Kraydel

Supporting the care and wellbeing of elders and their loved ones







Overview

- About Kraydel
- Offerings:
 - Domiciliary care (home care)
 - Rehabilitation and early supported discharge from hospital
 - Employee wellbeing
 - Insurance models
- Kraydel's Leadership Team

Kraydel's Enabling Platform

Helps deliver care at home allowing people to be more independent and remain in their own homes for longer







IoT Hub

Utilising sensors to provide peace of mind for relatives.
Sync with other devices and make data available real time to care professionals

Remote

Physical & digital design for simplest, most functional control.

Use largest screen in the home

Simple & automatic switch to the Kraydel channel facilitating one click video calling.



Kraydel's Platform Enables Care at Home

KRAYDEL FACILITATES BOTH MENTAL AND PHYSICAL WELLNESS

Social Engagement

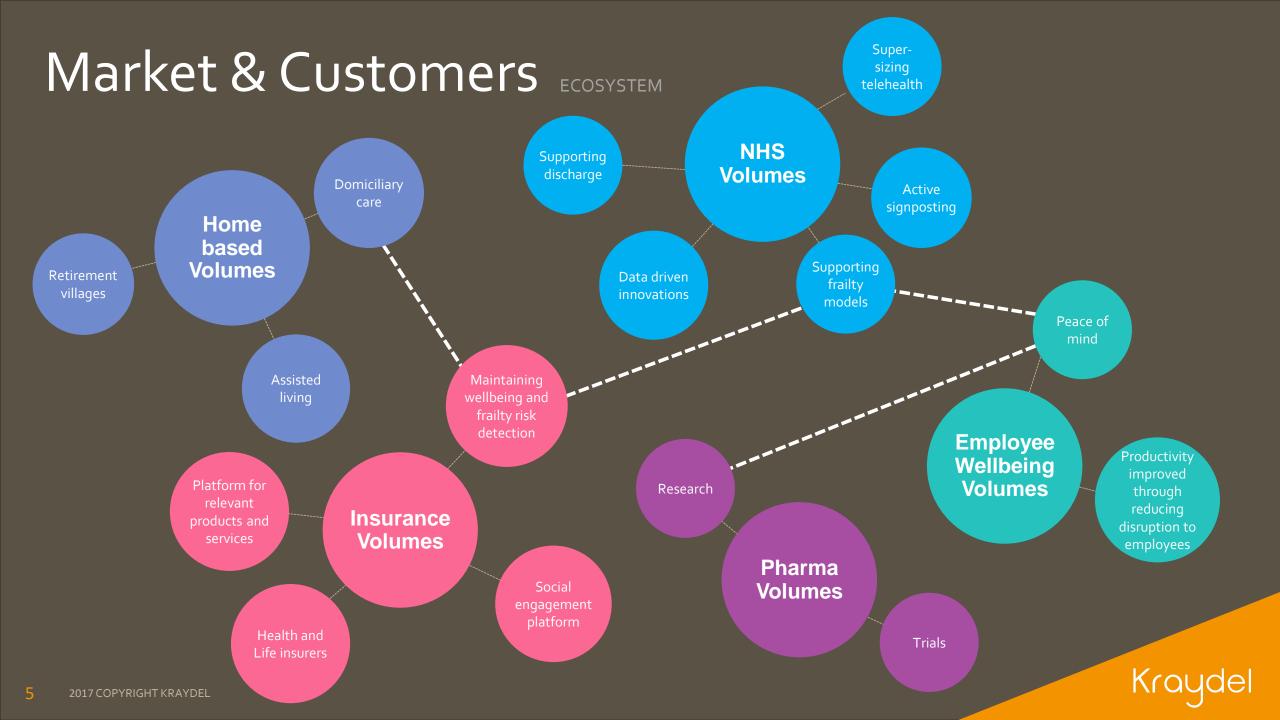
- Facetime/Skype for TV
- Engagement Index
 & trend analysis
- Fitness, Dance & Sports
- Reminiscing apps
- Chat (Bot) services

Assurance

- Questionnaire
- Activities of daily living (ADL)
- Peace of mind
- Frailty care pathway optimisation
- Dementia care pathway optimisation

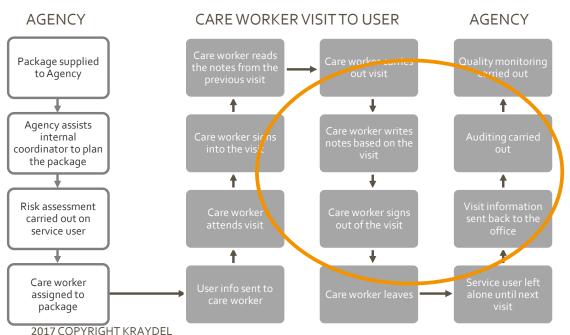
Telecare & Telehealth

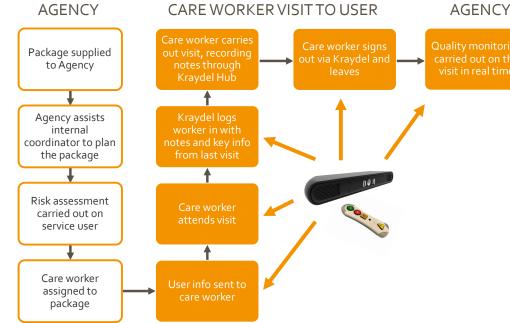
- GP, Physio, OT
- Consultation with real time data from paired devices
- Wellness Journeys
- Single therapy solution e.g. Stroke.



Market 1 - Kraydel Simplifies Home Care

Kraydel makes care more productive, improving the quality and experience for the person





- Better quality care
- Improved Compliance
- Time saved
- Information recorded

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Home based Volumes

Market 2 - Kraydel's telehealth solution

User friendly device

Paired devices for real time health data



NHS **Volumes**

Common Interface







ECG

Thermometer

Weighing scale

Exercise monitor

PulseOx



Market 3- Employee wellbeing

Employee Wellbeing Volumes

Produimpr through

My typical day-

Mum is lonely almost all day and I'm not sure how to help

Is mum ok? Is it too early to phone?

Mum calls to say that the care worker (CW) is late Mum calls back to say care worker has arrived so not to worry

I wonder if mum has missed her meds again Mum calls, she needs a Dr's appointment On route home but feel guilty and concerned about mum

Called mum and passed phone to kids but were too distracted playing

Mum is so much happier, feels connected and I am less worried

A kraydel supported day

Text notification to say mum's awake and her day has begun Mum's receives notification through the TV that her CW is running 10 mins late I receive a
message that
the CW has
arrived and has
completed tasks
and left

Kraydel's
medicine
reminders provides
me peace of mind
that mum has
taken her meds

Mum called, she has set herself up an appt with her Dr, who she will speak to through her TV

- Lower stress & disruption
- Increased productivity
- A valued employee

When I get
home we call
mum and speak
to her together
through her TV.
Kids loved seeing
nanny

I receive a notification at 10pm 'mum has switched off the TV and lights'

Mum joins a live interactive book club via the TV

Mum views a video her grandson posted for her via the TV

Mum watches some reminiscence videos about the 6o's on Kraydel

We all had a great face to face chat at the end of the day

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Maintaining wellbeing and frailty risk detection

Platform for relevant products and services

Insurance Volumes

> Social engagement platform

Provider of health & life insurance policies are seeking to innovate through the development of new products which are focused on prevention and maintaining wellness. The underlying drivers for this and the alignment with Kraydel's offering is outlined below:

JNDERLYING DRIVERS

Should an elder move into a nursing home:

- 1. Average life of 2.5 years
- 2. Cost of approx. £71k
- 3. Children and family not equipped to deal with issues
- 4. Poor health and loneliness
- 5. No liquid cash for emergencies
- 6. No time to fit in new unplanned for, needs
- 7. Unsympathetic employers

SOLUTION

Support elder to remain healthy in own home for longer

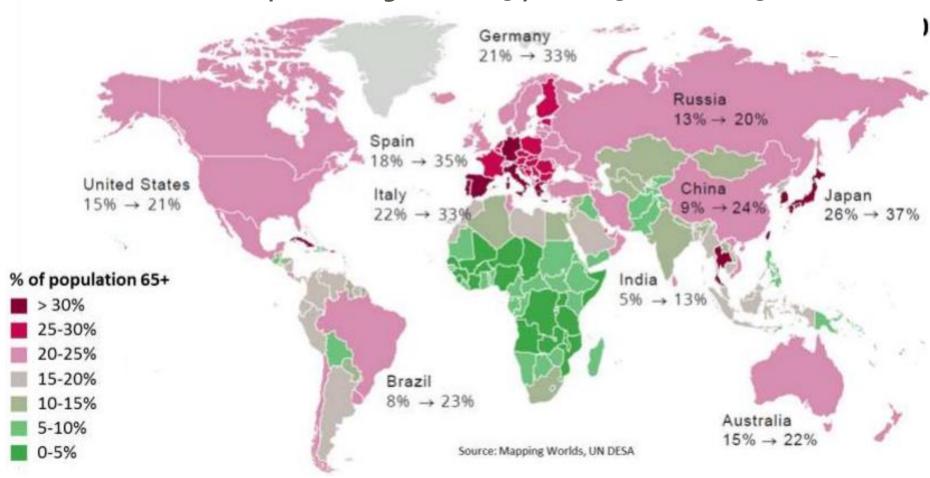
- 1. Use of IoT to create a picture of daily life
- 2. Provide an easily accessible marketplace of products and services
- 3. Peace of mind for family
- 4. Social engagement platform for elder to easily connect to friends, family and live interactive activities

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Kraydel's Target Population is Growing Rapidly

By 2050 Kraydel's global Market will have increased by 43%





Kraydel has a unique blend of experience and expertise

Business



Dr Lisa Smith

Research



Dr Amer Fasihi COO: Sales & Marketing, Analytics

Partnerships



Rupinder Singh
CCO: Public and
Commercial Partnerships

Product



Paul Moorhead
CTO: Product Dev.,
Research collaborations

Hardware



Alleyn Bowen
Hardware design &
video technology

Software



Lyndsey Parsons
Software & UI





Adam Sutcliffe

Design and User

Experience















ThankYou

