Senior AI: The Accessible Gateway to AI for 125M Elderly Europeans

A Comprehensive Presentation

1.0 Introduction: A New Gateway to the AI Ecosystem

We're making the entire AI ecosystem accessible to 125 million elderly Europeans—from ChatGPT to Midjourney, wrapped in a revolutionary, cognitive-accessible design. Our mission is to transform the digital world from a source of exclusion into a realm of empowerment for Europe's seniors.

Our vision is to enable this generation to not just cope with the digital transition, but to thrive within it. Senior AI is a single, intuitive platform that empowers users to Create, Learn, Explore, and Execute. It is a tool for generating art, writing memoirs, researching history, and safely managing life's most critical tasks.

We built our solution on three unshakeable pillars:

- EU-Sovereign: We are deeply committed to European data privacy standards. Our architecture is GDPR-first and integrates with core EU systems like eIDAS 2.0, ensuring that user data remains secure and sovereign.
- Cognitive-Accessible: Our interface is fundamentally engineered to reduce cognitive load. It supports users with memory or attention challenges, making complex digital interactions manageable and stress-free.
- 14+ Domains: Senior AI is not a niche tool. It is a comprehensive gateway to over a dozen critical life areas, from healthcare and banking to creative arts and lifelong learning.

We are launching at a critical inflection point, where the AI Revolution converges with the legal mandates of the EU's Accessibility Act. Our approach is not theoretical; it is validated. Real-world testing has proven our platform delivers 2x higher task completion, a 50% reduction in cognitive load, and 80% fewer errors compared to existing solutions.

This vision is our direct response to an urgent and growing crisis: the exclusion of millions of our citizens from the digital future.

2.0 The Problem: 70-85 Million Europeans Left Behind by Two Revolutions

To grasp the scale of our opportunity, we must first understand the dual crisis facing Europe's elderly. Millions are simultaneously being locked out of essential digital services while also being shut out from the creative and learning opportunities the AI revolution offers. This isn't just an inconvenience; it's a fundamental barrier to participation in modern society.

The Digital Services Crisis

Essential life services have forcibly migrated to digital-only platforms, leaving those with low digital literacy stranded. This is not a gradual shift; it is a rapid and often mandatory transition.

- Banking: 25-30% of physical bank branches have closed, pushing all transactions online.
- Healthcare: E-prescriptions are now mandatory in many regions, requiring digital access to manage health.
- Government: Between 80-90% of public services are now digital-only by default.

The direct consequence is a crisis of access and confidence. Studies show that a staggering 40-60% of elderly users abandon digital tasks mid-process, frustrated by complex interfaces and unforgiving systems.

The AI Accessibility Crisis

Simultaneously, a new wave of innovation is creating thousands of powerful AI tools like ChatGPT, Midjourney, Perplexity, and Adobe Firefly. These technologies unlock unprecedented potential for creativity, learning, and human connection. Yet, they are far

too complex for most elderly users to find, understand, or compare. This profound exclusion denies them new forms of creativity, lifelong learning, and exploration that could enrich their lives.

Why Current Solutions Fail

The market has failed to produce a viable solution, leaving a landscape of inadequate alternatives.

Solution Category	Examples	Critical Failings
Mainstream Voice Assistants	Alexa, Google Assistant	Lose context after just 3-5 conversational turns, creating high cognitive load. They lack robust error recovery and use generic safety models unsuitable for high-stakes tasks.
Social Companion Robots	ElliQ	Prohibitively expensive ($250 hardware + $60/month subscription). Their focus is narrowly on companionship, not the execution of essential tasks or multi-service orchestration.
AI Suites & Productivity Tools	Adobe Firefly, Perplexity, Microsoft Copilot	Not designed for elderly cognition or users with low digital literacy. They assume a baseline of tech fluency that our target users simply do not have.

EU Policy Urgency

This problem exists within a stark policy reality. The EU's Digital Decade 2030 program targets 80% digital skills across the population, but a 40-50 percentage point gap persists for elderly citizens. This isn't a future problem; with the June 2025 Accessibility Act deadline, it's a compliance crisis that demands an immediate, scalable solution.

This large-scale problem impacts millions of individuals, each with unique aspirations for independence, creativity, and connection.

3.0 Our Users: The Independent and Creative Generation

We see our target demographic not as passive recipients of care, but as an active, vibrant generation that wants to remain creative, curious, and independent. The user need is fundamentally about empowerment—providing tools that enable them to live fuller, more autonomous lives.

We've focused our design around three key personas who represent the diverse needs of this generation:

- **Maria, 78 (Stockholm)**: A retired teacher who loves learning and connecting with her family.
- **Wants**: To create family photo books, learn about history, and write her memoirs.
- **Needs**: A system that remembers context across conversations, allows safe exploration of ideas, and provides simple, intuitive tools.
- **Lars, 83 (Bergen)**: A curious retired engineer determined to maintain his independence.
- **Wants**: To research historical ships, generate images of his findings, and stay informed about current events.
- **Needs**: A tool with multi-day memory, safe exploration without fear of making unrecoverable mistakes, and the ability to manage his own affairs.
- **Ingrid, 72 (Copenhagen)**: A lifelong artist with ADHD who wants to explore new creative mediums.
- **Wants**: To create digital art, explore new music, and collaborate on projects with her grandchildren.
- **Needs**: A non-destructive interface that allows her to explore tangents without losing her train of thought, easily resume tasks, and provides structure without feeling overwhelming.

Quantifying the Market Opportunity

These individuals represent a massive and underserved market. We have segmented this opportunity into three distinct tiers:

- Primary Market: This group includes 70-85 million users with low digital skills, representing an annual market value of €6.7-12.2 Billion.

- Secondary Market: This segment comprises 23-31 million users with specific cognitive challenges like MCI or ADHD, valued at €0.8-2.9 Billion annually.
- Tertiary Market: This includes 20-25 million "preventive" users who are currently digitally capable but seek tools to maintain their independence as they age, representing a €1.0-2.2 Billion market.

The total opportunity across these three segments sums to a Total Addressable Market of €12.7 Billion annually. We have designed a solution precisely tailored to unlock this opportunity.

4.0 The Solution: An Accessibility Layer for the Entire AI Ecosystem

Senior AI is not another standalone application or a niche AI tool. It is a comprehensive accessibility layer that sits on top of the entire digital and AI ecosystem. Our platform makes thousands of existing AI services—from creative generators to essential task managers—usable, safe, and effective for elderly users through a single, radically optimized interface.

Core Capabilities: Create, Explore, Connect, Execute

Our platform empowers users across the four key pillars of a digitally enriched life:

- Create
- Generate stunning images, videos, and presentations.
- Write stories, family letters, poems, and memoirs with AI assistance.
- Explore
- Learn about any topic, research complex questions with ease.
- Discover new music, art, and cultural experiences.
- Connect
- Communicate seamlessly with family and friends.
- Share memories and collaborate on creative projects.
- Execute
- Handle essential life tasks across banking, healthcare, government services, and shopping.

How It Works: A New Interaction Paradigm

Senior AI is built on a new model for human-computer interaction, designed from the ground up to support elderly cognition. Three core mechanics make our system uniquely accessible:

- Conversation Atlas: Our system never loses context, capable of retaining over 30 conversational turns. This eliminates the frustration of having to repeat information and allows for complex, multi-day projects.
- Safe Branching: Users can freely explore "what if" scenarios without the fear of losing their original train of thought. This non-destructive exploration encourages curiosity and confidence.
- Persistent Memory: Every conversation and task is preserved. Users can pause a complex task, such as booking a multi-leg trip, and resume it days later exactly where they left off, with all context intact.

This powerful and intuitive system provides access to over 14+ Life Domains:

🎨 Create I 📚 Learn I 🏥 Healthcare I 💳 Banking I 🚌 Transport I 🏛️ Government I 📞 Communication I 🛒 Shopping I 🎵 Media I 🏠 Home I ⚖️ Legal I 🛡️ Insurance I ✈️ Travel I 🔧 Services I 💡 Energy I 📄 Tax

We achieved this through four foundational breakthroughs.

5.0 The Breakthrough Innovation: An AI Accessibility Layer Backed by Research

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Our core innovation is strategically positioned to fill a critical market gap. We are the first to package the immense power of the entire AI ecosystem—including models from ChatGPT, Midjourney, and others—into a single, unified interface specifically designed for elderly cognition and compliant with W3C accessibility standards. This is not just a new feature; it is an entirely new category of product.

This is achieved through four integrated technical breakthroughs, each grounded in established research.

Breakthrough 1: Branch-Preserving Conversation Atlas

- **What It Is**: A multi-resolution interface that presents conversations in three synchronized views: a high-level Timeline, a summary of Key Points, and a Detailed transcript. Conversations are segmented by "Beat Detection," condensed using "Progressive Summarization" (with 5 compression levels), and color-coded by category (Regular, Function, Meta) to provide visual scaffolding.

- **User Benefit**: This design enables 6-10x greater context retention compared to linear chat interfaces. It prevents cognitive overload by allowing users to engage with information at the level of detail they need.

- **Research Basis**: The design directly implements principles from W3C Cognitive Accessibility guidelines (WCAG 2.2), ISO 21801-1, and HCI research on supporting older adults.

Breakthrough 2: Non-Destructive Branching via DAG

- **What It Is**: A versioned memory system, structured as a Directed Acyclic Graph (DAG), that allows users to safely explore "what-if" scenarios. They can create a new conversational branch to investigate an alternative, then seamlessly return to their original path without losing any information.

- **User Benefit**: This eliminates the fear of making a mistake, which is a major barrier to digital adoption. It encourages exploration and has been proven to achieve a 60-80% reduction in user errors.

- **Research Basis**: This approach is informed by proven intervention strategies for individuals with ADHD and research into error recovery for older adult HCI.

Breakthrough 3: Population-Specific Safety

- **What It Is**: A safety and security layer tuned specifically for the risks faced by elderly users. It includes elderly-tuned risk detection for scams, immutable audit trails for all actions, and caregiver oversight features for high-stakes transactions.

- **User Benefit**: This enables the safe execution of critical tasks in domains like banking and healthcare. It provides peace of mind for both users and their families.

- **Research Basis**: Developed from best practices in assistive technology for users with Mild Cognitive Impairment (MCI) and privacy-enhancing technologies for voice assistants.

Breakthrough 4: EU-Sovereign Orchestration

- **What It Is**: A deep, GDPR-first integration with EU-specific digital infrastructure. This includes seamless orchestration with systems like BankID and eIDAS 2.0 for identity verification, and compliance with healthcare standards like FHIR and the upcoming European Health Data Space (EHDS).
- **User Benefit**: This provides a seamless, secure, and trustworthy experience that works with the services users already rely on.
- **Competitive Moat**: This complex, regulated integration is our strongest defensible advantage, creating an estimated 24-36 month replication time for any non-EU competitor.

This combination of proprietary, research-backed innovations creates a product that is not just better, but fundamentally different—and the results prove it.

6.0 Validated Evidence: TRL 5 and a Clear Path to Market

Our technology is not a future promise; it is a validated reality. We have successfully completed Technology Readiness Level 5 (TRL 5) validation with a cohort of 30 real-world users, aged 68 to 87, performing complex, real-world tasks. The results demonstrate a step-change improvement over the current state-of-the-art.

Measured Outcomes vs. Alexa/Google

Our controlled tests yielded unambiguous results, proving the superiority of our cognitive-accessible design.

Metric	Result	Improvement
Task Completion	82-89% vs. 35-45%	2x Higher
Cognitive Load (NASA-TLX)	3.2 vs. 6.8	50% Lower
Errors Per Task	0.8-1.2 vs. 4-6	80% Fewer
Context Retention	≥30 turns vs. 3-5	10x Longer

These metrics confirm that Senior AI moves tasks from "infeasible" to "independently achievable" for our target users.

The 18-Month Path to TRL 8

With this strong validation in hand, we have a clear, milestone-driven plan to advance the platform to a production-ready, TRL 8 system within 18 months.

- M6: Alpha Release (4 domains, 50-100 users)
- M12: Production v1.0 (14 domains, 150-250 users)
- M18: TRL 8 Complete (10-15 sites, 250-450 users)

Throughout this period, we will achieve key certifications essential for European market leadership, including EN 301 549 (Accessibility), AI Act compliance, ISO 27001 (Information Security), and ISO/IEC 42001 (AI Management Systems).

This robust product roadmap is designed to capture a significant and growing market.

7.0 Market Opportunity: A €12.7 Billion Sector

Senior AI is positioned to lead the emerging Elderly Digital Assistance Market, a sector with a total addressable size of €12.7 Billion annually in Europe. Our market analysis, based on a 5-year horizon from 2025 to 2030, provides a clear view of this opportunity.

- TAM (Total Addressable Market): €12.7B
- This represents the 70-85 million elderly Europeans with digital assistance needs, assuming an average revenue per user (ARPU) of €150-180 per year.
- SAM (Serviceable Available Market): €6.8B
- This narrows our focus to Tier 1 and Tier 2 metro and urban areas with the mature digital infrastructure necessary to support our service integrations.
- SOM (Serviceable Obtainable Market, Year 5): €380-410M
- This is our realistic target for Year 5, representing the capture of 2.0-2.3 million users in our initial beachhead segments.

Beachhead Strategy (Years 1-2)

Our market entry is a focused, two-pronged strategy designed for rapid validation and scalable growth.

- Geography: We will launch in Scandinavia and the DACH region (Germany, Austria, Switzerland). We chose these markets for several strategic reasons:
- The maturity of digital identity systems like BankID and eIDAS.
- The readiness of healthcare and e-prescription infrastructure.
- High digital literacy among the elderly (65-70% online).
- A high willingness to pay for high-quality digital services.
- Domain Rollout: We will execute a phased domain expansion. The platform will launch with the four most critical domains—Healthcare, Banking, Transport, and Government—and expand to the full 14 domains over the first 18 months, responding to user needs and partnership opportunities.

This focused strategy allows us to enter a market where we have a unique and defensible competitive position.

8.0 Competitive Positioning and Defensible Moat

The current market is defined by a clear and significant gap: there are no solutions that offer high-complexity task execution within an elderly-optimized design. Senior AI has been built from the ground up to own this quadrant, making us the only player in this crucial space.

2×2 Competitive Positioning Matrix

	Generic Design	Elderly-Specific Design
Simple Tasks	Alexa, Google Assistant	ElliQ, Senior tablets
Complex Tasks	ChatGPT, Claude	**Senior AI**

Why Competitors Can't Follow Quickly

Our leadership position is protected by four powerful and defensible moats that create significant barriers to entry for potential competitors.

1. **Conversation Atlas + DAG Branching**: Our core user interaction paradigm is the result of an 18-24 month R&D investment and is built on a patent-pending architecture. Replicating this unique, cognitively-optimized interface is a significant technical and design challenge.

2. **EU-Sovereign Orchestration**: The complexity of integrating 14+ life domains with EU-specific regulations and infrastructure (BankID, FHIR, eIDAS 2.0, AI Act) cannot be overstated. This deep integration is a substantial engineering and compliance effort that provides a durable advantage against non-EU players.

3. **Population Safety Tuning**: We have developed unique, elderly-specific risk models and validation datasets that are core to our platform's safety and efficacy, leading to a 60-80% error reduction. This specialized knowledge is difficult and time-consuming for competitors with generic models to acquire.

4. **Network Effects**: As we integrate more domains, the value of our platform grows exponentially. Data from one domain can inform and simplify tasks in another (e.g., banking informs healthcare which informs transport). This creates a virtuous cycle that strengthens user retention and makes the platform increasingly indispensable.

This strong competitive position is the foundation for a robust and sustainable business model.

9.0 Business Model and Unit Economics

Our business model is a diversified, three-tier structure designed for rapid scalability, profitability, and market penetration. The model is engineered to achieve a healthy and sustainable 3:1 LTV:CAC ratio by Year 3, ensuring long-term financial viability.

Diversified Revenue Streams

We will generate revenue through three distinct channels, balancing direct consumer sales with high-volume enterprise partnerships.

- B2C Direct (40% of revenue): A direct-to-consumer subscription model with a base price of €9.99/month, supplemented by premium €3-5 domain packs. This channel targets an annual ARPU of €120-180.
- B2B2C White-Label (45% of revenue): We will partner with banks, insurers, and municipalities to offer Senior AI as a subsidized, white-label service to their customers and residents. This high-volume channel targets an ARPU of €30-50.
- B2B Enterprise (15% of revenue): This stream involves licensing our platform to enterprise clients like call centers and care homes to enhance their service delivery, with pricing at €600-1,200 per seat, per year.

Sustainable Unit Economics (Year 3 Steady State)

Our financial projections show a clear path to profitability, with strong unit economics at scale.

- LTV (Lifetime Value): €480-540
- This is based on an average customer retention of 3-4 years and a strong gross margin of 85-90% at scale.
- CAC (Customer Acquisition Cost): €140-160
- This is a blended cost, optimized through a mix of efficient performance marketing and low-cost customer acquisition via our B2B2C partnerships.
- LTV:CAC Ratio: 3.2:1 by Year 3, growing to 5.1:1 by Year 5
- This demonstrates a highly efficient and profitable customer acquisition engine.
- Payback Period: 11-13 months
- We will recoup the cost of acquiring a new customer in just under a year, enabling rapid, self-sustaining growth.

Our go-to-market strategy is designed to activate these revenue streams and acquire our first customers efficiently.

10.0 Go-to-Market Strategy

Our go-to-market approach is a multi-channel strategy designed for rapid market penetration and validation. We will launch initially in Scandinavia, leveraging five distinct distribution channels, and our entry is already de-risked by 12 secured white-label pilot agreements.

Five Distribution Channels

1. **B2C Direct**: We will operate a self-serve SaaS model, acquiring customers directly through targeted performance marketing on platforms like Google and Meta. This channel will focus on digitally-literate family members and early-adopter seniors.

2. **B2B2C White-Label**: We will offer co-branded solutions through major institutions. We are already exploring pilots with leading banks and insurers, including Nordea, Folksam, and Allianz, who see our platform as a key tool for serving their aging customer base.

3. **Municipal Partnerships**: We will partner with municipalities to provide subsidized access to Senior AI through their Digital Inclusion Programs, funded by initiatives like the EU Digital Decade. We have already secured pilots with three Swedish municipalities: Malmö, Uppsala, and Linköping.

4. **NGO/Senior Centers**: We will leverage community-based distribution through workshops, demos, and referrals via trusted local organizations. We have a pipeline of over 40 senior centers across Scandinavia and the DACH region.

5. **Pharmacy/Healthcare Chains**: We will establish point-of-need distribution partnerships, using in-store kiosks and demonstrations at prescription pickup points. Discussions are underway with major chains like Apoteket in Sweden and dm-drogerie in Germany.

Pilot Pipeline (M6-M12)

Our user growth will be carefully managed through a phased pilot program, scaling from an initial Alpha group of 50-100 users at M6 to a Production v1.0 cohort of 250-450 users by M12, ensuring a robust feedback loop as we expand.

This market entry is enabled by a regulatory framework we have embedded into our platform from its inception.

11.0 Regulatory Compliance by Design

Our approach to the complex European regulatory landscape is proactive, not reactive. We have built Senior AI for EU compliance from day one, addressing the AI Act, GDPR, accessibility mandates, and healthcare standards as core architectural principles. This "compliance by design" strategy is a key competitive advantage and a cornerstone of the trust we build with our users and partners.

Our strategy is built on four compliance pillars:

- AI Act (High-Risk System): We have implemented the necessary measures for a high-risk AI system, including full transparency, robust human oversight mechanisms, and a comprehensive risk management framework. We are targeting full compliance by Q2 2026.
- GDPR & Data Privacy: The platform operates on GDPR-first principles, including strict EU data residency, data minimization, and granular consent controls. Senior AI is fully GDPR compliant from Month 1 of operation.
- Accessibility (EN 301 549, EAA): Our platform is engineered to meet the highest accessibility standards, including WCAG 2.2 AAA conformance, full screen reader support, and large touch targets (44×44px). We have scheduled an external audit for M9-M12 to achieve formal certification.
- Healthcare Standards (FHIR, EHDS): We have integrated with key healthcare data standards like FHIR from the outset, ensuring our platform is ready for the launch of the European Health Data Space and can operate seamlessly within the healthcare ecosystem.

This rigorous compliance strategy is integrated into a concrete and achievable development roadmap.

12.0 The 18-Month Development Roadmap

Our 18-month roadmap is a clear, three-phase plan designed to systematically advance our technology from its current TRL 5 prototype to a TRL 8 production-ready system. This disciplined approach will culminate in the company being fully prepared for a Series A funding round to fuel our European expansion.

Three-Phase Rollout

- **Phase 1: Alpha (M1-M6)**
- **Deliverables**: Launch with 4 live domains (Healthcare, Banking, Transport, Government), complete BankID, FHIR, and transport API integrations, and achieve TRL 6 validation.
- **Key Milestone**: Alpha launch at Month 6.
- **Phase 2: Beta (M7-M12)**
- **Deliverables**: Expand to 8 domains, launch B2B2C pilots, complete an EN 301 549 accessibility audit, and achieve TRL 7 validation.
- **Key Milestone**: Production v1.0 system ready at Month 12.
- **Phase 3: Production (M13-M18)**
- **Deliverables**: All 14 domains will be live, all five go-to-market channels will be active, and we will complete TRL 8 qualification with hundreds of users across multiple sites.
- **Key Milestone**: Series A readiness at Month 18.

To ensure we meet these milestones, we have proactively allocated an **€800K Risk Budget**, representing 12% of the total project budget. This demonstrates prudent financial planning and prepares us to address any potential delays in compliance, integration, or user adoption.

Executing this ambitious plan requires a world-class team.

13.0 The Team and Advisors

Our success will be driven by a team that blends deep, complementary expertise in AI, accessibility, and elderly care. We have the foundational leadership in place and a clear plan to scale our talent to meet the demands of our development roadmap and market expansion.

Founding Team

Our leadership combines a proven track record in building and scaling technology products.

- **CEO & Co-Founder**: Expertise in AI product management, go-to-market strategy, and navigating EU policy.

- **CTO & Co-Founder**: Deep technical expertise in conversational AI, enterprise-grade security, and EU data architecture.

Team Growth Plan

We will strategically scale our team in line with our development milestones:

- Current: 2 Co-Founders
- By M6: Grow to 8-10 FTEs, adding critical ML engineers, UX designers, and domain integration specialists.
- **By M12**: Expand to 12-15 FTEs, bringing on compliance, sales, and support roles.
- **By M18**: Reach 18-22 FTEs, including a dedicated team for our DACH region expansion.

Advisory Board

We are supported by a board of distinguished advisors who provide strategic guidance across our key operational areas:

- Elderly Care Expert: Advises on user research and product design to ensure it meets the real-world needs of seniors.
- EU Regulatory Specialist: Provides expert guidance on navigating the complex requirements of the AI Act and other EU regulations.
- Technical Advisor: Offers counsel on scaling our AI architecture and infrastructure for millions of users.

This team requires the right capital to execute our vision and seize this historic market opportunity.

14.0 The Ask: Funding Our Path to TRL 8 and European Scale

We are requesting a total of €6.5-7 Million to execute our 18-month plan, scale our validated, EU-sovereign solution, and begin serving the 70-85 million elderly Europeans who are currently being left behind.

Funding Request Breakdown

This funding is structured as a strategic blend of non-dilutive and equity financing to optimize our path to market.

- EIC Grant: €2.5M (non-dilutive): This capital will be used to de-risk the core technology and advance the platform from its current TRL 5 to a production-ready TRL 8.
- EIC Equity: €2.5M: This investment will fuel our commercial scaling to TRL 9, enabling broader market entry and customer acquisition.
- **Co-Investment**: €1.5-2M: We are seeking strategic co-investors to accelerate our geographic expansion and deepen our market penetration.

Use of Funds (Grant Portion - €2.5M)

The €2.5M grant will be allocated across five key areas to ensure we meet our 18-month development milestones:

- R&D & Product (35% - €875K): To enhance our core Conversation Atlas, safety features, and user experience.
- Integrations & Compliance (25% - €625K): To complete all 14 domain integrations and achieve key certifications (AI Act, ISO 27001, eIDAS, FHIR).
- Pilot Validation (20% - €500K): To fund our multi-site pilot program with 250-450 users.
- Go-to-Market (10% - €250K): To build our initial B2B2C partnerships and community outreach programs.
- **Operations** (10% - €250K): To cover essential infrastructure, DevOps, and administrative costs.

This investment will unlock a company with massive growth potential and a powerful vision for the future.

5-Year Projection

Our financial model projects a strong trajectory to market leadership and profitability. We are targeting the following Annual Recurring Revenue (ARR):

- Year 1: €2.4-4.5M ARR
- Year 3: €37-52M ARR

- Year 5: €120-150M ARR