daily support to the elderly—enabling them to live fuller, happier, and more connected lives.

Vision:

To develop innovative and intuitive products for the elderly to bring comfort and joy to their silver years.

Goal:

To ensure that every elderly person can enjoy the comfort of intelligent companionship.

PROBLEM

How to provide an affordable personal companion for the elderly to alleviate loneliness and improve daily emotional well-being



Customers(Caregivers)

Caregivers to
elderly parents

Mental and
Physical
Burnout



Overwhelmed with
work and personal
commitments

Ailing Physical
health

End Users(ELDERLY)

Aged 65 and above

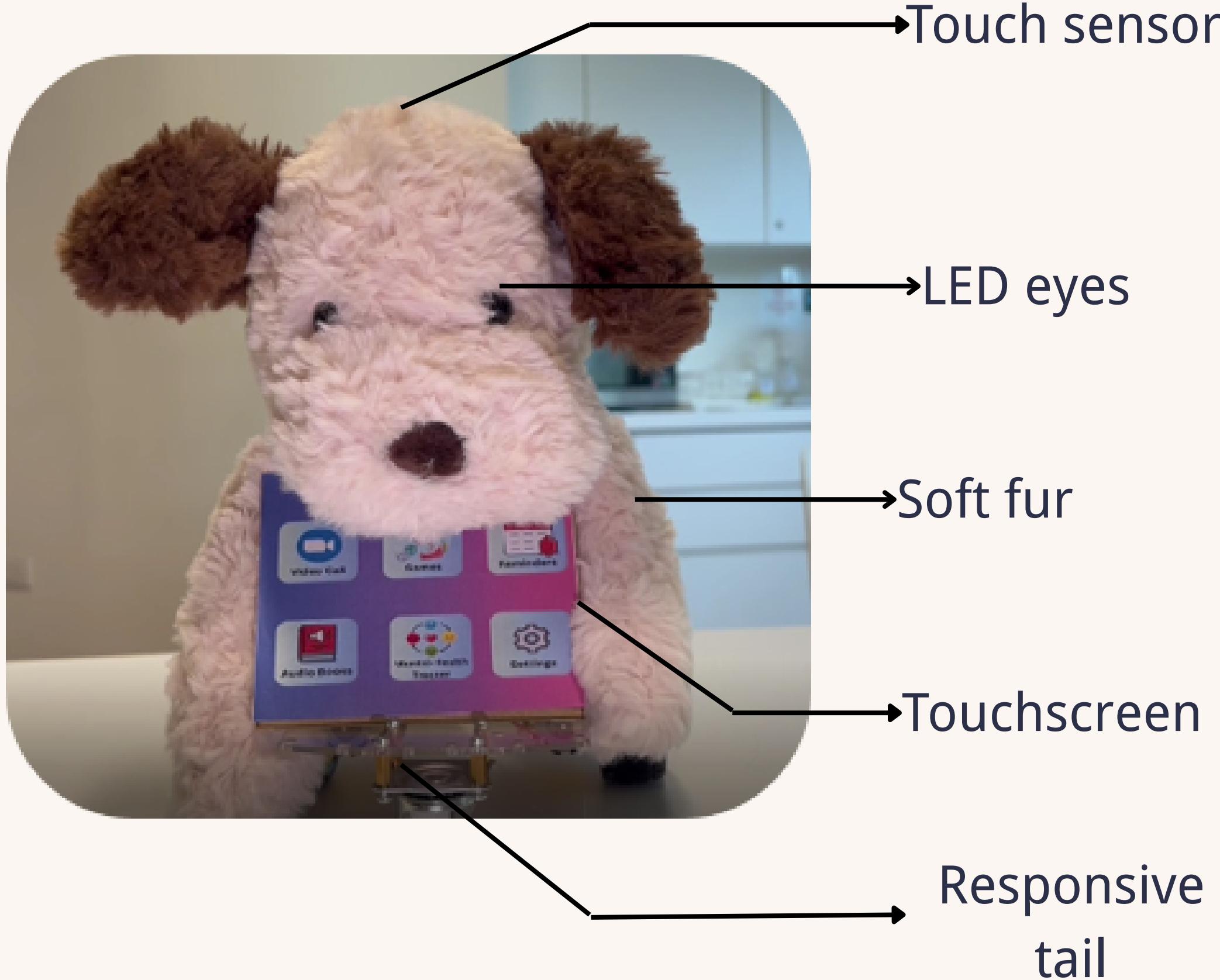
Living alone

Have mental health issues

Limited Social Interaction



PRODUCT FEATURES(Overview)



- Greeting & Emotion Check
- Emotion Comfort
- Interactive Interface
- Presence & Companionship

PRODUCT FEATURES(Overview)

01.

language model

Enables natural, context-aware conversations with the elderly



02.

interface

Serves as the primary channel for interaction between the elderly and the robotic dog.



03.

emergency call

Instantly contacts pre-set emergency numbers or services in critical situations.



Product Differentiator & Benefits

Differentiator:

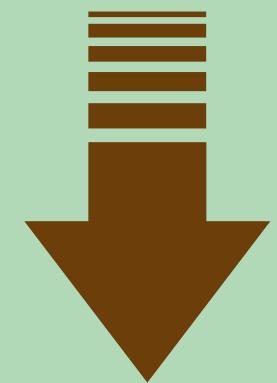


Emotion-Responsive Design

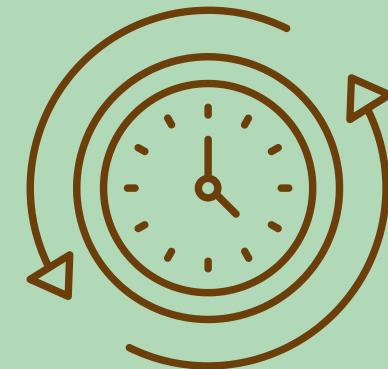


Affordable & Portable

Benefits:



Reduces Elderly
Loneliness



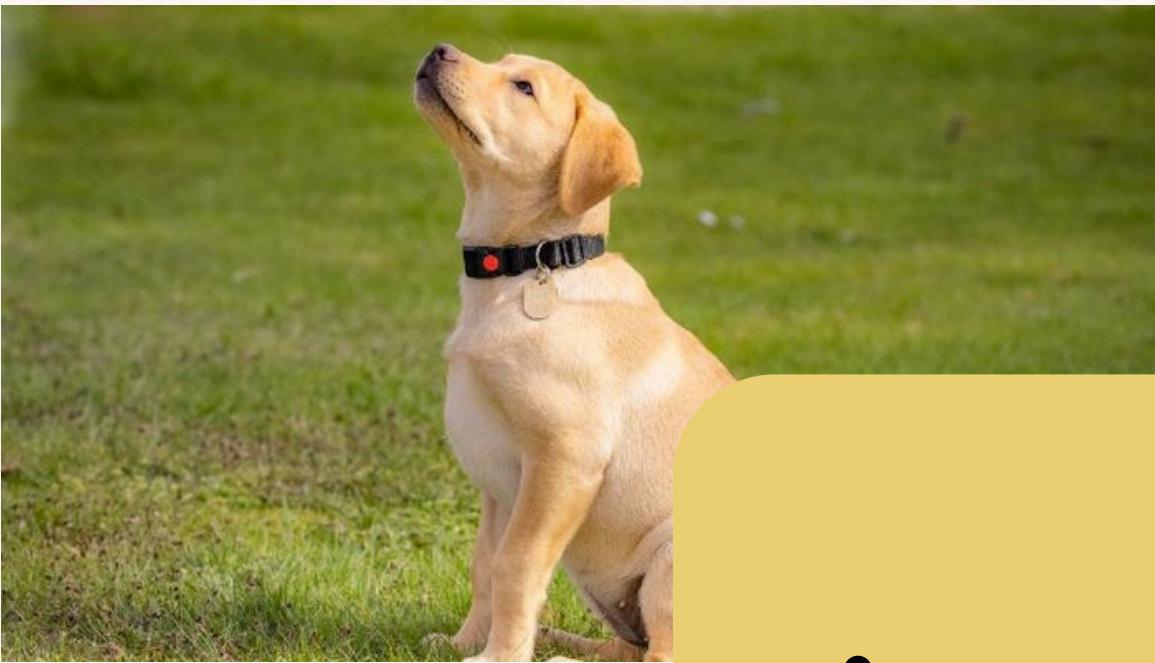
Improves
Routine
Compliance



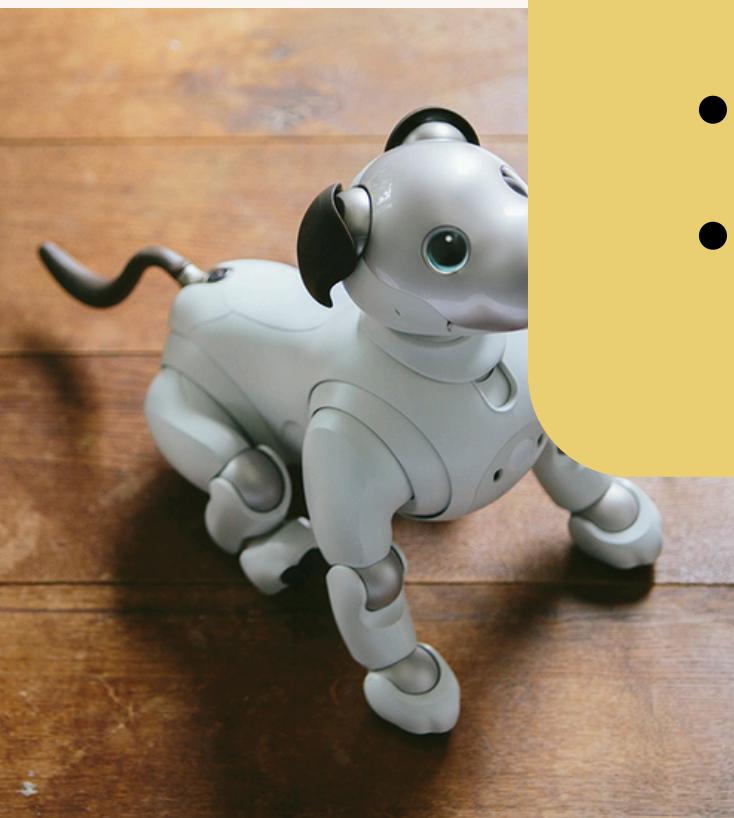
Maintains
Family
Connections



Builds
Emotional
Trust



Affordable option
compared to a taking care
of a real dog.



- Affordable, able to provide companionship and promote social interaction.
- Able to understand emotions better.
- Always on standby



easy to accept

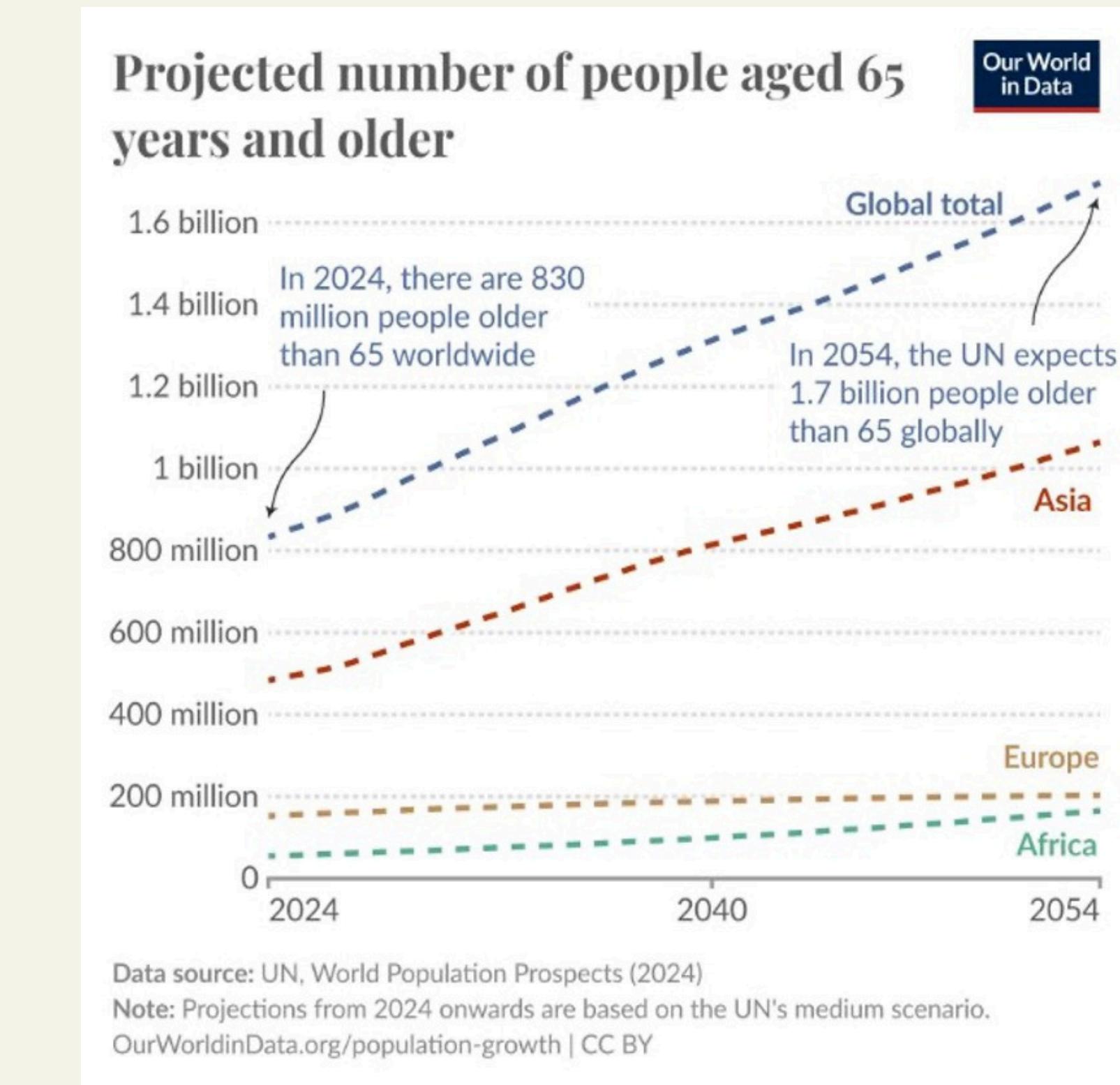


Product Video



Total Available Market(TAM).

- The global elderly population is projected to grow from 830 million in 2024 to 1.7 billion by 2054.
- Personal care robots are priced around S\$2,500 each, indicating strong commercial potential.
- The elderly market value is expected to double from S\$2.075 trillion (2024) to S\$4.250 trillion (2054).



Market Landscape(Caregivers and Pets)



Hiring Live-in Caregivers

Total cost per year: **\$15,600 (with concession)**



Owning A Small Dog

Cost of buying a small dog: **\$8,000**

Total amount spent per year: **\$10,940***

*Additional costs apply for medical expenses

Market Landscape(Competitors).



Kebi (Nuwa Robotics)

Total cost: \$1,500



Paro, the therapeutic seal

Total cost: \$9,000

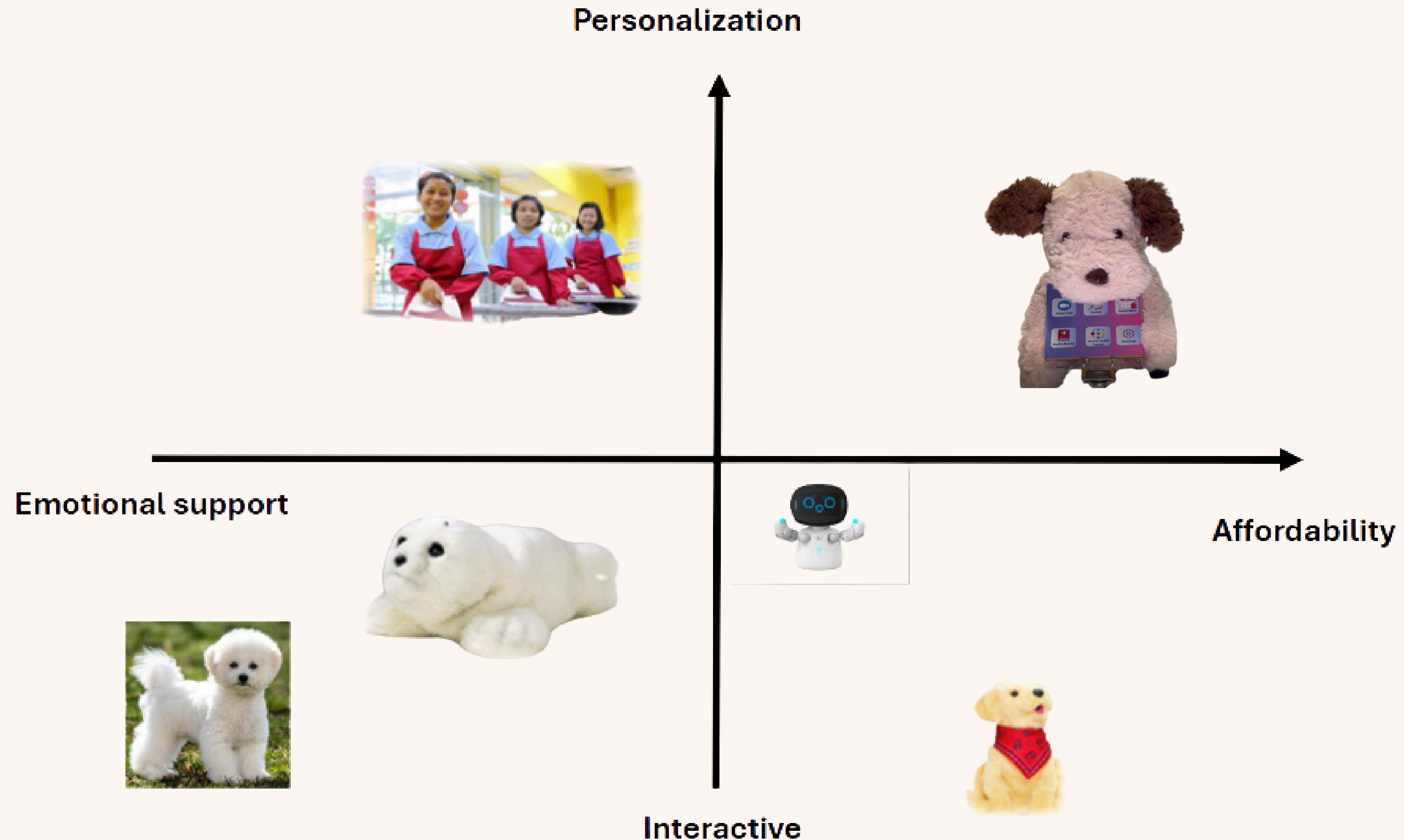


Companion Pet Pup(Joy for All)

Total cost : \$300

Price of RPC: about \$900

Competitive Analysis



Current Traction(User Validation)

50

Survey participants

>80%

think that RPC will be effective
in alleviating loneliness

70%

willing to purchase the product

80%

will use the product frequently

Current Traction

NEXT STEPS



Pilot Testing using a low-cost prototype.

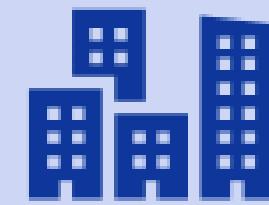


User Testing expanded to senior care centers and homes.



Workshops and trial sessions conducted for better understanding and feedback.

Future Acquisition Plans



Partnership with eldercare homes and robotics companies like SilverActivites.



Collaboration with MOH for subsidized rollouts.



Explore other Asian markets with ageing populations(e.g. Taiwan and Japan).

Business Model

User to Revenue Translation



Elders



Caregivers



Eldercare Homes

Sale Plans



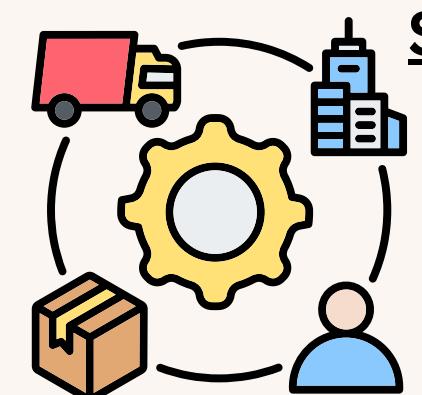
Rent

Rent and pay by month



Purchase

Buy the product outright



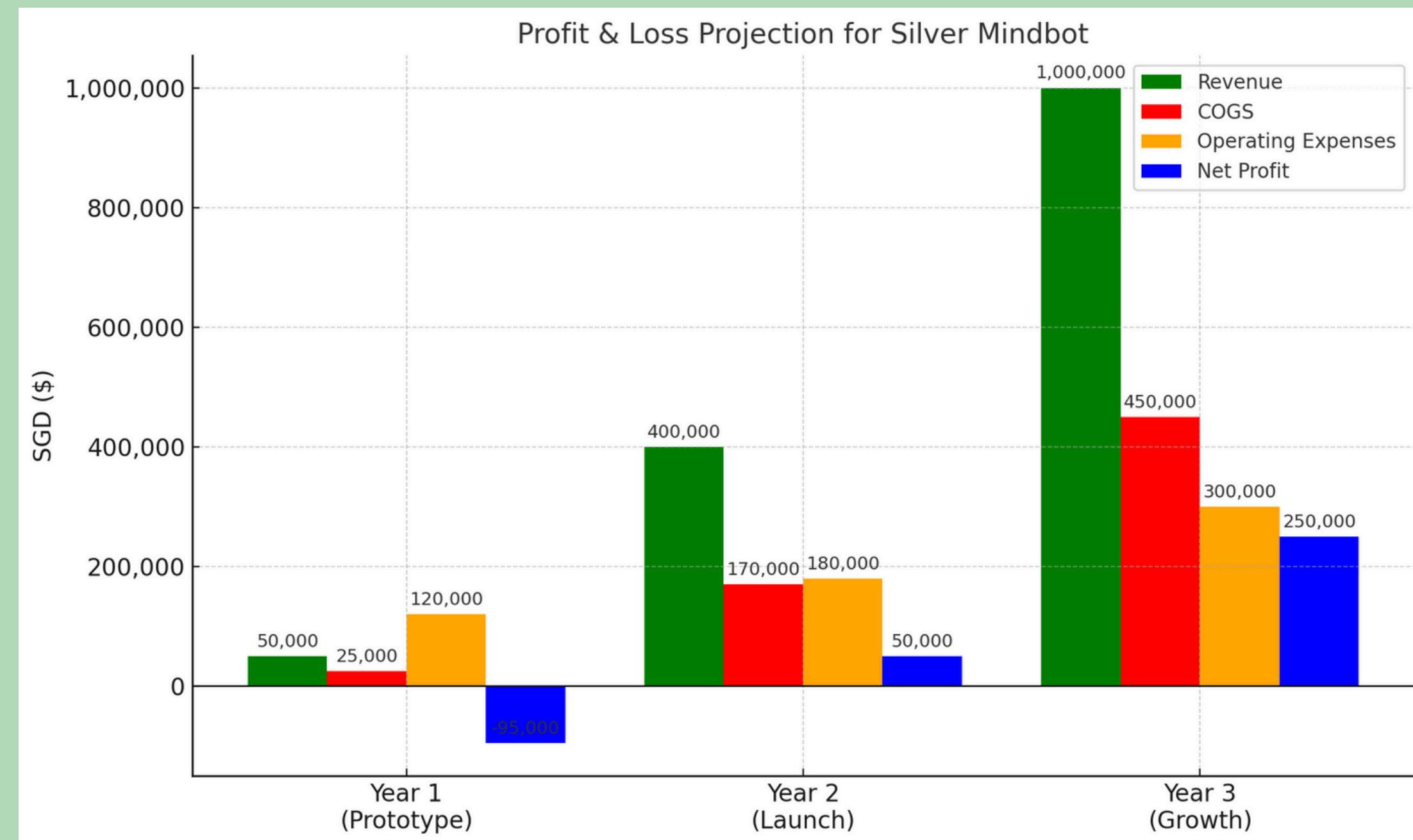
Sales Channels:

- Collaborate for trial sessions with care centers.
- Robotic Companies(e.g.SilverActivites)

Business Model

Profit & Loss Projection

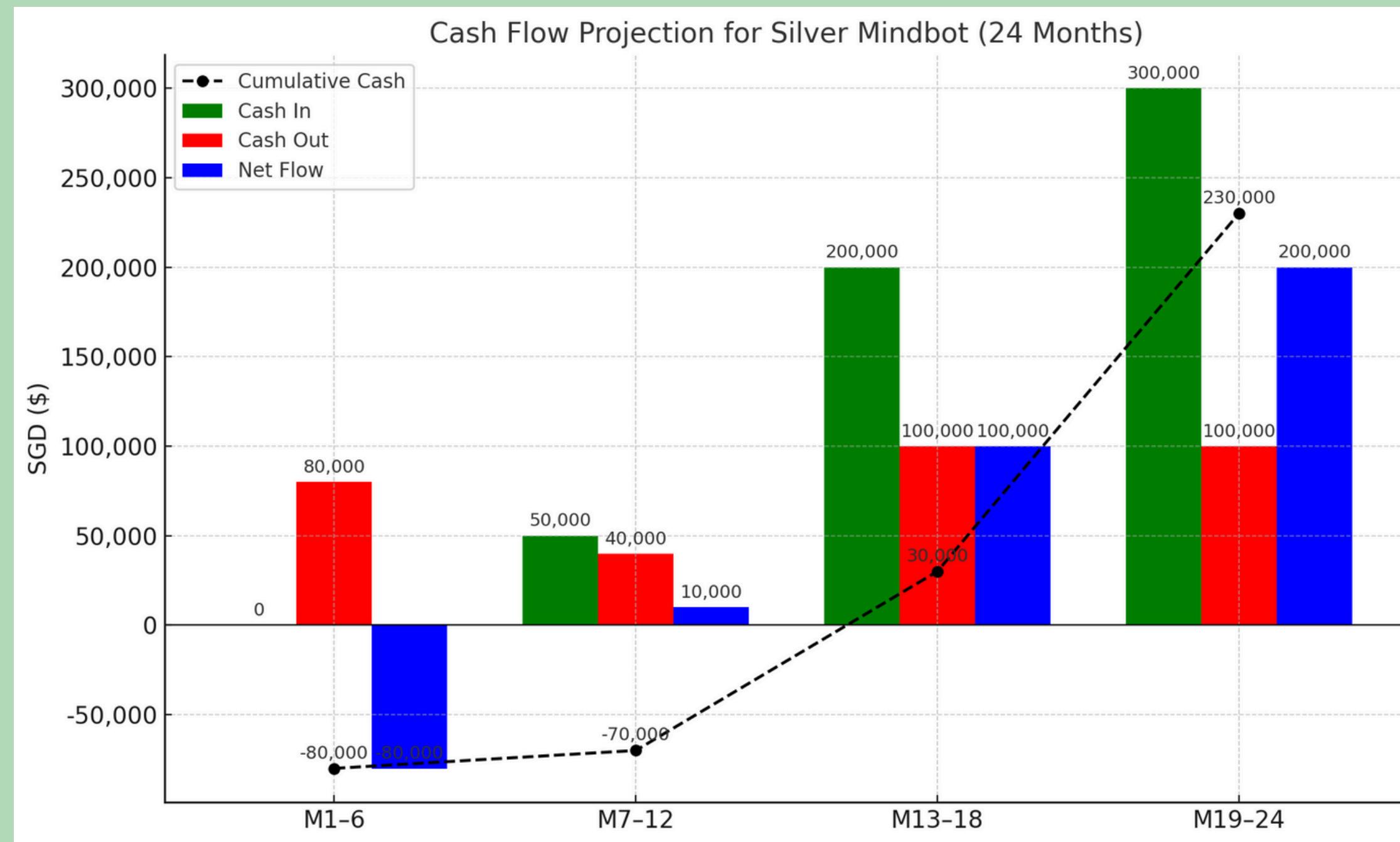
Break event:
Selling 200 units



*COGS: Cost of Good Sold

Business Model

Cashflow



Fundraising



What we have raised

S\$250 from the grant supported
by the Robotics class



What we plan to raise

- S\$6,000 from BabyShark fund at SUTD
 - S\$10,000 from founders
 - ~\$80,000 from investors
- => Total: S\$100,000



Product Roadmap (5 Quarters)

- Finalize product design (touch screen, emotional AI)
- Pilot with 50+ elders
- Iterate UX/UI and language localization
- Soft launch – selling 100-200 units via workshops
- Begin B2B sales



Why invest?

- Real solution for an aging population
- Profitable & practical
- Strong roadmap & early user validation

Exit Strategy.



Strategic Acquisition

Sell to other companies growing faster (NuwaRobotics, SilverActivities,...).



Partnership

Merge with eldercare providers or robotics manufacturers for scale.



License/IP Sale

Sell proprietary emotion AI, multilingual NLP, or hardware design to multiple buyers.



IPO

Consider public listing if revenue exceeds ~\$20–30M ARR.

Critical risks(FMEA).

Failure Mode	Potential Effect	Severity (S)	Occurrence (O)	Detection (D)	RPN = S×O×D	Mitigation
UI too complex for elderly	Frustration, low engagement	8	6	5	240	Use icon-based interface and voice control
Touch sensors not working	No feedback or emotional response	7	4	6	168	Redundant sensors and self-test routines
Robot fails to respond to emotional cues	Perceived as cold or robotic	6	5	7	210	Improve NLU and emotional AI training
Battery failure	Robot shuts down unexpectedly	6	3	5	90	Battery health alerts and auto-docking
Language model misinterpretation	Miscommunication with non-English users	7	4	6	168	Multilingual dataset training and fallback prompts

SWOT ANALYSIS

- Emotional & Interactive Interface.
- Localized experience.
- Affordable & Easy to use.

- Presence of robotic feel
- Dependence on a stable Wi-Fi for video calling functions.
- Limited physical movement
- Periodic charging and maintenance.

- Ageing population & loneliness crisis.
- Government support.
- Expanding into healthcare partnerships.

- Competing with products that have higher brand trust.
- Strict Data privacy regulations.
- Rapid evolution of AI.

Summary

In a S\$2.075 trillion market, we are doing more and beyond.

An Affordable, Interactive and Personalized Solution For Life.

Raising seed:
\$100,000

Build affordable companions for life.
Provide care anywhere, anytime.

Thank you!

