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MARIA



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#1 IN PERSONAL SAFETY

FALL DETECTION · SOS ALERTS · EMERGENCY CONTACT



NATURAL VOICE CONTROL

HANDS-FREE COMMANDS, NO SCREEN NEEDED



DESIGNED FOR ALL AGES

INCLUSIVE, SIMPLE, AND INTUITIVE USE



AI-ENHANCED FUNCTIONALITY

CONTEXTUAL RESPONSES & LEARNING CAPABILITY





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EFFORTLESS SETUP & EVERYDAY USE

VOXBAND™ IS MADE FOR SIMPLICITY FROM DAY ONE.



GUIDED ONBOARDING

*QUICK SETUP VIA VOICE — CONNECT TO Wi-Fi OR MOBILE DATA
(LOCAL SPEECH-TO-SPEECH USED BEFORE CLOUD CONNECTION)*



CONVERSATIONAL SETUP

*ONCE ONLINE, THE ASSISTANT TAKES OVER —
FULL SETUP FEELS LIKE TALKING TO A PERSON*



MAGNETIC CHARGING CRADLE

FOR EASY RECHARGING — NO PORTS, NO HASSLE





GIL

INSTITUTO SUPERIOR TÉCNICO

M.Sc. ELECTRICAL AND COMPUTER ENGINEERING -
CONTROL, ROBOTICS AND ARTIFICIAL INTELLIGENCE

EXPERT IN INDUSTRIAL DESIGN



MIGUEL

INSTITUTO SUPERIOR TÉCNICO

M.Sc. ELECTRICAL AND COMPUTER ENGINEERING -
CONTROL, ROBOTICS AND ARTIFICIAL INTELLIGENCE

EXPERT IN IOT



RUI

INSTITUTO SUPERIOR TÉCNICO

M.Sc. ELECTRICAL AND COMPUTER ENGINEERING -
ELECTRONICS

EXPERIENCED WORKER FROM SYNOPSIS



MATHILDA

ROYAL INSTITUTE OF TECHNOLOGY (SWEDEN)

M.Sc. MODERN PRODUCTION / *MANAGEMENT OF
INNOVATION AND ENTREPRENEURSHIP*

EXPERIENCED ELDERLY CARE WORKER



DIOGO

INSTITUTO SUPERIOR TÉCNICO

M.Sc. ELECTRICAL AND COMPUTER ENGINEERING -
CONTROL, ROBOTICS AND ARTIFICIAL INTELLIGENCE

EXPERT IN EMBEDDED PROGRAMMING



ALEXANDRE

INSTITUTO SUPERIOR TÉCNICO

M.Sc. ELECTRICAL AND COMPUTER ENGINEERING -
CONTROL, ROBOTICS AND ARTIFICIAL INTELLIGENCE

EXPERT IN PRODUCT ARCHITECTURE/DESIGN

MARKET SIZE

DEMOGRAPHIC TRENDS

AN AGING POPULATION NEEDS SIMPLER

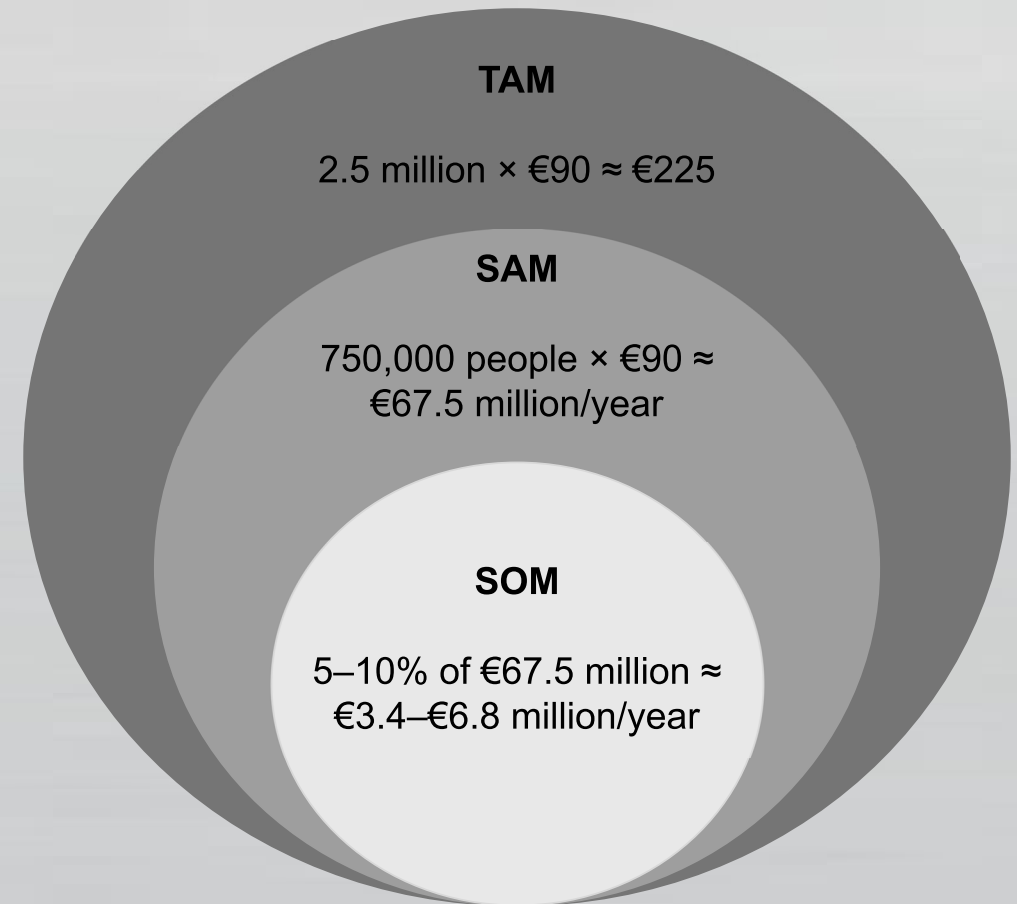
TECH. VOICE-BASED SYSTEMS OFFER

HANDS-FREE, INTUITIVE

INTERACTION—IDEAL FOR OLDER USERS

WITH LOW TECH EXPERIENCE OR

DISABILITIES [2], [3]



€225 *MILLION*

HERMES
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Mister Track



Age Co



Acticheck

WHY CURRENT SOLUTIONS FALL SHORT

TOO COMPLEX → TOO LIMITED — AND NOT MADE FOR THOSE WHO NEED THEM MOST



SMARTPHONES

- ⚠️ TINY ICONS, COMPLEX UI
- ✅ GOOD CONNECTIVITY
- ⚠️ NO BUILT-IN EMERGENCY HELP
- ❌ < 24H BATTERY



SMARTWATCHES

- ⚠️ SLOW SOS (APP-DEPENDENT)
- ❌ HARD TO NAVIGATE
- ✅ ALWAYS CONNECTED
- ❌ NEEDS DAILY CHARGE

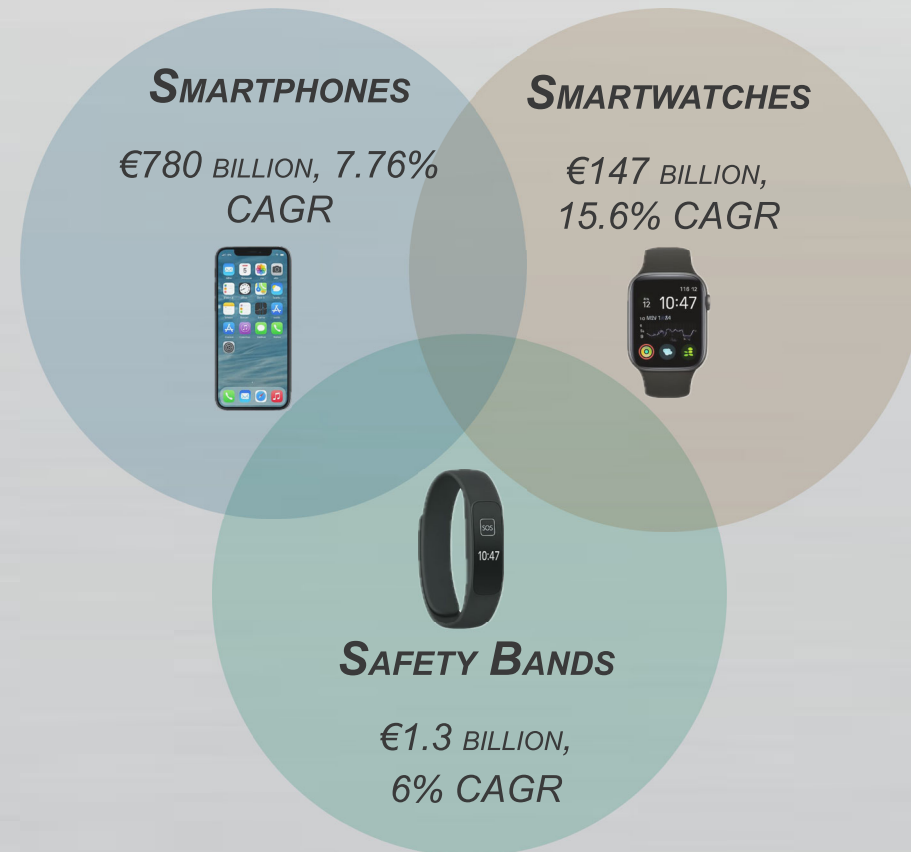


SAFETY BANDS

- ✅ SIMPLE SOS ONLY
- ❌ NO CONNECTIVITY
- ❌ NO VOICE OR APPS
- ❌ NOT WELLNESS-FOCUSED
- ✅ 1+ WEEK BATTERY

GLOBAL MARKET OVERVIEW

- *NO SINGLE DEVICE BRIDGES SIMPLICITY, CONNECTIVITY, AND SAFETY.*
- *CLEAR SPACE FOR AN INTEGRATED, VOICE-FIRST WEARABLE DESIGNED FOR THOSE MOST IN NEED*





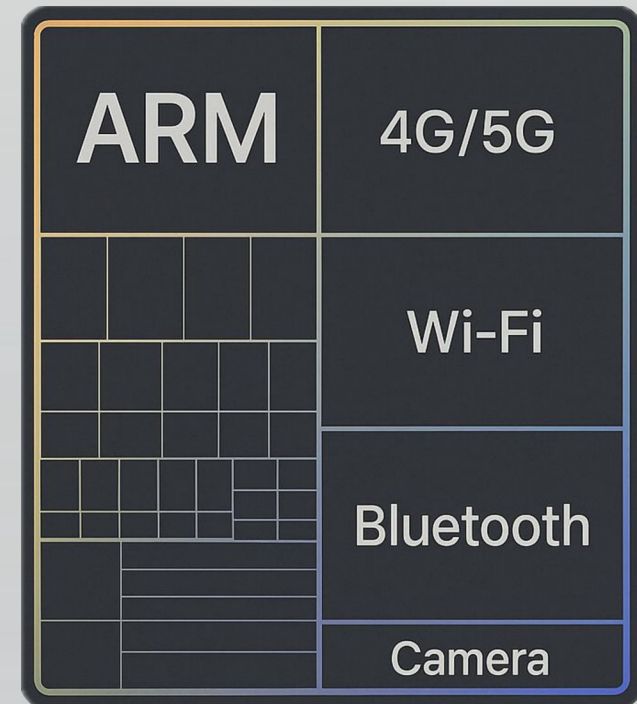
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LOW-COST SMART SOC

ALL-IN-ONE CHIP

- *ARM-BASED PROCESSOR*
- *SEAMLESS 4G/5G, WI-FI, BLUETOOTH*
- *EMBEDDED CAMERA SUPPORT*
- *ULTRA-LOW POWER CONSUMPTION*
- *UNDER €50 COST ACCORDING TO EXPERTS*





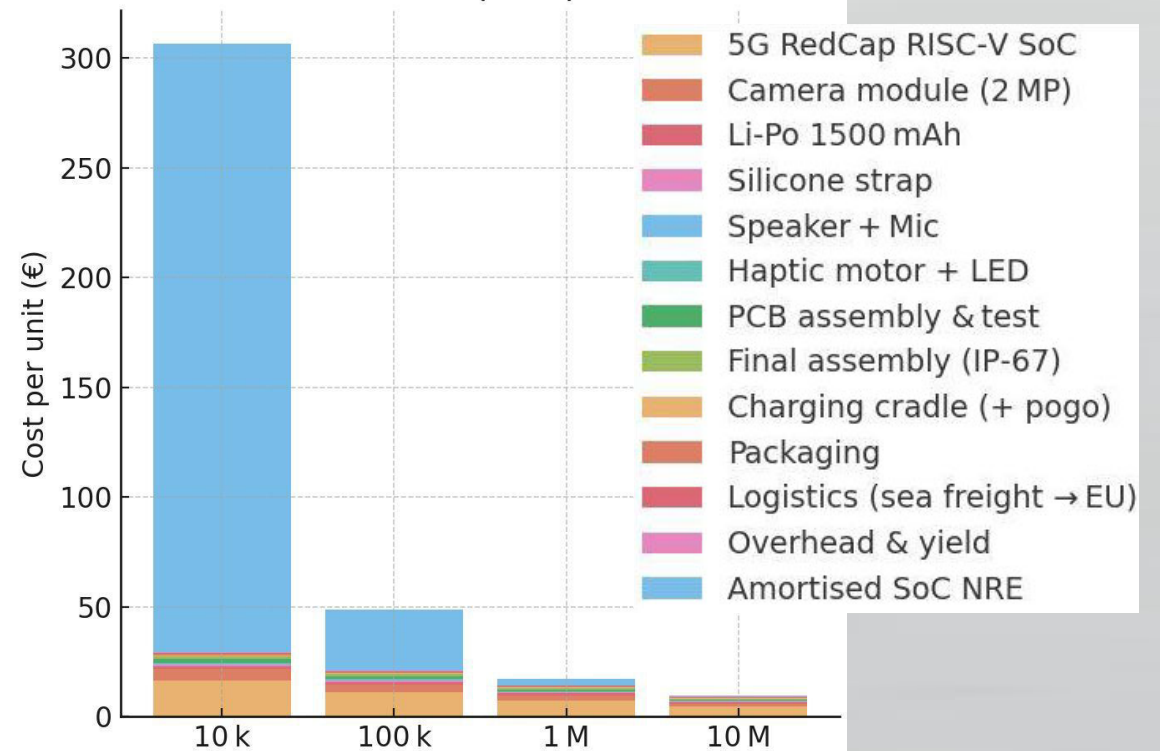
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HARDWARE COSTS

- *UNIT COST DROPS 30× AS WE SCALE FROM 10 K TO 10 M UNITS—FROM ~ €300 TO UNDER €11.*

Hardware Cost Breakdown (EUR) vs Production



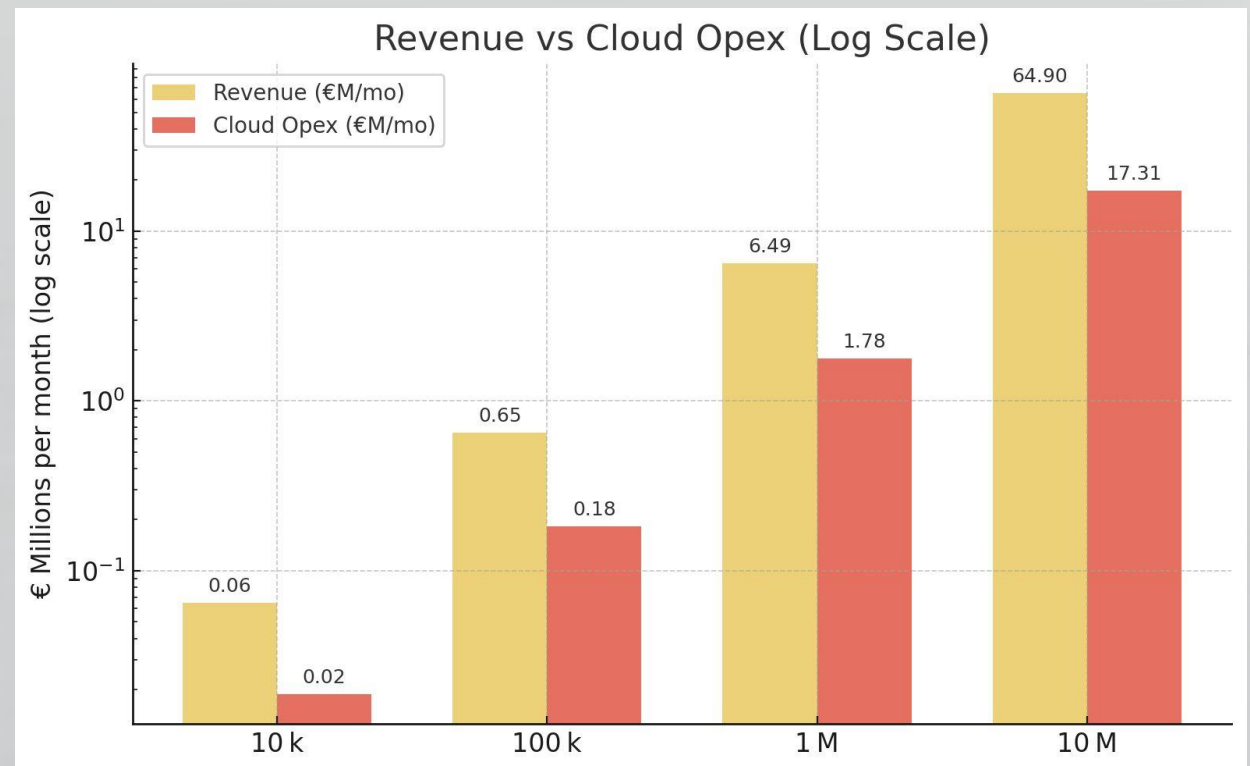


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CLOUD/AI COSTS

- *EVEN AT MILLIONS OF USERS, CLOUD EXPENSES REMAIN WELL BELOW REVENUE (3X), PRESERVING STRONG MARGINS.*





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STARTING AT €139,99



BASIC TIER – €4.99/MONTH

- *FALL DETECTION + SOS ALERTS*
- *VOICE-ACTIVATED CALLING*
- *LIMITED CONTACTS & REMINDERS*

PREMIUM TIER – €9.99/MONTH

- *VOICE CONTROL OF SMARTPHONE APPS
(GPS, DIGITAL SERVICES, ETC.)*
- *UNLIMITED REMINDERS & CONTACTS
(MEDS, HYDRATION, ROUTINES, ETC.)*

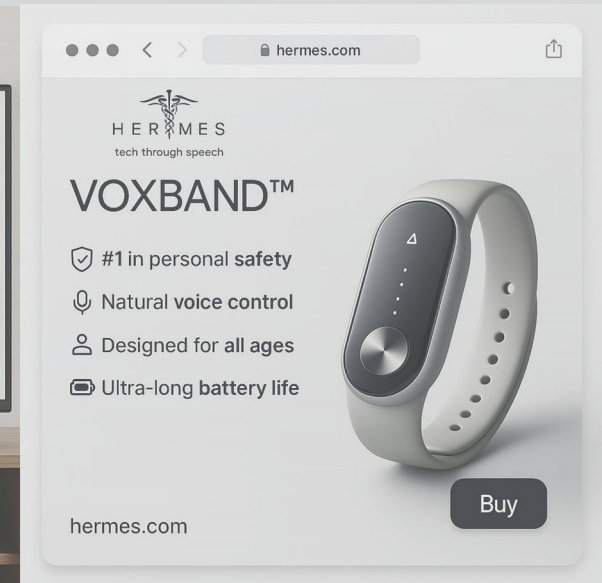
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MARKETING STRATEGIES

- *WEBSITE AND TV/ONLINE COMMERCIALS ARE A TECH STANDARD*
- *PARTNERING WITH INFLUENCERS CAN BOOST VISIBILITY THROUGH TRUSTED, ENGAGING PRODUCT REVIEWS.*



- *COMMERCIALS*



- *WEBSITE*

INVESTMENTS AND MILESTONES

Month	Milestone	Key Use	Investment Needed
0	Start	Team, setup, initial dev	€100,000
6	MVP Ready	Product completion	€120,000
11	V1.0 Launch	Marketing push, growth	€150,000
17	€10K revenue/month	Scale team + marketing	€150,000
21		Push for scale	€140,000
23	€50K revenue/month	Push for scale	€70,000
27	€100K revenue/month	Push for scale	€50,000
	Total		€780,000



THE VALIDATION

CLEAR MARKET DEMAND

+90 INTERVIEWS CONFIRM A STRONG NEED FOR IMPROVED INDEPENDENCE, SAFETY AND PEACE OF MIND FOR THE ELDERLY WHERE FEATURES LIKE FALL DETECTION, EMERGENCY RESPONSE AND REMINDERS ARE CONSISTENTLY REQUESTED.

PROVEN PURCHASE WILLINGNESS

CUSTOMERS ARE WILLING TO PAY €150-€300+ FOR A RELIABLE DEVICE. PRICE SENSITIVITY AND USABILITY CONCERNS HAVE BEEN EXPLORED, ENABLING WELL-TARGETED PRICING AND PRODUCT STRATEGY.

VALIDATED STAKEHOLDER SUPPORT

PHARMACIES, MUNICIPALITIES AND GERIATRIC STORES ARE READY DISTRIBUTION PARTNERS, WITH ALREADY ESTABLISHED CUSTOMER BASE. EXPERTS ALLEGE THIS TOOL TO REDUCE DEPENDENCY AND IMPROVE AUTONOMY OF THE USER.

WE KEEP YOUR LOVED ONES SAFE.



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