



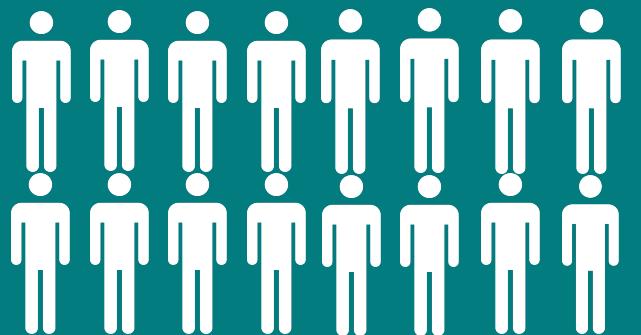
if

E.AWARDS

# THE WORLD IS AGING...

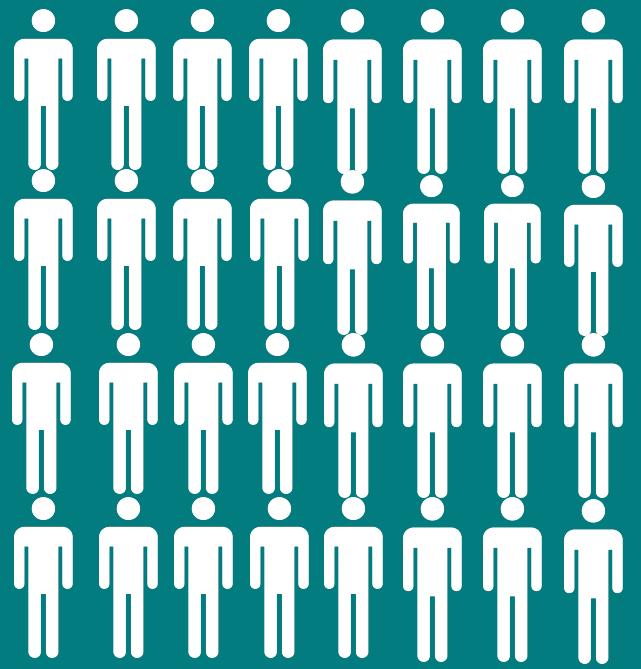
 = 50 million  
+65 y

2024



0.8 billion

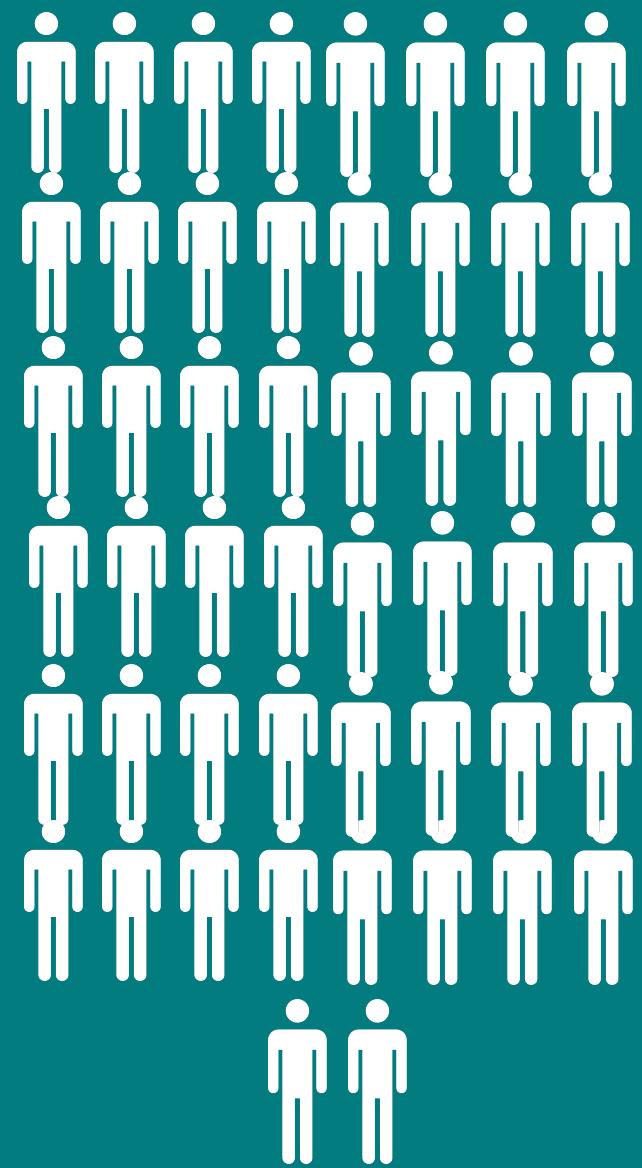
2050



1.6 billion

x2

2100



2.5 billion

x1.6

# ...THE PROBLEMS ARE GROWING

## Sedentarism



**“6% of deaths”**



**30% higher in older population**



**“1.5x higher risk of dementia”**

## Poor Access To Health



**Monetary constraints**

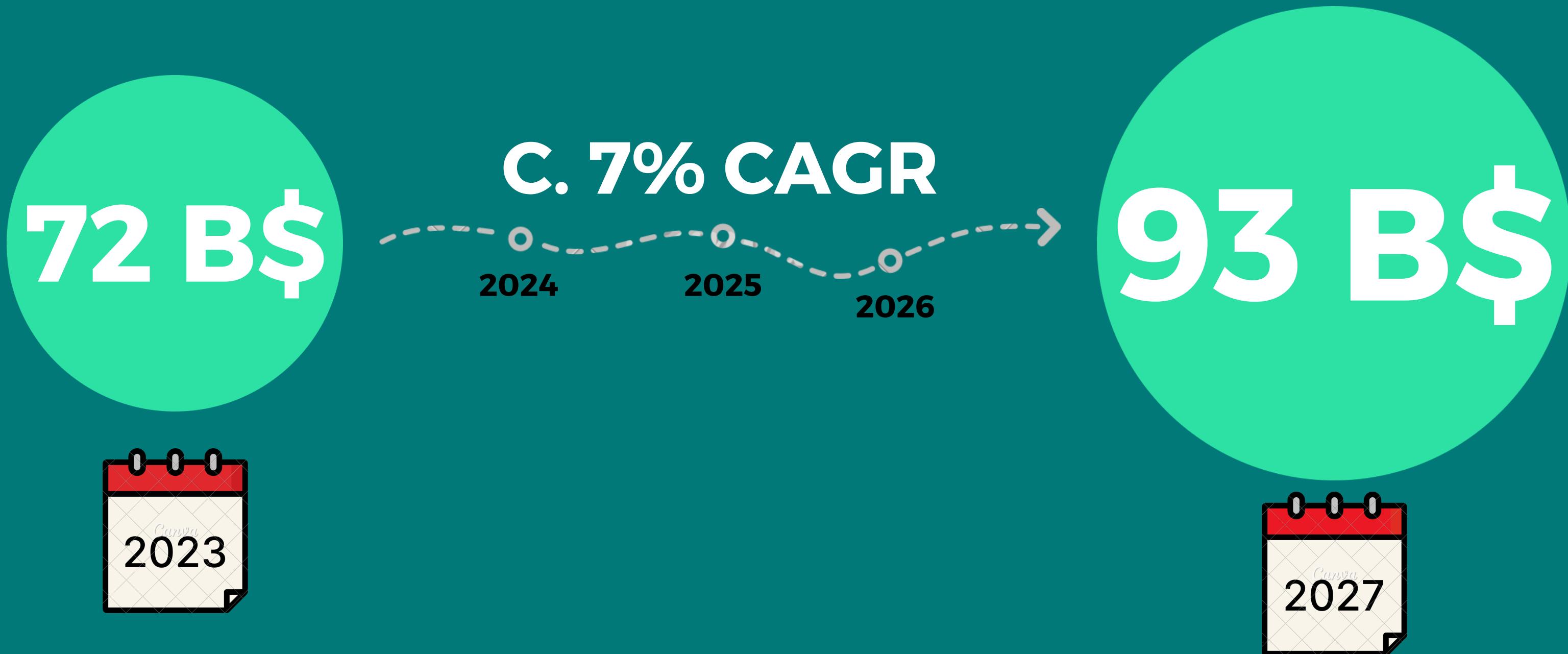


**Limited mobility**



**Challenging remote areas**

# ...IN A LARGE GROWING MARKET!



# PRODUCT ATTRIBUTES

## Technology

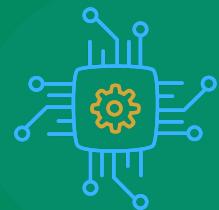
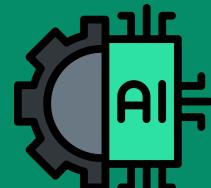


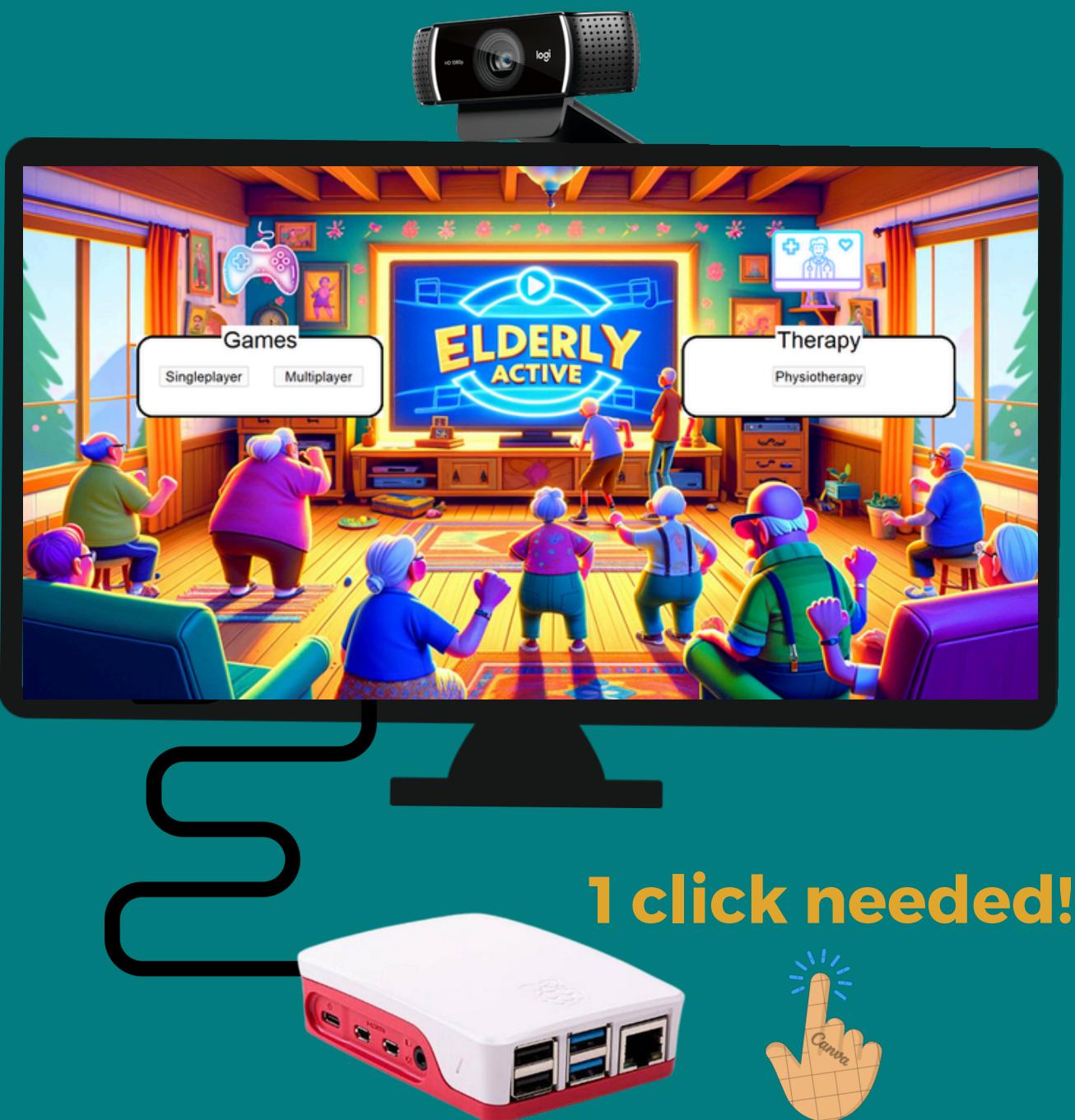
Image Processing



Voice  
recognition



AI Driven



## Features



Motion tracking

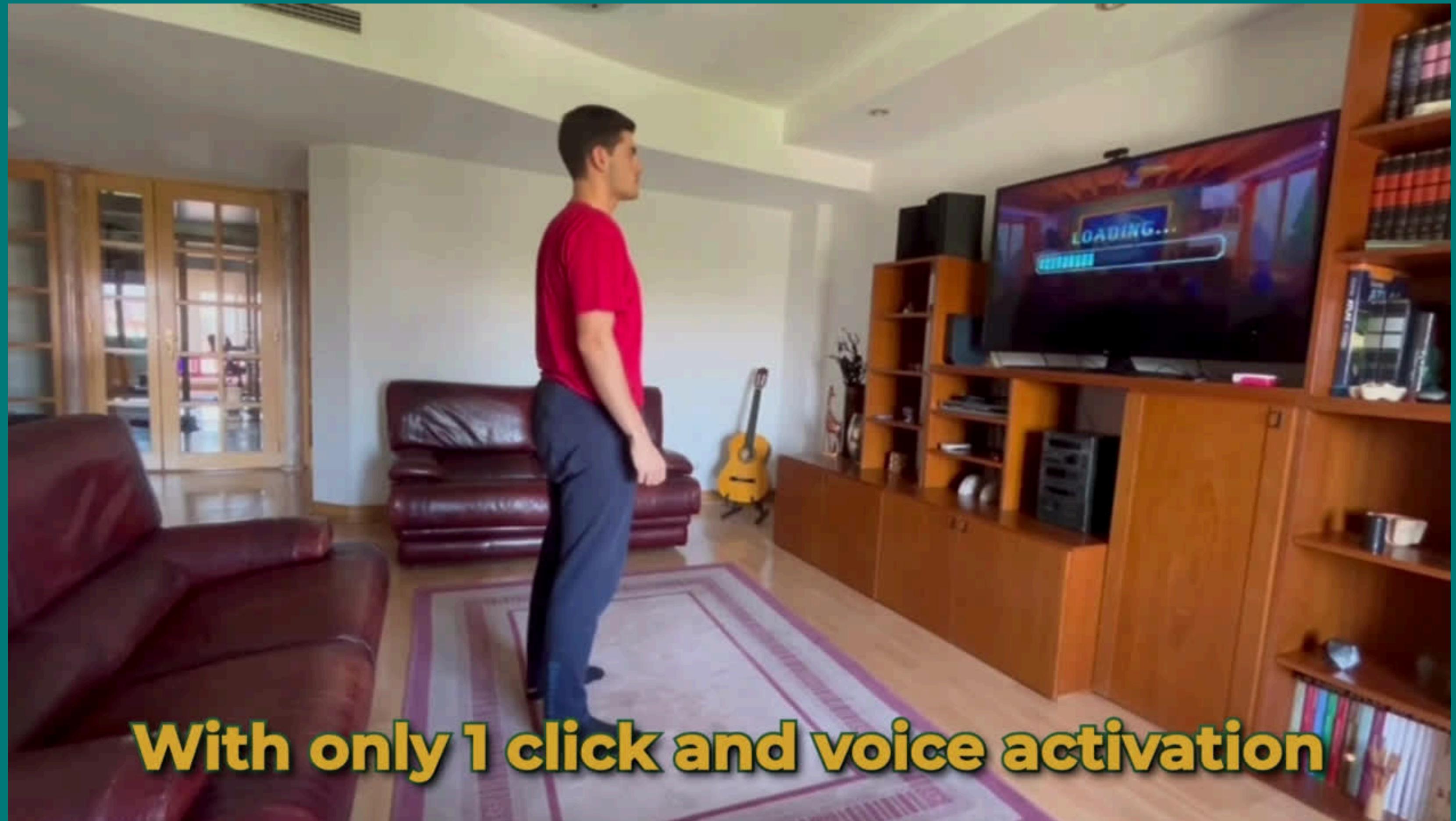


Intuitive games



Physiotherapy  
exercises

# PRODUCT IN ACTION



**With only 1 click and voice activation**

# YOUNG AT HEART, MOVING SMART



**Active and  
healthier aging**



**Happier elders, more  
socially engaged**



**Reduction in  
healthcare expenses**



# COMPETING THROUGHT INNOVATION

## COMPETITIVE POSITIONING



ELDERLY  
- ACTIVE -



TV ACCESS

+



MODULE

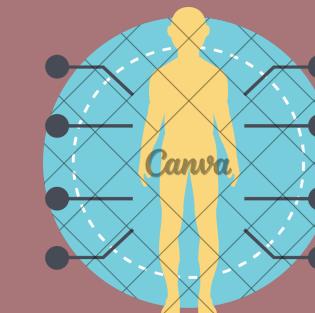


WEBCAM

TARGETED TECHNOLOGY  
FOR THE PURPOSE



+



BODY  
SENSORS

BROAD SCOPE  
TECHNOLOGY

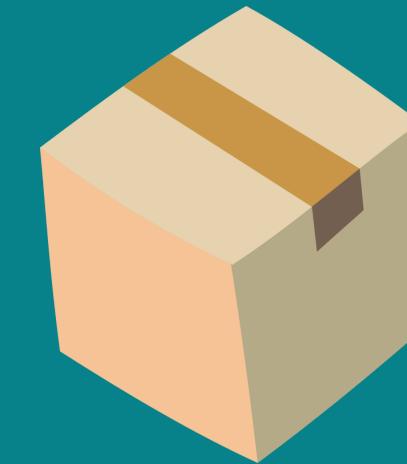
# AFFORDABILITY IN MIND



ELETTRONIC CONTRACT  
MANUFACTURING PRODUCTION

30€ 

Estimated COGS

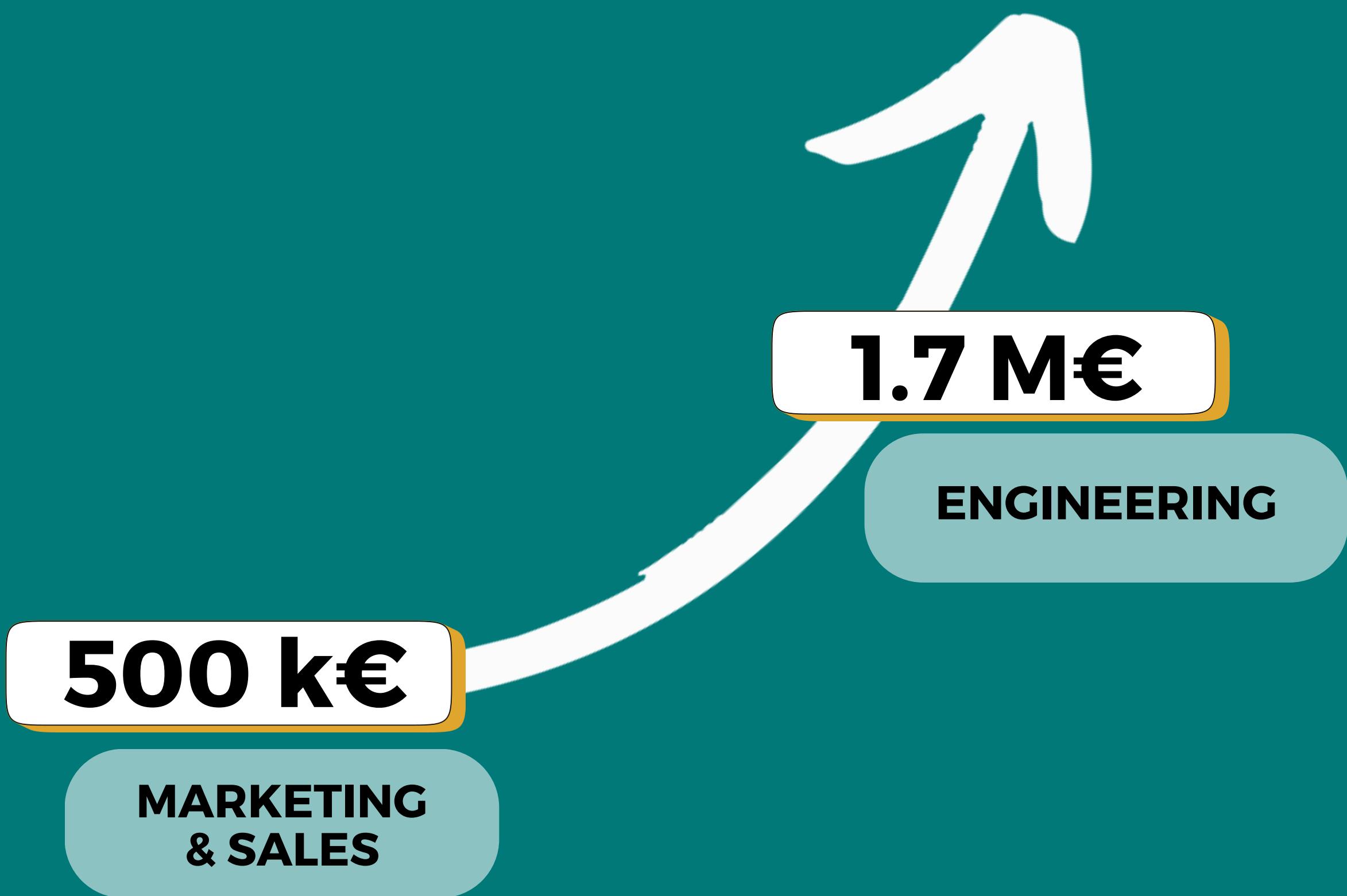


HARDWARE + SOFTWARE

49 € 

Estimated ASP

# 5 - YEAR PROFILE



**30 Eng Talent**

**Industrial  
Production**

**60,000  
Units Sold**

**Going  
Global**

**3 M€ Sales**

# FOUNDERS



**Nuno Baptista**



**José Sempere**



**Francisco Matias**



**José Baptista**



**Miguel Lourenço**



**Hugo Rabuge**



**ELDERLY**  
- ACTIVE -

**STAY YOUNG AT HEART,  
KEEP MOVING SMART!**

**Thank You!**