

EMARS

Emergency Medical Alert and Response System

PROBLEM

Customers (Sons/Daughters) feel bad when users (elderly) have the following problems:

- Elderly tend to **fall down** often due to aging and health issues
- Have Fear of Intruders and **Theft/Robbery**
- At times, elderly **do not pick up** the call
- Risk of Sudden change in **health conditions** (Vital signs)
- Face lack of Immediate Medical Assistance
- Not able to call during Emergency (Battery dead, misplaced phone, phone glitches, etc.,)

USE CASE:

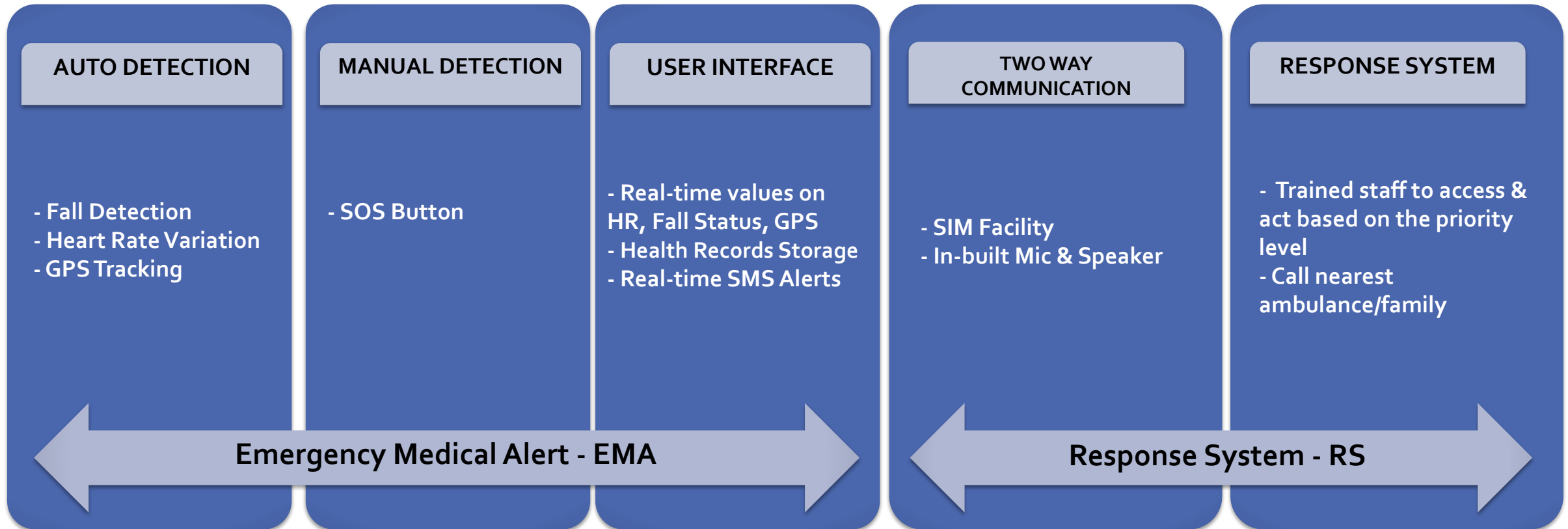
Health Related Emergency:

- Heart Rate Variations
- Physical injury (Falls)

Non-Health Related Emergency:

- Intruders
- Not picking up calls

SOLUTION - eMars



TARGET USER

Elderly people who face:

- **Dizziness**
- Have **bradycardia**(Slow HR), **tachycardia**(High HR)
- Have constant **paranoia** about health/non-health

and are:

- living with **spouse**,
- living **alone**,
- living with **working children** (spend most of time alone)

COMPETITORS

*Competitors **lack one or more** of the following features:*

- No fall detection
- No continuous monitoring of Heart Rate
- No GPS tracking
- Only SOS Button
- SOS limited only to emergency contacts not to response system
- No Two-Way Communication

MARKET ADOPTION

