

Business Plan and Final Design

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Group 1



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Our Vision and Mission

Core Values

Industry, Company, Product

Target Market

Target Market

Our Vision

Empowering Independence

Provide elderly individuals with a simple, audio-based device to help manage daily schedules and remember appointments effortlessly.

Simplified Technology

Design an intuitive, single-button interface that allows users to set and receive voice reminders without complex interactions.

User-Centric Accessibility

Focus on a solution tailored for users with limited tech experience or cognitive challenges, enhancing ease and confidence in daily routines.

Our Mission

Objectives

Our mission at MemorEase is to empower elderly individuals with a simple, audio-based reminder device that fosters independence and confidence. By prioritizing ease of use and accessibility, we provide a dependable solution for those with memory challenges, helping them manage daily tasks, appointments, and important reminders effortlessly. MemorEase is committed to bridging the digital divide in eldercare, offering a trusted, non-intrusive technology that respects and supports the unique needs of seniors and their caregivers.

Core Values

Simplicity

Creating intuitive designs with easy navigation.

Empathy

Prioritising features that genuinely support users' daily lives

Integrity

Ensuring high-quality, dependable devices that users can trust.

Inclusivity

Making technology accessible to all, especially those often underserved by mainstream tech solutions.

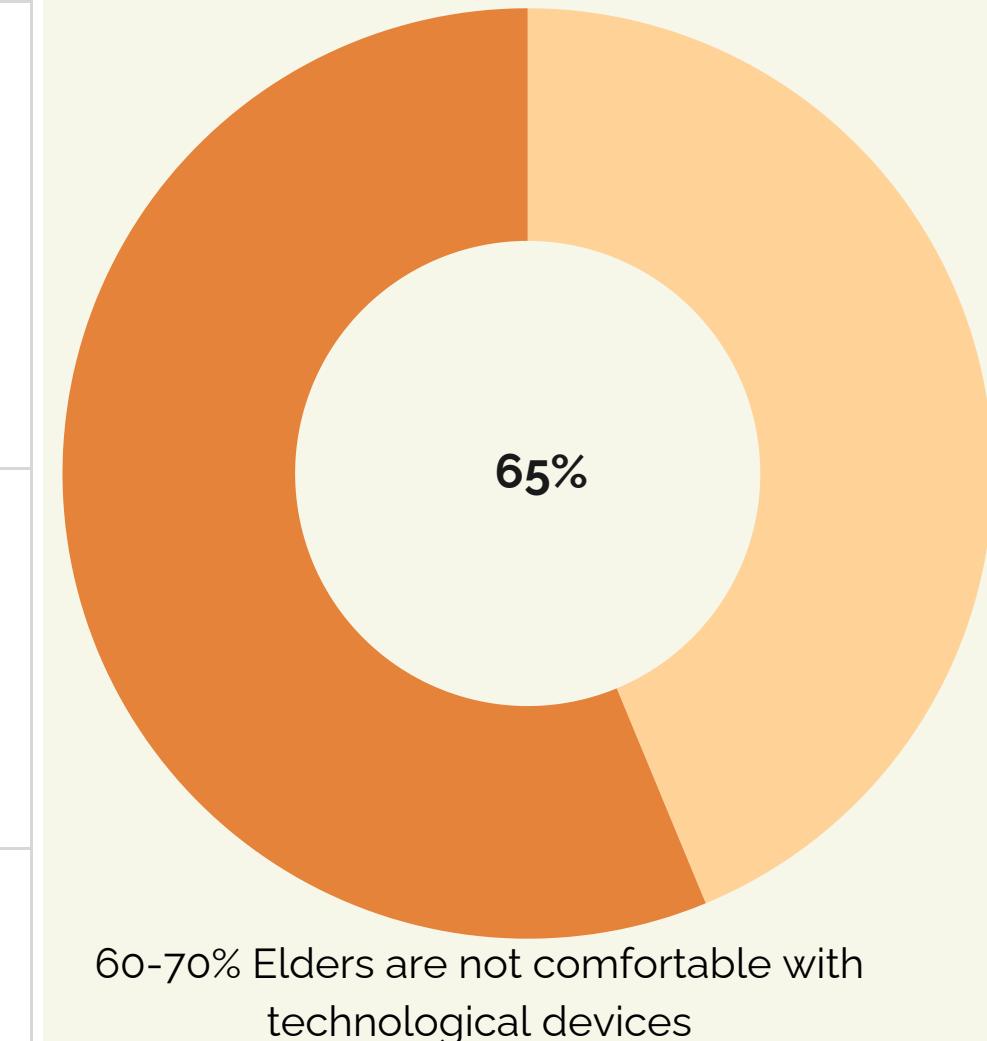
Industry, Company & Product

Overview	Details
Category	
Industry	<ul style="list-style-type: none">- Aging Population: Growing demand for assistive technology among 65+ demographic.- Aging in Place: Increased need for home-based memory support.- Digital Divide: Many elderly prefer simple, non-digital devices.
Company	<ul style="list-style-type: none">- Vision: Develop intuitive, audio-based devices to aid elderly individuals with daily reminders.- Structure: LLC with a focus on innovation and social impact in eldercare.- Core Values: Simplicity, Empathy, Integrity, Inclusivity.
Product	<ul style="list-style-type: none">- Product Name: MemorEase – Audio Reminder Device.- Features: Single-button operation, voice-only interface, intuitive light indicators.- Benefits: Simplified reminders for seniors, promotes independence, minimizes tech complexity.

*LLC = Limited Liability Company.

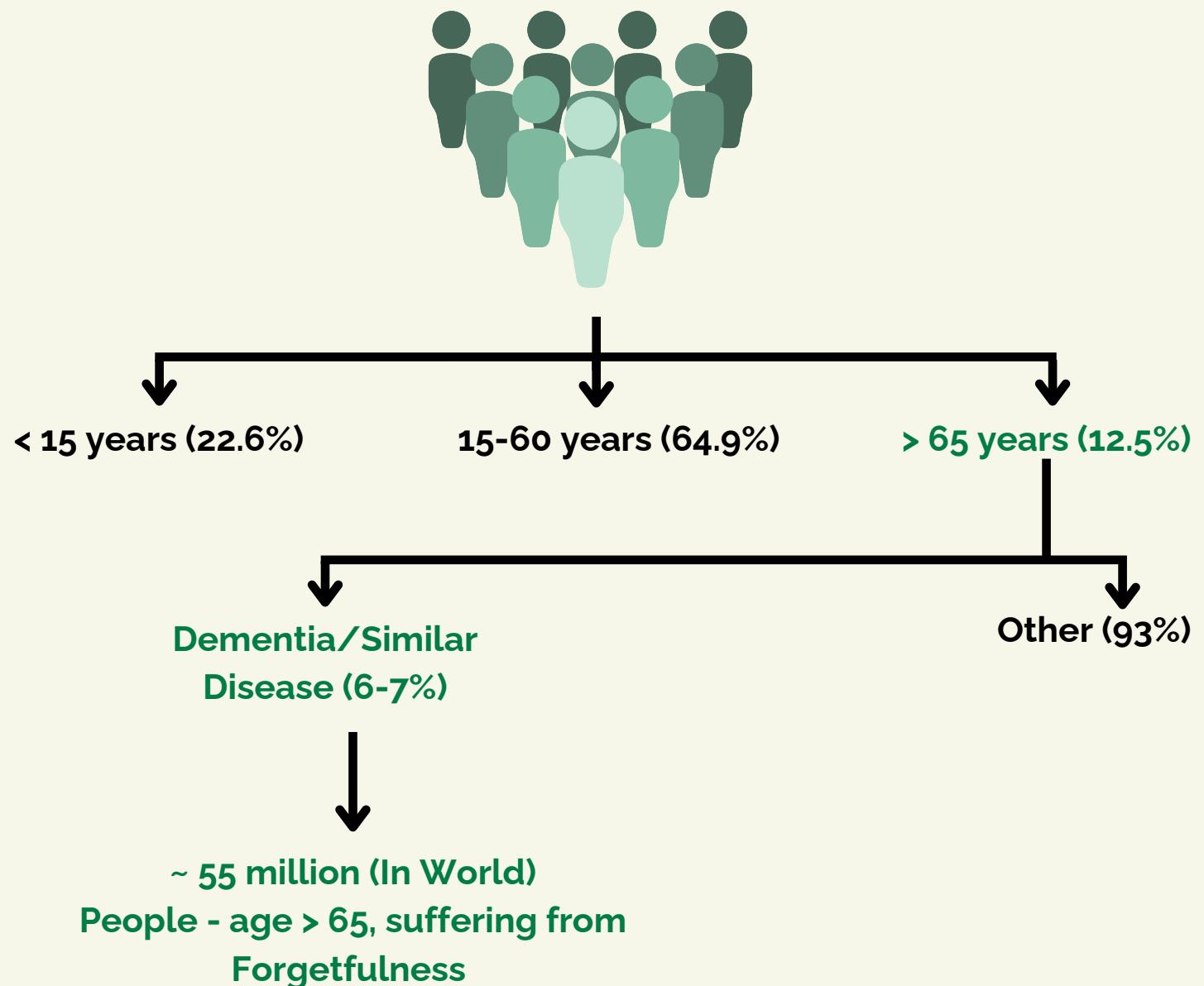
Market Analysis

Market Analysis	Description
Target Market	<p>Primary: Elderly individuals (60+), especially those living independently or with mild cognitive impairments.</p> <p>Secondary: Caregivers, home health agencies, and retirement communities.</p>
Industry Trends	<ul style="list-style-type: none">- Aging Population: Rapid growth in the 65+ age group increases demand for age-friendly devices.- Aging in Place: Emphasis on independent living solutions for seniors.- Digital Divide: High appeal for simple, non-screen devices that avoid complex digital interfaces.
Market Segmentation	<ul style="list-style-type: none">- Urban Elderly: About 30 million; 40-50% in middle- and upper-income groups show interest in assistive tech.- Rural Elderly: 73 million potential users; 5-10% adoption potential, though tech access remains a barrier.
Potential User Base	<ul style="list-style-type: none">- Urban Market: 12-15 million elderly familiar with smartphones, with 3-5 million expressing interest in assistive technology.- Rural Market: 3-7 million potential users, but access and awareness are key.
Competitive Landscape	MemorEase stands out as a single-function, one-button device dedicated to accessible reminders, unlike multifunctional smartphone apps or devices that may feel complex for elderly users.



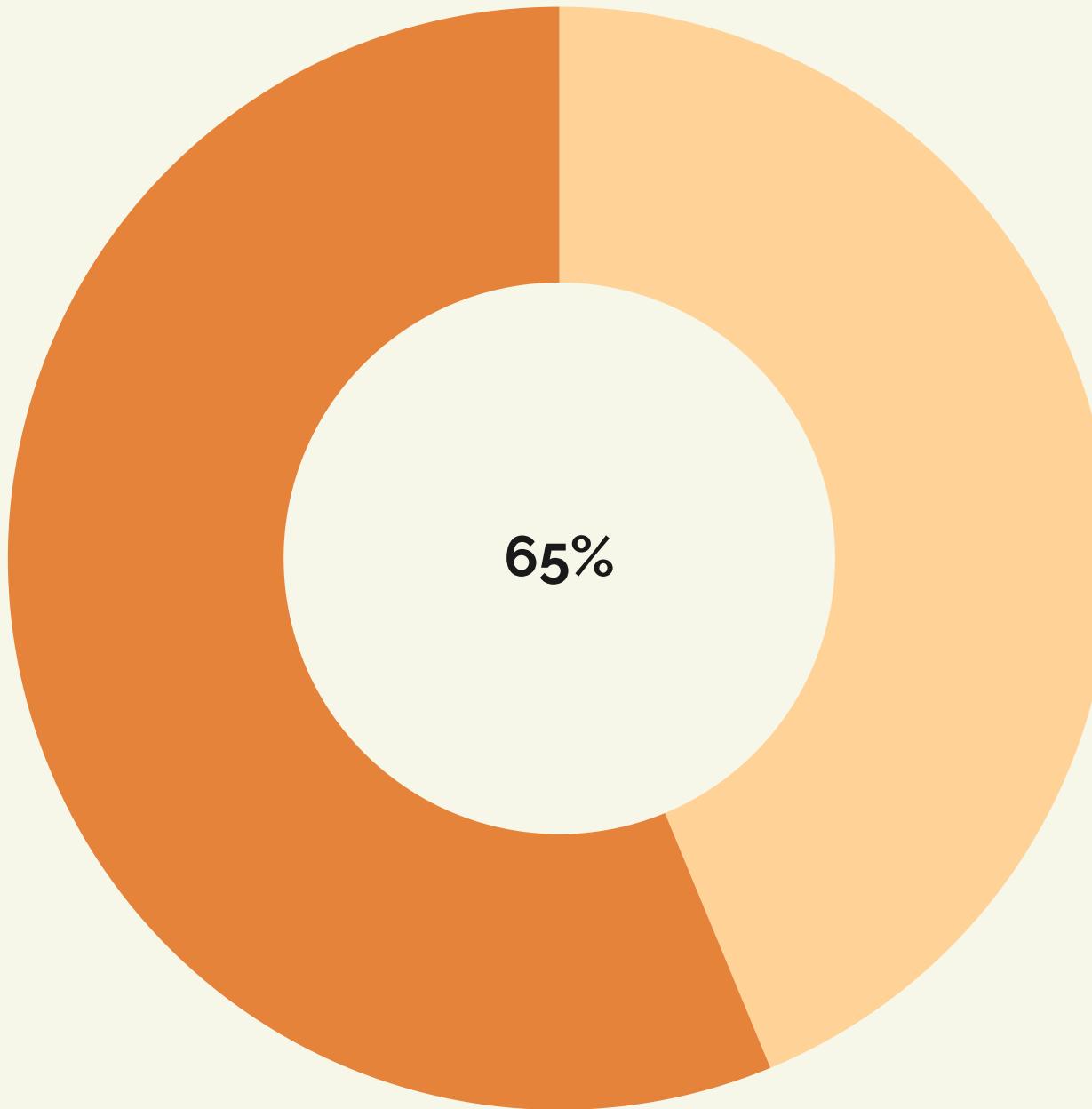
Target Market

The primary market for MemorEase consists of elderly individuals living independently or with limited caregiver support. Secondary markets include healthcare providers, home health agencies, and retirement communities seeking reliable memory aid tools for their residents.

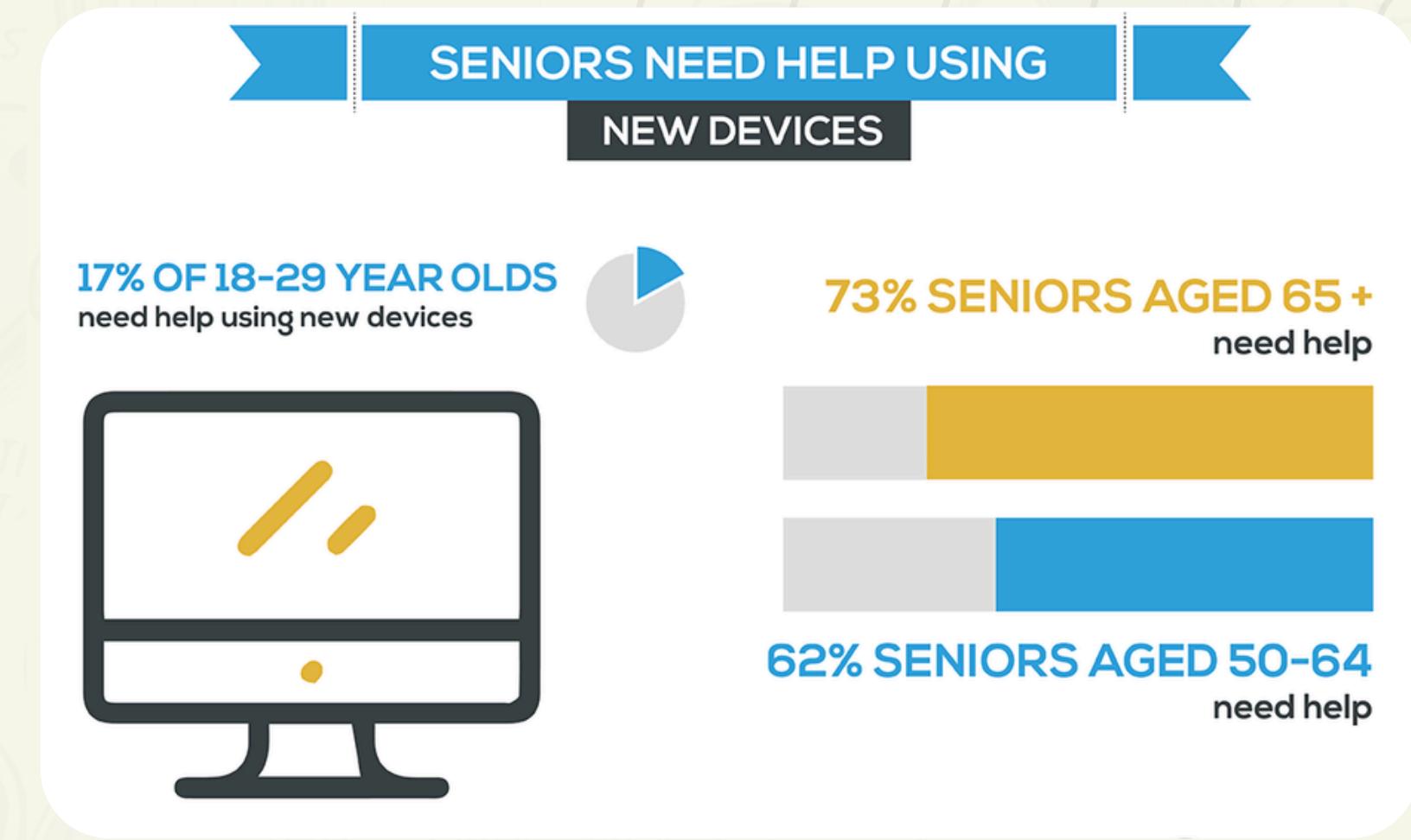
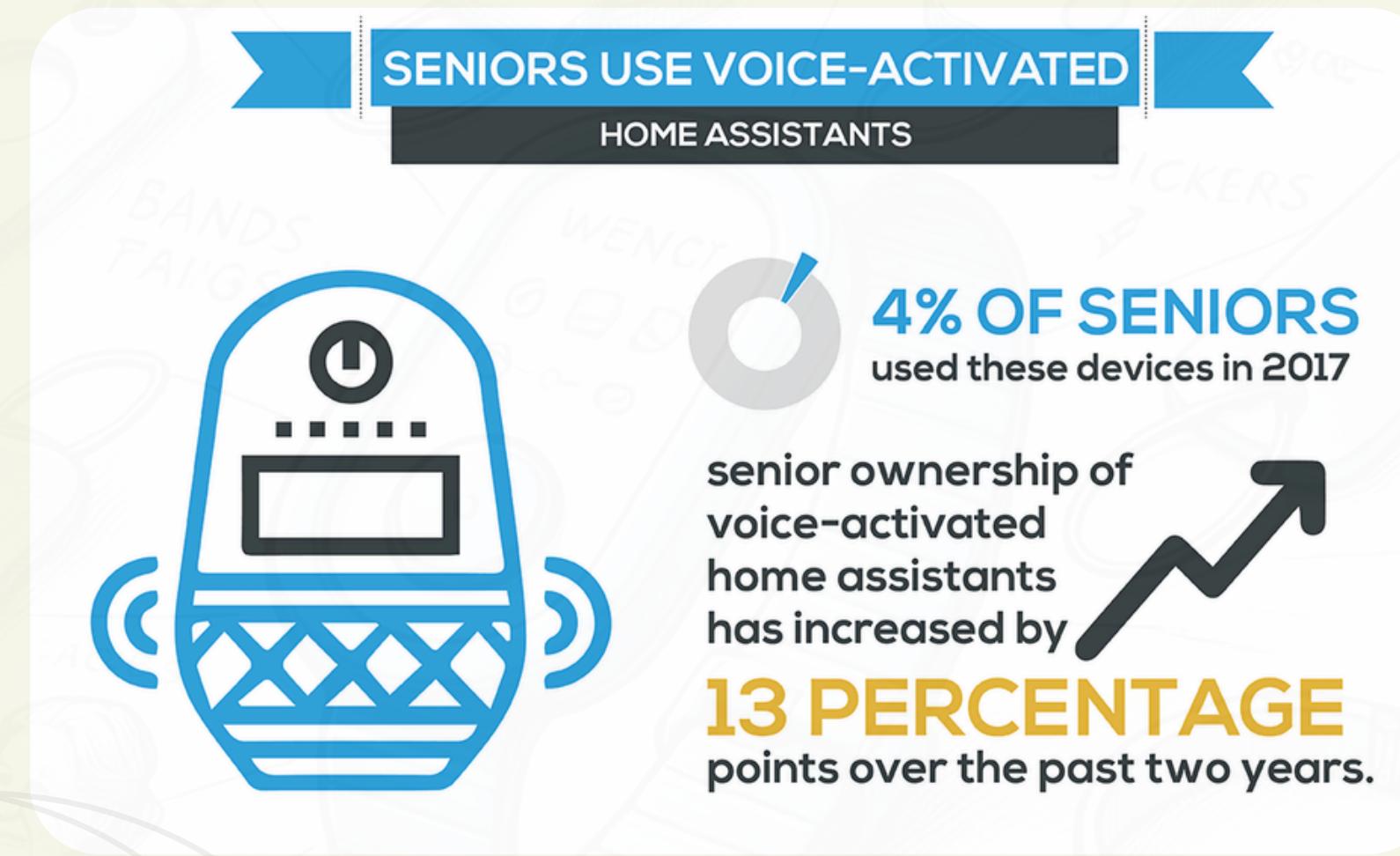


Target Market

- Out of 30 million urban elderly, approximately **50-60% are familiar with smartphones**. This translates to 12-15 million potential users.
- Based on income segmentation, around **3-5 million elderly individuals from middle-income and upper-income groups** are likely to adopt medication management products.
- Rural Target Market: With **73 million rural elderly**, a small fraction (~5-10%) might be **early adopters of digital health solutions**.
- This gives us 3-7 million potential users, although reaching this market might require overcoming barriers related to technology access and awareness



60-70% Elders are not comfortable with technological devices



A large amount of elderly individuals report having trouble with technology.

Many want to buy tech devices to improve their lives but are afraid they won't be able to use them.

And only **13% of seniors** use voice activated. We believe this is due to products being to complicated or intimidating.

Marketing & Sales Plan

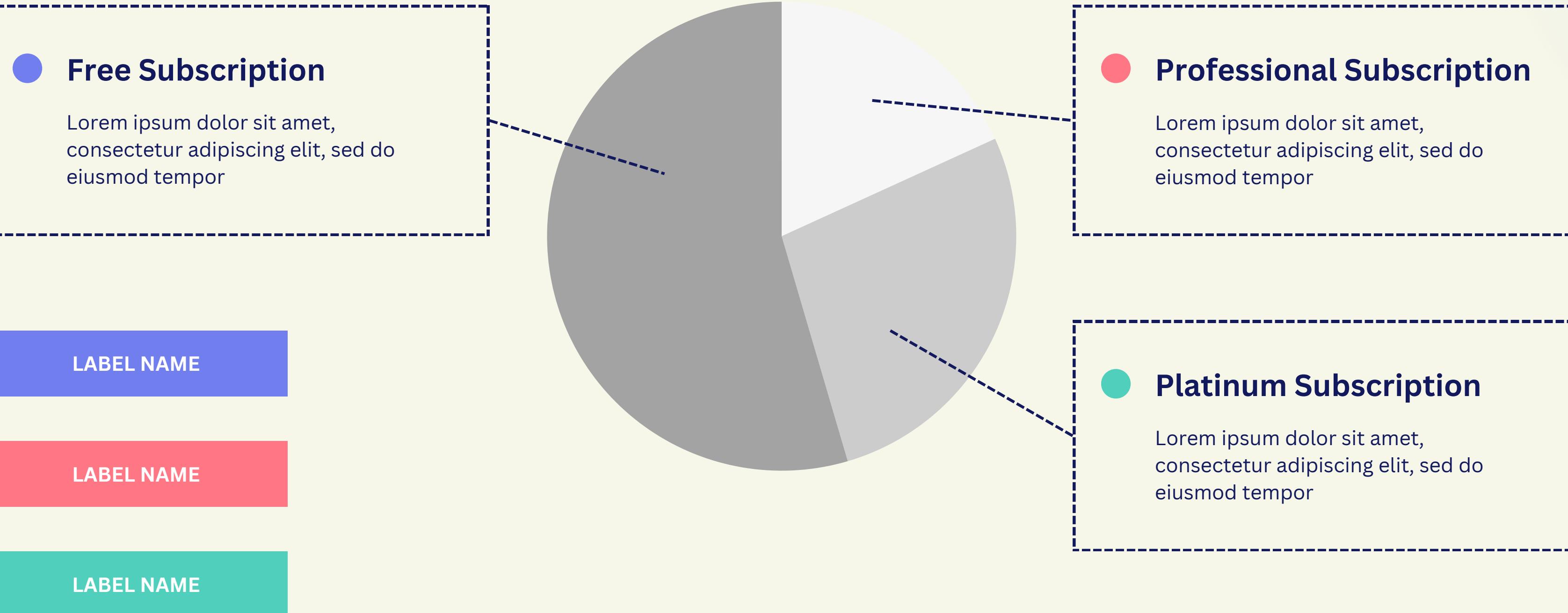
- Healthcare Partnerships: Collaborations with eldercare facilities, home health agencies, and geriatric clinics.
- Direct Sales and Online Retail: Sales via e-commerce platforms and targeted eldercare retail channels.
- Influencer Marketing: Leveraging healthcare influencers and gerontology experts to raise awareness.
- Community Outreach: Participation in senior expos, health fairs, and community workshops to showcase device benefits directly.

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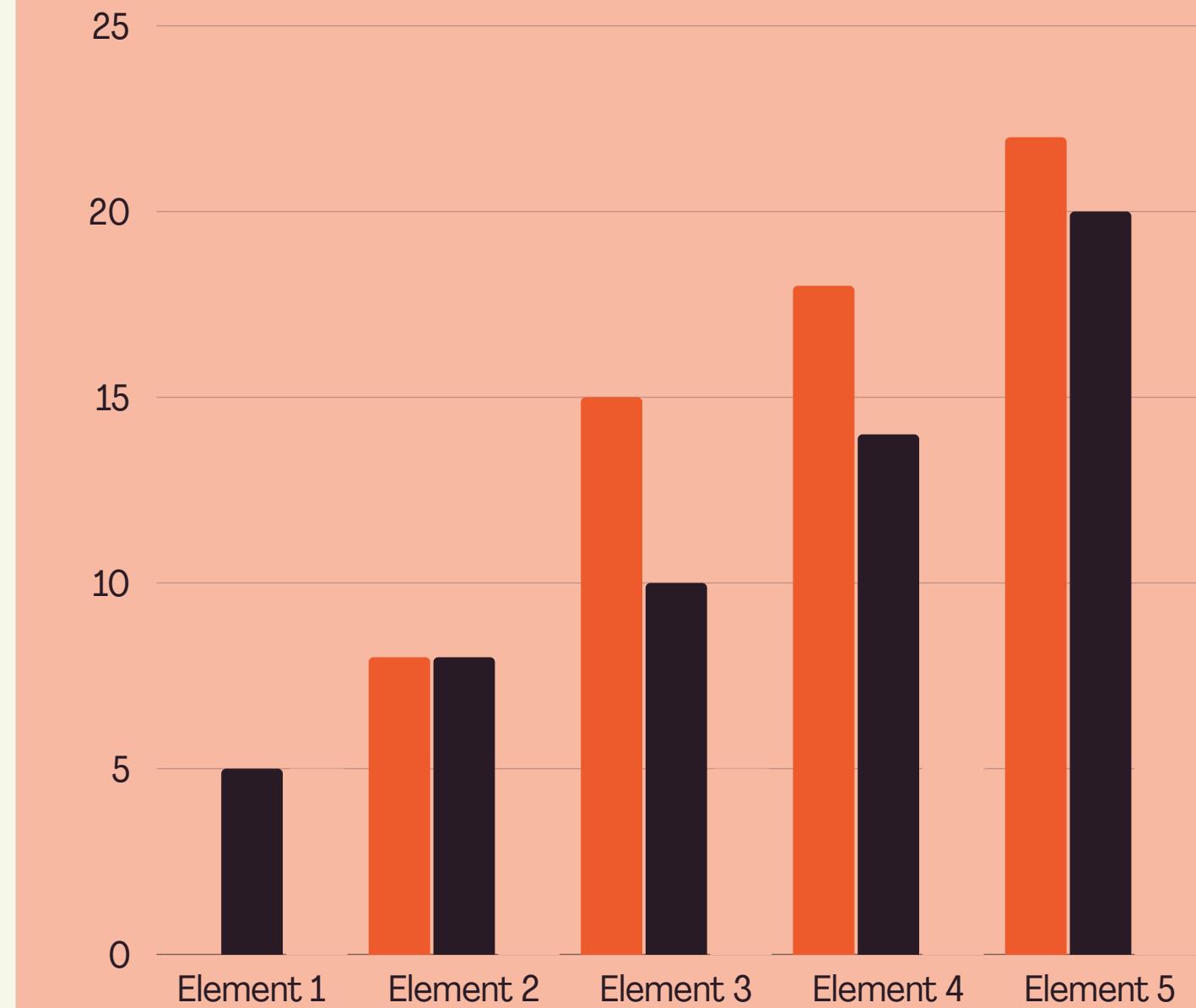
Business Annual Report Concept

Placeholder text for the annual report content.



Product

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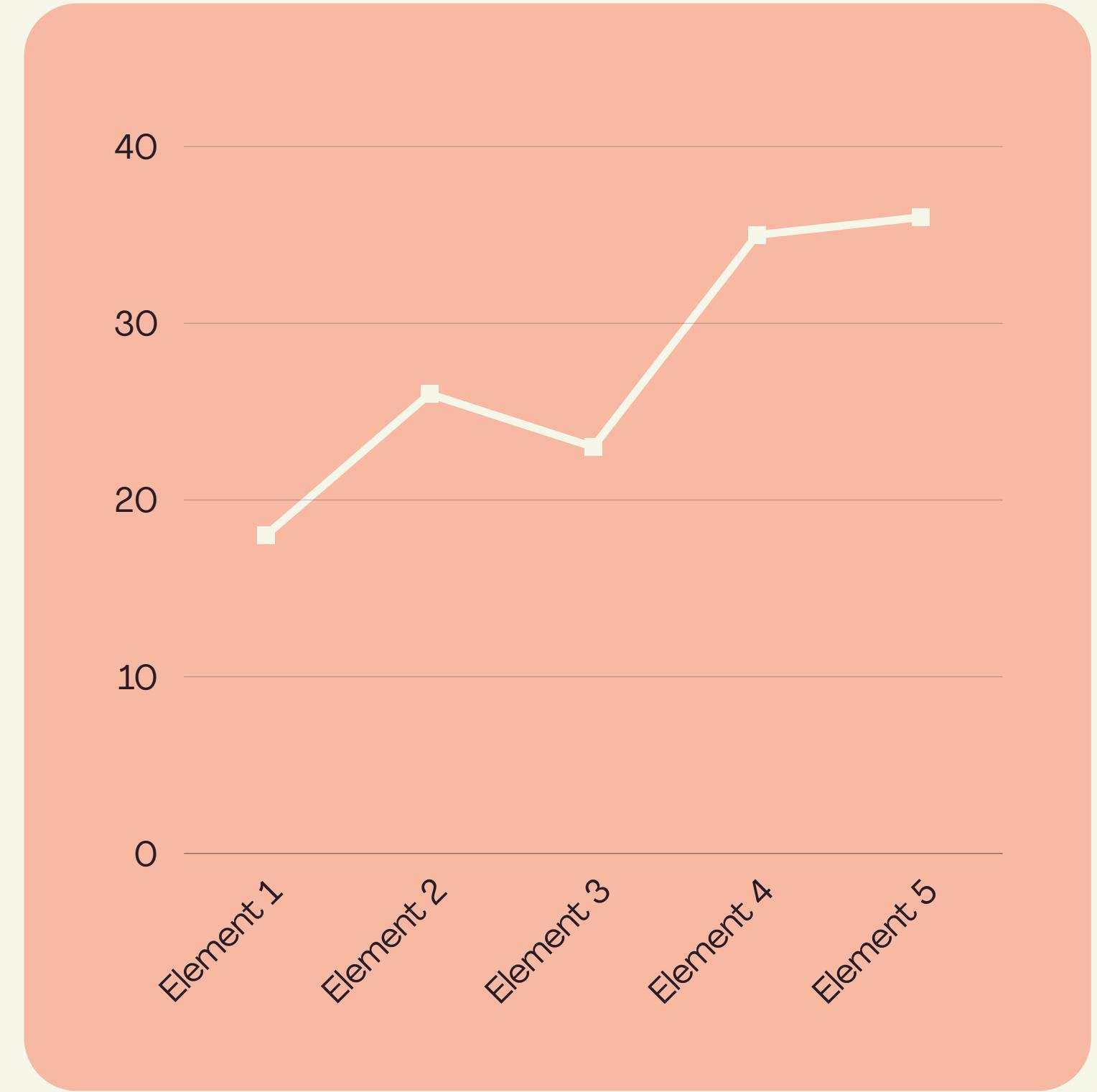


Presented by Olivia Wilson

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Results and Conclusions of the Report

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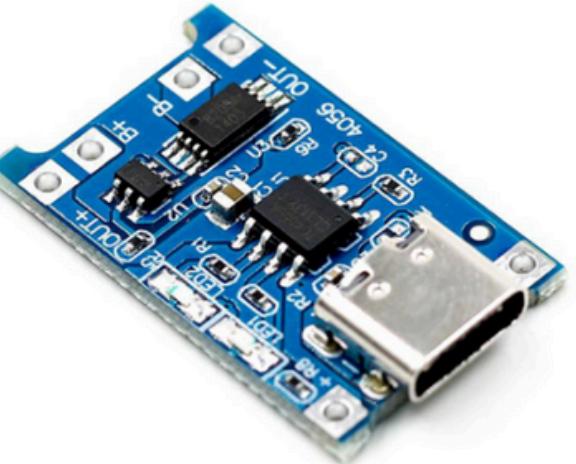
Quarterly Report and Results

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Components

Battery Protection Board, Best Prices



TP4056 1A Li-ion lithium Battery Charging Module With Current Protection – Type C

★★★★★

Availability: **In stock**

Add to Wishlist

SKU: 835842

- 1. Input interface: Type C
- 2. Current Protection: Yes
- 3. Charging mode: Linear charging.
- 4. Current: 1A adjustable.
- 5. Charge precision: 1.5%.
- 6. Input voltage: 4.5V-5.5V.
- 7. Full charge voltage: 4.2V.

₹ 12.00 (Incl. GST)





WITTY FOX

Get 3 points

Witty Fox 3.7V 2000mAh Li-ion GPS Battery

★★★★★ 6

Rs. 378 Rs. 284

or ₹ 270 + 14 point

You save Rs. 94 | Free

Incl. GST (No Hidden Char)

Found a better price?

Quantity

- 1 +

Currently, 24 people

Add To Cart

ADD TO WISHLIST



Memory Cards, Raspberry Pi Accessories

SanDisk Micro SD/SDHC 32GB Class 10 Memory Card

★★★★★ (4 customer reviews)

Availability: In stock

Add to Wishlist

SKU: 544645

1. Memory Size: 32 Gigabyte
2. Card Type: Micro SD
3. Speed: up to 98MB/s
4. Class: 10
5. High-speed Card can be used for both Mobile phone and Raspberry Pi
6. 5 years of manufacturing defect Warranty Given by Sandisk.

₹ 399.00 (Incl. GST)

Select below products to add together

Micro SD Card to SD Card Adapter2	₹ 15	<input type="checkbox"/>
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SmartElex Bluetooth + WiFi Modules

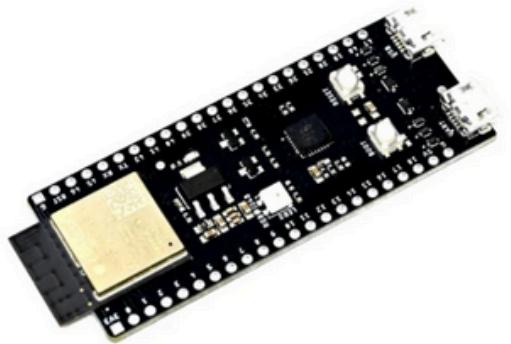
SmartElex ESP32-S3-Development Kit M-1 – 1 PCS

Availability: **In stock**

Add to Wishlist

SKU: R150544

1. 802.11 b/g/n
2. Bit rate: 802.11n up to 150 N
3. A-MPDU and A-MSDU agg
4. Bluetooth LE: Bluetooth 5,
5. Speed: 125 Kbps, 500 Kbps
6. Operating voltage/Power s
7. Operating ambient tempera



₹ 1,388.00 (Incl.

Plastic Push Button Switch

Tactile Push Button Switch 6×6×5 (Pack of 10)

★★★★★ (1 customer review)

Availability: **In stock**

Add to Wishlist



SKU: 618182

1. Ideal for Through-hole applications.
2. Shaft Shape: Round
3. Used in the fields of electronic products, household appliances and more.
4. This light touch switch is waterproof, prevent oil, anti-pollution, anti-static interference.
5. High precision mechanism design offers acute operation and long service life.
6. Compact and lightweight, easy to carry and dismantling.
7. Good electrical conductivity.

₹ 17.00 (Incl. GST)

Audio Amplifier Module



PAM8403 Mini 5V Digital Amplifier Board With Switch Potentiometer

 (24 customer reviews)

Availability: **Out of stock**

Add to Wishlist

Approx Restocking Date: 25 to 30 Days

SKU: 44109

- 1. Operating voltage: 2.5V-5V
- 2. Maximum output power: 3W
- 3. PCB size is about: length 18mm width 12mm height 6mm
installed is about 16mm
- 4. Built with switch Potentiometer, can control power switch freely!
- 5. Flexible assembly usage.

₹ 65.00 (Incl. GST)



Biometric/ECG/EMG Sensor



Micro SD SPI or SDIO Card Breakout Board – 3V only

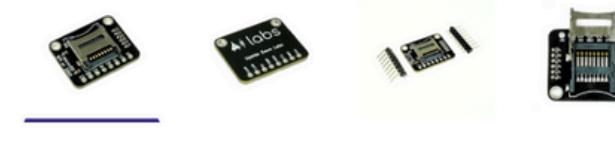
Availability: **Out of stock**

Add to Wishlist

SKU: R122668

- 1. Input Voltage: 3V (It can only be used with 3V power and logic microcontrollers only)
- 2. Support: SPI and SDIO hardware support
- 3. Dimensions: 2.54cm x 2.28 cm

₹ 99.00 (Incl. GST)



Have a Bulk Order? [Click Here](#)

Need Support? [Click Here](#)

Free Delivery  15 Days Warranty  Cash on Delivery* 

above ₹499

Sound Sensor



INMP441 MEMS High Precision
Omnidirectional Microphone Module I2S

★★★★★ (8 customer reviews)

Availability: In stock

Add to Wish List

SKU: 975

- 1. Digit
- 2. High
- 3. High
- 4. Stab
- 5. Low
- 6. High

₹ 21

Roll over image to zoom in

INVENTO 1Pcs Small Loudspeaker Stereo Audio Speaker 2040 4ohm 2W For Laptop DIY Replace

Brand: INVENTO

3.4 ★★★★☆ 76 ratings | Search this page

Great Indian Festival

-31% ₹275

M.R.P.: ₹400

prime One-Day

Inclusive of all taxes

EMI starts at ₹95 per month. EMI options

With Amazon Business, you would have saved ₹22,371.60 in the last year. Create a free account and save up to 15% today.

Offers

Bank Offer

Upto ₹1,500.00 discount on select Credit Cards, sele...

33 offers >

Partner Offers

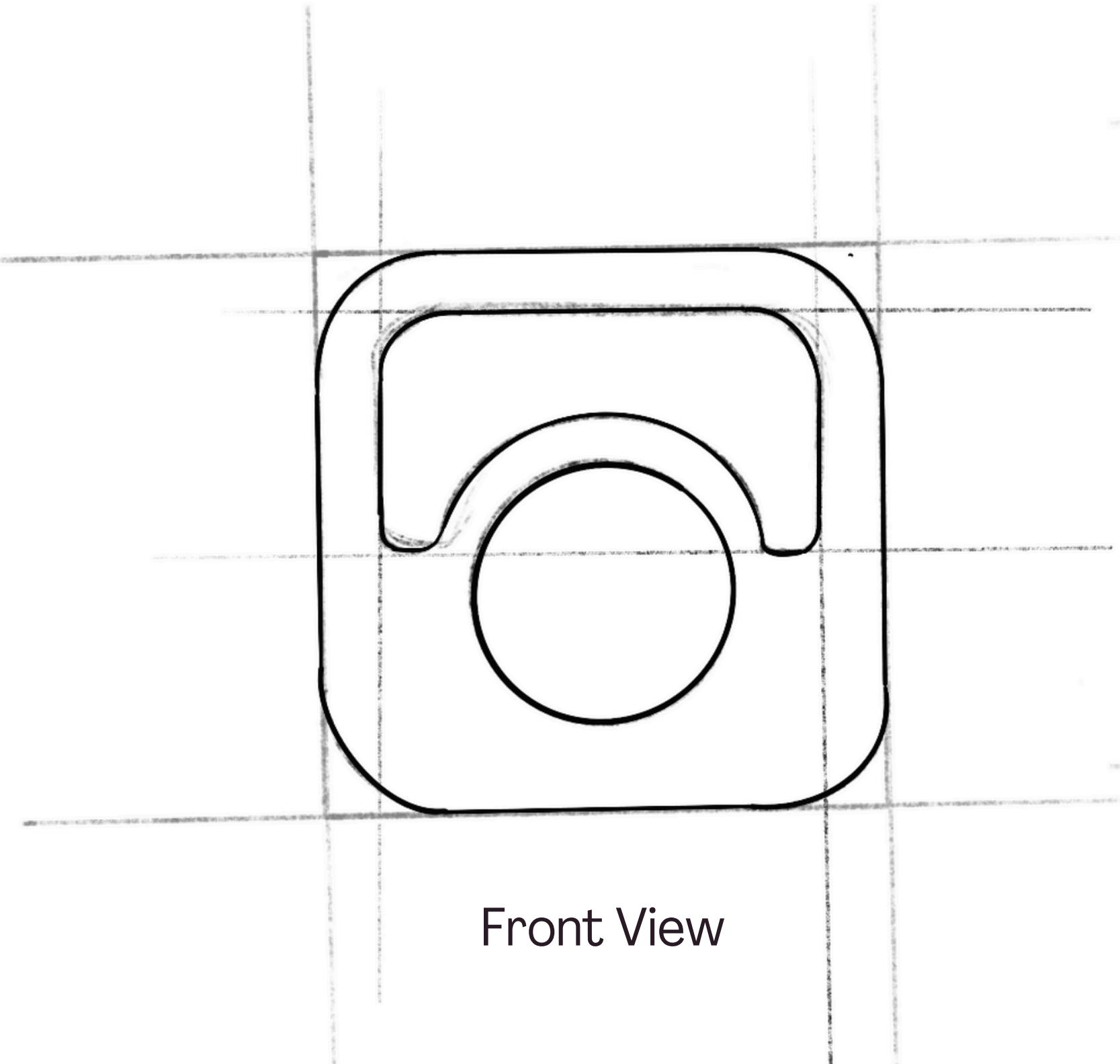
Buy any 2 get extra 3% off; Buy any 3 get extra 5% off; B...

2 offers >

Cashback

Amazon Pay Rewards - Earn Rs. 50 cashback when...

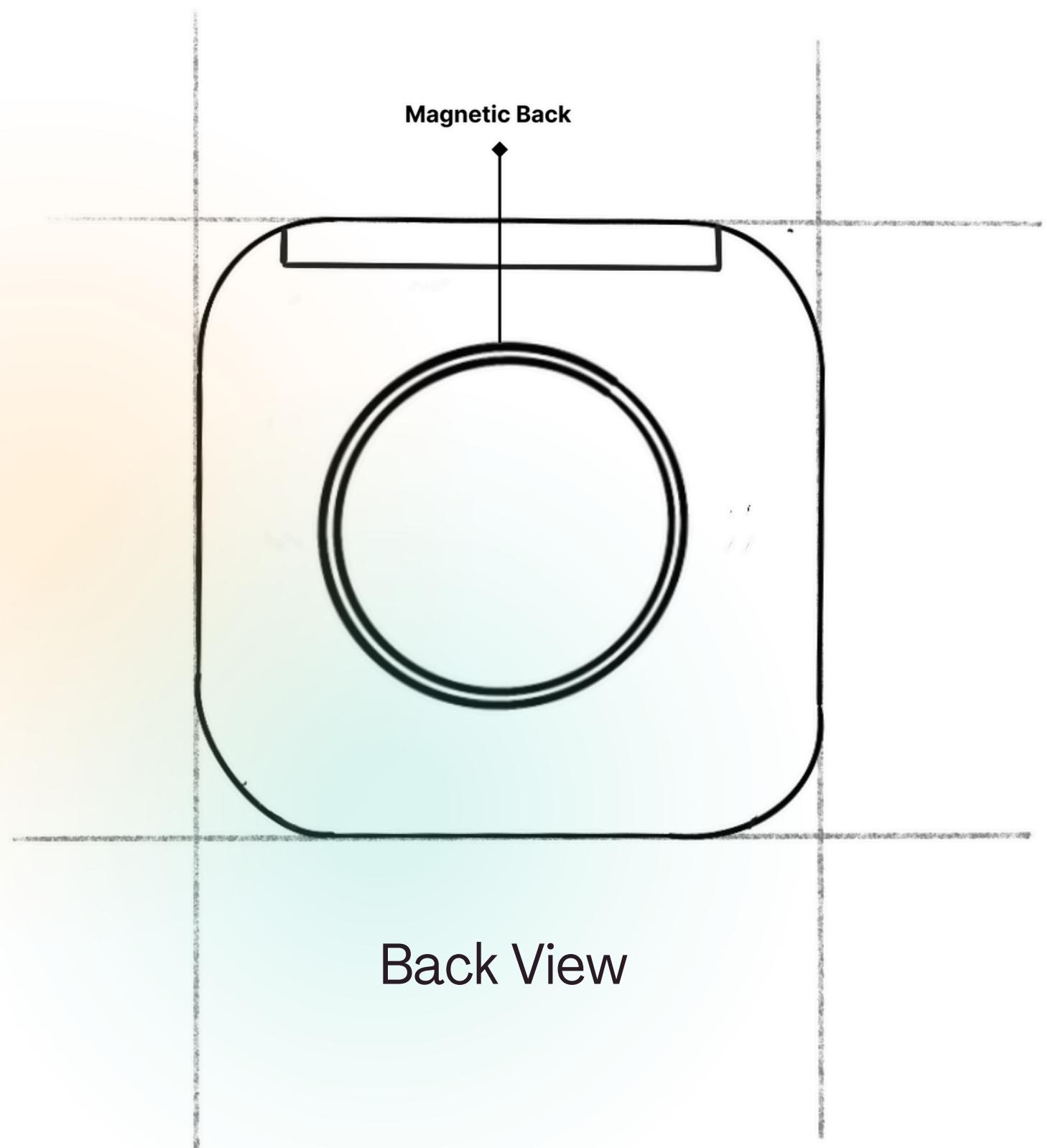
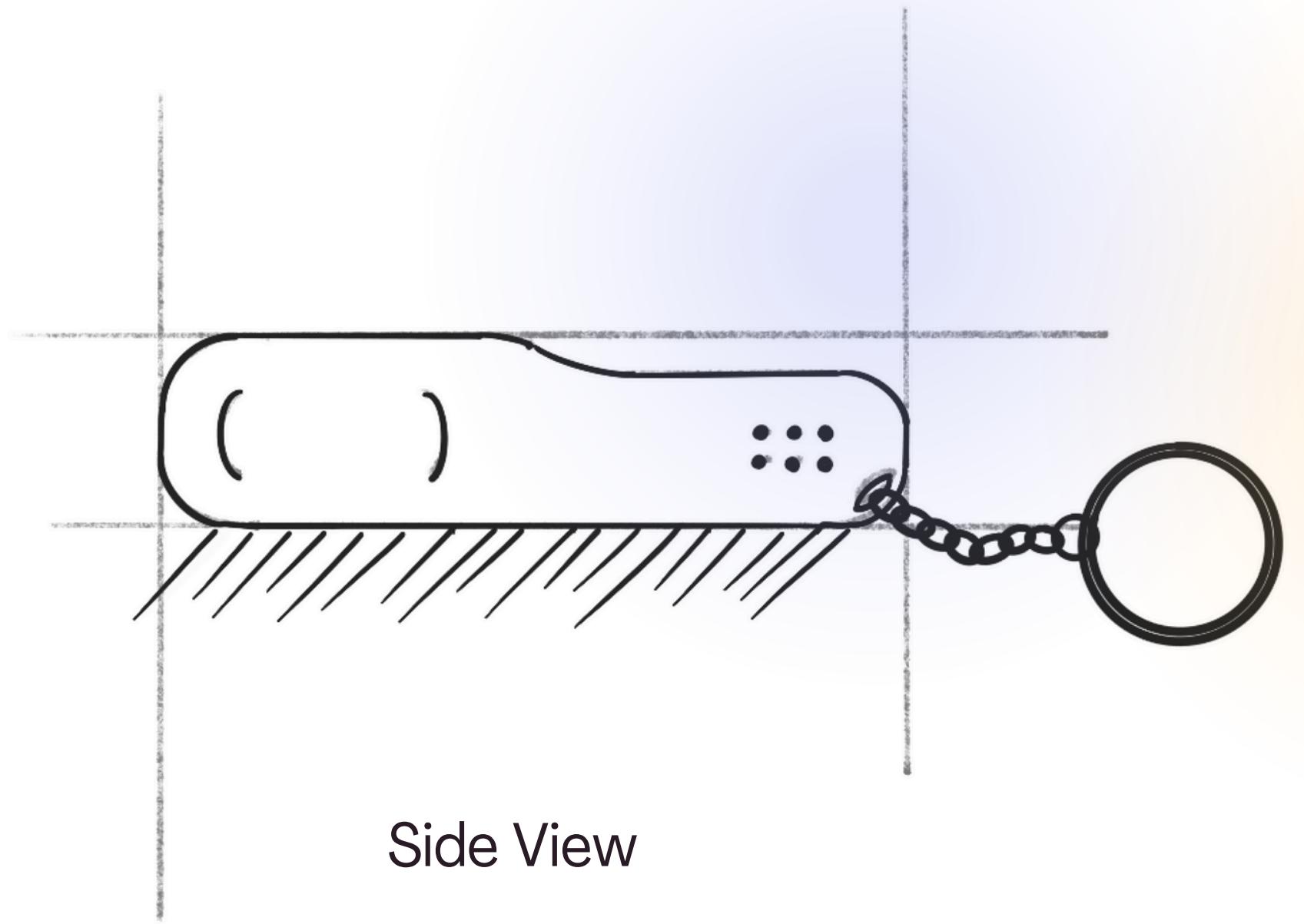
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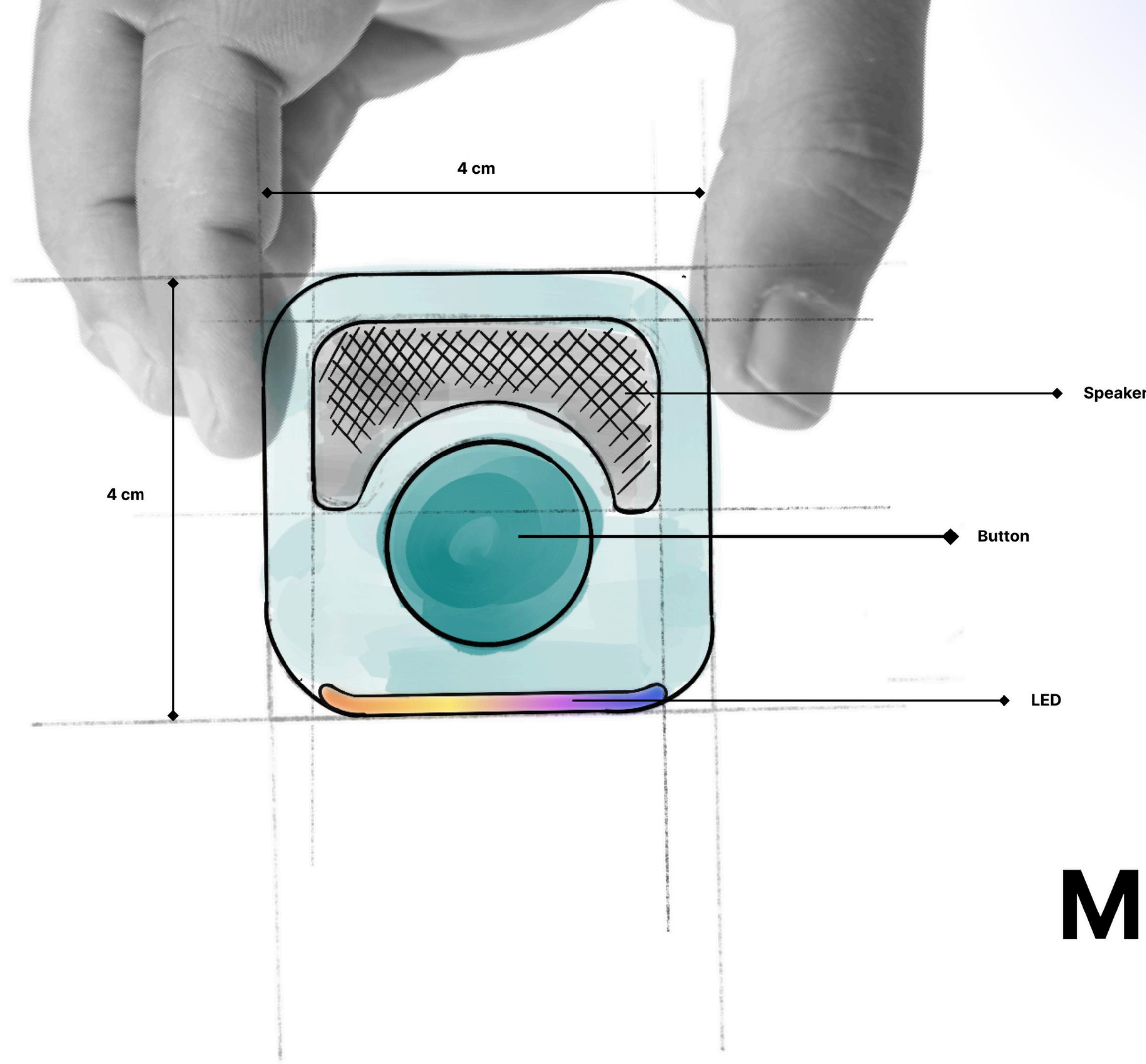


Front View

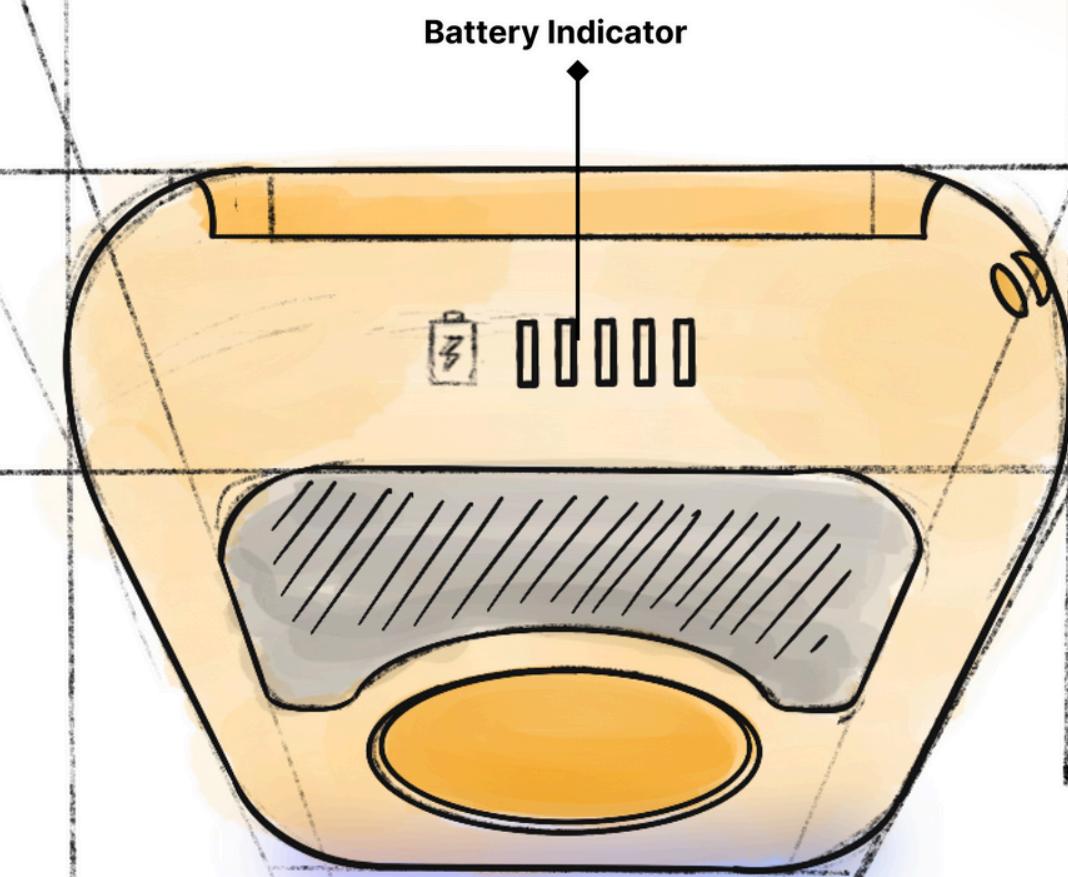


Perspective View





MemorEase



Top View

Product Specifications

Letter from the CEO

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Performance Highlights

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Financial Statements

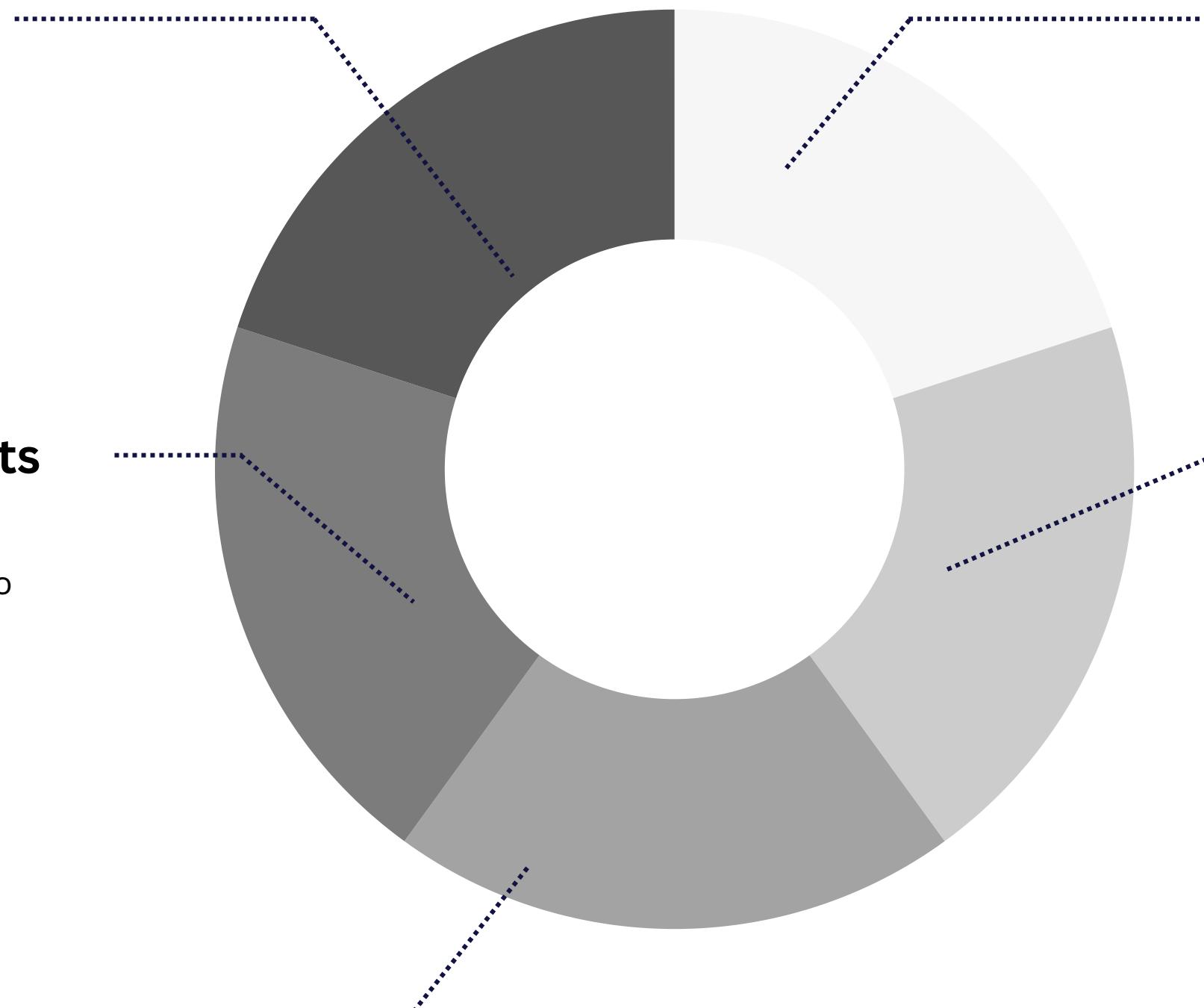
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Employees

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Customers

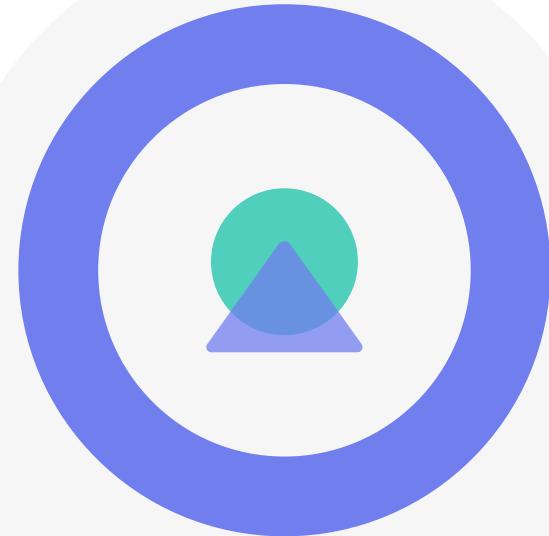
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What makes it Patentable

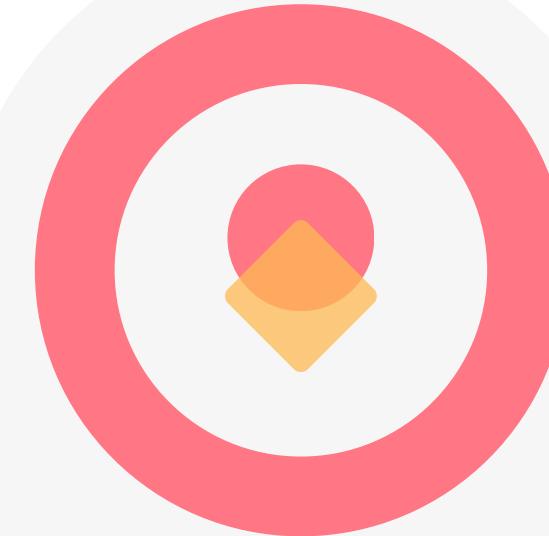
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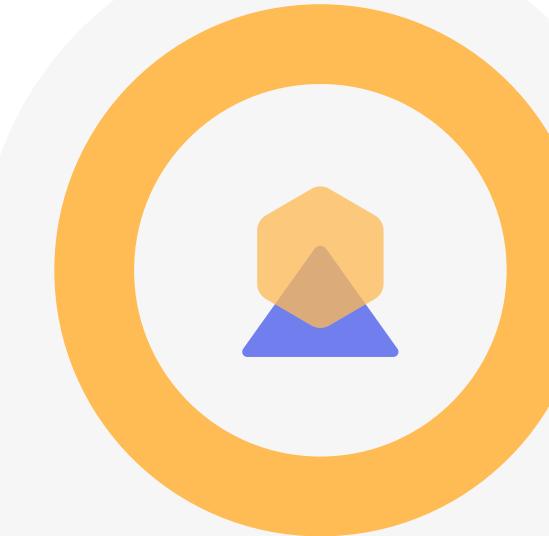
Free Subscription

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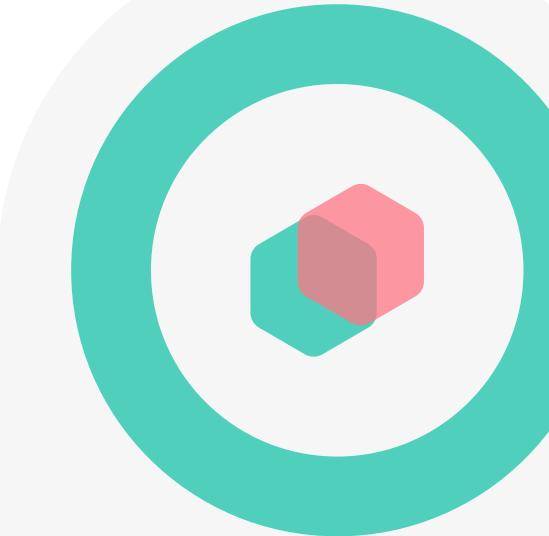
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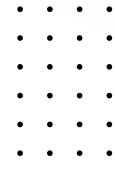
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Thank you for
your time