

Senior digital Conversational Assistant

S U P P O R T E R S P I T C H D E C K



Market & Social Mission

28%

13.8 M

of all seniors in the
US live by themselves



4.6 M in France

Lonely and at risk of
relational isolation



Healthy Ageing is implicit in Goal 3 (Good Health & Well-Being)

The Problem

Loneliness

Senior people living in **isolation** (alone or with other people in the same building (but alone in their room)) with sometime **disabilities** that prevent them to be mobile or socialize easily

Consequences

Increase a person's risk of premature death from different causes
Life experiences are lost





Our Solution

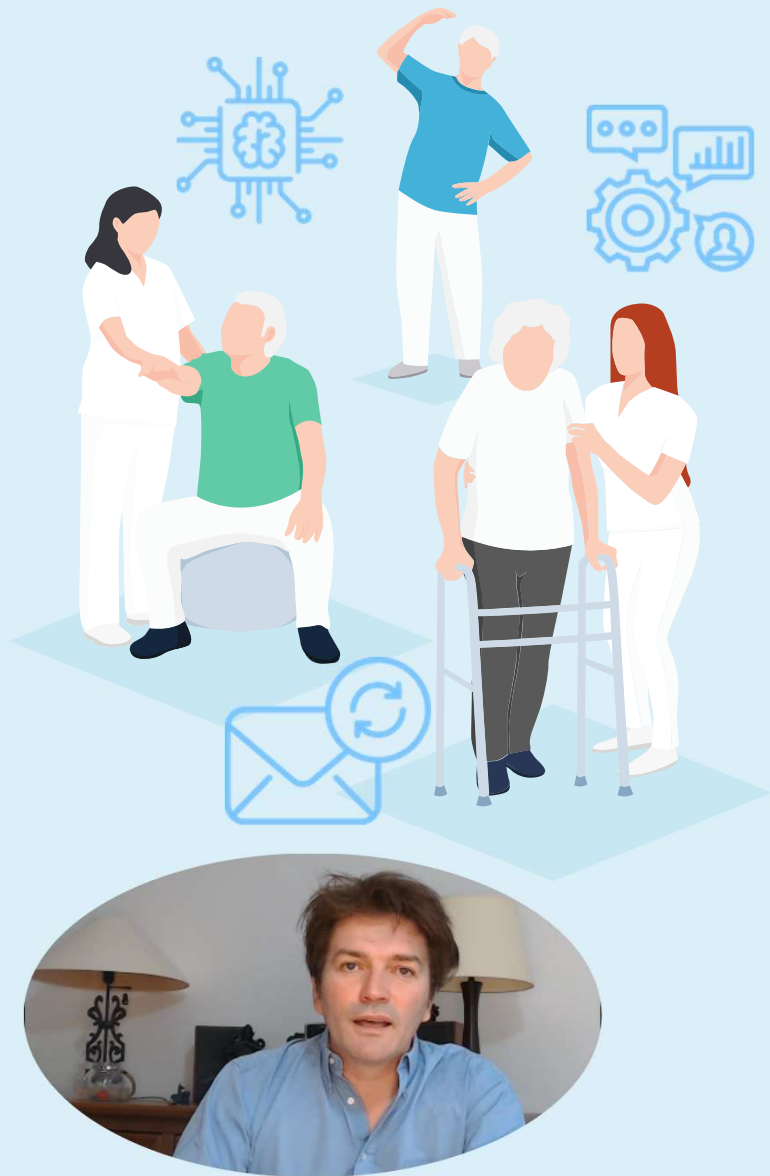
Digital Conversational Assistant

- 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

Our **social statement** is that

No one should grow old in loneliness





Customer Segments :

- middle and high incomes seniors that can afford a monthly subscription
- low-income users (beneficiaries) who would get the basic services for free/very low price

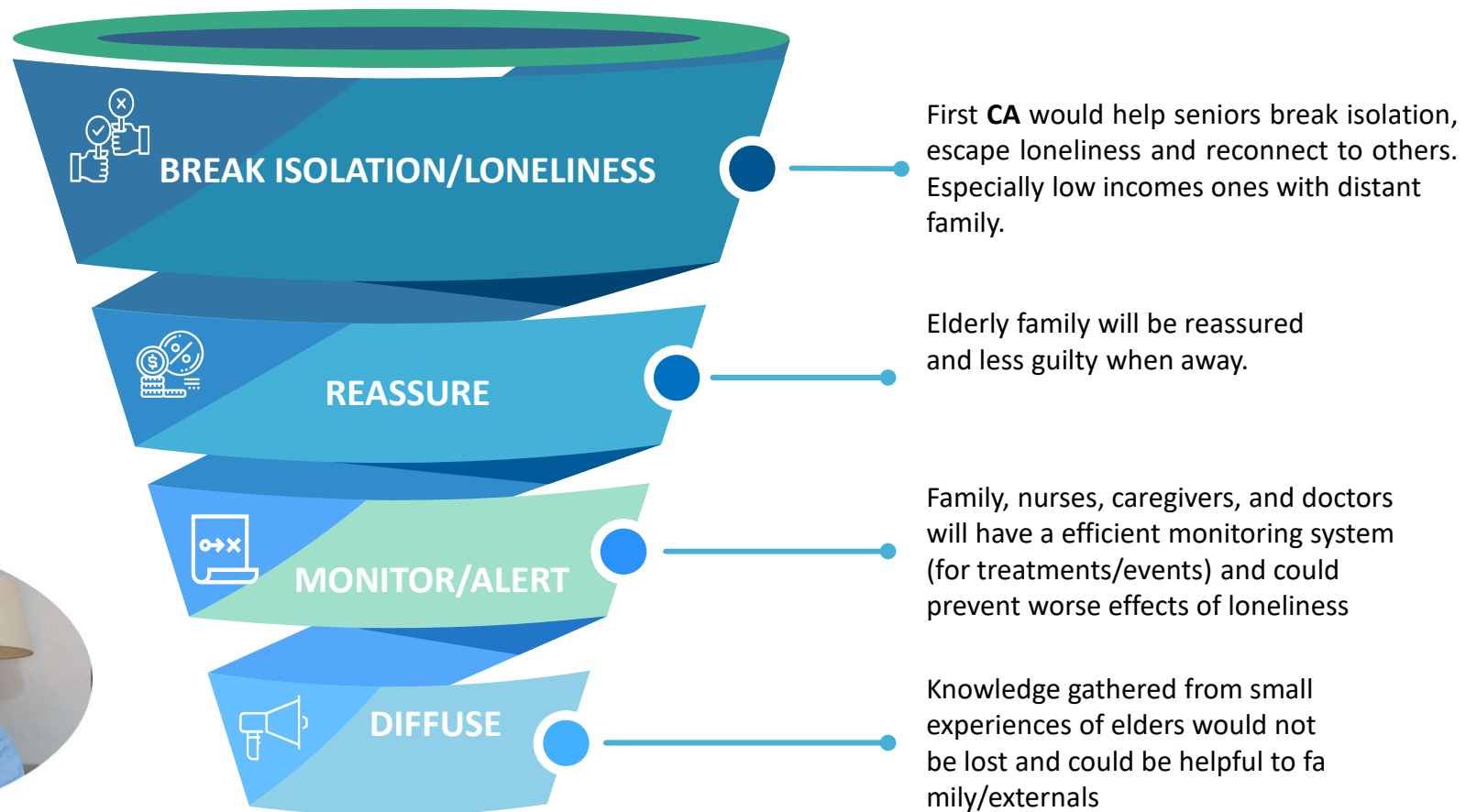
Revenue sources

- the monthly payment of services provided via the cloud platform
- Bootstrap from governmental long term loans and universities partnerships, and later impact investors

Sustainable business model

Spiribox Impact and Theory of Change

AI Conversational Assistant (CA) for Senior



Key Performance Indicators

Escape

Quality of life and health of senior before/after conversational assistant

- ♦ Isolation broken?
- ♦ To which degree/extent
- ♦ CA devices Logs

Monitor

Helpful for nurses, caregivers and doctors

- ♦ CA devices Logs
- ♦ Surveys

Diffuse

Experience recording and diffusing

- ♦ How often logging experience
- ♦ How often family/others accessing it



Janet S Pohl, SOCIAL ISOLATION MEASUREMENT AND OLDER ADULT HEALTH: A REVIEW, Innovation in Aging, Volume 3, Issue Supplement_1, November 2019, Pages S827–S828

Thank You

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