

**longa.care**

AI Powered Intelligent  
sensors for Adult Diapers.

A Project by the jeKbot Team.

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 **jeKnowledge**  
10th year of Excellence

\* Estudo Epidemiológico sobre a prevalência e tratamento da incontinência urinária em Portugal - Faculdade de Medicina da Universidade do Porto, Março de 2008.

# business – problem

#Where does it come from?

- Elder homes overspending on adult diapers.
- 20% of all adults (1 out of every 5!) suffers from incontinence. \*

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# business – solution

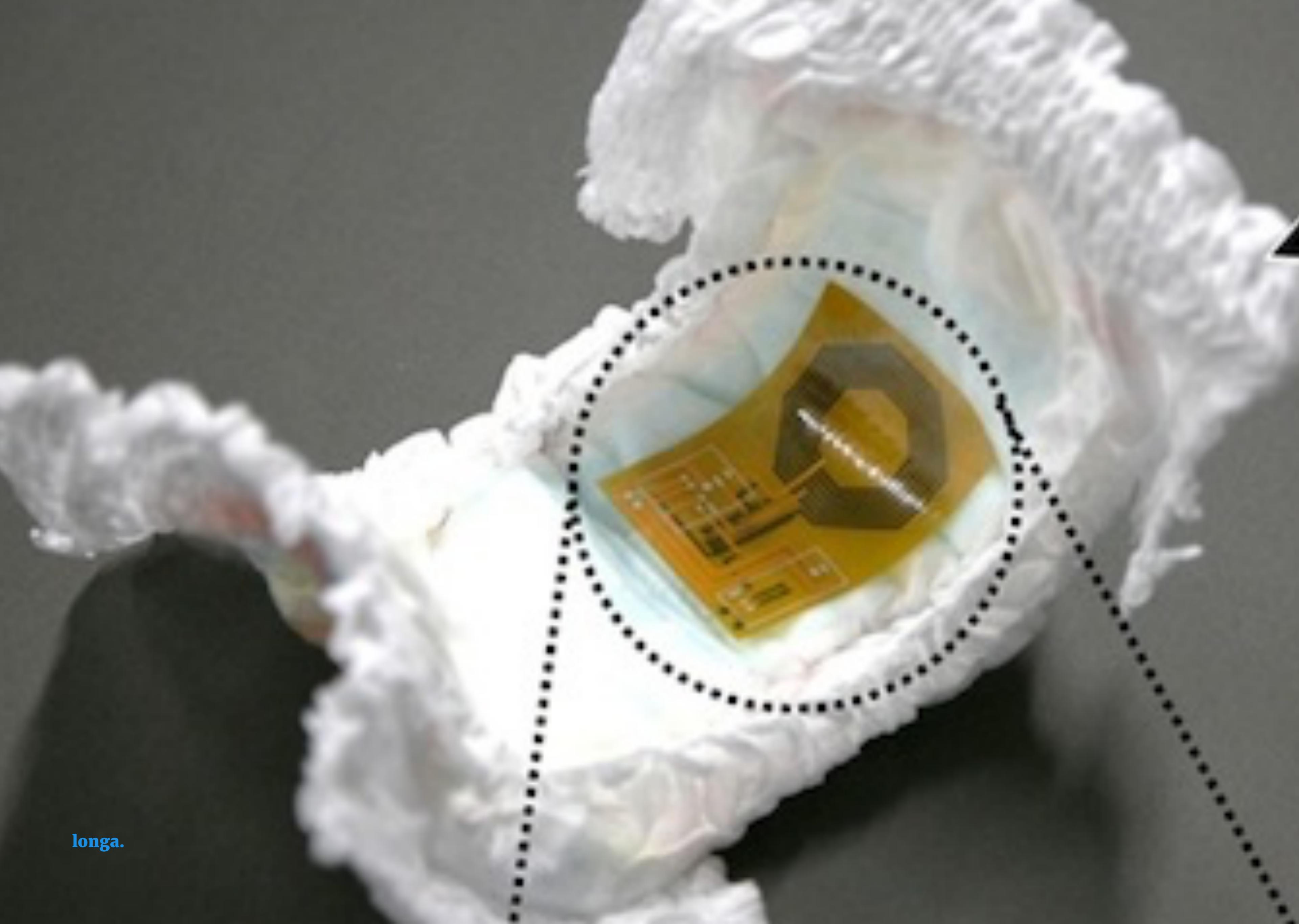
#How will we do it?

- Nonintrusive, reusable, urine and feces detection device for adult diapers.

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# business

- target

#What will we focus on?

- Elder homes on the Private Sector.
- Reduce hours spent checking diapers (3 hours per day, 90 hours per month, for every employee).

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# business – market

#Who will buy our product?

- 550 Private Elder Homes just in Portugal.
- Private Sector, 21% of the Market.  
Over 1.7 million beds in the USA alone.

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# business – tech

#How does it work?

- Body Temperature, pH and Humidity sensors.
- Artificial Intelligence for pattern detection and Carer notifications.

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# business – competitors

#How do others do it?

- Intrusive solutions, hard to reuse, ancient technology.
- B2C vs. our validated B2B perspective.

# business – manufacturing

#How will we build it?

- 5€ Production Cost.
- 50€ Retail, ~45€ Profit (90% Profit Margin).

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# business – distribution

#How will we get it to consumers?

- Oldcare Partnership.
- Direct sales to Elder Homes.
- Sale model validated with 4 Elder Homes.



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# business

## - market size

#Can we predict earnings?

- 550 Homes in Portugal, ~37 Elders each:  $50\text{€} \times 37 \times 550 = 1\text{M/year}$ .
- The population is getting older and living longer: a growing market.

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# business

## - market (go to)

#What will our Market Process be?

- Prototype release in Paços de Ferreira with 25 units.
- 100 Unit Prototype Production:  
 $(100 \times 25\text{€}) + (5\text{Pax} \times 700\text{€} \times 3 \text{ months}) = 15000\text{€}$  in investment.

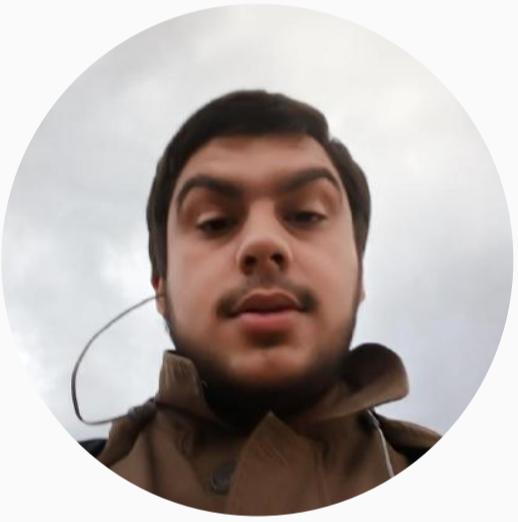
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# business

- team



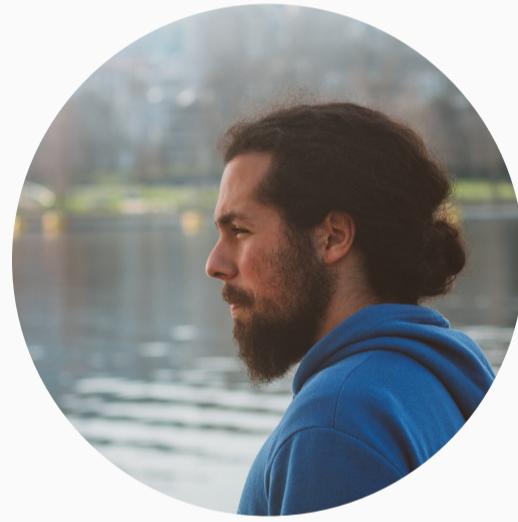
#Software.



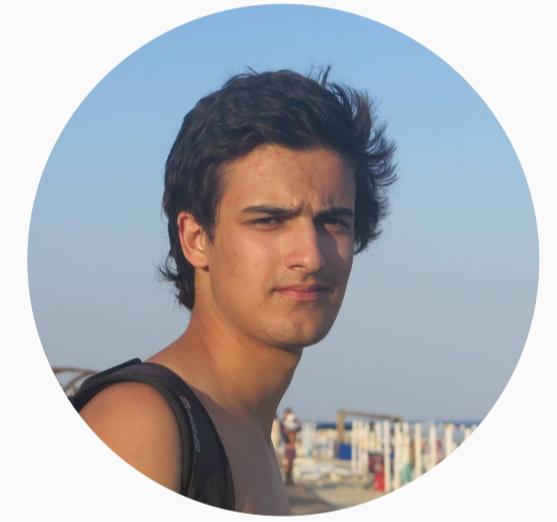
#Hardware.



#Design & Sales.



#Business.



# business

## - invest

#Money. How much and what for?

- 15K€ Investment:  
100 units, 3 Homes, 3 Months.

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Bring decency to the  
Elder's Life.

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