

Description of Spiribox BMC Cells:

Value Proposition: We will propose conversational assistant (Virtual Companion VC) intended for seniors dealing with isolation and/or disability. Our product aimed at:

- Break the isolation of seniors and provide them with assistance, as well as minimal exchanges and engage their cognitive faculties
- Gather knowledge (memories and experience) / model an evolving profile of the person.

The **social value proposition** aimed at lonely low-income seniors (beneficiaries) is the conversational assistant for free

Customer Segment : Two customer segments for the conversational assistant were identified: middle and high incomes seniors that can afford a monthly subscription and low-income users (beneficiaries) who would get the basic services for free/very low price. An issue will be to identify not only the target consumers income level but also their level of familiarity with IT use. **Customer relationships :** the creation of a website for the product is required (who also would offer support via online chat, as well as pages on social media where customers could comment and share their experiences with the product.

Channels : Caregivers, nurses could help promote the product and propose it as a free trial to users, a partnership with a traditional local seller of product for seniors could be useful. Also possible to think about product demonstrations in retirement homes.

Key Activities : Keys activities are the development of conversational assistant software (client and server side) and the smartphone's (or tablets) apps. Also the application maintenance, data analytics to improve conversation generation and support to client. And off course sales and marketing to find new clients and beneficiaries.

Key partners : The first key partner would be the University (for instance university of Troyes in France which is experienced in silver economy and knowledge management for R&D and development of the cloud platform the conversational assistant. Other key partners are investors(private equity) /charity, the cloud service provider. Government could help because it would help keep senior people at home and reduce hospital costs. Also some impact investors could be interested later

Key resources : Human resources needed are software development teams and an advertising and communication team, responsible for promoting and disseminating the innovative product in the partner network (nurses, caregivers). And do some IP to patent essential part of conversational algorithm (on European market at least)

Cost Structure : costs of the cloud services (AWS or Azure) and software developers for maintenance/online support , advertising and distribution costs, commission to the sellers.

Revenue Sources : revenue sources could come from the monthly payment of services provided via the cloud platform (some extra cost for knowledge gathering and storage). Some special devices (like better tablets or personal holographic display (partner with Looking Glass company)) could be rented. We hope for a bootstrapping help from government (for 2 years who could a long-term loan) in order to pay for initial research. University would partner for low costs in the beginning and share

research result (for instance having person doing a Phd in the team). Donation from senior and elder associations in France (like “petits freres des pauvres”) would help provide free access to conversational assistant for the low income customers. In the long range, as subscription would bring more cash flow and less R&D would be necessary, it would be possible to open to impact investors.

Overall impression: slide and description

I would like you to picture an aged woman who is obliged to stay in bed because she got a stroke some years ago and cannot walk. Even if her companion is still alive, she will spend most of the day on her own reading or watching TV. Before Spiribox VC she was not speaking most of the day and her memories (not really important for mankind but just little stories/experiences from the past, from days and people that are not written in any book) were lost. With the Spiribox Virtual Companion, she can break isolation and some knowledge of the past are saved for the future generations.

SPIRIBOX plans to develop systems that make life easier for seniors, in particular with regard to isolation, and / or disability as well as contact with caregivers, through the collection of knowledge and experience. Nowadays many existing assistive technologies with the aim of helping the elderly. However, there are few technologies that harness artificial intelligence to break isolation. With the increase in the elderly population, these assistive technologies can prove beneficial. If they can reduce the amount of work done by caregivers or nurses, many issues related to the increased population of older people can be solved. In this social project, our goal is to go further with these technologies. We will try to build a smart companion and assistant for the elderly using artificial intelligence.

Our social statement is that no one should grow old in loneliness. A conversational assistant even digital will allow people to speak, recall memories and feel less alone. Especially disabled and poor people that are often left alone during long periods with just TV. The **beneficiaries** of our initiative would be the low income seniors living alone, the **clients** would be the higher income that could afford additional services (like past experience recording, etc.). At ignition help from government or foundations or free partnership with university would help start of the project. (for the R&D part) then some investors (private equity) could help during deployment and launching. Donation and charity would allow to compensate the cost of free service for beneficiaries in the first 2 years. After that paying suscriptions and gouvernement help would be enough and it would be possible to grow thanks to impact investors. Our model is hybrid between social and for profit.