



heyBUDDY

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THE TEAM



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CONTEXT

GLOBAL DISABILITY STATUS

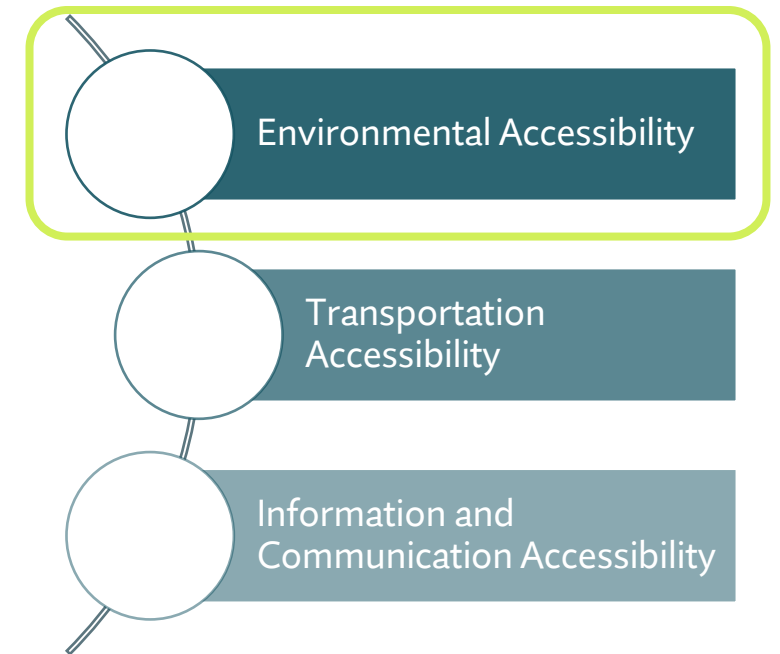
- **UN Convention on the Rights of Persons with Disabilities (CRPD)** included **accessibility** as one of the eight general principles in the year 2008.
- Globally, around **15%** per cent of the population are disabled and more than **46%** of those who are over the age of 60 have a disability. [*World Report on Disability 2011*]

WHAT IS ACCESSIBILITY?

Accessibility means the ability for anyone to easily,

- **REACH** buildings, public places, communications, transportations etc.
- **ENTER** building and other spaces
- **CIRCULATE** inside buildings and other places
- **USE** all the services and communication materials.

TYPES OF ACCESSIBILITY



ACCESSIBILITY MATRIX

	Entrance	Path	Toilets	Family Restrooms	Changing Rooms	Furniture	Parking and Drop-off Point	Accessible Rooms	Tactile Map	Reserved Spaces for Wheelchair	Induction Loops	Wayfinding
Children				X		X						X
Pregnant woman								X				
Elderly people	X		X									
Families	X	X	X	X	X	X						
People with visual impairment		X	X			X			X			X
People with hearing impairment									X		X	X
People with intellectual impairment				X								X
Mobility device users	X	X	X	X	X	X	X	X	X	X		
Ambulant disabled people	X	X					X		X			
Tourist				X								X

Source: Dubai Universal Design Code, First Edition, February 2017

THE PROBLEM

MUNICH SCENARIO

- Estimated 148,000 disabled persons in Munich (as of 2016)
- Munich has very poor wheelchair accessibility, especially in city center
 - Cobblestone pathways and tramways crossing
 - Limited accessible public transportation
 - Limited accessible hotels, restaurants and restrooms.
- Narrow passages and stairs block wheelchair movement

DISABLED ASSISTANCE

- There are service agencies currently delivering personal assistance to disabled persons like Ava.
- The charges could be as high as €31.20 per hour.
- People with disabilities can independently purchase and pay for services from a federal grant.



SOLUTION GAP

- Accessibility features alone cannot solve wheelchair movement issues in Munich
- The service registration process is complex
- Expensive due to service provider fees and overheads, but assistants get paid less.
- Lacks flexibility and reliability
- No pay-as-you-go capabilities
- Current services are focused only on providing location specific accessibility data.

“7.9 million severely disabled people living in Germany.” - *Statistisches Bundesamt*

THE SOLUTION



SERVICE OPPORTUNITY

- Anyone can quickly sign-up to be a buddy and start helping.
- Get rewarded with certificates for 'soziales Jahr' on your CV



DATA DRIVEN APPROACH

- Match mobility habits.
- Database of disability and assistants
- Track, rate and reward buddies for more reliable service.



AFFORDABLE SYSTEM

- No middlemen and overheads
- Option for free voluntary service offerings
- Could fit within federal grant limits



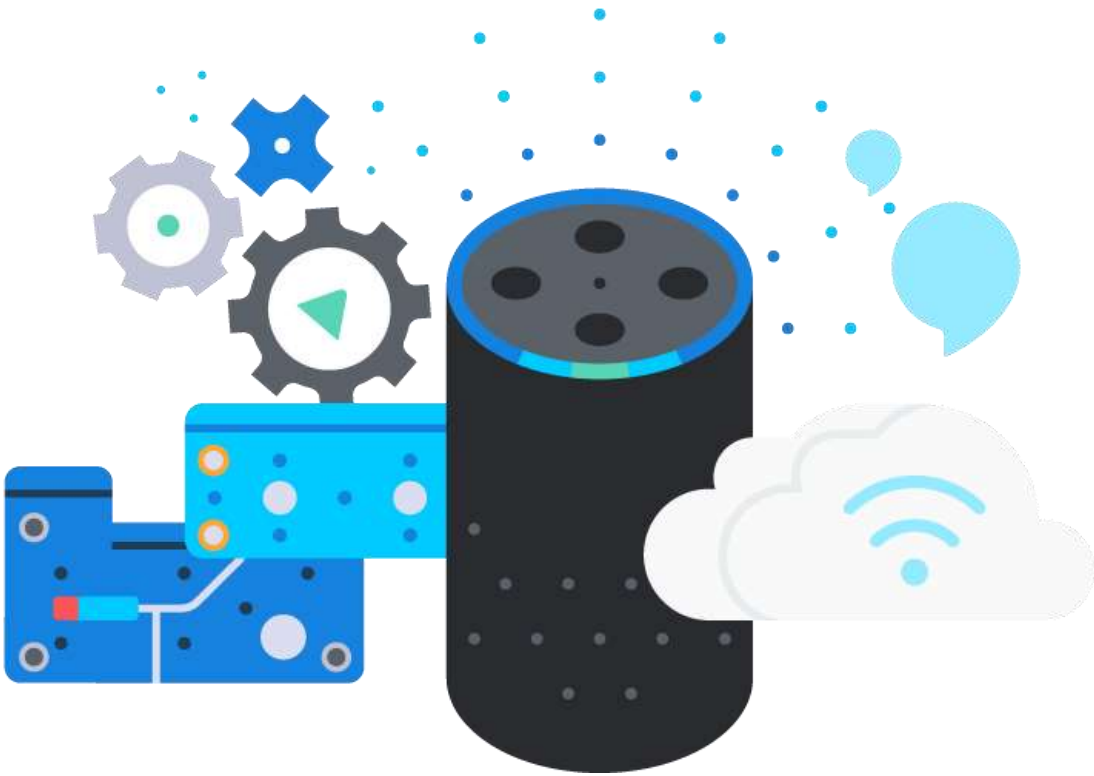
BRING SOCIETY TOGETHER

- Different disability groups can sign-up to help each other
- Improves the social connections within the city.

Alexa Skill – “heyBUDDY”



ALEXA SKILL OVERVIEW



ALEXA OPEN THE CITY UP FOR YOU

Use your Alexa device or app as an opening node for accessing your city freely.

CONNECT AND PAY THROUGH AMAZON

Use Amazon Pay for quick and easy payments.

VOICE IS POWERFUL

The hands provide the mobility to a wheelchair user and heyBUDDY offers them freedom to use voice

NETWORK AND INTERFACE READY TO USE

Ubiquitous servers and massive Amazon & Alexa userbase can be leveraged.

It is as simple as asking your friend to accompany you to a destination.

ALEXA SKILL SAMPLE CONVERSATION

A sample conversation for the heyBUDDY Alexa skill, displayed in a chat interface. The conversation consists of several turns where a user (dark grey bubbles) asks for help and provides details, and the skill (light blue bubbles) responds with questions and confirmation. The final user input is highlighted in a bright blue bubble.

open hey buddy

Hello Marcus. If you want a buddy to help you with your daily life today just tell me.

hey actually i need help from someone today

Where do you want to go?

i want to garching maschinen wesen

So you want to go to garching maschinen wesen right ?

yes

From when do you need your help?

twelve a. m.

so from 00:00 till when ?



FINANCIAL MODEL

VOLUNTARY ASSISTANCE BUDDIES

Students (age 15 and above) and social workers can register as volunteers on the platform to offer free Buddy service.

PAID ASSISTANCE BUDDIES

Professionally trained and certified care providers (age 18 and above) can register to by a paid Buddy.

STATE BENEFITS TO DISABLED PERSONS

Long-term care insurance (**Pflegeversicherung**) of around €600 per month. (Ranges from €235 to €1,550 per month depending on disability level)

REVENUE PLANS

- Subscription Model for the disabled users: Multiple tiers of subscription plans that suit the user needs.
- Pay-as-you-go Model: A fixed hourly rate for the service and a small percentage will be the service fee.

KEY BENEFITS

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- Makes the city more accessible for the disabled with help of buddies.
 - Eliminates the current problems with personal assistance service providers
 - Scalable platform
 - It does not require any new infrastructure developments

EXPANSION STRATEGY

How we could scale in the future

MORE CITIES

The platform can be expanded to other similar cities which a large disabled population and physically limited environmental accessibility.

MORE CATEGORIES

The current focus is on wheelchair users; however, this can be easily expanded to offer buddies for the other groups that require accessibility such as blind.

GROWING DATABASE

As the database grows as additional features can be added such as computer vision, rewards and incentives, accessibility mapping of the city etc.



DEMO



THANK YOU



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QUESTIONS?

