

• HOWSE
• PICKLED
2 HANDED

FUCK
A A

HELLO NEIGHBOR

The digital neighborhood aid

Lemke

Schmidt

Janing Sebler
Beier Blind

Grohmann

Wanhoff

KAPUTT
Hominal/Jenkins

TEAM

Who are the people behind the project?

- Fraunhofer IZM/ Erik Jung
- Lola Güldenbergl, Agency for trend research

What are your professions and competences?

- IZM > Hardware development, micro electronics, bio sensors
- Lola Güldenbergl > Marketing, market research, business development

What motivates you to found a startup?

- Facilitating the everyday life of elderly people, people with handicaps or people in need of general assistance in urban as well as rural areas through digital neighborhood assistance.
- We want to strengthen neighborly relations and to support the mutual interaction with today's and future technologies.

What are your roles once the spin-off has been created?

- IZM leads and supports the research part and the hardware development.
- Lola Güldenbergl accompanies and supports the prototype construction, testing and the business modell behind.

MARKET

What problem do you want to solve?

Older people often retreat and leave the apartment reluctantly. Family members are less likely to cover the generational task. When dementia and Alzheimer's are added in the early stages, it is sometimes difficult to ask for help. Moreover, many technological concepts often do not reach these people. Acceptance is not given. "Hello neighbor!" replaces the ringing of neighbors in the easiest way (it is actually only "rattled"), tracks bio-feedbacks, ranks and distributes the digital ringing signal by app to the house community and redirects the response back to the IoT device. And in a way that the answer is really perceived.

Who are the most promising customer segments and how might the final product look like?

In addition to older people, people with handicaps, sick people or simply people, who want a closer neighborhood proximity, "Hello neighbor" mainly relies on the B-2-B market or on municipal structures (B-2-K), larger residences, care service companies and property developers, e.g. of senior citizens' residences as well as city planners. They can use "Hello neighbor" as an innovative block for smart living. "Hello neighbor" is the smallest common denominator to make existing or future living spaces "smart".

Do you already have paying customers/ relevant pilot projects/ additional evidence for a customer?

No

What might be the business model?

Direct sales distribution to B-2-B, B-2-K and B-2-B, cooperation with existing neighborhood platforms.

What are further fields of application for your technologies?

A mobile device/ IoT in combination with context based sensorics and social media.

TECHNOLOGY

Tell us about your technology!

We want to combine IoT (Klingelknopf)+Biosensor+App+Community to help people to live as long as possible independently in their own appartements and houses.

What makes the technology special and might be a global unfair advantage?

It's the combination of IoT and community. It can decentralize and democratize the idea of caring.

What is the TRL and how is the IP protected/ protectable?

We want to reach TLR 7. IP will be checked while designing the prototype.

As of today: how much has been invested in total into the technology?

A lot of man power (hard to say).

How long will it take to get the technology market ready?

It depends on the prototyping and testing. The components are not difficult to construct (one year maybe).

OFFER

Who are you looking for? A full founding team, or a single pioneer complementing your team?

We are looking for a full founding team and an IT developing team for the app application.

How do you want incentivize the pineer(s)?

The idea works and it has maket potentials. We will present the market potential in the pitch presentation.

What are expectations you have regarding the pioneers?

To make the IoT device real and bring it to market.

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