

REMO

“When someone loses these memories, it devastates their quality of life. We take these basic functions for granted — the ability to immerse in precious stories”

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OUR TEAM



Amy Chen

Business Operation

Parsons School of Design

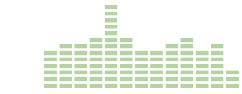


Gwen Zhang

Design & Technology

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THE STORY



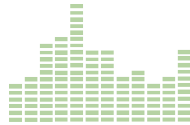
"Where are you now ?"



"You just finished your high school, right ?"



"Oh.. am I wrong for this ?"

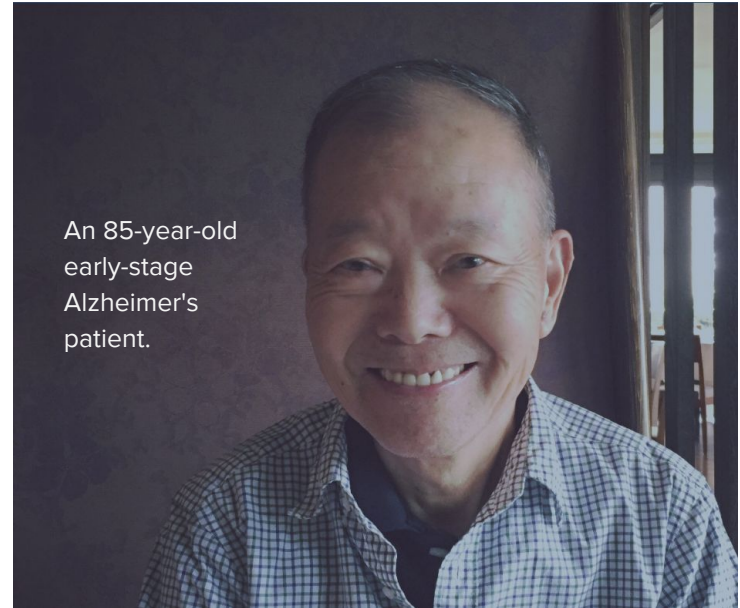


"No! I wasn't!"



"I didn't. Really."

"I am watching him lose his memories of the career he feel proud of and the meaningful family stories he created with us. This old gentlemen tried hard to patch his past by himself but it doesn't work well. "



An 85-year-old
early-stage
Alzheimer's
patient.

*"To me, life is full of **uncertainties** and they are making me **afraid of** expressing my thoughts."*

-Mr. Shi

RESEARCH STUDIES

Alzheimer's disease is the most common form of dementia and may **contribute to 60–70% of cases**.

Brain cell connections and the cells themselves degenerate and die, eventually destroying memory and other important mental functions.

Memory loss and confusion are the main symptoms.

No cure exists, but medications and management strategies may temporarily improve symptoms.

Alzheimer's Disease and Dementia

THE PAIN

For alzheimer's patients in early to mid-stage, over medical concentration could be a sign of Ignorance.

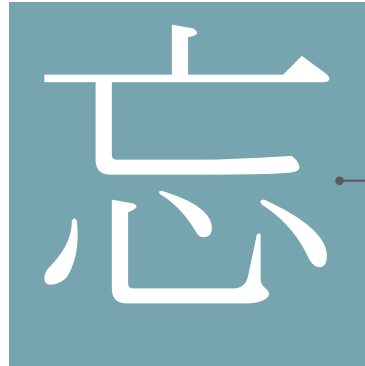
Personalization is needed for a sensitive group of individuals.

Losing of memories upsets both patients and family caregivers.

THE PAIN

“亡” means **die, lost** —•

“心” means **heart** —•



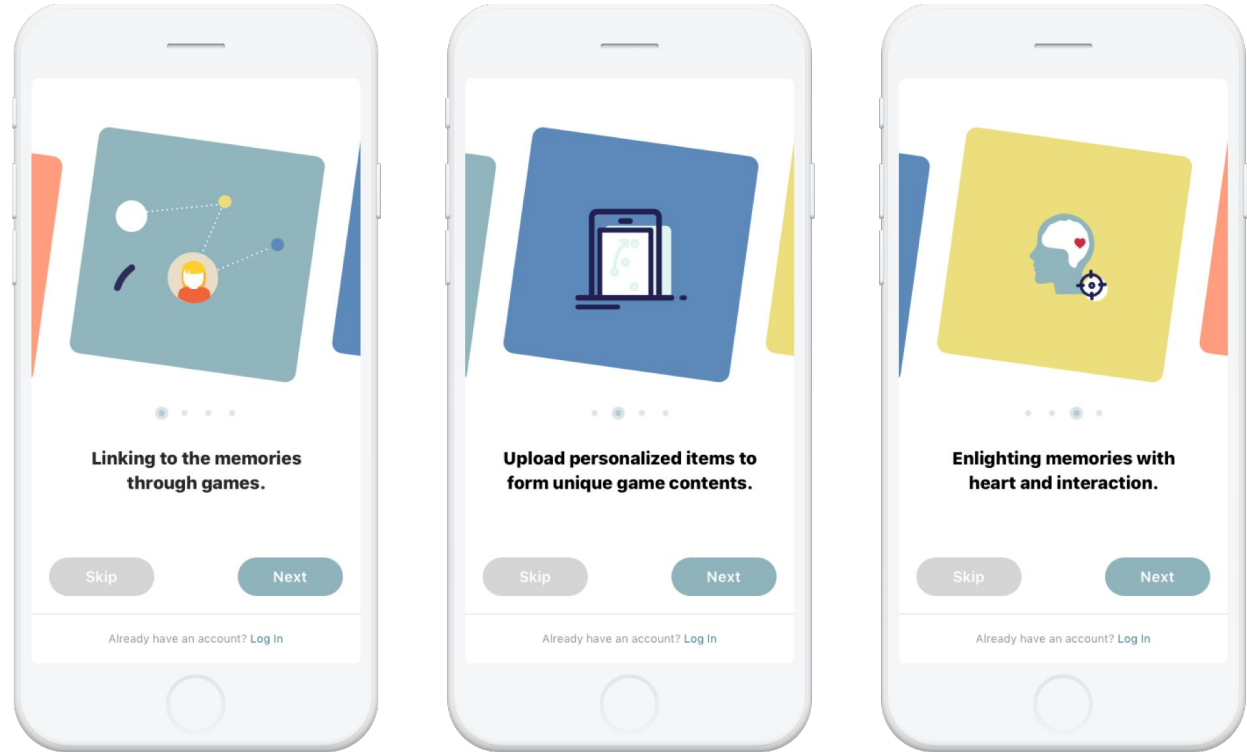
• — verb. to forget, to neglect, to miss

when someone loses these memories, it devastates their quality of life, and departs their heart to heart connection with their loved ones.

OUR SOLUTION

There are two ends in **Remo** platform -
01 Caregiver side dashboard for managing and uploading contents for players.
02 Patient side gameboard

App will be available on both smartphone and tablet.



VALUE PROPOSITION

- The power of video games
- To help Alzheimer patients to improve quality of life
- Giving caregivers the tools necessary to engage with these patients.

Digital games holds the potential to allow seniors to view special events for which participation might otherwise be difficult. *Remo* creates interactive experiences for Alzheimer patients through transforming the special family memories into the collective, playful games.

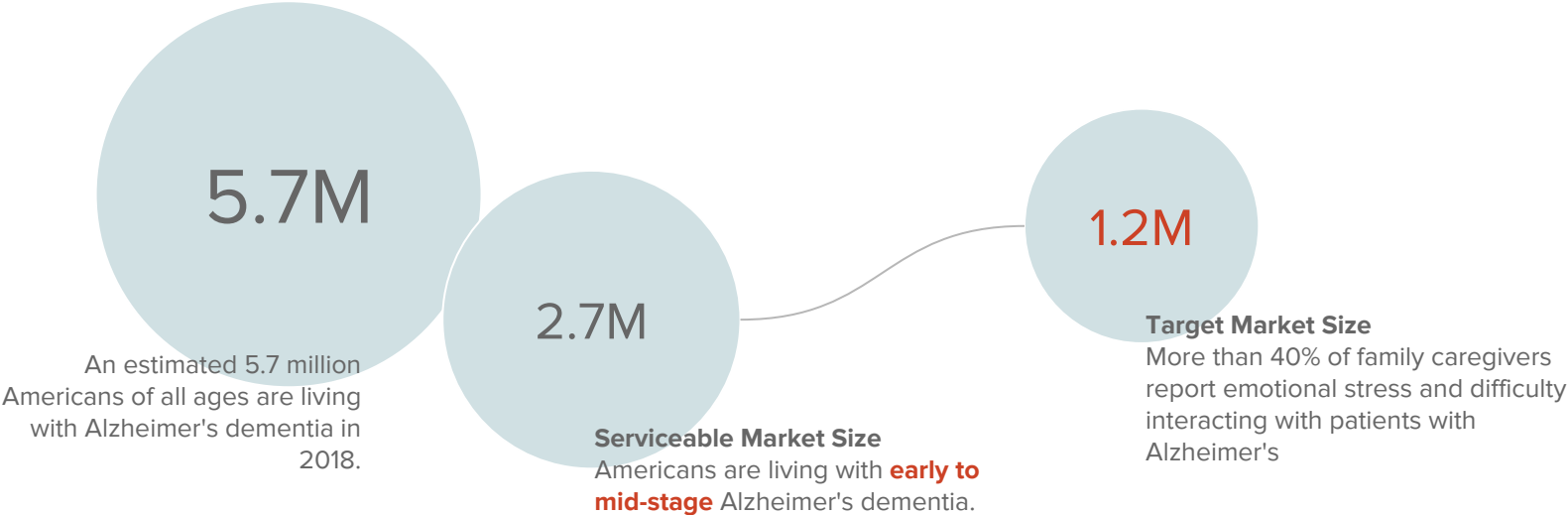
SECRET SAUCE

According to UC Berkeley Neuroscience Lab, Cognitive practices will help elders with early to mid-stage alzheimer to keep the activeness of the brain.

We created a **positive and motivating** space for the elders with early and mid-stage alzheimer's disease with **playful and interactive ways**.

Remo is a multifunctional game platform that integrates **entertainment, brain practices, social media** as a whole.

MARKET SIZE



BUSINESS MODEL



Target Market Size



30% Paid Users



\$28.8M

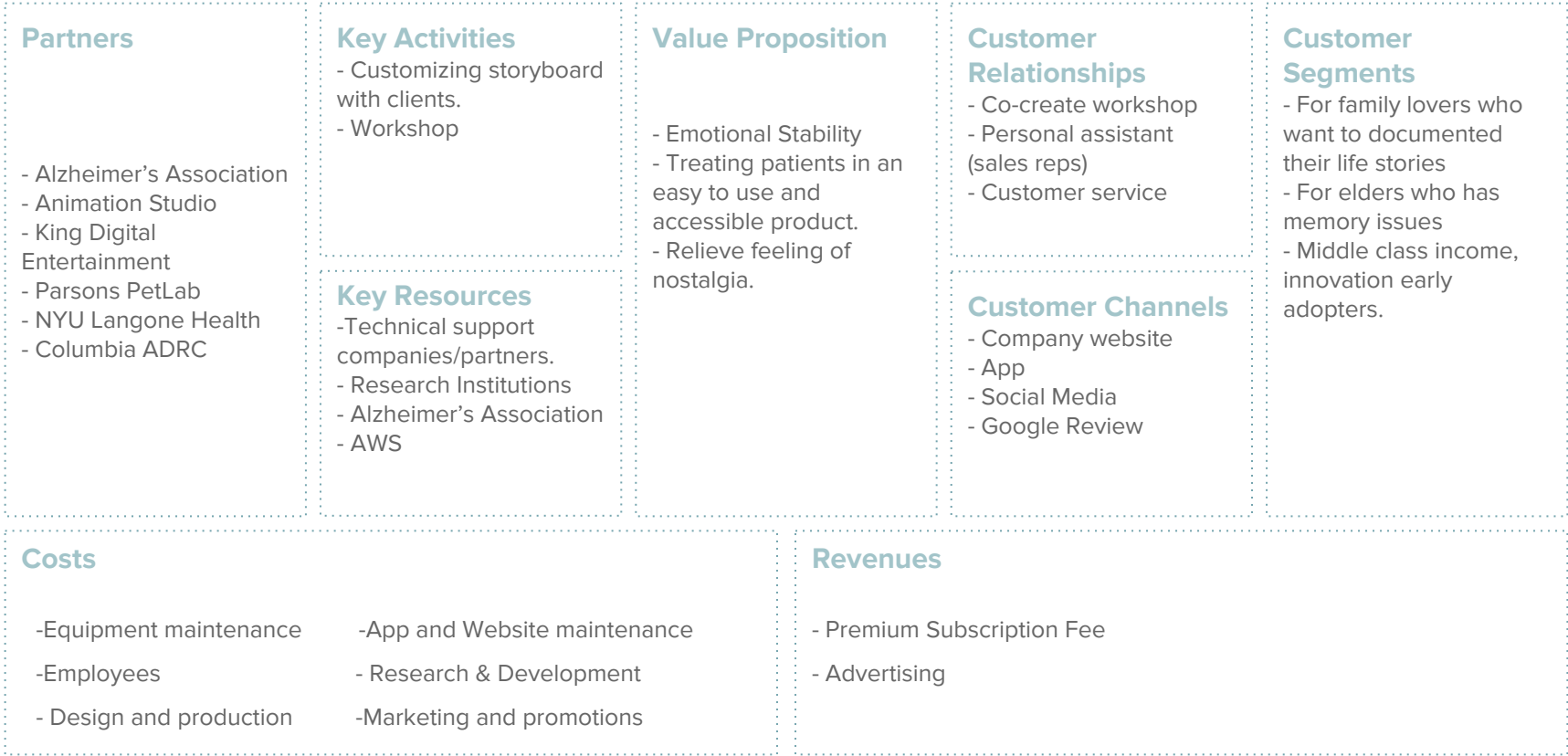
Paying \$10/month or \$80/year for full access to Remo App.

Revenue - Projected by 2022

BREAK DOWN

- Unlock all premium, customizable games.
- Gain access to newly released games.
- Invitation to Remo's friends and family events.

BUSINESS MODEL CANVAS



GROWTH PLAN

Vision: By 2020, we expect to have **1 million active users & revenue of \$28.8M**

Value Proposition: Emotional Stability, Treating patients in an easy to use and accessible product, Relieve feeling of nostalgia

5 year strategic goal:

Invest in advertisement to targeted audience by buying sponsored searches and television commercials. Invest in Alzheimer's research to improve our games to be more effective in treating early to mid stage Alzheimer's.

Improve user interface and user experience by investing in research and development.

Make a better workplace for employees (social responsibility)

KEY PARTNERSHIPS

RESEARCH, DESIGN, COMMUNITY, AND MORE.



Alzheimer's Disease Research Center (ADRC)



POTENTIAL COMPETITORS

Luminosity

Elevate

Fit Brains
Trainer

Peak

Brainwell

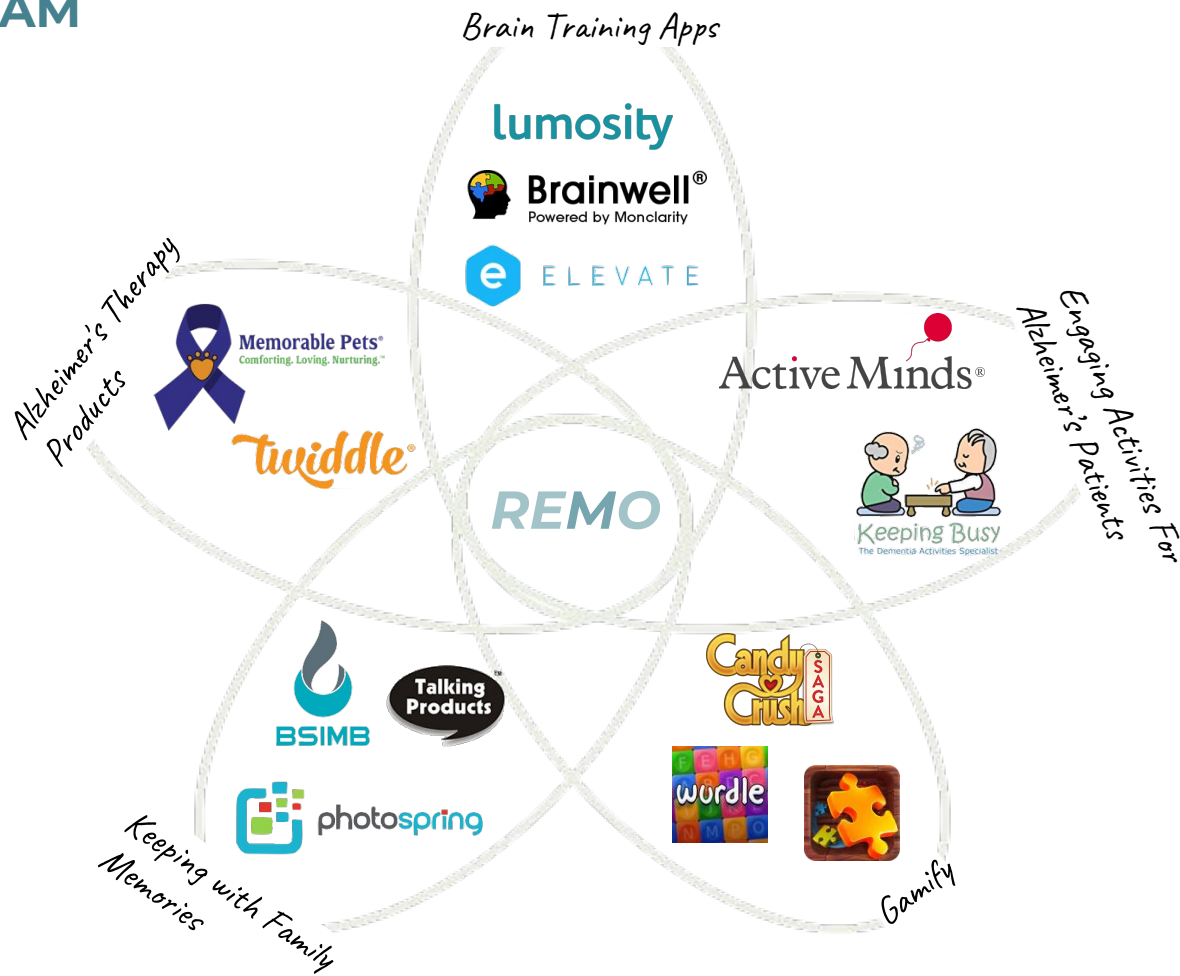


WHAT'S MISSING FROM CURRENT MARKET?

Based on our interview & secondary research:

- Brain training apps are **lack of contents** that patients cared about.
- “Training” gives patient **overwhelmed pressures**.
- Lack of engagements.
- **Emphasizing** too much **on the clinical approach**.
- Objective but **unfriendly visualization** of the disease

PETAL DIAGRAM



REVENUE MODEL

SUM **Revenue** = [Premium Fees * Paid User Count] + Advertising in App + Email Marketing

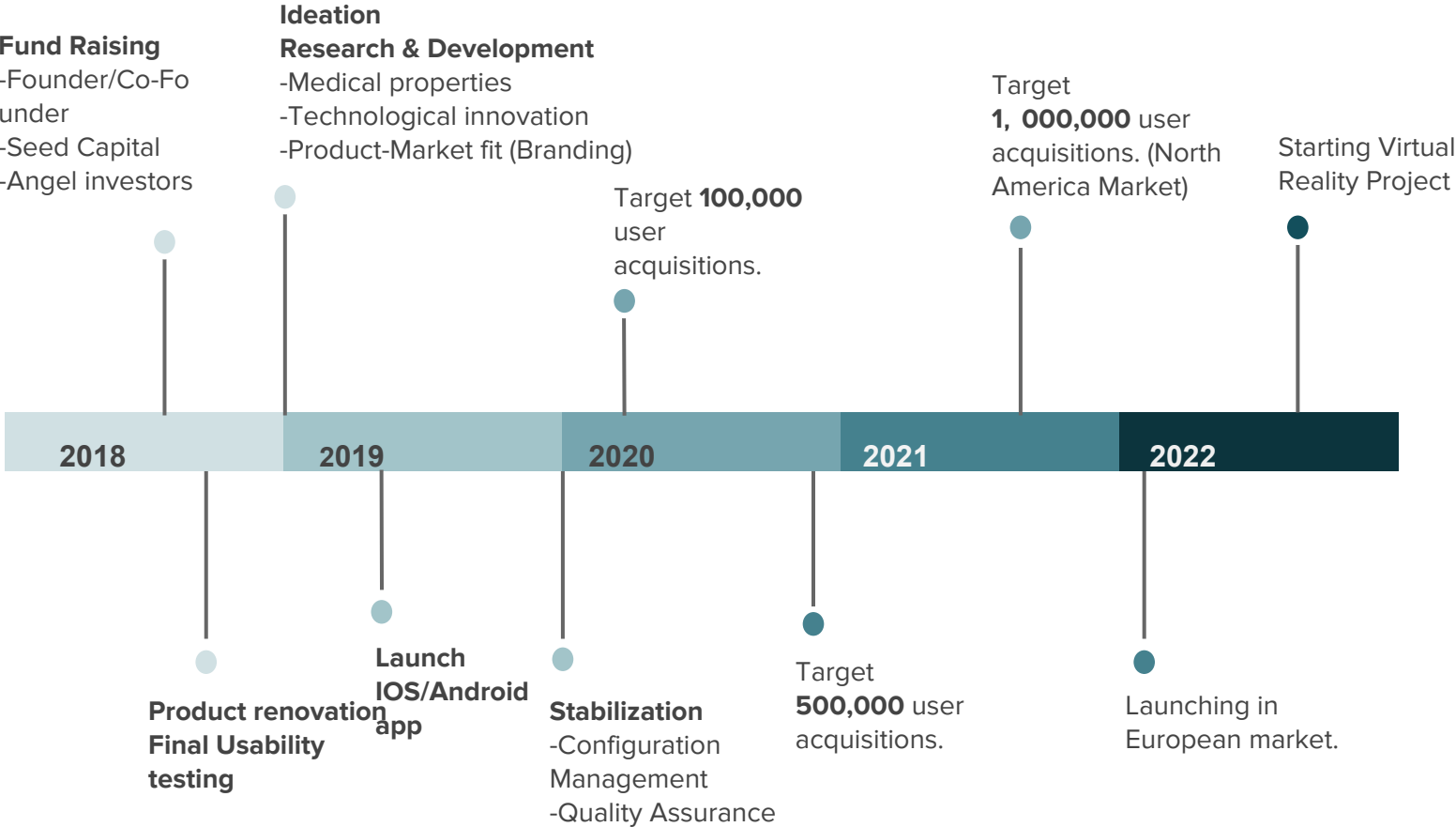
Promoting paid partnerships events and other marketing sources through user emails.

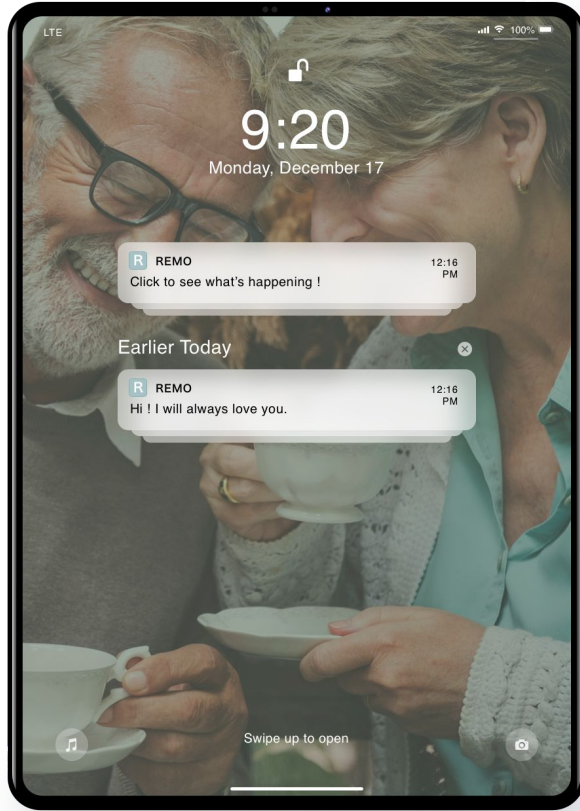
We aim to reach 0.36 million paid active user by 2022, each user will pay \$80 premium fee annually.

PROJECTED 5 YEAR INCOME STATEMENT

REVENUE	Year 1	Year 2	Year 3	Year 4	Year 5
Active Free Users per year	50,000	75,000	112,500	225,000	675,000
Premium Account Purchase per month	1,500	2,250	4,050	10,125	30,375
Price per premium account	\$80.00	\$80.00	\$80.00	\$80.00	\$80.00
Revenue from Subscriptions	\$1,440,000.00	\$2,160,000.00	\$3,888,000.00	\$9,720,000.00	\$29,160,000.00
Revenue from Advertising in App	\$36,500.00	\$54,750.00	\$82,125.00	\$164,250.00	\$492,750.00
EXPENSES					
Research and Development	\$200,000.00	\$400,000.00	\$1,200,000.00	\$3,600,000.00	\$9,000,000.00
Advertising	\$180,000.00	\$360,000.00	\$720,000.00	\$720,000.00	\$2,160,000.00
Labor	\$576,000.00	\$1,200,000.00	\$1,800,000.00	\$3,400,000.00	\$4,500,000.00
Depreciation	\$8,500.00	\$9,350.00	\$10,285.00	\$11,313.50	\$12,444.85
Rent	\$73,500.00	\$80,850.00	\$88,935.00	\$177,870.00	\$195,657.00
Other	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00
EBIT	\$405,500.00	\$114,150.00	\$74,065.00	\$1,817,130.00	\$13,299,343.00
Tax (Negative converts to Deferred Tax Asset)	\$85,155.00	\$23,971.50	\$15,553.65	\$381,597.30	\$2,792,862.03
Net Income	\$320,345.00	\$90,178.50	\$58,511.35	\$1,435,532.70	\$10,506,480.97

TIMELINE & USE OF THE FUND





THANK YOU