

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:

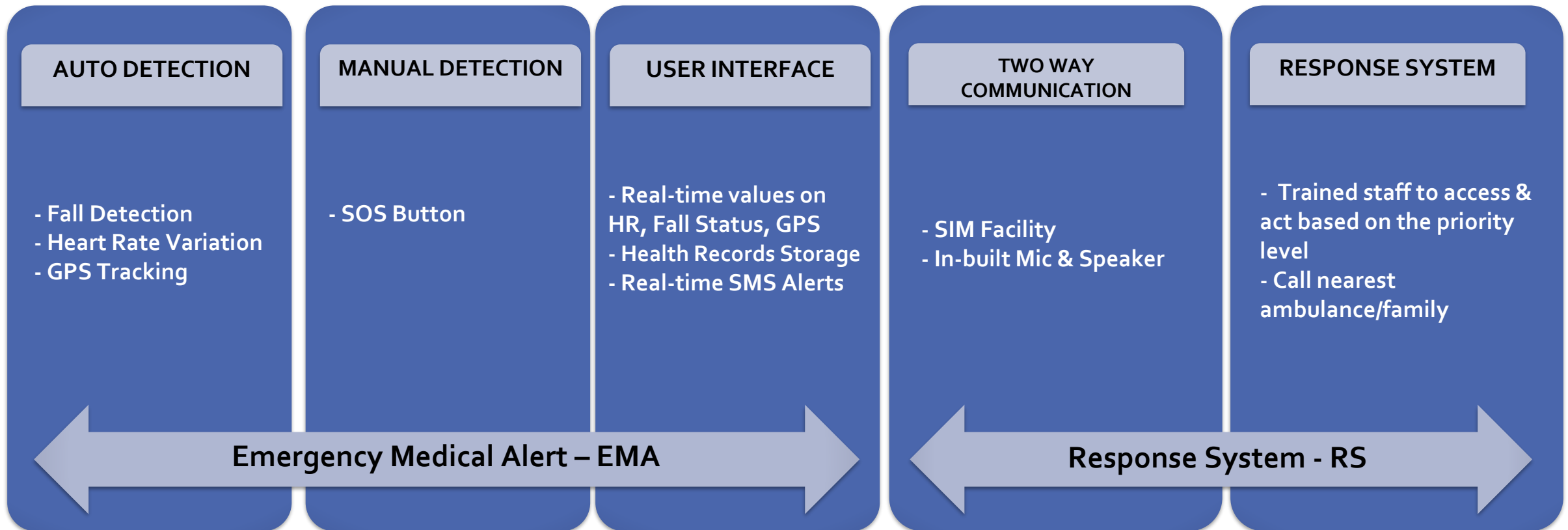
- Heart Rate Variations
- Physical injury (Falls)

Non-Health Related Emergency:

- Intruders
- Not picking up calls

SOLUTION - eMars

Wearable Device + 24/7 Monitoring Center



TARGET USER

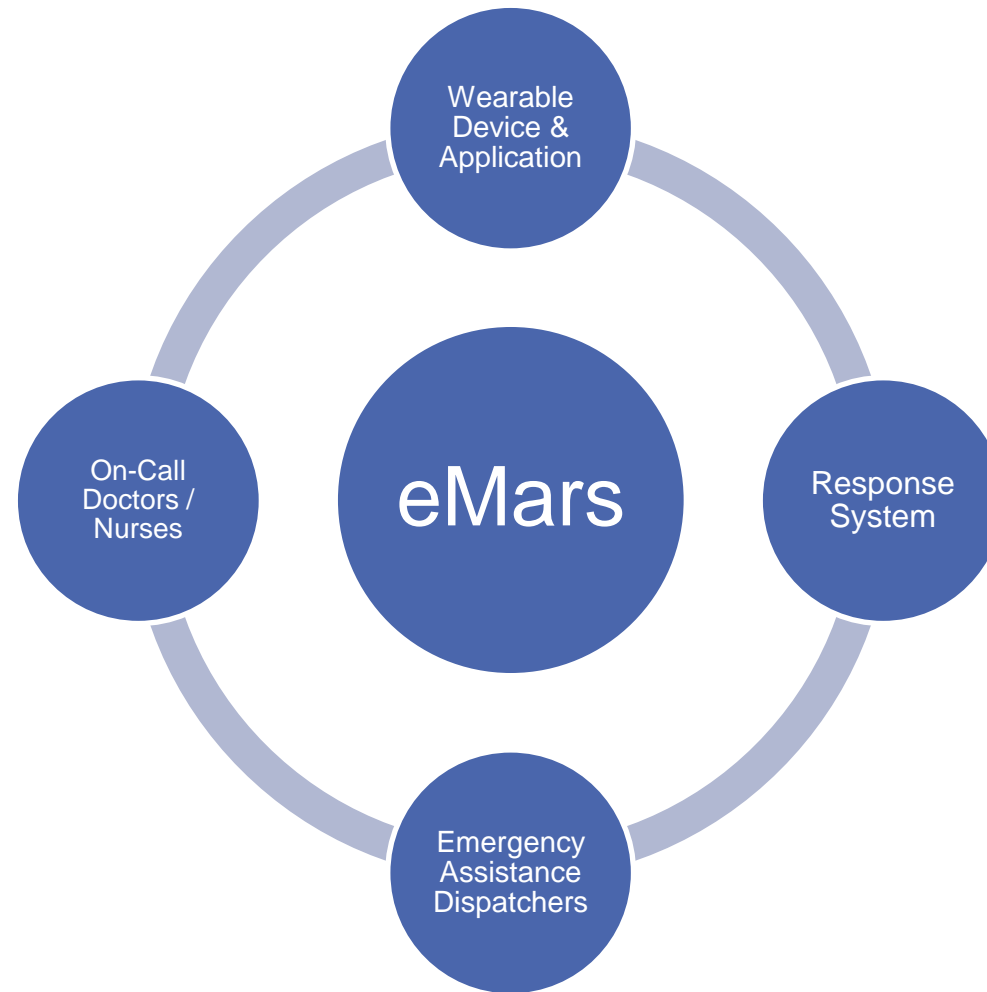
Elderly people who face:

- **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)

VALUE PROPOSITION



STATS

Figure 2.8. Incidence of Disability per 1,000 Persons (by age and sex), 2011

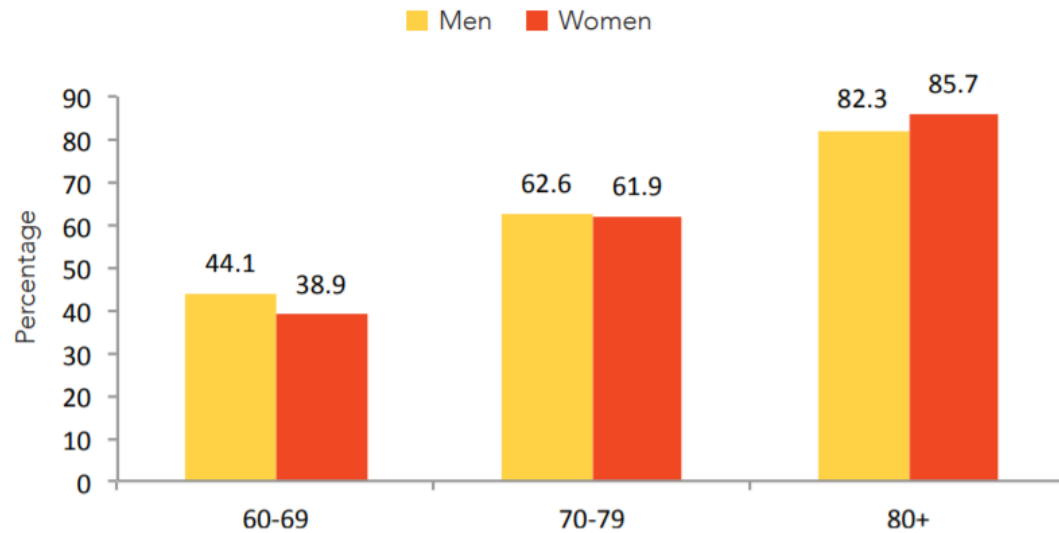
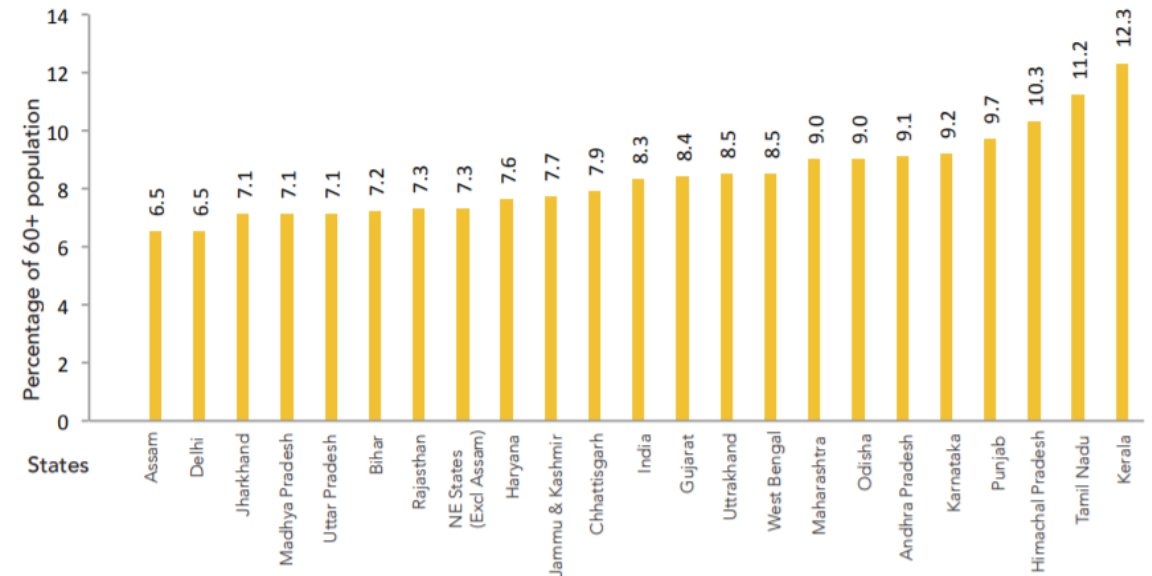


Figure 1.4: Percentage of 60-plus Population across States in India, 2011



- 1 in 5 people have **Diabetes** | 1 in 3 suffer from **Arthritis** | 1 in 3 has **High BP**
- Heart diseases and arthritis are the major chronic diseases elderly face, with **28%** of elderly pass away because of **heart diseases**.
- Elderly people affected by **acute morbidities**(cannot do daily activities - temporary health issues) is about **32%**.

DISTRIBUTION CHANNELS

B₂C

E-commerce

High End –
Old Age Homes

B₂B

HomeHealth Care
Centers

PARTNERSHIPS

Health Insurance
Companies

Jio / Airtel
(Only for e-sim)

COMPETITORS (Global Scale)

S.No	Name	Country	Device Fee	Subscription Fee / Month	Response System		Heart Rate		Fall Detection	SOS Button	GPS	Two-Way Communication
					Emergency Contact	24/7 Monitoring	Manual	Continuous				
	eMars	India	₹6,000.00	₹333.00	Y	Y	Y	Y	Y	Y	Y	Y
	Fitness Band											
1	Mi Band 4	India	₹2,500.00		N	N	N	Y	N	N	N	N
2	Fitbit Charge 3	India	₹14,000.00		N	N	N	Y	N	N	N	N
3	Amazfit Pace	India	₹9,000.00		N	N	Y	N	N	N	Y	N
4	GOQii Vital	India	₹5,000.00		N	N	Y	N	N	N	N	N
5	Garmin Vivo Smart 3	India	₹7,000.00		N	N	N	Y	N	N	N	N
	Smart Watch											
6	Apple Series 5	India	₹53,000.00		911	N	Y	N	Y	Y	Y	Y
7	Medical Guardian Freedom Guardian	US	₹10,000.00	₹3,000.00	N	Y	N	N	N	Y	Y	Y
8	Limmex	Switzerland	₹30,000.00	₹3,000.00	N	Y	N	N	N	Y	Y	Y
9	Lifebee Smart Watch	Germany	₹4,000.00		N	N	N	Y	N	N	N	N
10	MobileHelp Smart	US	₹25,000.00	₹2,000.00	N	Y	Y	N	N	Y	Y	Y
	SOS Pendant:											
11	Bay Alarm Medical	US		₹2,500.00	N	Y	N	N	N	Y	Y	N
12	CareLink24	England	₹8,500.00	₹1,000.00	N	Y	N	N	Y	Y	N	Y
13	CareAlert	Australia	₹19,000.00		Y	N	N	N	N	Y	N	Y
14	Humana Philips Lifeline	South Korea	₹7,000.00	₹3,500.00	N	Y	N	N	Y	Y	Y	Y
15	St John	New Zealand		₹2,000.00	N	Y	N	N	N	Y	N	Y

REVENUE MODEL

- The wearable device and response system comes in the form of a **Bundle Package** in the initial purchase. The cost is:

Rs 8,499 (+3Month Subscription),
Rs 9,999 (+6month Subscription),
Rs 10,999 (+12Month Subscription)
- The follow-up subscription is priced at Rs 333/month.
- The Add-on services includes that of courtesy calls to elderly, on-call doctor assistance (with respect to homehealthcare centers), etc.,
- Apart from this, the necessary tie-ups with various healthcare centers and health insurance companies can yield incentives in the longer run.

TEAM, the eMars-ians



LOGESHWARAN

Techno-geek who loves playing with new technologies, and also has participated in several technical competitions and built lots of small-scale projects. He takes care of the overall technology of eMars.



MOHAMMAD

Logics & Strategy, Critical Thinking and Psychology top the list of his interests. Having led teams across various domains both abroad and in India, he has experience in the fields of crisis & talent management, and leadership. Responsibilities include handling the day-to-day operations and Hardware Architecture of eMars.



NAVEEN

A Social Media Analyst who loves doing intensive market research, studying the competitors, planning strategical ads. He handles the public relations and the marketing aspects of eMars.

CURRENT STATUS

- Had in-depth questionnaires/interviews with **32 people** (17 users and 15 customers) held across a span of 15 days.
- Developed an initial **pre-to-type** (not a prototype) in a span of 20 days just to get more insights on the Customer & User POV.
- Currently, in the process of developing the first **Prototype** of the wearable device and the necessary back-end logistics of the Response System with a scheduled deadline of **April 15th**.