

BONNIE 幫你

The best companion carebot for your elderly



We Care, We Connect, We Empower

Team 20239



Health condition

- Long-term cataract and blurred vision
- Weakening hand muscles
- Walk difficultly
- Always forget things
- **Feel empty and bored since retirement**



Family relationships

- Living distant to his children
- **Longing for more care** from his family but understand they are all busy



John Chan (85)



Technology use

- Have a smartphone but miss out important functions
- **Willing but struggling** to learn new technology

Expected cost of
Elderly care



HKD \$222.4 Million
By 2060

Key Drivers

Incremental
opportunity cost

**\$7.2
billion**

2018

2060

Accelerating
Market growth

8.9%

Growing demand for
solutions against
elderly loneliness



Impacts we'd like to make



Empower the
elderly in the
use of tech in
daily life



Foster stronger
connection
between them
and their family



Regain the
feeling of
satisfaction
and **fulfillment**

A carebot for the elderly will tackle the pain points existing in HK

64% of respondents lamented that they are **unable to spend sufficient time** with their elderly



97% of respondents agreed that we should promote the seniors' **use of technology**

63% of respondents felt **satisfied** with our **price** setting



When purchasing a carebot, **65%** of respondents would choose robots that can be **easily controlled by the elderly**



Target segment: working adult caregivers at the age of 21-55

By 2060, 90.6% of 97,000 caregivers will be working full-time
Their purchase patterns:

- Highly incentivized by **discounts**
- Millennials (21-35 years old): based on
1) users' review 2) social media engagement
- Gen X (36-55 years old): **email marketing**



Target end users: the elderly (especially the solitary elderly)

- By 2060, 51.5% of 2.66 million elders **will not be living with their children**
- Prodigious **influencers** in their children's purchase decision

Technology is never the curse of ageing.

Every older adult deserves a chance to embrace technology, to engage the new generation, and to keep enjoying the ride throughout the life journey.

Opportunities

Market research

Product
overview

Competitors

Operation

Marketing

Financial

BONNIE 幫你

The best companion carebot for your elderly

THE BEST COMPANION CAREBOT FOR YOUR ELDERLY



Opportunities

Market
research

**Product
overview**

Competitors

Operation

Marketing

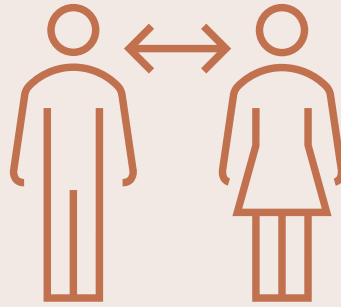
Financial

Benefits

that we offer



Individual



Cross-generational



Social



Individual benefits: Less hassle and getting the elderly's hands on technology.

BONNIE 幫你

The best companion carebot for your elderly

THE BEST COMPANION CAREBOT FOR YOUR ELDERLY

Design

Function

Depth-vision camera

Smart speaker

Touchscreen

Microphone



Opportunities

Market
research

Product
overview

Competitors

Operation

Marketing

Financial



Individual benefits: Less hassle and getting the elderly's hands on technology.

BONNIE 幫你

The best companion carebot for your elderly

THE BEST COMPANION CAREBOT FOR YOUR ELDERLY

Design

Function

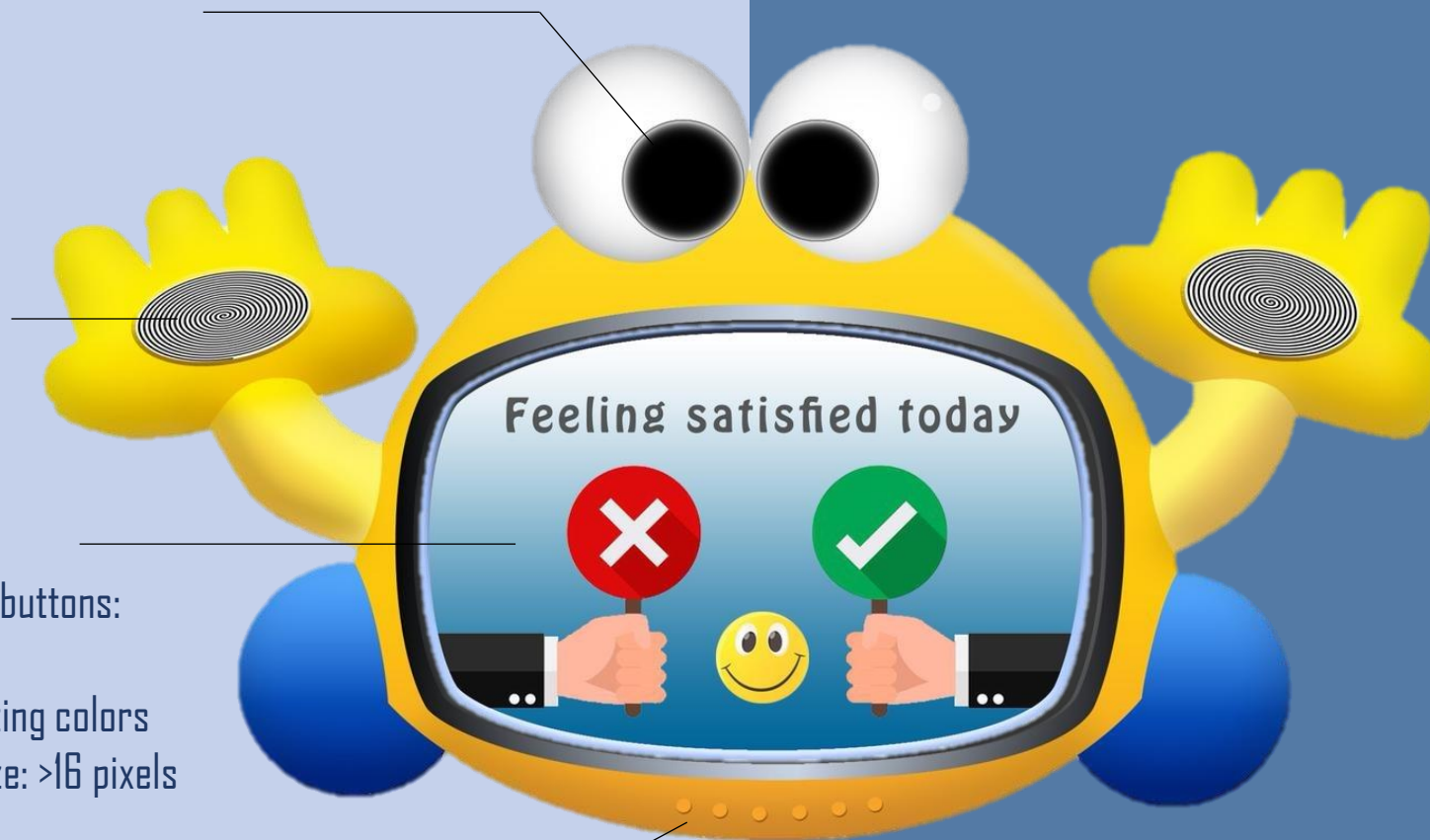
Depth-vision camera

Smart speaker

Touchscreen

- Large virtual buttons: 31.77mm
- High contrasting colors
- Large font size: >16 pixels

Microphone



Opportunities

Market
research

Product
overview

Competitors

Operation

Marketing

Financial



Individual benefits: Less hassle and getting the elderly's hands on technology.

BONNIE 幫你

The best companion carebot for your elderly

THE BEST COMPANION CAREBOT FOR YOUR ELDERLY

Design

Function

Depth-vision camera

Smart speaker

Touchscreen

- Large virtual buttons: 31.77mm
- High contrasting colors
- Large font size: >16 pixels

Microphone



Chat-bot

- Real life chatting experience
- Mitigate the elderly's loneliness

Opportunities

Market
research

Product
overview

Competitors

Operation

Marketing

Financial



Individual benefits: Less hassle and getting the elderly's hands on technology.

BONNIE 幫你

The best companion carebot for your elderly

THE BEST COMPANION CAREBOT FOR YOUR ELDERLY

Design

Function

Depth-vision camera

Smart speaker

Touchscreen

- Large virtual buttons: 31.77mm
- High contrasting colors
- Large font size: >16 pixels

Microphone

Subtitles

- Combat the elders' hearing problem

Chat-bot

- Real life chatting experience
- Mitigate the elderly's loneliness



Opportunities

Market
research

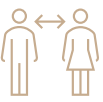
Product
overview

Competitors

Operation

Marketing

Financial



Cross-generational benefits: Lives effervescently and breaks down generational communication gap.

BONNIE 幫你

The best companion carebot for your elderly

THE BEST COMPANION CAREBOT FOR YOUR ELDERLY

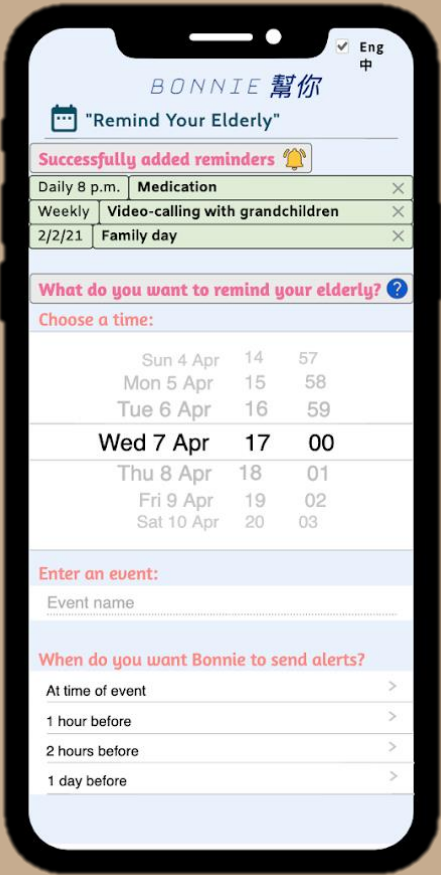
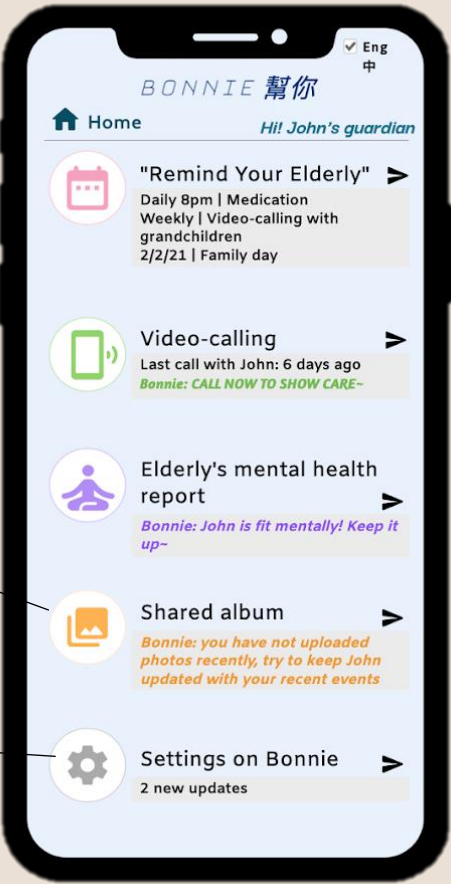
Design

Function

Supplementary app

Shared album: keep the elderly updated with the younger generations

For younger generations to input the elder's personal data and health conditions





Cross-generational benefits: Lives effervescently and breaks down generational communication gap.

BONNIE 幫你

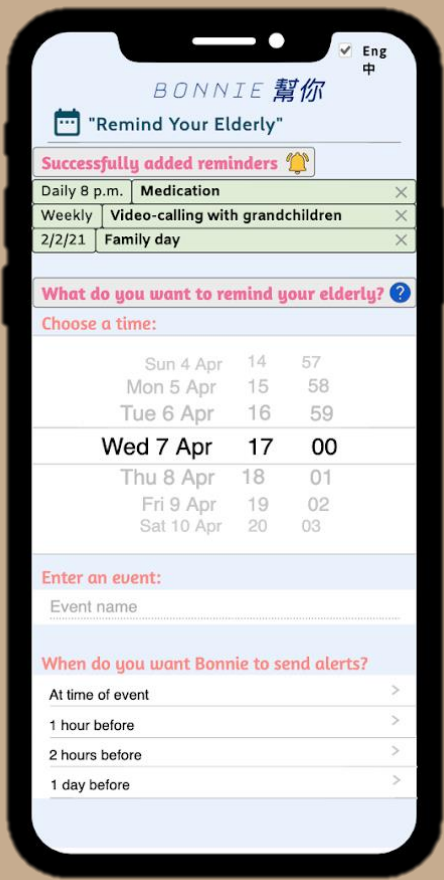
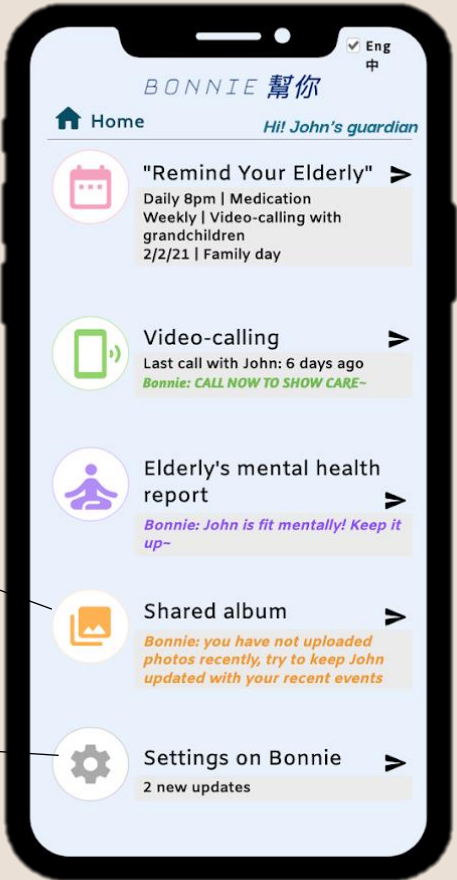
The best companion carebot for your elderly

THE BEST COMPANION CAREBOT FOR YOUR ELDERLY

Design

Function

Supplementary app



Reminders and alerts

- Guardians can input to-do list for their elderly
- Instant push notification upon task completion

Shared album: keep the elderly updated with the younger generations

For younger generations to input the elder's personal data and health conditions



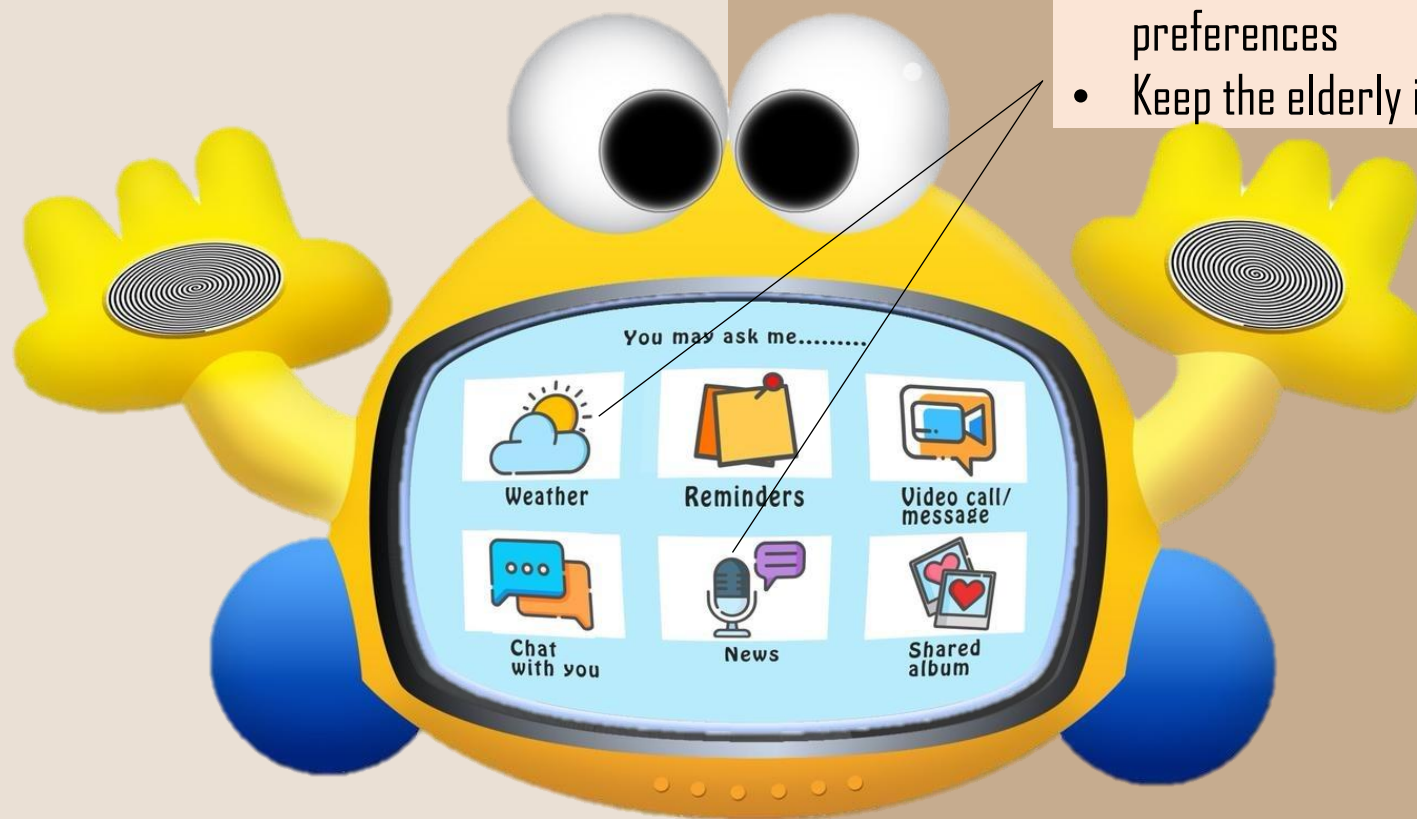
Cross-generational benefits: Lives effervescently and breaks down generational communication gap.

Design

Function

News report and weather forecast

- Read aloud to the elderly according to their preferences
- Keep the elderly informed and not being left out



Opportunities

Market
research

Product
overview

Competitors

Operation

Marketing

Financial



Social benefits: Brings mental wellness and encourages social engagement.

BONNIE 幫你

The best companion carebot for your elderly

Design

Function

Elderly's mental health report

- Illustrate the users' psychological well-being
- Allow the guardians to be alert of their elderly's possible mental illnesses





Social benefits: Brings mental wellness and encourages social engagement.

BONNIE 幫你

The best companion carebot for your elderly

THE BEST COMPANION CAREBOT FOR YOUR ELDERLY

Design

Elderly's mental health report

- Illustrate the users' psychological well-being
- Allow the guardians to be alert of their elderly's possible mental illnesses

Function

Video message

- < 3 minutes
- Both the elder users and family members can record video messages

Video call

- Video sound can be amplified
- Size of video can be adjusted



Opportunities

Market
research

Product
overview

Competitors

Operation

Marketing

Financial

We anticipate the following two **new versions** of Bonnie:



Bonnie 2.0



Bonnie Portable

Opportunities

Market
research

Product
overview

Competitors

Operation

Marketing

Financial

Bonnie 2.0



Further social engagement

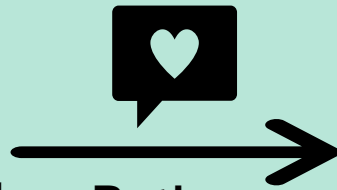


Holistic care and protection



Online socializing service

**Local Proximity
+
Personality Test**



**Both
swipe to
the like**

**Connect
other
users**



Platform Partners



Bonnie Portable



- Smart wristband
- Focuses on **physical health**
- **24/7 emergency help**



BONNIE 幫你

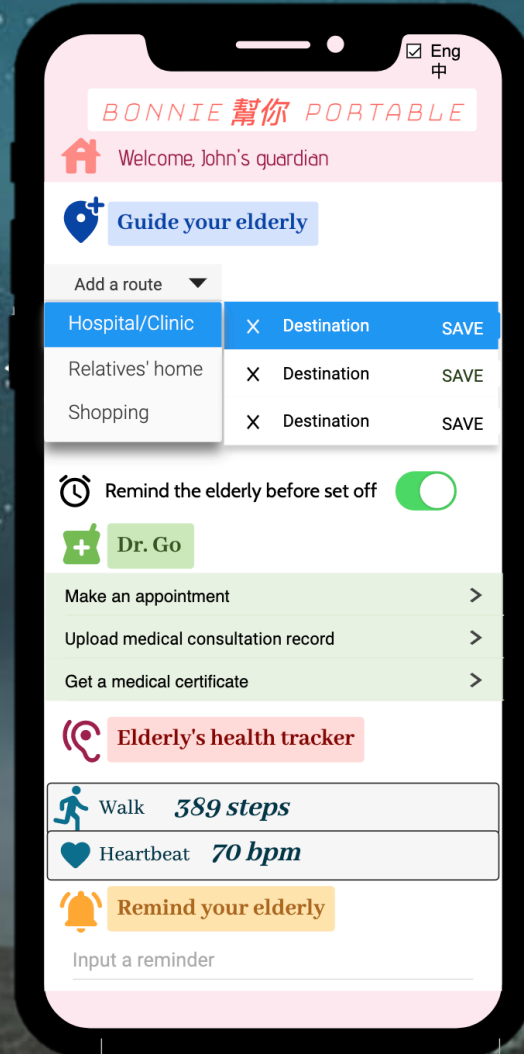
The best companion carebot for your elderly

Bonnie Portable

 **The guardians set up routes to guide the elderly**



Record the elders' physical health status



Online medical consultation by partnering with Dr. Go



Basic functions of Bonnie are also available

Opportunities

Market
research

Product
overview

Competitors

Operation

Marketing

Financial

Zenbo



Durcal



Freedom Guardian



Who are they?

Domestic robot for seniors

Family app: connects elders with family

Medical alert watch

Key features

- Video call
- Respond to voice commands
- Control smart home appliances

- Location tracking
- Physical health condition
- Share photos

- Alerts
- Text-to-speech
- Emergency help

Our **competitive edges**

- **Mental fitness**
- Progressive disclosure



- Vivid responses, involve **gestures**



- **Online medical consultation**
- Interplay of Bonnie and Bonnie Portable



Opportunities

Market research

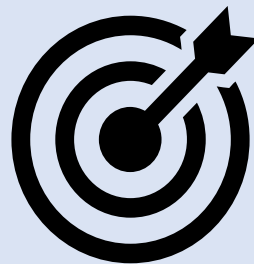
Product overview

Competitors

Operation

Marketing

Financial



Milestones



Product Development Process

Roadmap

How we gain traction

Opportunities

Market
research

Product
overview

Competitors

Operation

Marketing

Financial

Milestones

BONNIE 幫你

The best companion carebot for your elderly

THE BEST COMPANION CAREBOT FOR YOUR ELDERLY

2021

Get ready for Bonnie

- Create a **website** and **social media accounts** for product launch and promotion

2022

Showcase Bonnie

At **Gerontech and Innovation Expo cum Summit**

Launch Bonnie

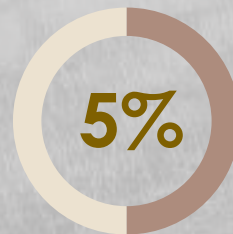
and its **mobile app**

2023

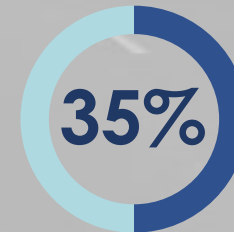
Unlock more possibilities

- **Bonnie 2.0** and **Bonnie Portable**

2024



Market Penetration Rate



Gross Margin



2025

Opportunities

Market research

Product overview

Competitors

Operation

Marketing

Financial

BONNIE 幫你

The best companion carebot for your elderly

THE BEST COMPANION CAREBOT FOR YOUR ELDERLY

THE BEST IS YET TO COME

Opportunities

Market
research

Product
overview

Competitors

Operation

Marketing

Financial



Concept Proof

- Develop **product specification**
- Source raw materials

Prototyping

- Invite **the elderly** to participate with us
- Acquire **insights** from their user experience
- Enhance **usability** and user **satisfaction**

Testing & QA

Test Market Selling

- adopted at the **elderly homes** With **14 days free trials**
- Explore **customer response**
- **Validate** product viability

In the future research and development...



- Release the **tasks** with **clear guidelines**
- **Open** for the crowd to contribute
- **Listen** to various responses
- **Reward sound ideas**



Select the best
Get building!

- **Generate ideas**
- **Solve our problems**
- Vote other crowd responses
- Comment and Share



Create **VALUE**
Generate
UNEXPECTED ideas
In a short period of time



CONNECT the old and
young generation



Create Crowd **BUZZ** to
AWARE of our brand

Opportunities

Market
research

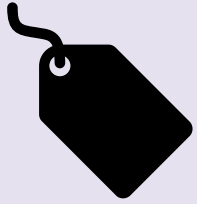
Product
overview

Competitors

Operation

Marketing

Financial



**Price and
Special Offer**



Distribution Channels



Marketing Campaigns

Strategies
To find and win consumers

HKD\$ 2,899

Referral discount

to celebrate new product release

Opportunities

Market
research

Product
overview

Competitors

Operation

Marketing

Financial

Distribution channels

BONNIE 幫你

The best companion carebot for your elderly

THE BEST COMPANION CAREBOT FOR YOUR ELDERLY

Exhibition



- Promote technological application and innovation for ageing
- Target the elderly, caregivers & professionals
- Expand brand presence and reach

Retailers

豐澤 FORTRESS

- Convenient locations
- 22 concept stores feature smart gadgets like robots
- Cross-channel purchase options

cs.

- Partner of "Jockey Club Age-friendly City project"
- Bundle with their elderly service plans

Online store



- Serve as a distributor
- Distribute products to retailers and resellers
- Reach potential consumers directly by optimising search engine

Opportunities

Market
research

Product
overview

Competitors

Operation

Marketing

Financial

Ongoing promotion

BONNIE 幫你

The best companion carebot for your elderly

THE BEST COMPANION CAREBOT FOR YOUR ELDERLY

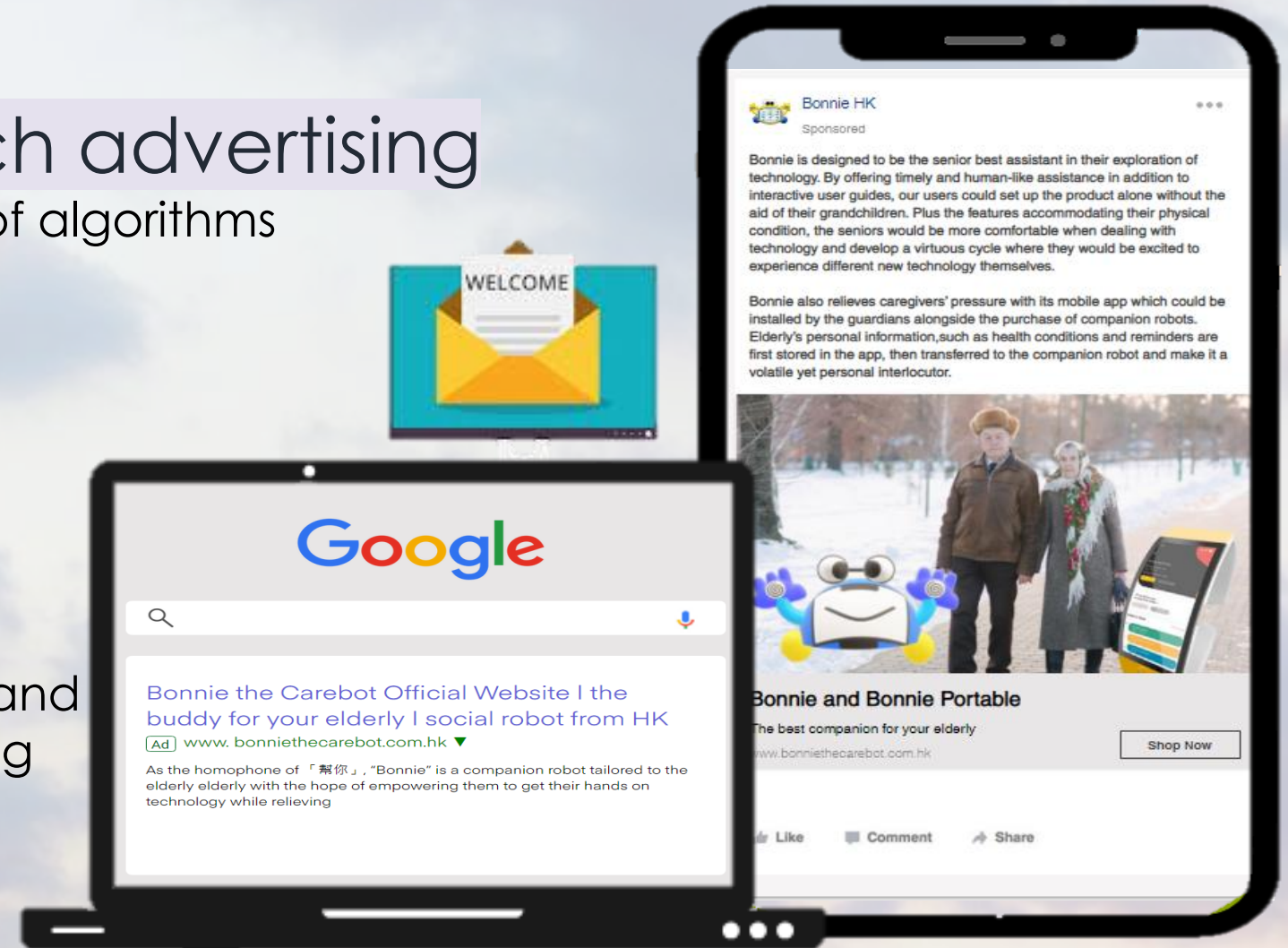
Pay-per-click/ Paid search advertising

- Optimize search engine + Make use of algorithms
- Enhance brand visibility
- Reach potential buyers easily



Welcome email, Newsletters

Nearly 70% of Gen X use a laptop daily and are mostly influenced by email marketing



Opportunities

Market
research

Product
overview

Competitors

Operation

Marketing

Financial



Regular social media feeds and articles about cross-generational communication

98% of Hong Kong adults conduct online product research before making purchase decisions

'#HappyAgeing' Campaign

- Invite buyers/users to share their relishing moments with Bonnie
- Establish an engaging community with buyers

Over 70% of adults claim to upload selfies to social media



TV commercials before Mother's and Father's Days

to convey the message how Bonnie helps children to express love, respect and honor to their elder parents

Achieve Corporate Social Responsibility



Donate 5% of profits to
Caritas HK/ HKFSW



Promote mental health of the
elderly



Financial Projection

Before we make a profit

Opportunities

Market
research

Product
overview

Competitors

Operation

Marketing

Financial



Manufacturing
engineers

\$187,824 x 2

Professional fees (recurring):

1,361,098



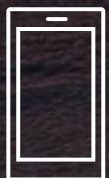
Supply chain
manager

\$270,084

R&D (upfront) :

1,000,000

COGS (recurring)



UX designer

\$328,206

Advertisement (recurring):

990,000

Insurance (recurring):

4,652

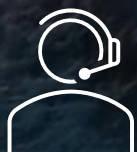


Computer software
engineer

\$360,000

App maintenance (recurring):

76,800



Customer relationship
manager

\$162,960

Opportunities

Market
research

Product
overview

Competitors

Operation

Marketing

Financial



Working Caregivers

59000



Market Penetration

5%



Price (HKD)

2899



Number of Buyers

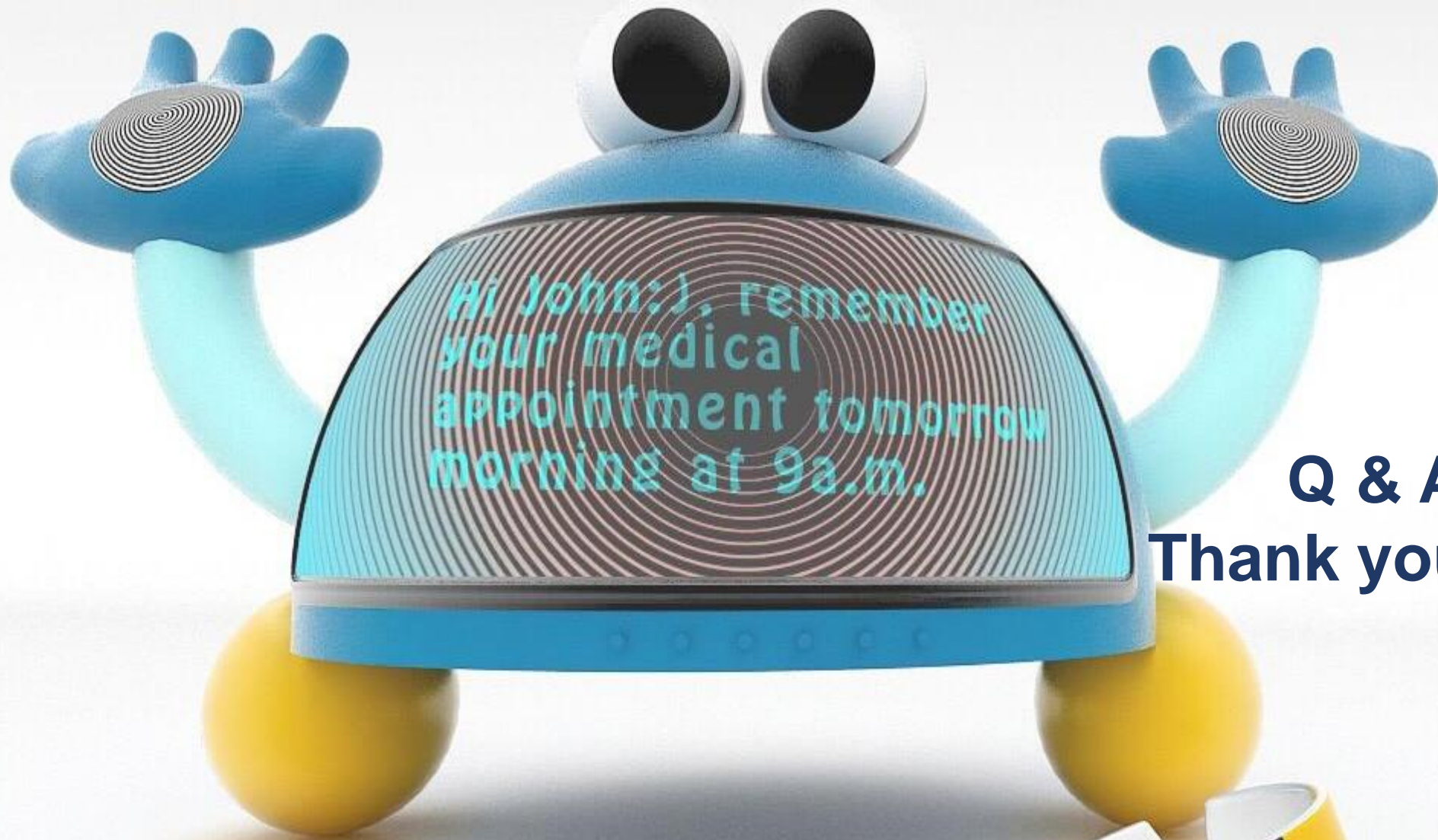
2950

Market Size (HKD)

171,041,000

Potential Revenue (HKD)

8,552,050



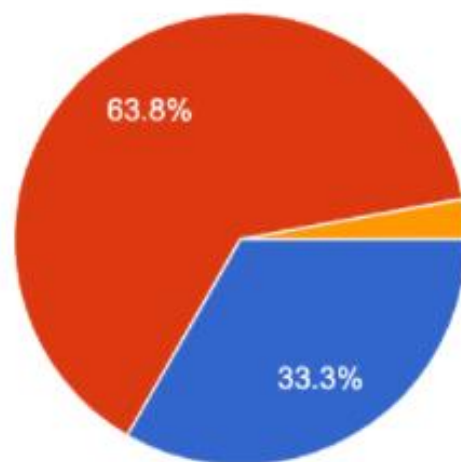
Q & A session
Thank you for listening



Appendix

在以下三項描述，你認為自己比較貼合哪一項？ Which of the following best describes you?

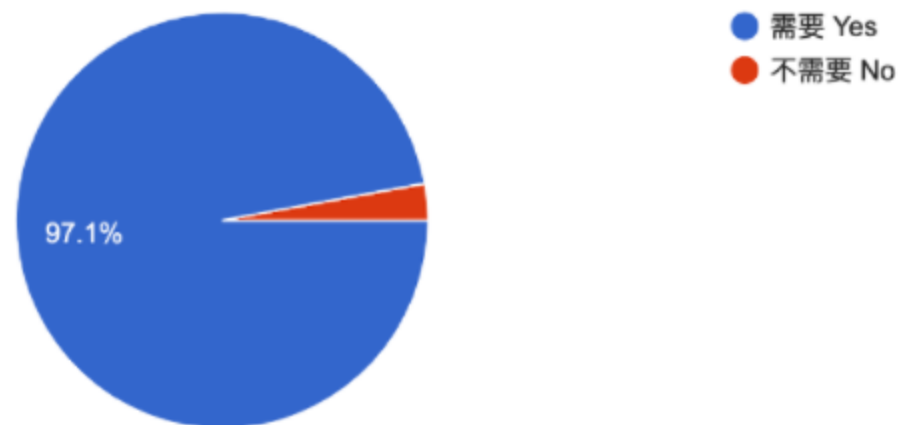
105 responses



- 與長者同住，或經常探望長者，因此能全面照顧自己長者的生活和心理需要。 I live with my elderly, or spend much time with them, so I can extensively take care of their physical and mental health.
- 希望關心長者，但因工作繁忙或家庭及經濟上的壓力，而忽略了自己長者的需要。 Under the economic pressure and time constraint, it is regrettable that I have...
- 並不關心自己的長者。 I do not care about my elderly at all.

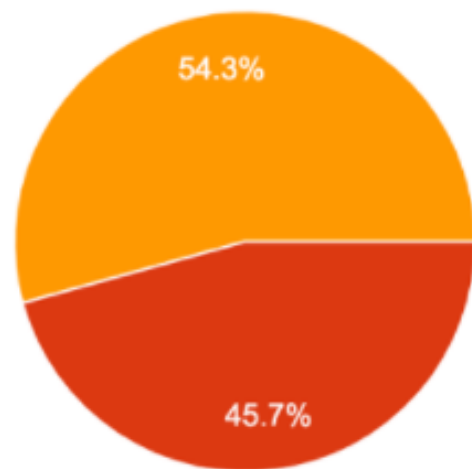
隨着科技發展，你認為長者是否需要進一步了解科技，以提升生活水平以及追上時代的節奏？
Do you think we should promote usage of technology by the elderly, given the convenience it brings and its rising popularity and acceptance?

105 responses



你有接觸過專責照顧長者的家居機械人嗎？ Have you heard of carebot for eldercare?

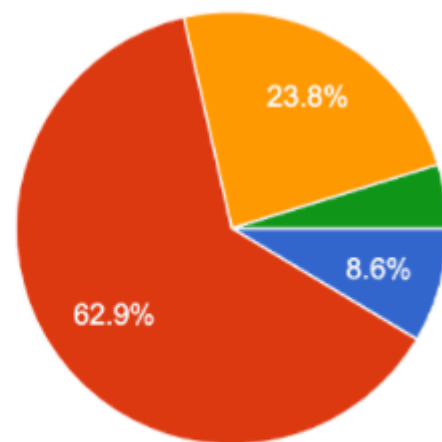
105 responses



- 已購買 I have bought it
- 聽聞過但沒有購買 I have heard of it but didn't purchase it
- 沒有聽聞過 I have never heard of it

若有一部家居機械人（專責照顧長者的心理健康：例如定時提醒服藥，新聞資訊以及天氣提醒，可供視像通話，與長者聊天及全聲控），定價為\$2899，你會認為..... Imagine a carebot which focuses on healing the elderly's mental health and provides functions like reminders on medication, news and weather forecast, video-calling, voice control and can chat with the elderly. If it is priced at \$2899, what do you think?

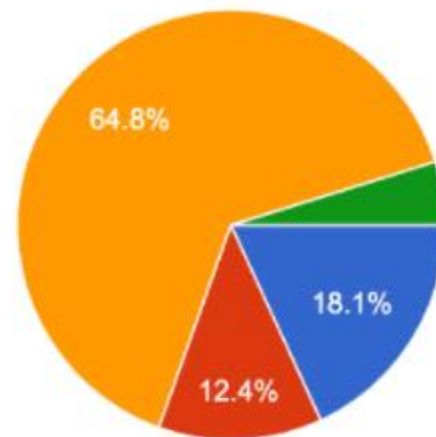
105 responses



- 價錢太低，質疑其功能，耐用性及信譽
The price is too low, I doubt its function, durability and reputation.
- 價錢剛好，符合自己預算並會購買
The price is just right, it fits my budget and I will go for it.
- 價錢偏高，需要深思熟慮才會購買
The price is quite high, it demands careful...
- 價錢太高，不會購買
The price is too high and I will not buy it.

當購買專責照顧長者的家居機械人時，你會最考慮以下哪項因素？ Which of the following factors would you give primacy to when purchasing a carebot for eldercare?

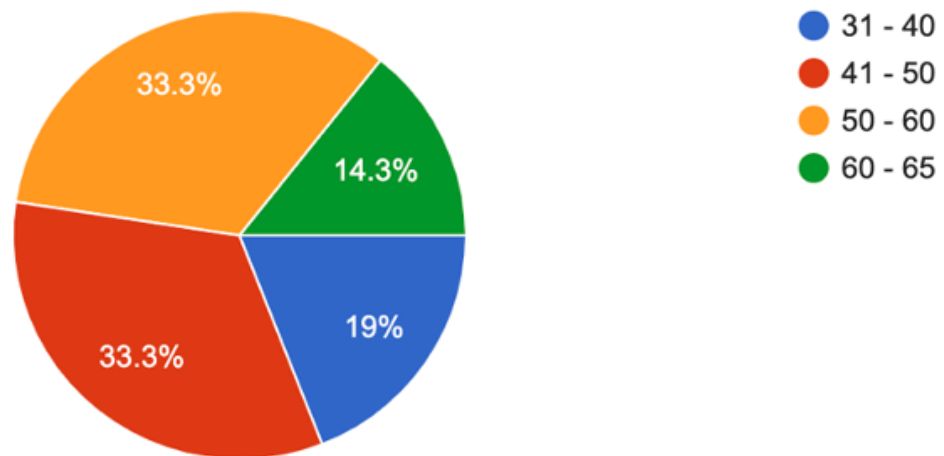
105 responses



- 功能多樣及實用 Diversified and useful functions
- 長者喜好 The elderly's preference
- 操作簡便以助長者輕鬆上手 Simple manipulation to assist the elderly to get their hands on technology
- 價格效能 (根據它的價格所能提供的性能的能力) Cost-effectiveness

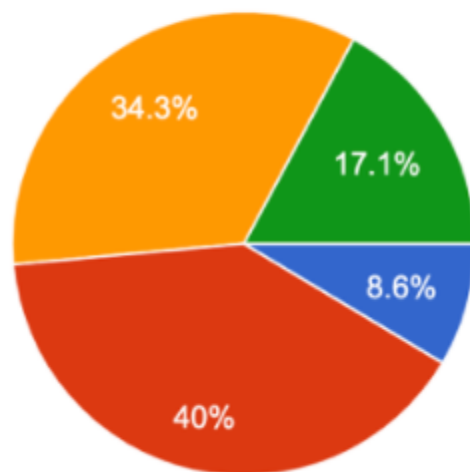
你的年齡是 What is your age?

105 responses



你的教育程度是 What is your education level?

105 responses



- 小學畢業 elementary school graduate
- 中學畢業 High school graduate
- 大專或大學畢業 Associate or bachelor degree holder
- 大學畢業以上 Postgraduate