

## Project Charter

Element	Details
<b>Project Name</b>	DeerghAyu Seniors Program
<b>Project Leader</b>	Obidele Kehinde
<b>Opportunity for Improvement</b>	In the Greater Toronto Area, access to care is shaped by a priority-based triage system (Priority 1–4), where Priority 4 cases are not life-threatening and can face long waits before being seen. Many seniors have real needs that fall into this “not urgent, but still important” category, creating a gap in support between clinical visits. DeerghAyu Wellness Trust aims to bridge this gap through an AI-enabled elder health management program that both equips seniors to use AI confidently and provides practical tools for tracking health, supporting self-management, and generating doctor-ready summaries to make limited clinical touchpoints more effective.
<b>Objective</b>	Produce a government- and funder-ready project plan that enables DeerghAyu Wellness Trust to secure Canadian government funding and launch an AI-enabled elder health management program for very old and vulnerable seniors in the Greater Toronto Area.
<b>Scope</b>	<p>This project will produce a comprehensive, government- and funder-ready project plan for DeerghAyu Wellness Trust’s AI-enabled elder health management program in the Greater Toronto Area. The plan will outline a phased approach for launching the program model (AI training, health support, and coaching) and the Personal Health Assistant (PHA) concept, including recommended MVP scope, project phases and milestones, timeline, stakeholder and communication strategy, go-to-market approach, budget/resource estimates, and key risk/compliance considerations.</p> <p>Development, testing, or deployment of any AI agents (including the nutrition/food-intake agent and the broader set of 15–20 planned agents), delivery of training sessions, and execution of a live pilot are not in scope for this project. Those activities would occur in a separate implementation phase after funding and approvals are secured.</p>
<b>Deliverables</b>	<ol style="list-style-type: none"> <li>1. Comprehensive Project Plan (funder-ready) <ul style="list-style-type: none"> <li>• defined phases, milestones, and detailed timeline (roadmap)</li> </ul> </li> <li>2. Stakeholder &amp; Communication Strategy <ul style="list-style-type: none"> <li>• stakeholder map + communication cadence + alignment plan</li> </ul> </li> <li>3. Marketing / Go-to-Market Plan <ul style="list-style-type: none"> <li>• target segment (very old/vulnerable seniors + caregivers) + outreach channels + partnerships (GTA) + adoption/onboarding approach</li> </ul> </li> <li>4. Budget &amp; Resource Plan <ul style="list-style-type: none"> <li>• estimated costs + staffing needs + resource allocations (high-level)</li> </ul> </li> </ol>

	5. Risk & Investment Analysis <ul style="list-style-type: none"> <li>key risks + mitigation strategies + investment/funding needs</li> </ul> 6. Roles & Responsibilities Matrix (RACI) <ul style="list-style-type: none"> <li>who owns what across phases</li> </ul>
<b>Success/Outcome Measurement</b>	1. Meets Govt. agencies funding requirements/criteria 2. Project Plan getting approved by experts 3. Getting funding for the project
<b>Sponsor</b>	Ashok Ranade
<b>Team Members</b>	Dinsha Madhyan, Zahid Hussain Mohammed, Srinidhi Rajaraman, Lavanya Ramaswamy, Robiya Nabieva, Kehinde Obidele
<b>Other Stakeholders</b>	South Asian Heart Center team, Panorama India, IIT Alumni Canada, ICC Boston, Canadian Govt. agencies.
<b>Action Plan</b>	1) Clarify program scope & MVP <ul style="list-style-type: none"> <li>a. Confirm target seniors/caregivers and GTA context (Priority 1–4)</li> <li>b. Define MVP and phased rollout for PHA + program tracks (AI training/health/coaching)</li> </ul> 2) Build funder-aligned plan <ul style="list-style-type: none"> <li>a. Identify Canadian government funding requirements and evaluation expectations</li> <li>b. Translate requirements into plan components and submission structure</li> </ul> 3) Develop go-to-market + stakeholder strategy <ul style="list-style-type: none"> <li>a. Identify stakeholders (seniors, caregivers, community partners, clinicians, funders)</li> <li>b. Define communication plan and adoption/onboarding approach</li> </ul> 4) Define execution plan <ul style="list-style-type: none"> <li>a. Create milestones, timeline, and phase gates</li> <li>b. Estimate budget/resources and draft RACI</li> <li>c. Identify key risks/compliance considerations and mitigations</li> </ul> 5) Finalize funding package <ul style="list-style-type: none"> <li>a. Compile the complete project plan for agency submission</li> <li>b. Review with sponsor and revise for final delivery</li> </ul>
<b>Timetable</b>	Project Charter 1/30 WBS – 2/7 Project Plan first draft – 2/27 Finalize + Submit – 4/1
<b>Communication Plan</b>	30-minute check-ins with Ashok twice per week.
<b>Signatures</b>	Ashok Ranade _____