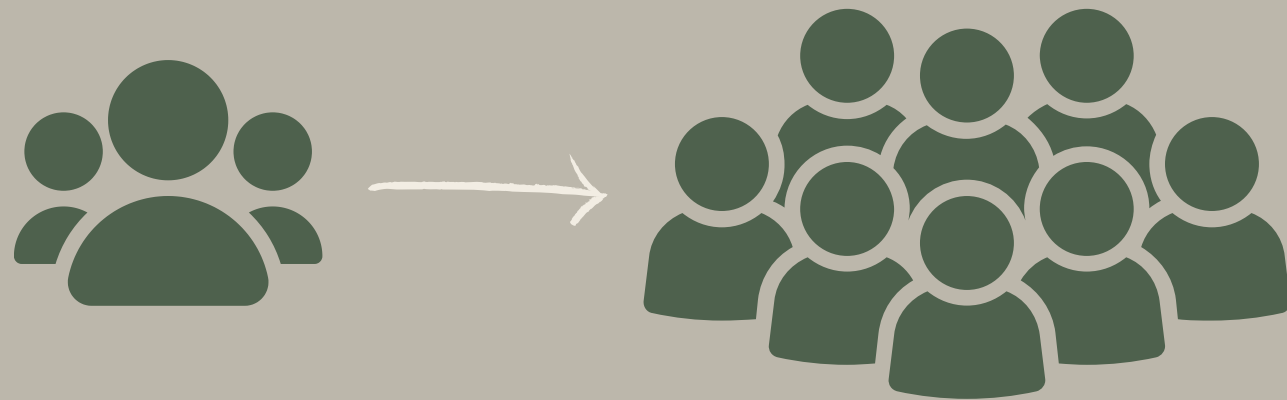# AyuAI

An elderly AI companion

PITCH DECK

Meet *Ayu* !

- She is a grandmother in her late 70s!
- Has many hobbies and interests
  - Cooking
  - Reading
  - Textiles (full color & pattern)
- Widowed and lives alone
- Lives far from her children
- **But she feels lonely quite often...**

Problem: *Elderlies & Loneliness*

Global Ageing Problem

From **2015** to **2050**, the **proportion of elderlies** will double from **12% to 25%**, brought by the baby boom era and declining birth rate

Currently, elderlies make up **17%** of the US population, **~56 million people**

Loneliness is an Epidemic

1/3 of older adults experience loneliness

1/4 experience social isolation

Loneliness and social isolation are associated with higher rates **depression, suicide, dementia and stroke**

Heart failure patients have a **4x increased risk of death** from loneliness
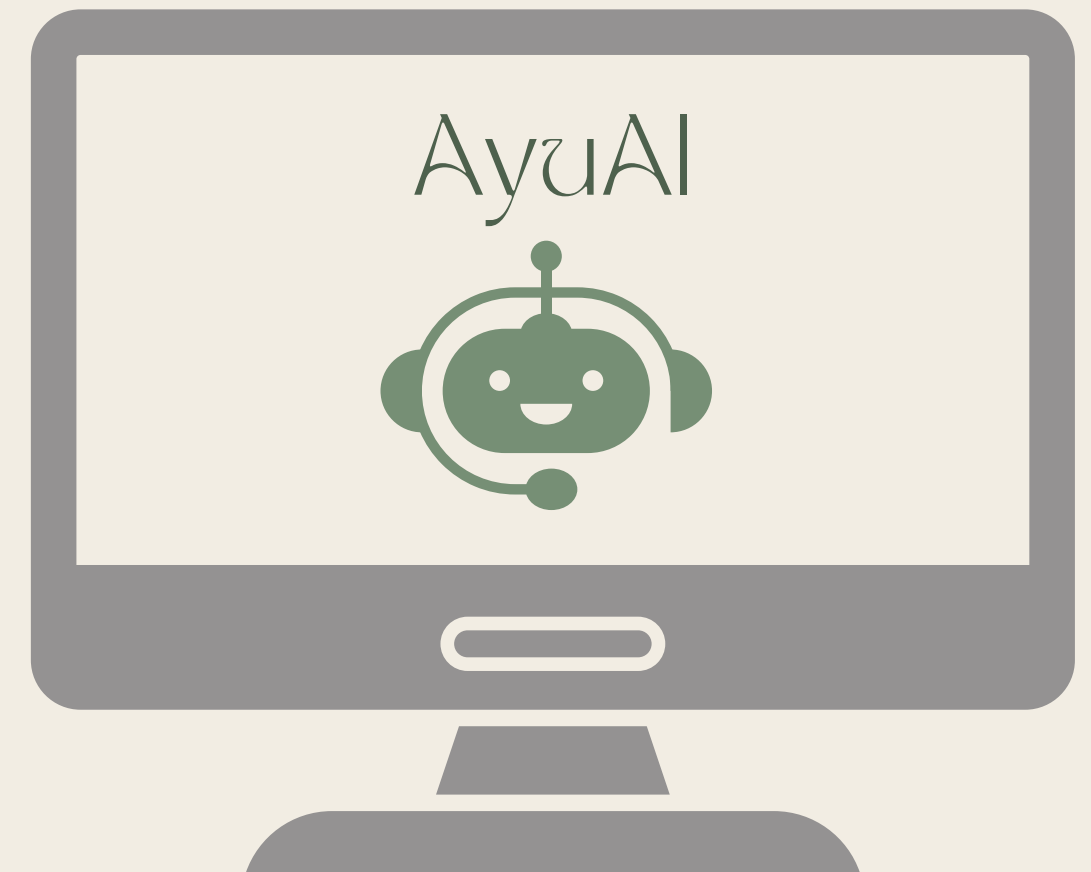
Source: WHO, CDC

Our PRODUCT

Objective: Conversational generative AI-driven chatbot that provides:
- Companionship
- Emotional support
- Cognitive entertainment
- Caregiver relief

Target Audience: Elderly individuals living alone in senior living communities or those experiencing social isolation

AyuAI

Conversational Chatbot

🤖 Hi! How may I assist you today?

🧑 Testing.

🤖 Hello! I'm here to help answer any questions or chat about anything you'd like. How has your day been so far?

Click to record 🎤

Go-To-Market Strategy

Revenue Streams
- **Subscription Model:**
  - **Free Tier:** Core chatbot functionalities
  - **Premium Tier ($10-$20/mo):** Advanced personalization, health monitoring features

Customer Acquisition Strategy
- **Partnering with**
  - Senior Living Communities
  - Healthcare Provider Collaborations
  - Community Organizations

Competitor: ElliQ, launched in March 2022
- Allowed us to understand the market's reaction, especially in the US
- New York Office for the Aging's pilot program with 800 elderlies showed 95% success rate in reducing feelings of loneliness

Unique Value Proposition
- Low pricing
- Market accessibility from partnerships with senior living communities, hospitals

Initial Investment

Investment Amount: $506,000 for 5 year development and operations.

Investment Breakdown	Description	Cost
Model	Redundant Machines/ Load Balancers etc.	$8,000/yr
Data Support	Data Pipelines	$13,200/ yr
Engineering and Deployment	CI/CD Systems	$80,000 / yr
	Total (5-year period)	**$506,000**

Thank you!

Q&A Session

AYUAI

Team 1