



A World of Health and Convenience

Background

EvolvAID is an innovative senior care device company that creates products meant to make life easier for seniors or older people who are ill. EvolvAID looks at the daily life of elders and creates products to help make specific processes easier and more comfortable for them. EvolvAID's most popular customer base is people age 50 and up (with the 50 year olds most often being family members of

the customer in need).

These people typically live in the more rural areas, such as Luddington, Michigan, Fredericksburg, Texas, Port Angeles, Washington, and the like. EvolvAID is a relatively small start-up business located in San Luis Obispo, California. The image this company wishes to portray is that this company signifies looking out for others, being helpful, empathy, strength, perseverance, virtue and significance in addition to providing opportunities for health, happiness, innovative opportunities, and perseverance. These customers' needs are to feel loved, understood, helped, and given vehicles for strength to make their life much easier through new creations of senior care aid. Some competitors of EvolvAID patience and offers lots of attention and opportunities for patient satisfaction, improving the quality of life for seniors and other people with disabilities. A third is AssistMe, which offers smart devices to help allow seniors to take care of themselves both independently and comfortably in addition to monitoring the elders medication compliance that can be tracked by caregivers through the app, which constantly tracks the senior's movements, falls, and significant vital signs (such as temperature, blood pressure, glucose levels, and the like.





Our Competitors

Birdie

Birdie used lower-case letters to indicate that it was a friendly company, since senior care type companies should be providing the user a more happy and comfortable experience- therefore, the writing should be friendly and inviting. The dark blue of the wording symbolizes elegant, sophisticated, and old-fashion- symbols important and common to elders. While, the light blue symbolizes trust, tranquility, loyalty, and security- all important traits of senior care. The bird symbol represents freedom, life, and happiness because the types of products Birdie offers allow seniors to more freely monitor their life with only an app connecting them to their health and family professionals, instead of needing a person there at all times. Birds also symbolize wisdom or knowledge a lot of the time, which these devices thrive on exchanging.

Luvozo PBC

For Lovozo, the L is in the shape of a chair with a backing looking like an extra cushion to symbolize the extra support and comfort Luvozo products provide for their senior customers with their company values being safety and satisfaction. It is a capital L to signify confidence and power that this company has. The navy blue color conveys importance, confidence, unity, and intelligence and the white signifies health and cleanliness- all important attributes to caring for seniors.

AssistMe

Triangles typically symbolize tension to change, showcasing their ability to go from unstable to stable. Triangles are also often seen as a shape associated with strength and conflict.

With the usage of a triangle with rounded edges, AssistMe communicates an easier and more steady adjustment to change with less tension that enhances strength with less conflict. AssistMe communicates the easy and more steady adjustment the company and it's products allow for easily changing to gain stability.

Dark blue, which also happens to be the largest section of the triangle is associated with stability, depth, and expertise. In equal sections creating the sharper edges of the blue section are orange- which signifies creativity, strength, and encouragement and purple- signifying creativity, wisdom, pride, power, and devotion, all of which are needed to achieve the depth and expertise needed to get to the goal of stability. Overall, with this image, AssistMe is saying that it is committed to providing all the necessary means to enabling success and stability of the person encouragingly.

What Problem Do We Solve?

- ✓ Many people who need to take prescription meds have to take them at the same time every day
- ✓ This leads to a problem when they are away from home at the time they need to take them
- ✓ They have to carry around their meds in inconvenient ways, which can lead to misplacing them

Our Solution: The MedWatch

One of EvolvAID's most famous products is the MedWatch, which is a compact touch-screen watch with the option to set up to 6 alarms per day with compartments along the watch band to store medication in so that daily life of elders needing to take medication is not interrupted or forgotten.



A specific competitor of the Medwatch would be the company E-Pill alarm watches with specific regular digital watches providing a certain amount of alarms depending on the model chosen, which is able to be set and will vibrate each time the patient needs to take their medication.

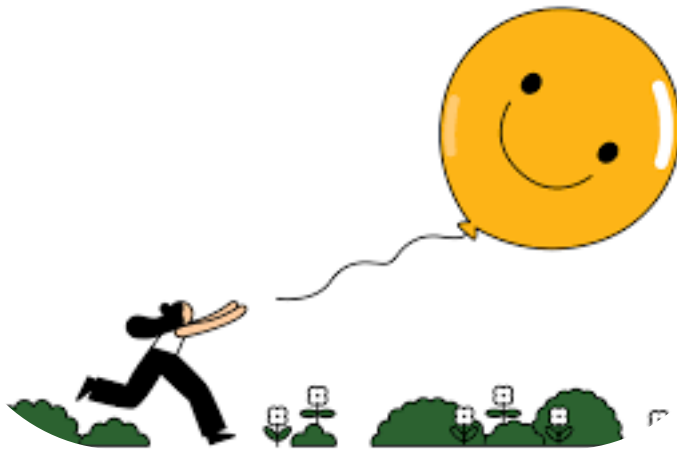
The Medwatch is a uniquely designed device that assists, alerts, and reminds users to efficiently and conveniently take their meds while using a fashionable and sleek watch.

Flexibility is an important aspect of this device, as it can offer a firm distinct advantage due to the capabilities that generate decision making options. Furthermore, different forms of strategic flexibility deal with dynamic environments, which are difficult for competitors to imitate. Seniors take a wide variety of pills and thus, it ultimately depends on the person and medication that is needed. In addition to the type of medication, the size of the pills will also vary from person to person. As a result of this, it is important for the design of the MedWatch to account for

flexibility, tailoring each product towards each senior and their specific needs.

In addition to flexibility, quality is an important competitive priority for MedWatch. Medication is put inside of the device, so it is important that MedWatch is top quality, because lost medication would become a liability and result in a negative brand image.

Want More Info?



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