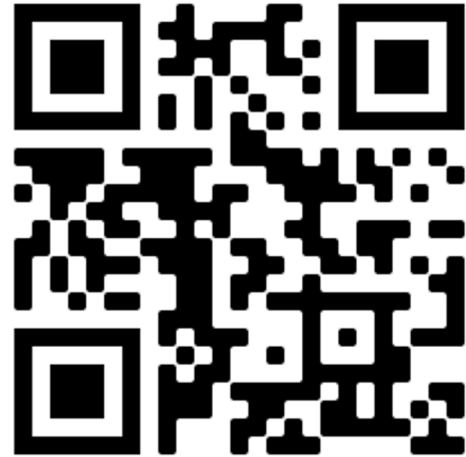

Q&A Competition

— Senior Healthcare —

Join Our Kahoot Game - 7216750

- Go to <https://kahoot.it/> or scan the QR code below.
- Please add your team's prefix while entering your name.
 - "A" for Adult Team
 - "B" for Teenager Team
 - "C" for Staffs
 - e.g. D_Winnie



Smart Life Community

— Senior Healthcare —

Seniors

65+ years old



Characteristics

mental health, physical injuries, sensory impairments
-need help getting to appointments
-feel like a burden to their family



Loneliness & Depression

Background

- 27% of adults aged 60 and older live alone [1]
- Over 7 million adults aged 65 years and older are affected by depression in the USA [3]
- Globally, approximately 15% of adults aged 60 and over suffer from a mental health disorder [4]

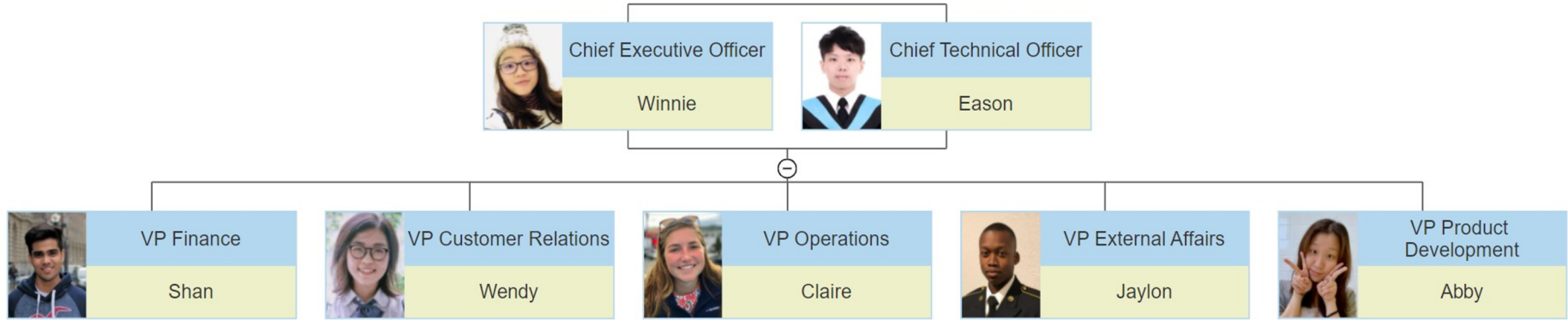


Motivation

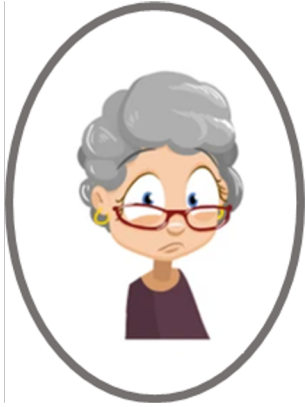
- Give elderly the opportunity to connect with others in their community
- Technology can improve quality of life in elderly
- Example
 - My Grandma lives alone and has felt lonely as a result of covid-19 pandemic
 - My family purchased her an iPad and she has been feeling great since



Meet our team!



Our First Customer



Hi, I am **Mary**, I am 72 years old.

I live alone in my family house in Irvine since my husband died 2 years ago.

I have 3 kids, but they all work in New York City.

My life is simple and boring, just walking dogs and watching TV.

It feels like I was left by the world, I only have my little dog with me.



*Smart Life
Community*

Join us for smart Life!

Contact Tel: 88888888



Until one day I dialed the number on the name card of **"Smart Life Community"**



What is your "Smart Life Community"

HotLine Service Manager *Wendy*

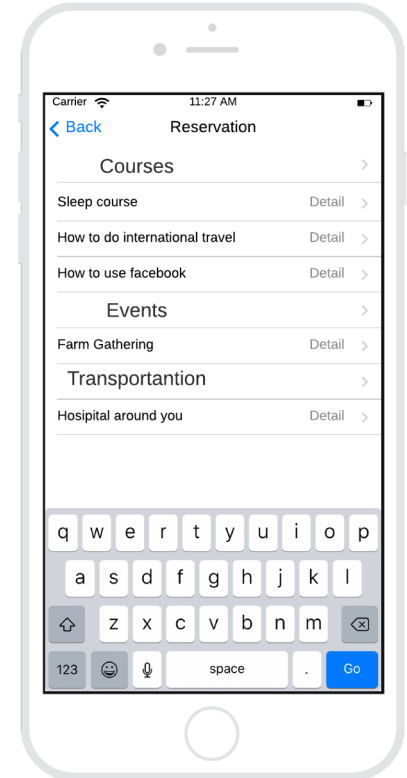
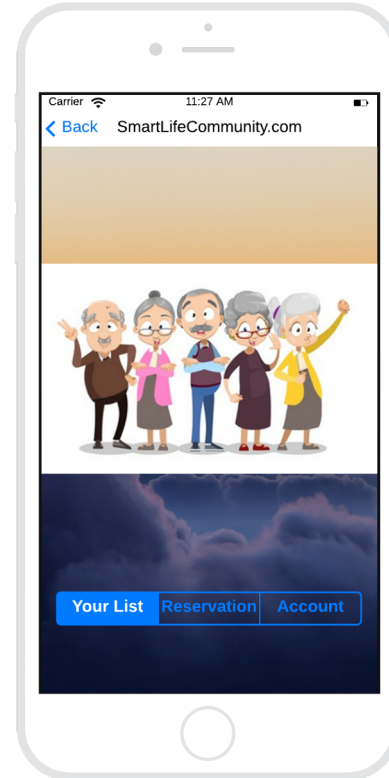


- Our website:
<https://www.SmartLifeCommunity.com>
- A platform provided to senior group to overcome mental isolation

Collaboration

Connection

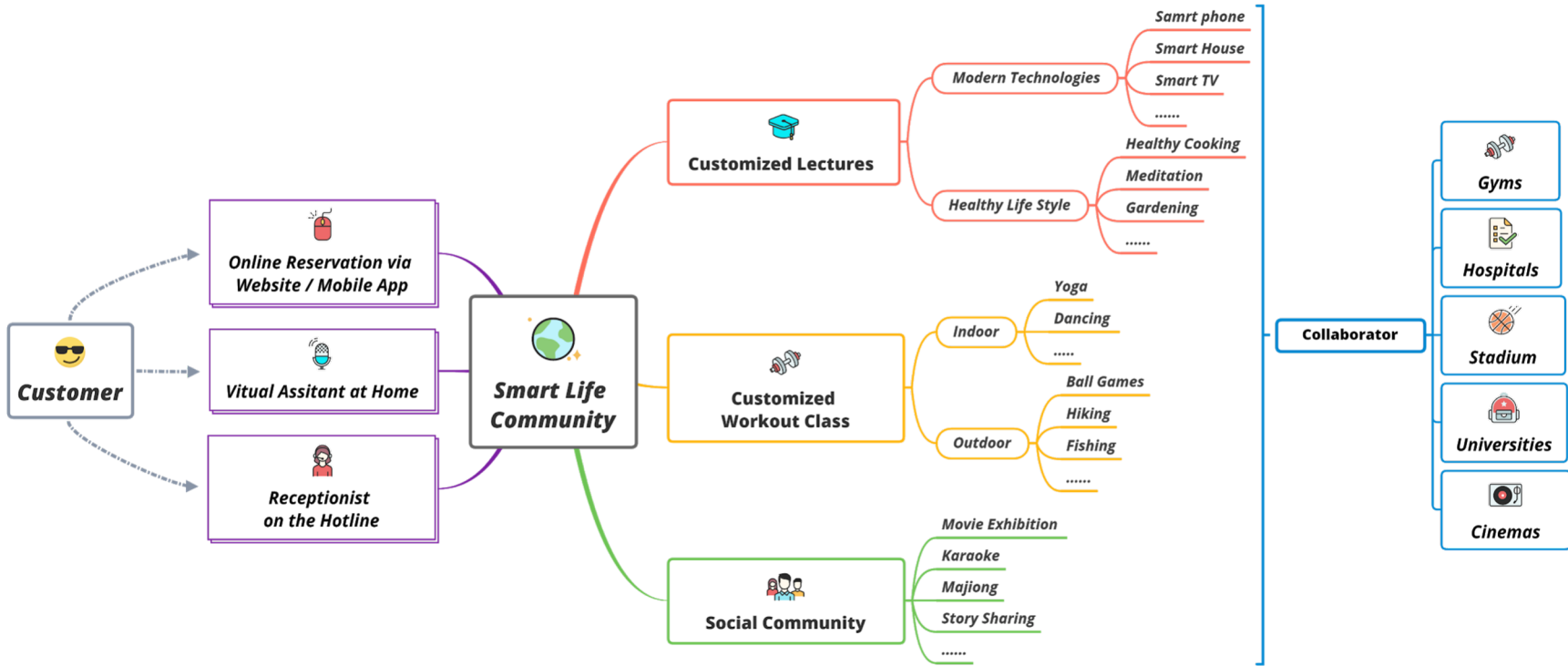
Inspiration





What does your "Smart Life Community" provide?

HotLine Service Manager *Wendy*





I am interested in your senior yoga class, how can I get there?

Transportation Manager *Winnie*



Physical Transportation

- The seniors can book their desired activities with a phone call and our dispatching services will arrange a car to pick them up.
- Family members can track the seniors' schedule or book some activities for the seniors online.



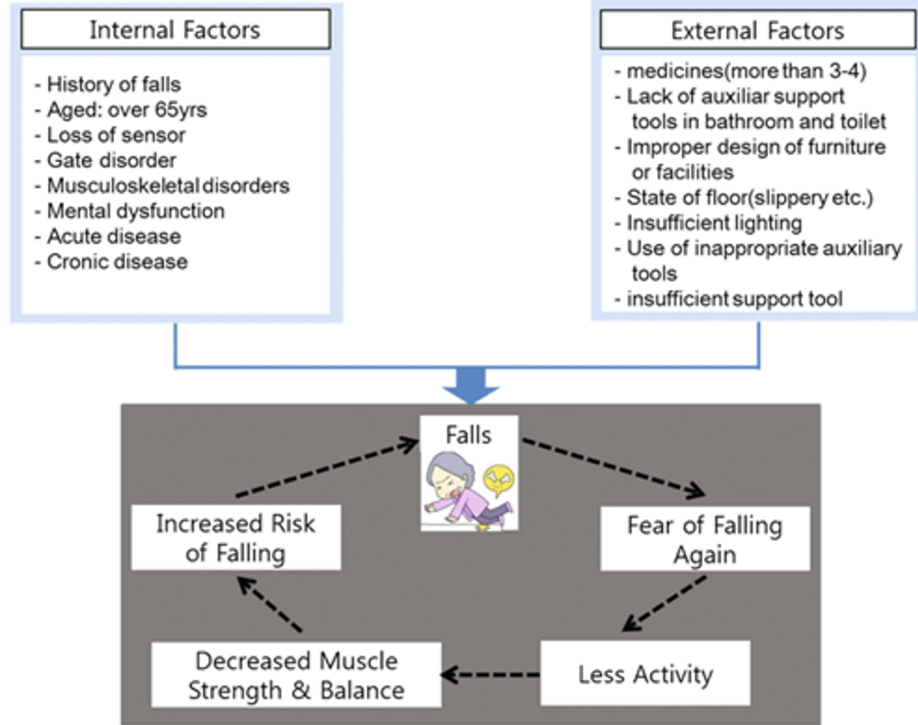


Is there any protections in the class?

Technical Manager *Eason*



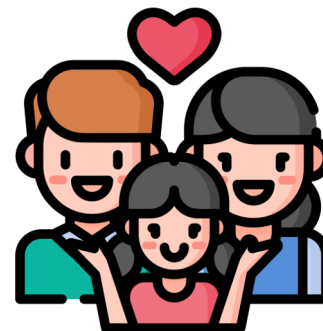
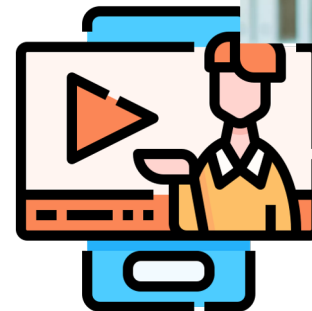
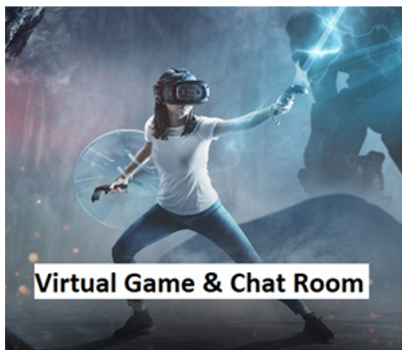
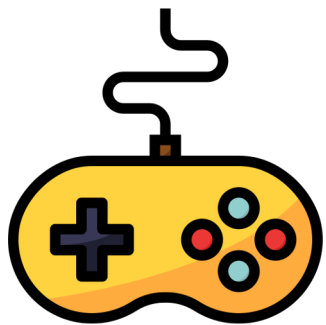
- Continuously monitor the seniors' physical condition
- Personal wearable device
- Embedded sensors around the environment





If I cannot go outside, how can I join the activities?

Technical Manager *Eason*





How much does it cost to join your community?

VP Finance *Alishan*



Virtual Plan

\$29.99/month

- Access to all virtual events
- 24/7 support for tech related queries
- Available across Hong Kong, Taiwan, and the USA.
- Free VR Headsets upon getting the yearly subscription

O² Plan

\$114.99/month

- Access to both, virtual and in-person services
- Providing both services at a much-reduced cost
- Limited to specific areas across the USA

In-person Plan

\$94.99/month

- Access to all in-person activities
- Seamless events booking through our App
 - No frills transportation to and from the venue
 - Limited to specific areas across the USA

1 month free trial for the Virtual Plan!
While 50% off on the in-person Plan for your first month!!



Mary: I have heard some similar services before. What's the difference?

VP External Affairs *Jaylon*



The differences between smart life community and E.T./ Rendeвер include:

We are affordable to the average citizen

Option for short term commitment

We mix virtual AND in person platform

We don't use volunteers, so expect full professionalism.



Competing Solutions

In terms of overall idea:



1. Edison Township (E.T.) - **May not be present in all neighbourhoods**
2. Private Elderly Care Homes - **Yes, only for the rich. Plus, lifelong commitment. Ours has a monthly plan**

In terms of technology

1. Rendeвер® Virtual Reality - **Only provides VR-related services. A well developed product, can collaborate with them instead of competing.** We can offer them a one-stop solution to reach-out to thousands of customers in return for lower rental fees or subscription costs.





Half year later

I learnt to live a healthier lifestyle.



I met friends there.



We did daily exercises together.



We went shopping together.





Look! How energetic I am now !



I got the beautiful tanned skin from last yoga class on the beach.

That's all of my story.

I'm going to join the virtual meditation workshop later.

Byebye ! ~

Setting up the Business

Seed Funding & Grants

- Cover the capital expenditure
- Subsidize subscription plans

Negotiate Contracts for Venues

- Draft agreements with local schools and hotels
- Logistics and Cost of using their gymnasiums/ meeting rooms twice a week.

Marketing

- Distributing flyers in specific neighborhoods
- Using Google Ads to target our ads to specific individuals

AARP Foundation®
For a future without senior poverty.



Revenue Forecast

Estimated Weekly Cost of Running a Centre				
Labor Costs				
Description	Hourly Wage (\$/hr)	Hours per week (hr)	No. of people	Weekly Cost (\$)
Volunteers	10	16	2	320
Driver	10	16	2	320
Fuel Costs				100
Rent for Premises				
Description	Monthly Rent per sq/ft (\$)	Area of Premise (ft^2)	No. of days	Weekly Cost (\$)
School Gymnasium/Hotel Ballroom	1.5	4000	2	400
Miscellaneous Costs				
Description	Hourly Wage (\$/hr)	Hours per week (hr)	No. of People	Weekly Cost (\$)
Furniture Maintenance				50
Consumables - Stationary, Water, Electricity, Cleaning Eq.				100
Equipment for Activities*				250
Guest Speakers	30	4	1	120
* Yoga Mats, Fishing Gear, Camping tents, Wearable Devices				
<u>Most of these are one-time costs and can be reused</u>				
Total Expenses per Week				1660
Total Expenses per Month				6640
Estimated Monthly Revenue from Running a Centre				
Subscription Plan (\$/person)	100	Max. Number of People	80	Total Revenue
				8000
				Profit(\$)
				1360

- Achieve economies of scale as the business grows
- Develop partnerships along the way - Rendeвер

Online-Platform:

- One-time costs in developing the program, VR content, activities
- Running costs are primarily tech support and updating the content

Summary



Smart Life Community:

Aiming at solving ***the mental isolation of the senior groups***, our community provides:

- ★ the easy access to the customer: Website, mobile app, hotline, virtual assistant at home
- ★ Customized in-person activities
 - Physical transportation
 - Smart onsite protection
- ★ Home-based VR activities



We believe that technologies can bring us closer.



Thank you
