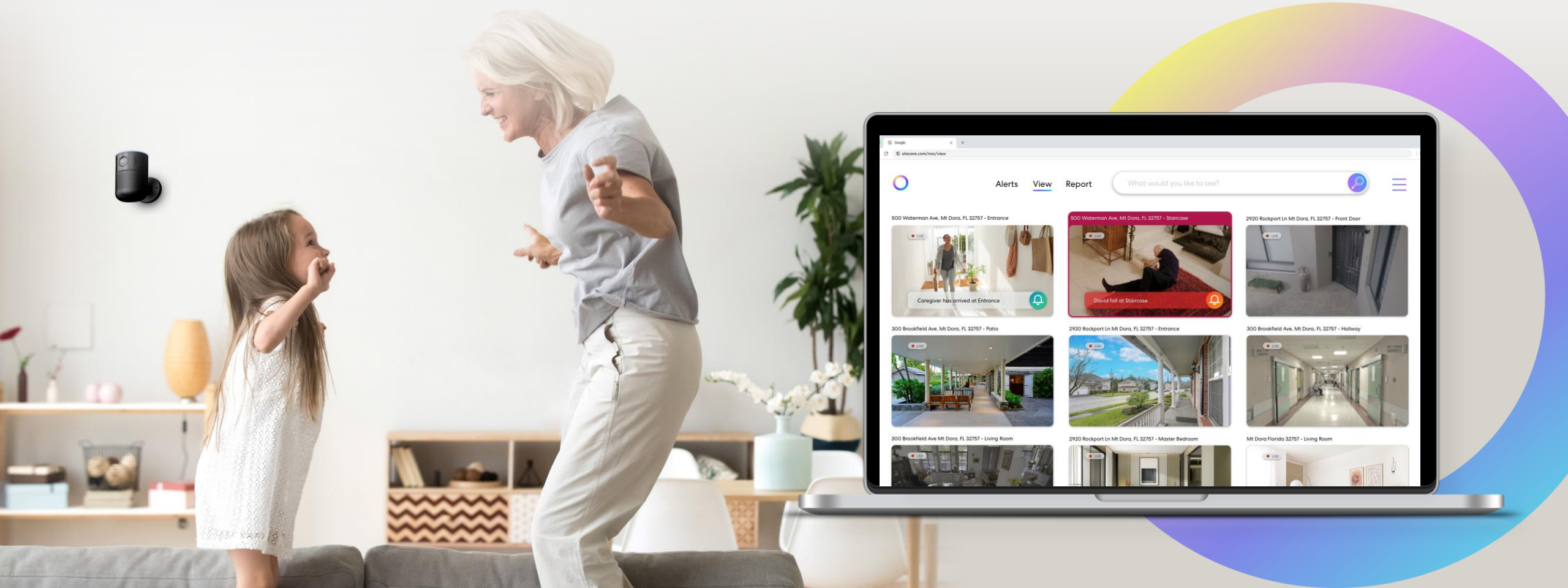
Olacare

AI ENABLED MONITORING SOFTWARE

FOR BETTER ELDER CARE



THIS IS A SAMPLE PITCH DECK

PLAN WRITERS

This file was created by redacting an actual business plan The Plan Writers wrote for a client. All client information and proprietary content has been removed. As such, the business model, managers and financial pro forma herein are entirely theoretical – only the structure of the plan itself and portions of the market and industry research remain “real”.

Contact Us:

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O Care: Quick Overview

Founded 2015

O Care seeks to become an industry leader in Elder Care Monitoring.

Headquartered in Israel; wholly owned subsidiary of Sample Name in Israel, which uses the same proprietary AI technology in the Home Security market.

Founded by industry professionals with deep background in computer vision, AI, machine learning, robotics and other. Decades of operational experience.

Only hardware-agnostic software solution in the world: 6 granted patents

Exit planned in 2027 via IPO or strategic acquisition

$2 million

Expected Revenue in 2024

$63 million

Expected Revenue in 2027

$3.5 million

Amount of funding needed to scale and accelerate market penetration

The Rising Demands in Elder Care

The United States is on the brink of a surge in demand for elder care as the Baby Boomer generation transitions into nursing homes.

Sources: U.S. Census Bureau; CDC

By 2030

⅕

of U.S. residents will be over 65

Elderly injuries cost

$50bn

from falls & other incidents each year

By 2030, there will be

20%

More incidents including falls, the leading cause of elderly death

Navigating the Elder Care Industry: a Snapshot

MARKET SIZE & TRENDS

762m x $120/year = $91.5b/year

Total Addressable Market

227m x $120/year = $27.2b/year

Serviceable Addressable Market

$27.2b/year x 5% = $1.4b/year

Serviceable Obtainable Market

KEY TRENDS

Aging Population Surge:

By 2030, Baby Boomers will push the U.S. 65+ population to 71 million, doubling its size.

Tech Integration:

Telehealth visits rose 50% in Q1 2020; wearables market to hit $54 billion by 2023.

Workforce Challenges:

By 2025, expected shortages of 446.3K home health aides and 95K nursing assistants.

Care

The Pain Points

1 in 10 Older Adults Abused:

- Most frequent lawsuits are abuse, neglect, & violence
- Average cost of single facility lawsuit approx. $406,000

Nursing Efficiency Challenge

- ~35% of nurses' 12-hour shift (5 hours) is spent on state-mandated patient care documentation
- When there are errors in the documentation, facilities run the risk not receive payment from authorities

O Care: The Future of Elder Monitoring

The world's Most Advanced AI-based Video Monitoring Software,

long-term care (LTC) or hospice care facilities, and home care (B2B and B2B2C)

O has human-like ability to perceive situations,

i.e., pre-defined events and activities that require responses are detected: Fall detection, Instability, Violence, Call for help, etc.

O is a software solution that uses 2D cameras

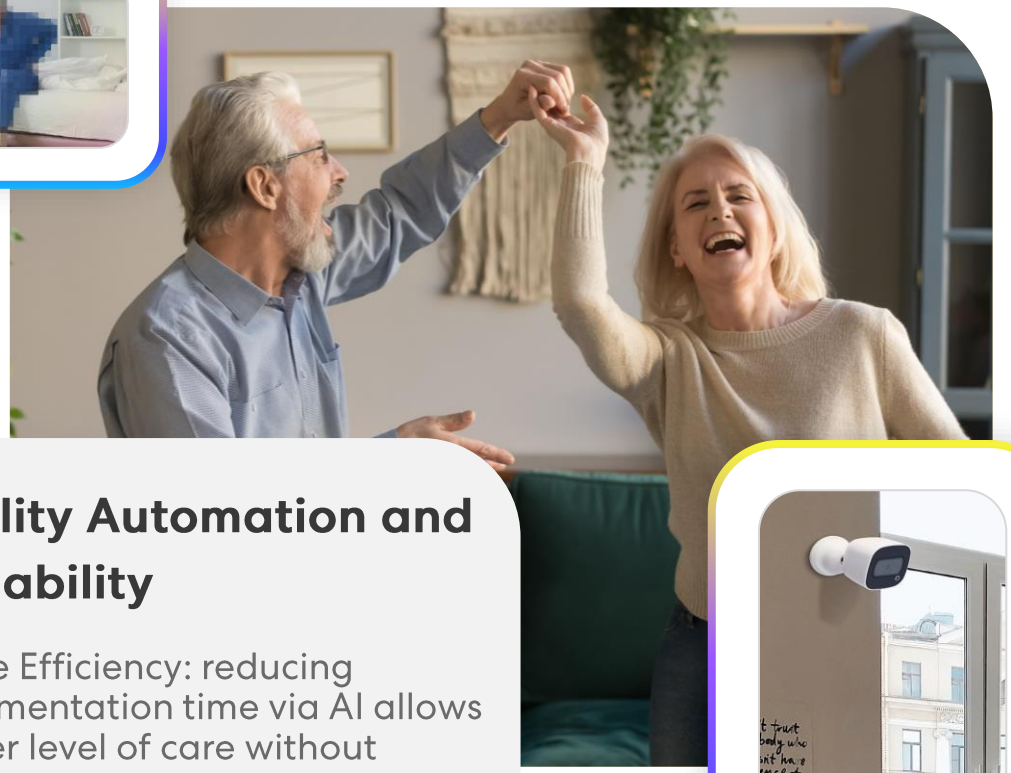
- (no need for additional expensive equipment);
- O works with both dedicated/ branded cameras as well as legacy/ off the shelf cameras

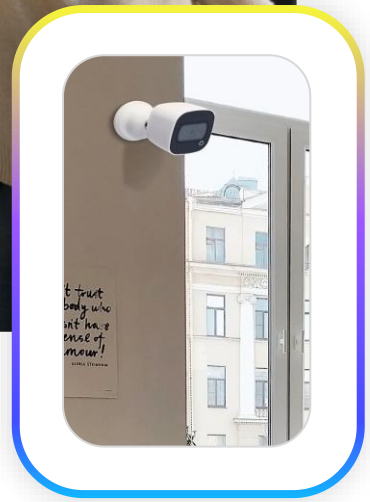
O's natural language search interface

enables to ask specific questions and receive immediate answers.

Solution: O Care

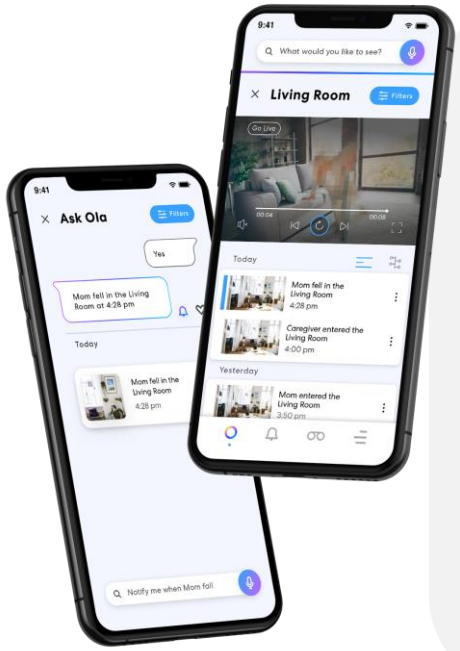
O Care's AI-enhanced monitoring systems help fix these two main pain points:





Event/Instance Reduction

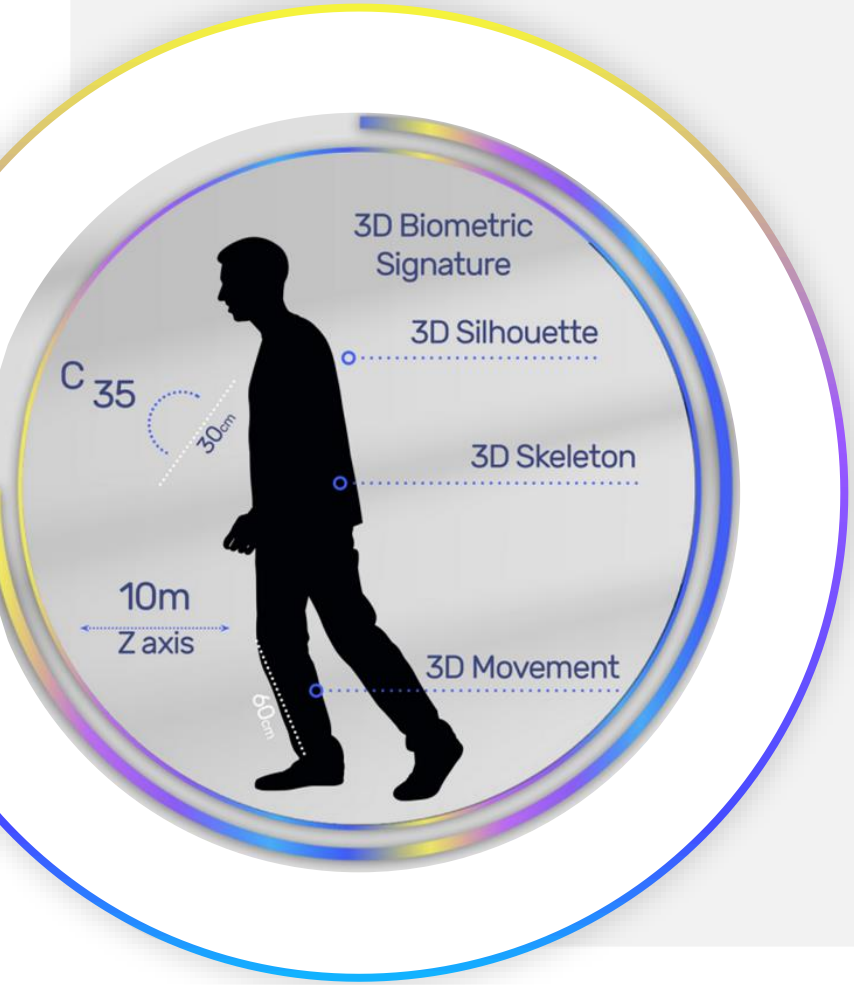
- Proactive alert monitoring for falls, instability, & violence
- Elder abuse reduction
- Daily Caregiving Validation
- Fewer lawsuits



Facility Automation and Scalability

- Nurse Efficiency: reducing documentation time via AI allows higher level of care without additional staff
- Accuracy: AI makes documentation accurate, guaranteeing payment
- Substantiation for Legal Cases by Automating Activity Logs

O Care's AI-Powered Technology



O Care's proprietary AI & Machine learning technology monitors biometrics & behaviors through any 2D camera to detect, alert, and report instances & hazard events.

detect

- Multi-biometric engine extracts 3D human gait, face, and sound.
- Integrates with any legacy/off the shelf cameras

alert

- 24/7 monitoring
- Instant alerts for faster response times.

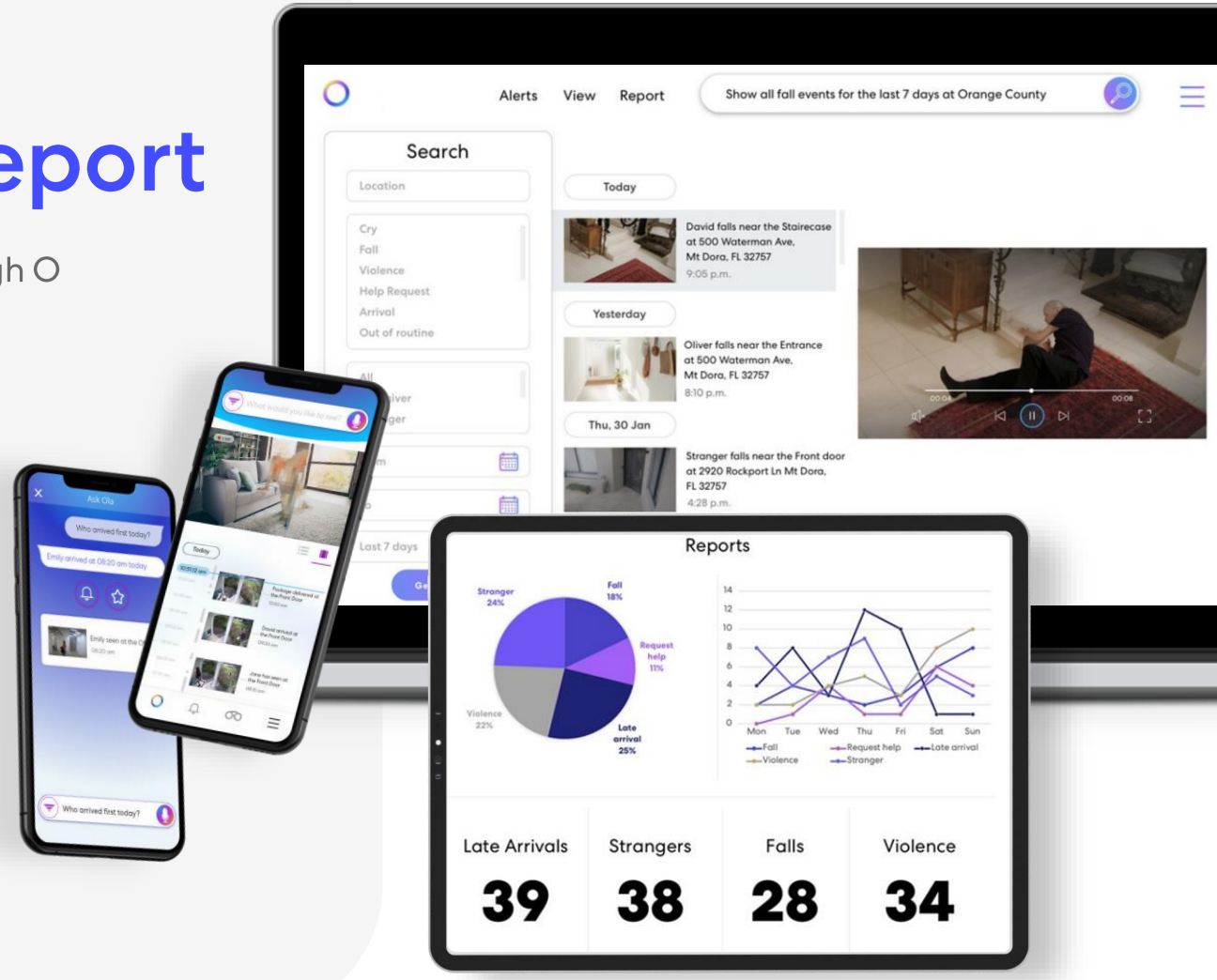
report

- Online, user-friendly dashboard with data, analytics, and a sophisticated report generator.
- Natural language search function

O Care's AI-Powered Technology: Search & Report

Caretakers can review, assess, & report on all instances through O Care's natural language search enabled monitoring console.

- Software Solution Works With Off The Shelf Cameras
- Natural Language AI Bot Search
- AI Situational Assessment System and Alerts



Better Outcomes

Peace of mind

"Having updates in real time provides assurance for both sides, patients and doctors."

Families also benefit from knowing that their loved ones are receiving more reliable care.

Real-time response

"Real-time monitoring will reduce the time to diagnosis, along with the time to correct and resolve issues."

Consider a patient with pre-existing conditions who falls unexpectedly. Mere minutes could make a difference between a full recovery and the potential for long-term complications or death.

Ease of access

Lappage also points to the benefits of video systems tied into broader patient health solutions, which allow staffers to quickly access relevant patient data on demand to deliver targeted care.

Neil Lappage, public sector solutions lead at ITC Secure and member of ISACA's Emerging Technology Advisory Group

Privacy and HIPPA Compliance

O allows you to enable privacy mode, respecting people's privacy at their own choice.

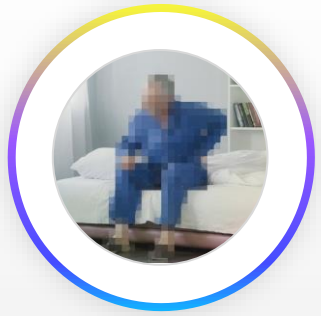
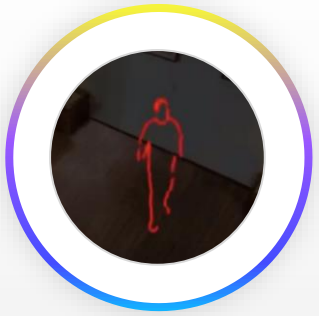
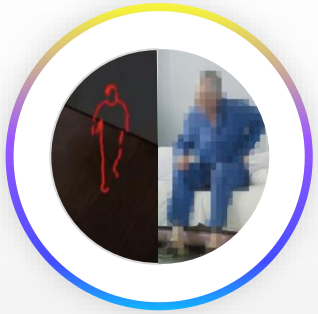


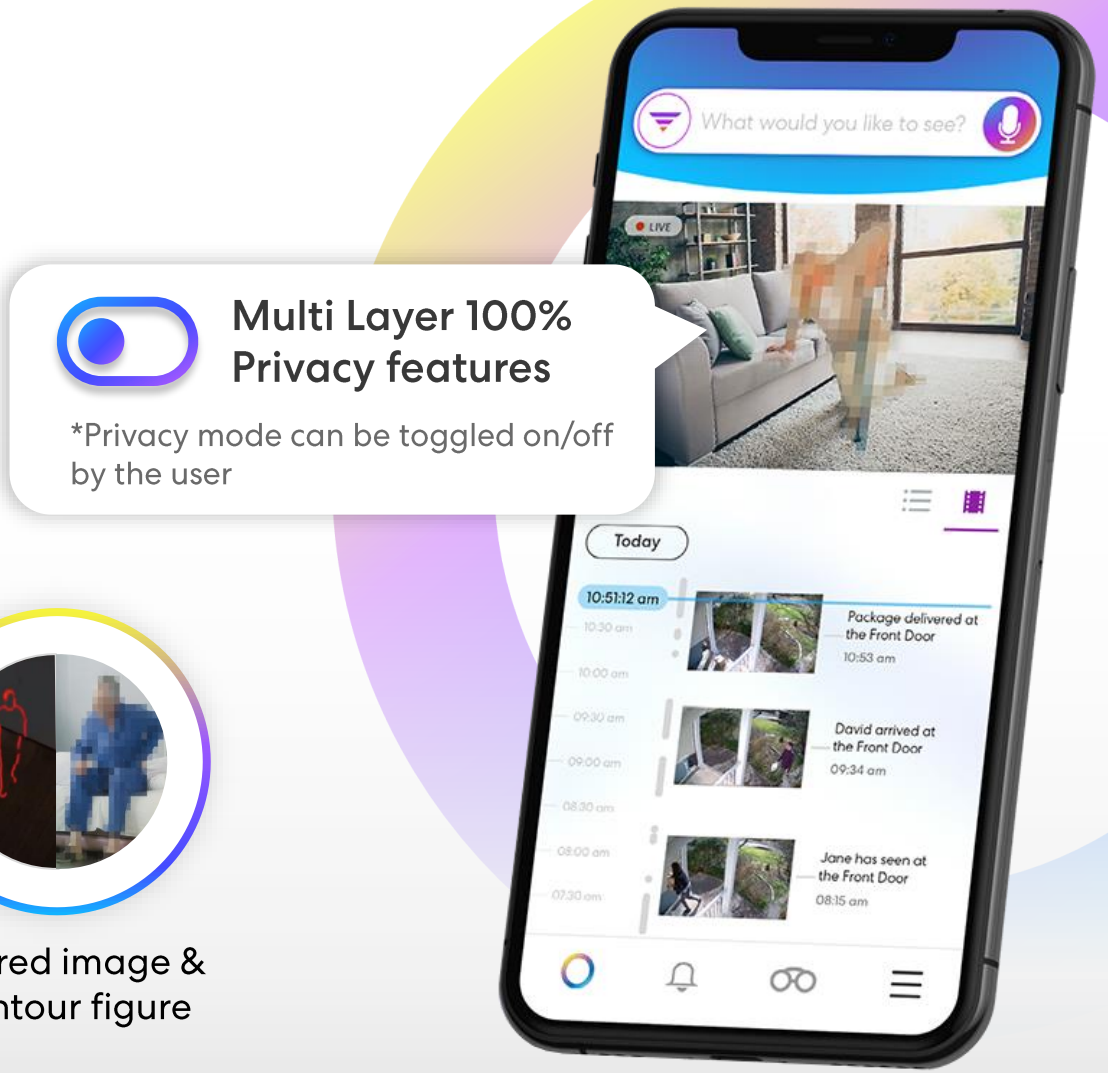
Image blur



Contour figure



Blurred image & Contour figure



"O has completely changed and improved our work on the floor and our ability to focus our attention in real time to the urgent needs of our residents"

- Chief Nurse Statement

Test Case - Nursing Home Pilot

- O's solution was tested in the most "problematic" department accounting for approx. 60% of all incidents
- At the completion of the pilot, the number of incidents has decreased by 90%
- The Nursing Home signed the deal with O and today is implementing our solution across the board

Monetizing Care:
Pricing & Model

Go-To-Market Business model – targeting

B2B

B2C

- Elder Care Facilities
- Elderly at Home Service Providers
- Assisted Living

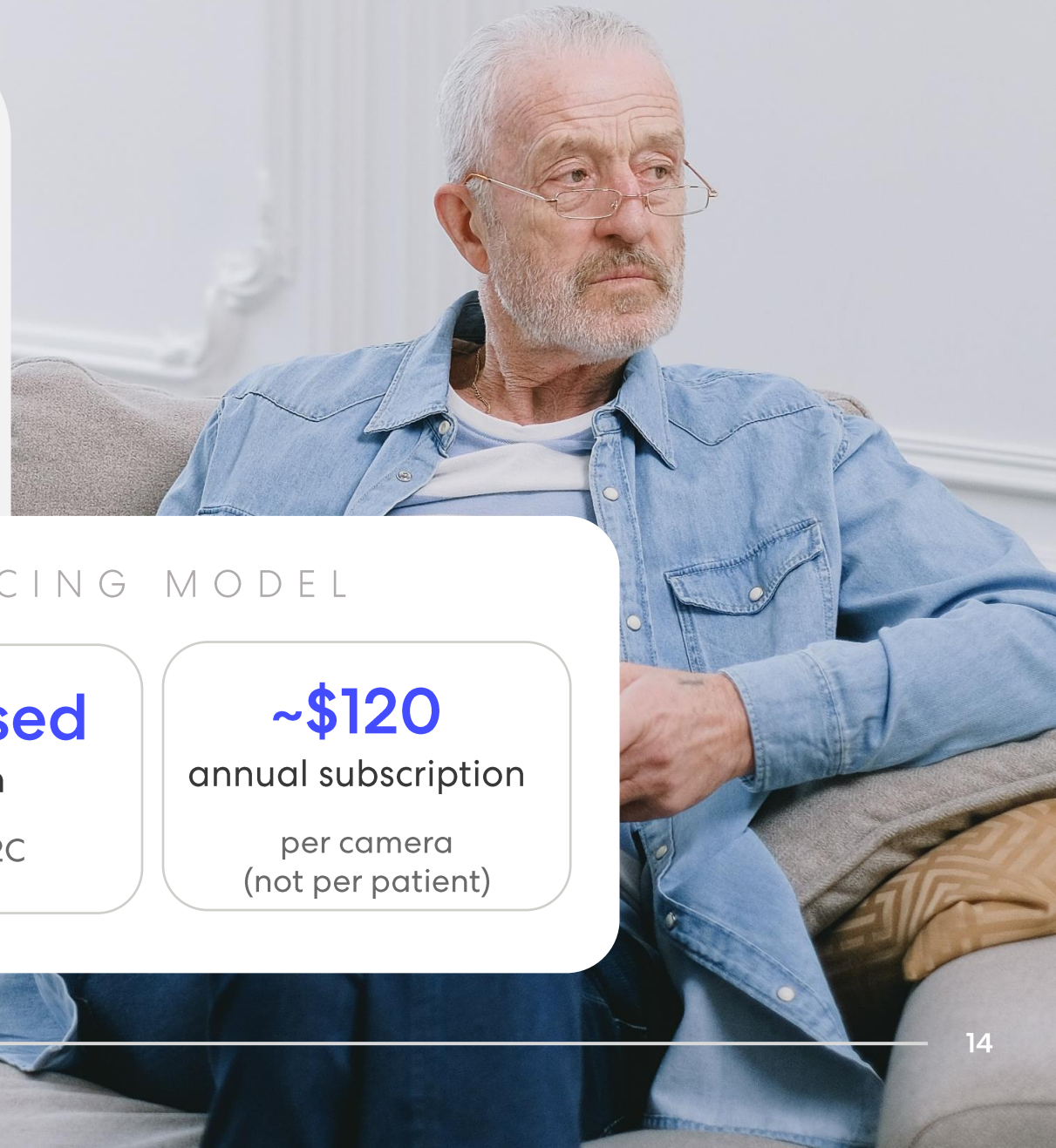
PRICING MODEL

SaaS-based
subscription

for B2B & B2B2C

~$120
annual subscription

per camera
(not per patient)



A Competitive Look: Our Clear Advantages

Featuring	Software Solution Any Hardware	KEPLER VISION TECHNOLOGIES Dedicated Hardware-based Solution	VIRTUSENSE™ Dedicated Hardware-based Solution	vayyar care Hardware
Nursing Efficiency	✓	✓		
Caregiving Validation	✓			
Hazards Situations	✓	✓		
Violence / Abuse Detection	✓			
Fall Detection	✓	✓	✓	✓

A Competitive Look: Our Clear Advantages

KEPLER VISION TECHNOLOGIES

Dedicated Hardware-based Solution

- Kepler Technologies requires proprietary cameras for its fall detection service, offering a hardware-dependent solution that focuses solely on fall alerts.

VIRTUSENSE™

Dedicated Hardware-based Solution

- VSTAlert is using LIDAR sensors and often also includes wearables, environmental sensors, or bed sensors that can detect when a patient is attempting to get up, which could lead to a fall.

vayyar care

Hardware

- Vayyar utilizes its Radar-on-Chip sensors to providing a fall detection solution.

A Competitive Look: Our Clear Advantages

Comprehensive AI Solution:

OCare AI-based Situational Assessment and Alerts System promptly alerts caregivers of potential falls, violence, or calls for help, enhancing safety and response times.

Software-Centric:

OCare's software integrates with existing camera systems for an easy-to-scale solution, also avoiding the need for proprietary hardware.

Intuitive Interface:

OCare boasts a user-friendly interface, simplifying Alerts and Search management and navigation for caregivers and administrators alike.

Privacy-Conscious:

Utilizing Contour technology, OCare ensures resident privacy while delivering its monitoring services.

In-Depth Analytics:

OCare offers advanced analytics and caregiving validation and documentation, yielding valuable insights for better patient care and predictive health management.

OCare

SWOT Analysis for OCare

Internal Factors

Strengths

- OCare offers the most advanced AI Monitoring Solutions for elderly care, boasting widespread deployment potential through partners across various platforms.
- Specialization in seamless integration with existing systems to provide user-friendly and accessible care options. A strong focus on R&D enables continuous innovation in AI technology for healthcare applications.

Weaknesses

In most cases, OCare will not have direct ownership of customer relationships, relying on partnerships for customer acquisition. This increases the necessity to maintain and strengthen the brand's position as a leading SaaS provider in the healthcare AI space.

Threats

The possibility of Tier 1 tech companies replicating OCare's services poses a competitive threat, not for having a better solution as simply being a Tier 1 tech company, necessitating proactive brand differentiation and innovation. Regulatory changes in the healthcare industry could impact operations and the use of AI in sensitive areas such as elderly care.

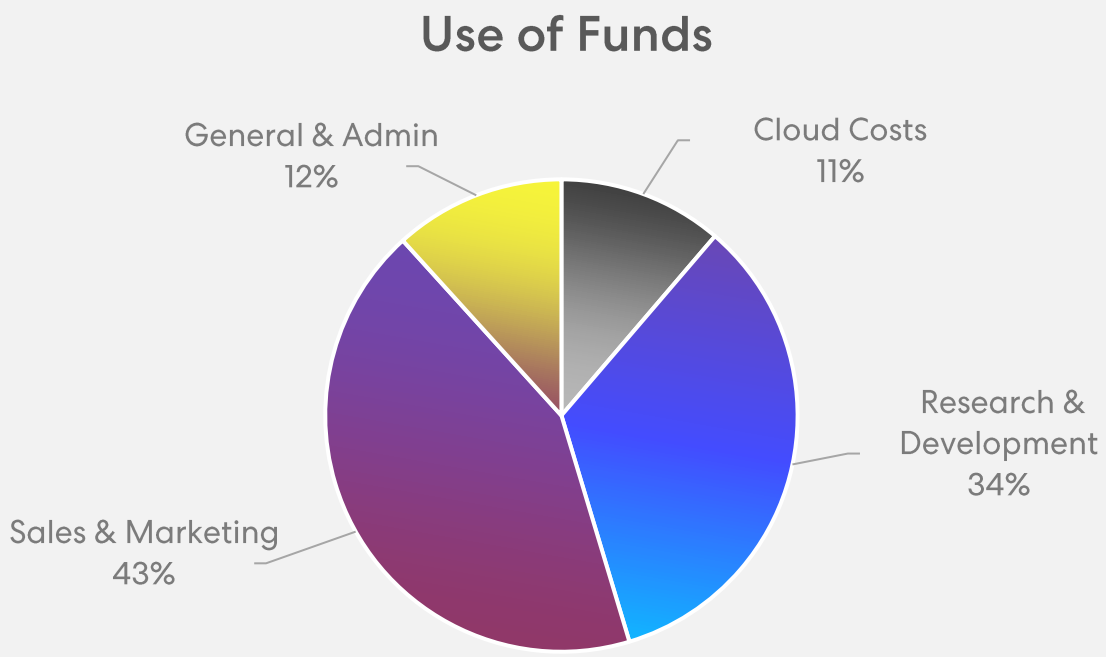
Opportunities

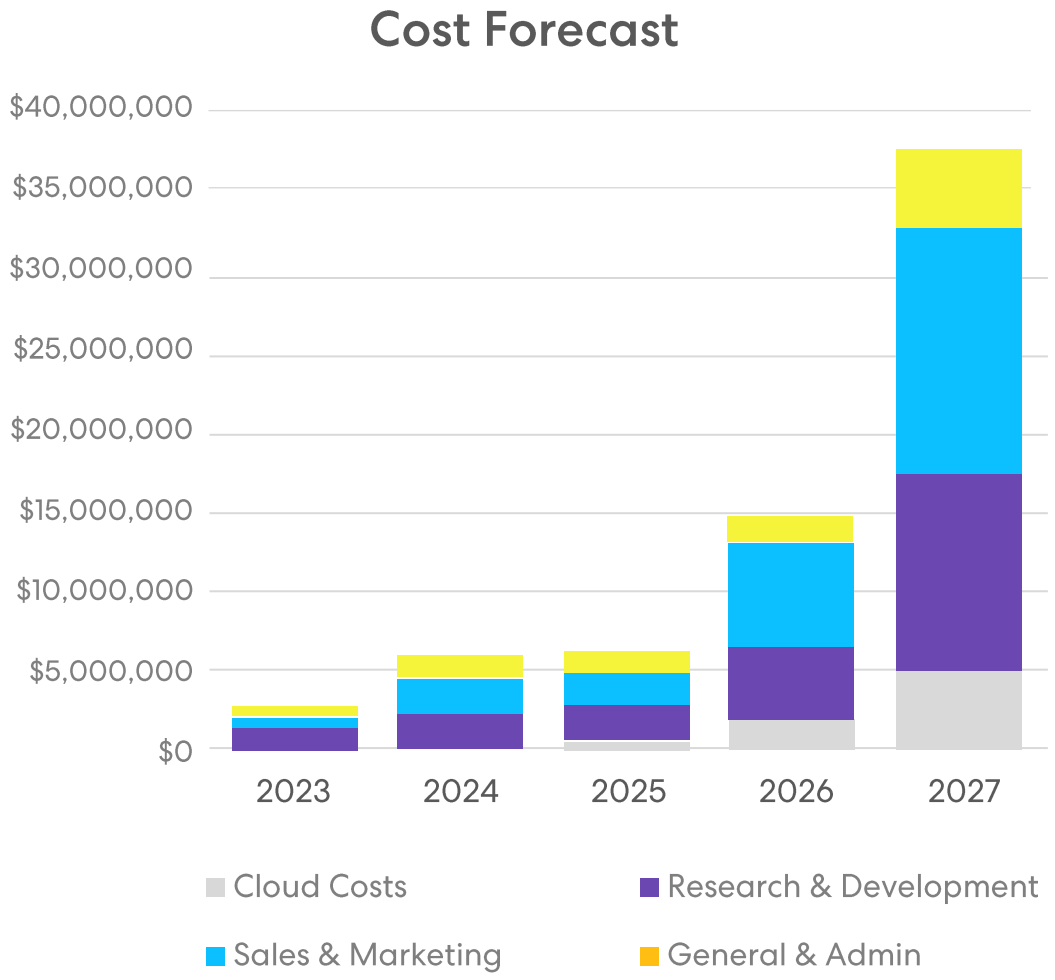
Potential to become a frontrunner in AI solutions within Age Tech, leveraging this position to expand into comprehensive AI healthcare solutions. The growing demand for telehealth and remote care solutions opens up new markets for OCare's services, with the opportunity to set industry standards. Partnerships with healthcare providers and insurers could facilitate integrated care models and open new revenue streams.

External Factors

Use of Funds

Operating costs include Research & Development, Sales & Marketing and General & Admin





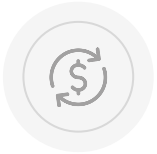
Projections: 2023-2027

Unit Economics / Year	2023	2024	2025	2026	2027
# of New licenses (K)	000	000	000	000	000
Revenue (K)	000	000	000	000	000
Gross profit (K)	000	000	000	000	000
Gross Margin	*000*	*000*	*000*	*000*	*000*
Operating profit (loss) (K)	000	000	000	000	000
Margin %	*000*	*000*	*000*	*000*	*000*

Revenue by Segment

	2023	2024	2025	2026	2027
B2B2C					
# of New licenses (K)	000	000	000	000	000
Revenue (K)	000	000	000	000	000
B2B					
# of New licenses (K)	000	000	000	000	000
Revenue (K)	000	000	000	000	000
Total # of New licenses (K)	000	000	000	000	000
Total revenue (K)	000	000	000	000	000

Ask



$0,000,000

- Equity round
- Pre-money $00 million
- Post-money $00 million
- Equity share of investment 0%

Board of Directors:

5 members total, with 1 member appointed by the new Investors holding at least 00% of shares on a Fully Diluted Basis.

Financing:

$0,000,000 with at least $000,000 per investor.

Securities Issued:

Up to 0,000,000 ordinary shares at $0.000 each, totaling up to 00% post-Closing fully diluted share capital.

Exit Strategy / Investor ROI

Exit(s)

Upon reaching the point where significant additional capital is required (currently planned for 2027), O may choose:

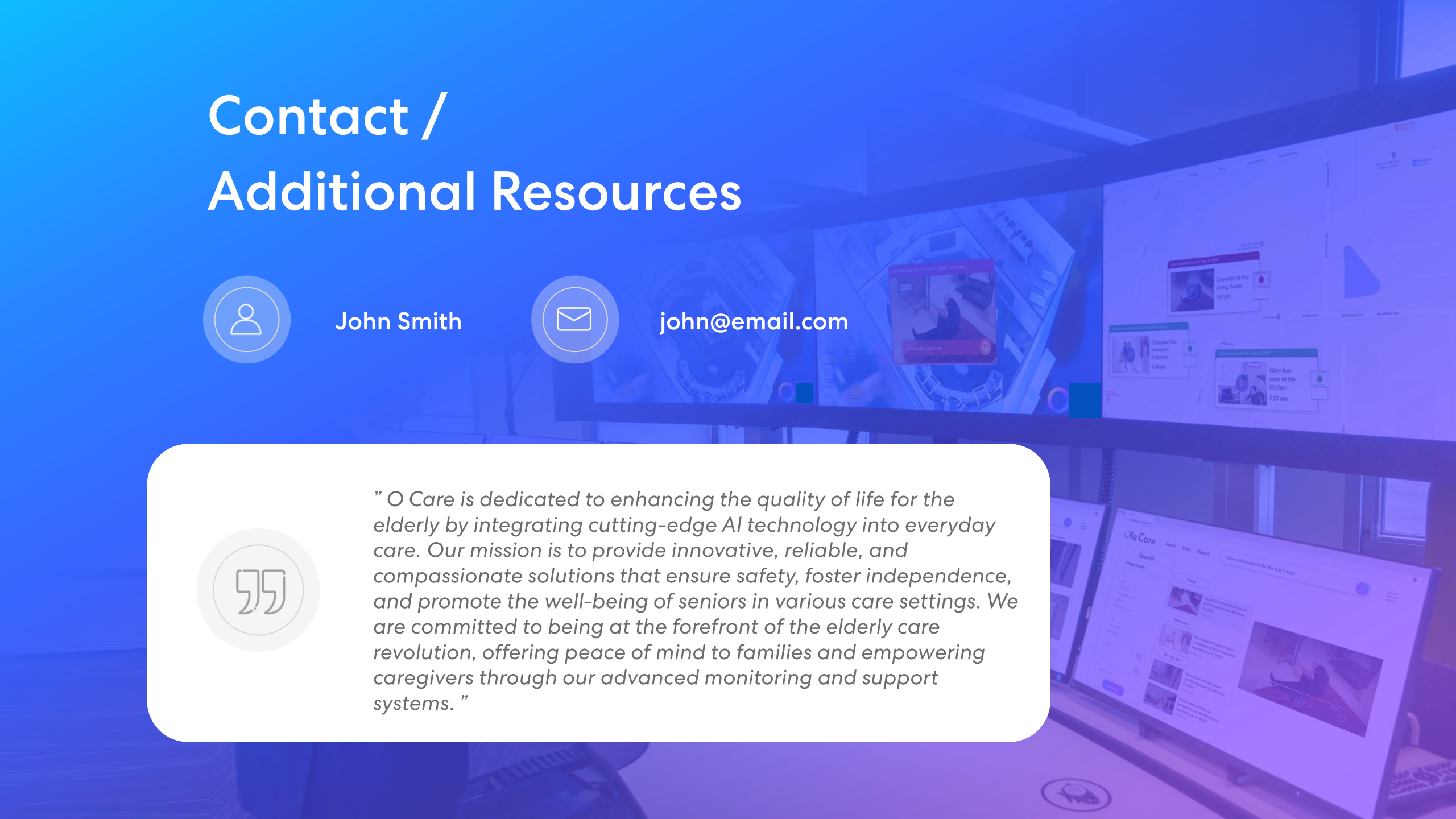
- To pursue an IPO on a suitable exchange, thus providing liquidity for its investors and shareholders.
- To consider acquisition offers, should they align with our business plan, which our shareholders may find attractive.

Assuming a 10X revenue multiple (typical for software companies) and revenue of $00 million in 2027:

- Total EV = $000 million
- Investor share = 0% or $000 million
- ROI = 46.6X original investment of $0 million

Contact / Additional Resources

John Smith

john@email.com

” O Care is dedicated to enhancing the quality of life for the elderly by integrating cutting-edge AI technology into everyday care. Our mission is to provide innovative, reliable, and compassionate solutions that ensure safety, foster independence, and promote the well-being of seniors in various care settings. We are committed to being at the forefront of the elderly care revolution, offering peace of mind to families and empowering caregivers through our advanced monitoring and support systems. ”