

AssistJi

a Virtual Assistant for the elderly



Problem

Some of the commonly faced problems by senior citizens w.r.t to technology:

- They are under-confident while using technology.
- They are uncomfortable with changing trends.
- There exist multiple physical limitations.



Solution

An interactive voice assistant application for Senior Citizens.

Saves effort

Promotes daily use
of technology

Improves confidence

Product

A voice assistant application for the elderly.

- Simple to use
- Multilingual
- Step by step guidance



Prototype

Page 1

Welcome to AssistJi

Listening

Processing



Welcome to AssistJi



Speak Now



Refresh



Close



Listening...

Book an Uber to MG Road

Opening Uber

Please Wait..

Business Model

Key Partners

- Content Developers
- Payment Gateways
- Our Investors

Key Activites

- Platform Development
- Developing and maintaining IT infrastructure

Key Resources

- Database
- English language input library
- Servers

Value Proposition

- Senior Citizens may find it difficult to use technology.
- Aims to make use of technology to make the elderly more familiar with technology
- Make it more senior citizen friendly to provide a more approachable UI/UX;

Customer Relationships

- Provides automated, personalised assistance
- Forms communities amongst senior citizens

Channels

- Website
- App
- Community building

Customer Segments

- Niche market targeting senior citizens
- Solving many problems that are faced by senior citizens

Cost Structure

- App and Content Development, Software and Data Centre costs
- Business Development and Operations cost
- Marketing, Advertising and Sales costs

Revenue Streams

- Revenue through collaborations with companies
- Ad revenue
- One Time Purchase through App Store

Traction

Data attained on manually speaking to members of customer segments:

- Due to lockdown, mobility is restricted.
- Would be more than willing to use the app for daily needs.
- Most of them make use of autos and cabs and need door step pickup and drop. Sometimes the regular auto drivers take time/demand more money, thus causing inconvenience.
- Varieties of groceries getting developed at the doorstep, at a much cheaper price than a normal super market
- Makes them feel closer to our generation.
- Would definitely recommend the app, but people would use it only if:
 - Prices are cheaper compared to regular vendors they go to at the moment
 - Safety is looked after because there usually are different people coming for the same job every time.

Market

Total Available Market

703 Mn people aged
over 65 around the
world

Served Available Market

138 Mn senior citizens in
India

Target Market

Approx. 9 Lakh senior
citizens in Bangalore,
targeting urban areas

Source of data:

- <https://www.deccanherald.com/state/top-karnataka-stories/only-4-of-elderly-population-in-karnataka-vaccinated-so-far961022.html#:~:text=Bengaluru%20Urban%20is%20home%20to,senior%20citizens%20have%20been%20vaccinated.>
- <https://www.un.org/en/development/desa/population/publications/pdf/ageing/WorldPopulationAgeing2019-Highlights.pdf>
- <https://theprint.in/india/indias-elderly-population-to-rise-41-over-next-decade-to-touch-194-mn-in-2031-govt-report/710476/>

Competition

While, there are no direct competitors, Envision AI and Lookout are similar products as well as Google Assistant and Amazon Alexa

Envision AI

One of the newer accessibility apps for Android, it uses the camera to narrate what is happening around the user.

Google Assistant

It is an artificial intelligence–powered virtual assistant developed by Google that is primarily available on mobile and smart home devices and can even engage in 2-way conversations.

Lookout by Google

On pointing the camera at things, the app dictates what is visible and can dictate the contents on the screen as well as contents outside.

Amazon Alexa

It is a virtual assistant technology, capable of voice interaction, music playback, providing weather, traffic, sports, and other real-time information, such as news and more.

Growth

We are planning on expanding our senior citizen application in three major key needs as listed below:

1. HEALTH MONITORING NEEDS :

- Provide special health vigilance.
- Monitoring of the elderly persons' current state of health .
- Providing information on the closest medical centres and pharmacies.
- Book online appointments of closest doctors, physiotherapists and nurses.
- Paper replacement tool which help log their physical activity, blood pressure and medicines used on our application instead of paper.

2. SOCIAL NEEDS:

- Providing an easier platform for video conferencing and Wi-Fi-enabled calls to keep in touch with their relatives and friends.

3. LEISURE NEEDS

- Obtaining books, ordering meals and groceries, playing games

As we scale up, we are planning on offering local services to the elderly.

Financials

► Revenue:

Number of senior citizens in Bangalore - 9 Lakh
One time Transactional cost from any App store

► Year 1:

Operational Costs:

Tech Maintenance costs: Rs. 5,000 per month
Human Resources cost: Rs. 70,000 per month
Total: Rs. 75,000 per month

Product/Service Cost:

Building the application: One time cost of Rs. 20,000
Customer Outreach: Rs. 10,000 per month
Total: Rs. 30,000

Total cost = 1,05,000 per month



Financials

► Year 2:

Operational Costs:

Tech maintenance costs: Rs. 10,000 per month

Human Resources cost: Rs. 1,00,000 per month

Total: Rs. 1,10,000

Product/Service Cost:

Customer Outreach: Rs. 20,000 per month

Total: Rs. 20,000

Total cost = Rs. 1,30,000 per month

► Year 3:

Operational Costs:

Tech maintenance costs: Rs. 15,000 per month

Human Resources cost: Rs. 1,50,000 per month

Total: Rs. 1,65,000

Product/Service Cost:

Customer Outreach: Rs. 35,000 per month

Total: Rs. 35,000

Total cost = Rs. 2,00,000 per month

Year	Number of users	Price per user	Revenue per year	Revenue per month
1	24, 000	100	Rs. 24,00,000.00	Rs. 2,00,000.00
2	40, 000	120	Rs. 48,00,000.00	Rs. 4,00,000.00
3	70, 000	150	Rs. 1,05,00,000.00	Rs. 8,75,000.00

Funding

Seed funding :

Initial funding (₹)

1. Workplace rent
2. Development tools and set up
3. Creating profiles and publicity >> ADVERTISEMENT
4. Organise a sale
5. Online crowdfunding

Series A funding (₹₹)

Investors start investing in well laid foundation company

1. Partnership
2. Collab with ventures in different projects
3. Competitions
4. Hire and pay interns

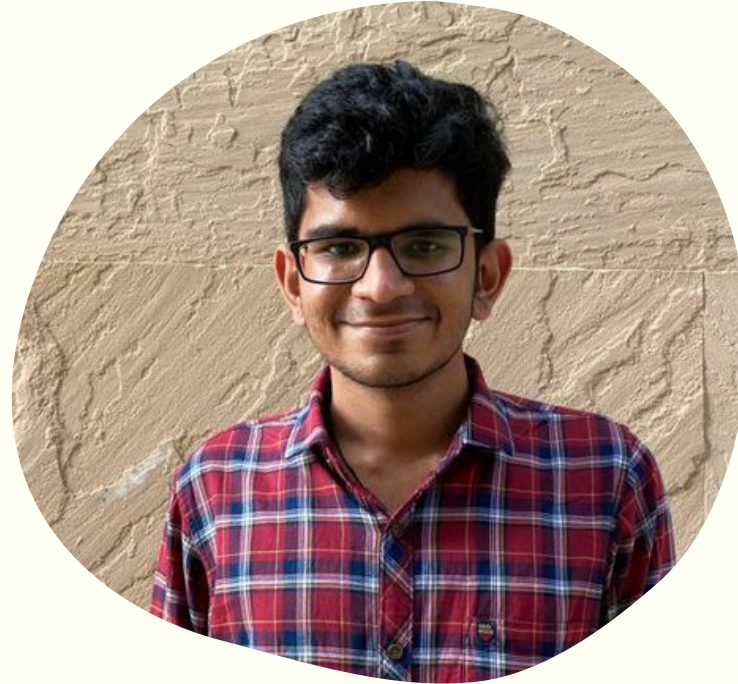
Seeking: Rs. 18,00,000 Series A



The Team



Anuraag Mallinamadugu



Shreyas Desai



Vanshika Goel



Rohan Mupagauni Goud



M Vishal



Kushal Ravikumar

Summary

Seeking: Rs. 18,00,000 for Series A

Strong and Dynamic Team

Cost: Rs. 1,05,000 per month for Year 1

Market: 9L Senior Citizens in urban
Bangalore

THANK YOU

Team 9