

# Life Saver Band



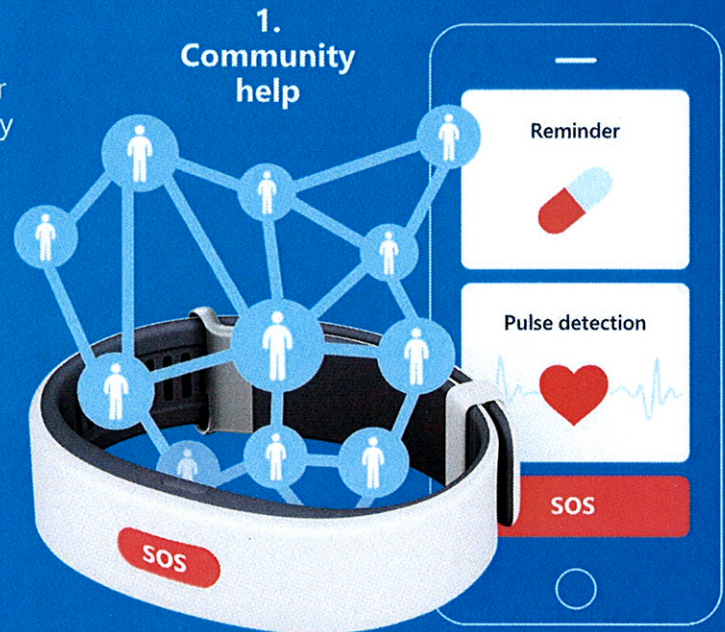
Connected by  
Bluetooth to  
different devices

The LS is a smart band specially designed for seniors and offers unique technology to monitor health, detect falls and call for help in emergency situations.

## Innovation

The LifeSaver is very unique and innovative as it involves 3 different aspects; hardware, software and the most important of all, community.

We create and promote a new social concept of mutual help for every elder person. It means that they will get help in emergency situations from anyone in the society, no matter if they know each other or not.



## Main features



Fall  
detection



Heart  
attack  
prediction



SOS by  
button



SOS by  
keyword



Medication  
reminder



GPS -  
tracker



Community  
help

### 2. Hardware

### 3. Software

Lively

SAMSUNG

LS band

## Competitors

Fall detection	✗	✗	✓
Heart attack prediction	✗	✗	✓
SOS by button	✓	✓	✓
SOS by keyword	✗	✗	✓
Medication reminder	✓	✗	✓
GPS-tracker	✓	✓	✓
Community help	✗	✗	✓

We made a comparison between our product and other smart-bands in the market.

Samsung has less health sensors, only button SOS alert, no medical reminder and no community help.

Lively has no SOS by keyword, no prediction of heart attack and no community help.

We came to a conclusion that LS band indeed, is a unique one and also has more advantages than any other product in the market.



# Survey

## 1. The number of seniors increases

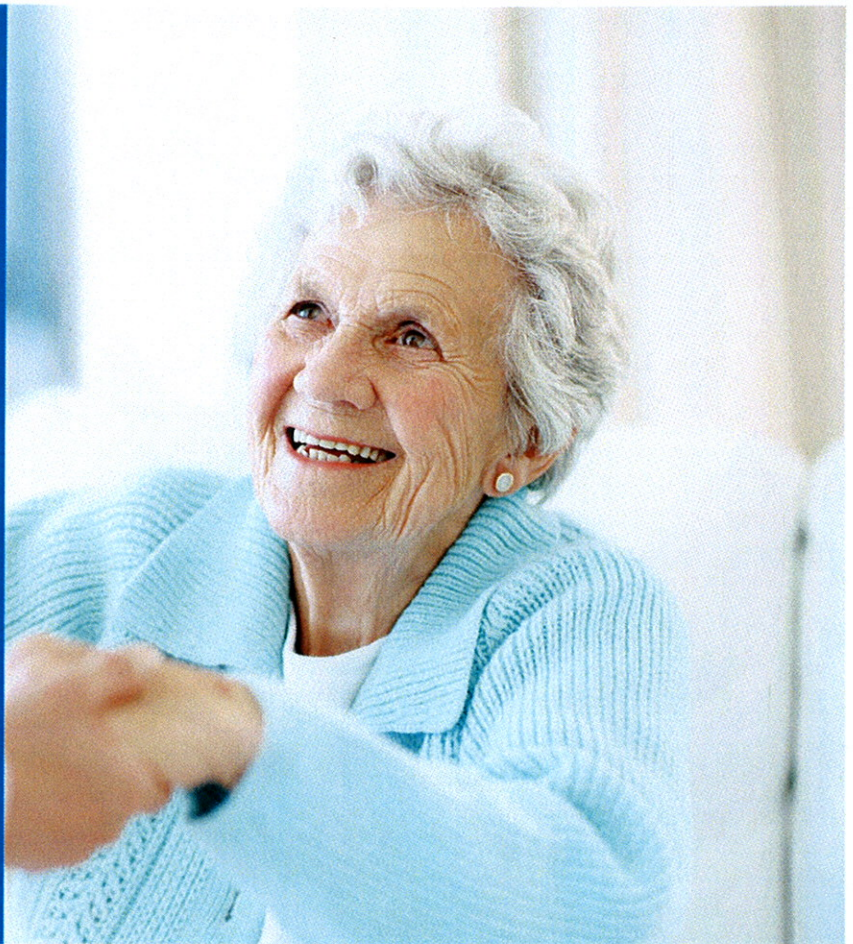
More than 10 % of the world's population is older than 65. By 2050, this number is expected to be about 1.5 billion (estimation of World Health Organization).

## 2. Seniors rarely use technology

Out of the 950,000 elderly people in Israel only 3% use smartwatches (Central department of statistics in Israel).

## 3. Golden hour

First hour after emergency case is crucial. Every 10 minutes of lack of assistance twice increase the damage and cost of treatment.



## Sustainable Business Practices

### Mutual help concept for adults

We launched a campaign to create the new public vision. Our goal is to promote mutual help of people to every senior and thus decrease the death-rate and boost social security.

We started with presentations to kids in the schools, colleges and summer camps. We showed them our social campaign video to enlarge or community help circle.

With this not only we change the attitude in the society to seniors but we also inspire everybody to be caring, helpful, impartial and kind to those who are close to us and need our attention.

### Social contribution for seniors

We work closely with retirement centers. Together with them we organize lessons for elders to help engage them in the use of technology. Seniors enjoy to learn new things from us and feel more confident with the devices. But most importantly they love to communicate with younger generation and we love to give them our attention.

As a part of our future development strategy we also plan to give 2% of the bands we will produce next year for free to the organization called AMCHA which supports Holocaust survivors.

LS band is environmentally-friendly, uses sustainable business practices and complies with listed UN Sustainable Development Goals.



**SDG #3**  
Good health and well-being



**SDG #8**  
Decent work and economic growth



**SDG #9**  
Innovation & infrastructure



**SDG #11**  
Sustainable cities and communities



**SDG #12**  
Responsible production & consumption



**SDG #16**  
Peace and justice



**SDG #17**  
Partnership for the goals



## Profit

Up till now we managed to cover all our expenses by partnering with different organizations in education, healthcare and IT sphere.

Moreover we invested in the project the money we won in various competitions like SAGE World Cup 2016 and National Competition of Amal Group.

Options, \$	2015-16	2017	2018
Development	2,500	5,000	10,000
Production	0	3,000	30,000
Marketing, PR	900	1,800	10,000
Consulting	600	1,500	5,000
Other	1,000	1,200	10,000
<b>Total expenses</b>	<b>5,000</b>	<b>12,500</b>	<b>65,000</b>
High tech companies	1,500	3,000	5,000
Ministry of education	3,000	3,000	3,000
Prize money	500	1,500	
Other	0	10,000	100,000
<b>Total income</b>	<b>5,000</b>	<b>17,500</b>	<b>108,000</b>
<b>Profit, \$</b>	<b>0</b>	<b>5,000</b>	<b>43,000</b>

## Succession Plan

Start of the SAS project  
5/2015

Market research  
5/2016 - 7/2015

Concept of Social circles for SAS  
7/2015

SAS App design  
10/2015

App Development  
8/2015 - 2/2016

Social campaign  
2/2016

SAS App launch  
3/2016

Alfa-testing  
3/2016 - 6/2016

SAGE World Cup 2016  
8/2016

9/2017 - 2/2018

Finish a beta version of the product with most of the features.

Connect with a Chinese factory to produce 100 beta units.

Close deals with several retirement homes and let them try beta product. Get the data and correct errors and bugs if needed.

2/2018 - 8/2018

Get over the same production process again with a final version of 1000 units.

Upgrade our app with adding the community help platform.

Search for partners and investors to get to the next round.

8/2018 - 12/2018

Sell 1000 units for \$100 each.

Enlarge our social circle.

Beta-testing  
9/2016 - 11/2016

New concept  
11/2016

Research  
11/2016 - 12/2016



SAGE World Cup 2017  
8/2017

Social campaign  
5/2017

Prototyping  
3/2017 - 5/2017

Design thinking & user experience research  
1/2017 - 3/2017



## Posts

LS

**LS smart band** added 4 new photos — 😊 feeling relaxed with Daniel Gurevich in 📍 Bat Yam.  
August 4 at 9:59am · 🌐

"We went to several retirement homes to talk to our new potential customers ✓"



👍 Like    💬 Comment    ➦ Share

## Use of Media

We opened Facebook page and Instagram account where we post news about the project and our company:

f @Lifesaversmartband

📷 @rspltd

Product/Service

5.0 ★★★★★

Community

See All

👤 Invite your friends to like this Page

👍 1,216 people like this

📡 1,214 people follow this

👤 Lev Berman and 2 other friends like this



BUSINESS INFO

📅 Founded on December 4, 2016

🎯 Mission

"Renovate- Improve an existing concept so it can help more to society and the environment."

Find more information on our web-page:

🌐 [www.rspltd.cf](http://www.rspltd.cf)

## Conferences

We participated in TEDx youth white city, Innovex, Gmic, Calcalist, Cybertech, Isic, Ecopark, China - Israel Partnership Conference. All the conferences and competitions were covered by local and national media.

GLOBAL MOBILE INTERNET CONFERENCE  
**GMIC**

**כלכליסט**

**TEDx**

**INNOVEX2017**

## Partners

The project is supported by and cooperates with high tech, medical and educational companies like Ecom, Amal Group, Yael Software, Tel Aviv Municipality, Milgram, Motorola etc.

