

# 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

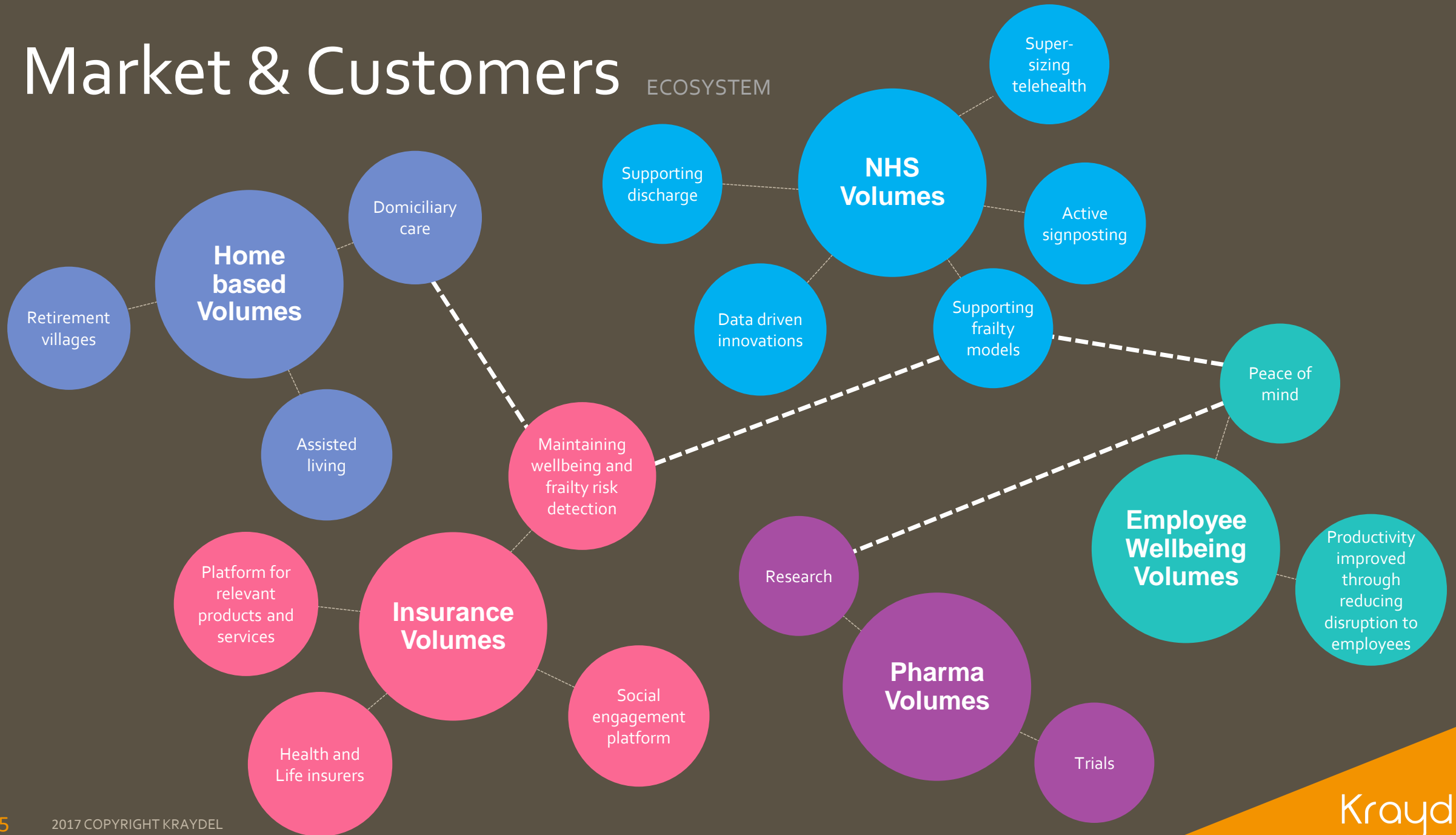
- Questionnaire
- Activities of daily living (ADL)
- Peace of mind
- Frailty care pathway optimisation
- Dementia care pathway optimisation

## Telecare & Telehealth

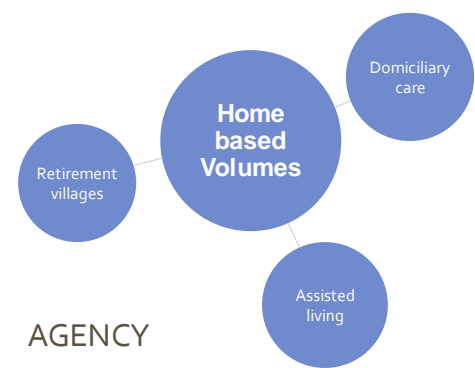
- GP, Physio, OT
- Consultation with real time data from paired devices
- Wellness Journeys
- Single therapy solution e.g. Stroke.

# Market & Customers

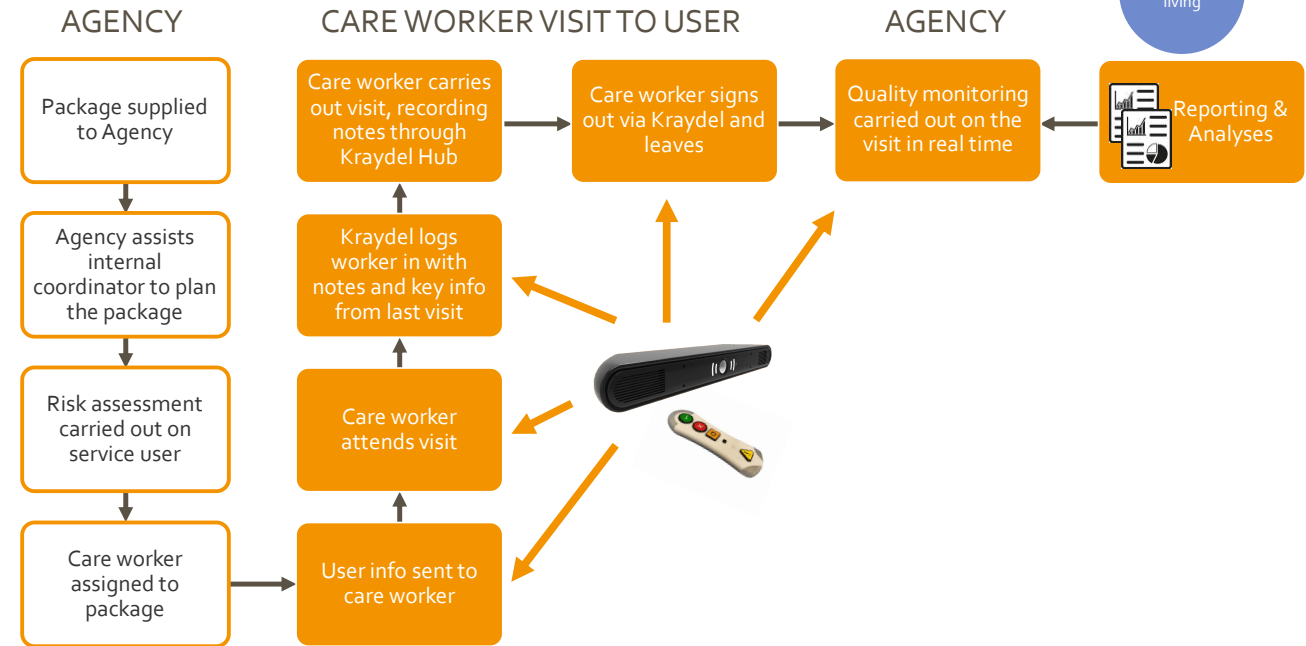
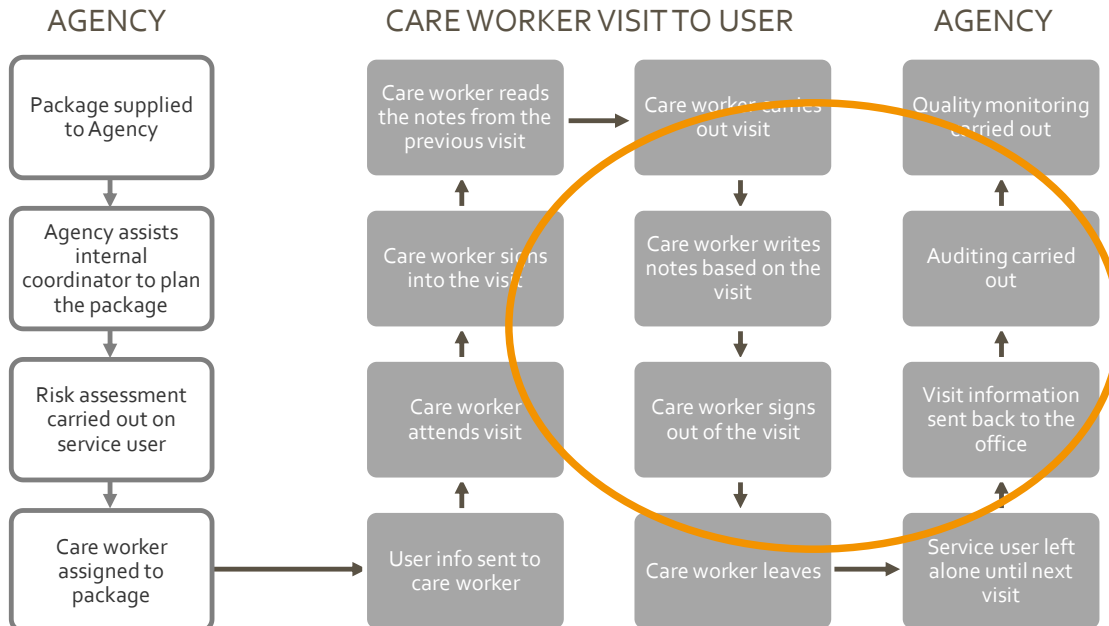
ECOSYSTEM



# Market 1 - Kraydel Simplifies Home Care

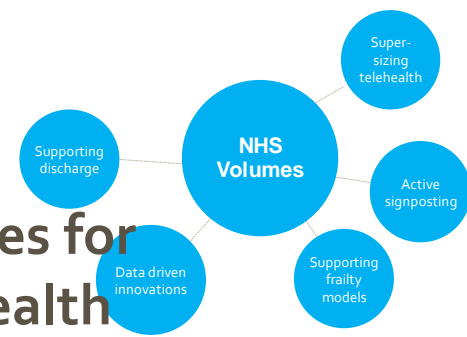


Kraydel makes care more productive, improving the quality and experience for the person



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

# Market 2 - Kraydel's telehealth solution



Paired devices for  
real time health  
data

Common Interface

User friendly  
device



ECG

Blood Pressure monitor

Thermometer

Weighing scale

Exercise monitor

PulseOx

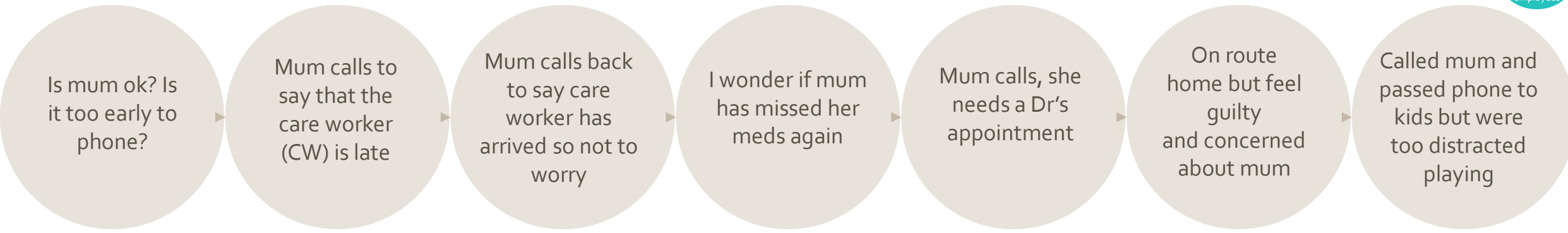


# Market 3- Employee wellbeing



## My typical day

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



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

## A kraydel supported day

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



Mum joins a live interactive book club via the TV

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

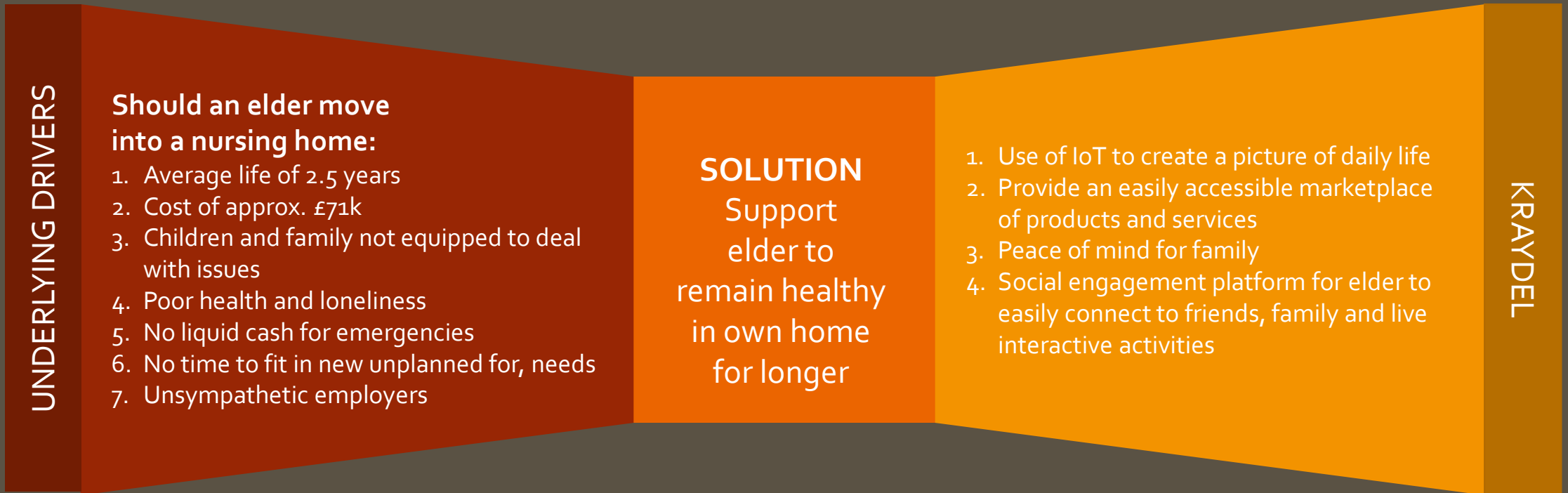
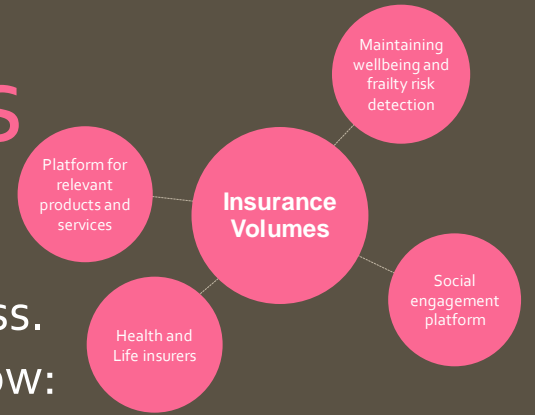
Mum watches some reminiscence videos about the 60's on Kraydel

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



# Market 4- innovative insurance products

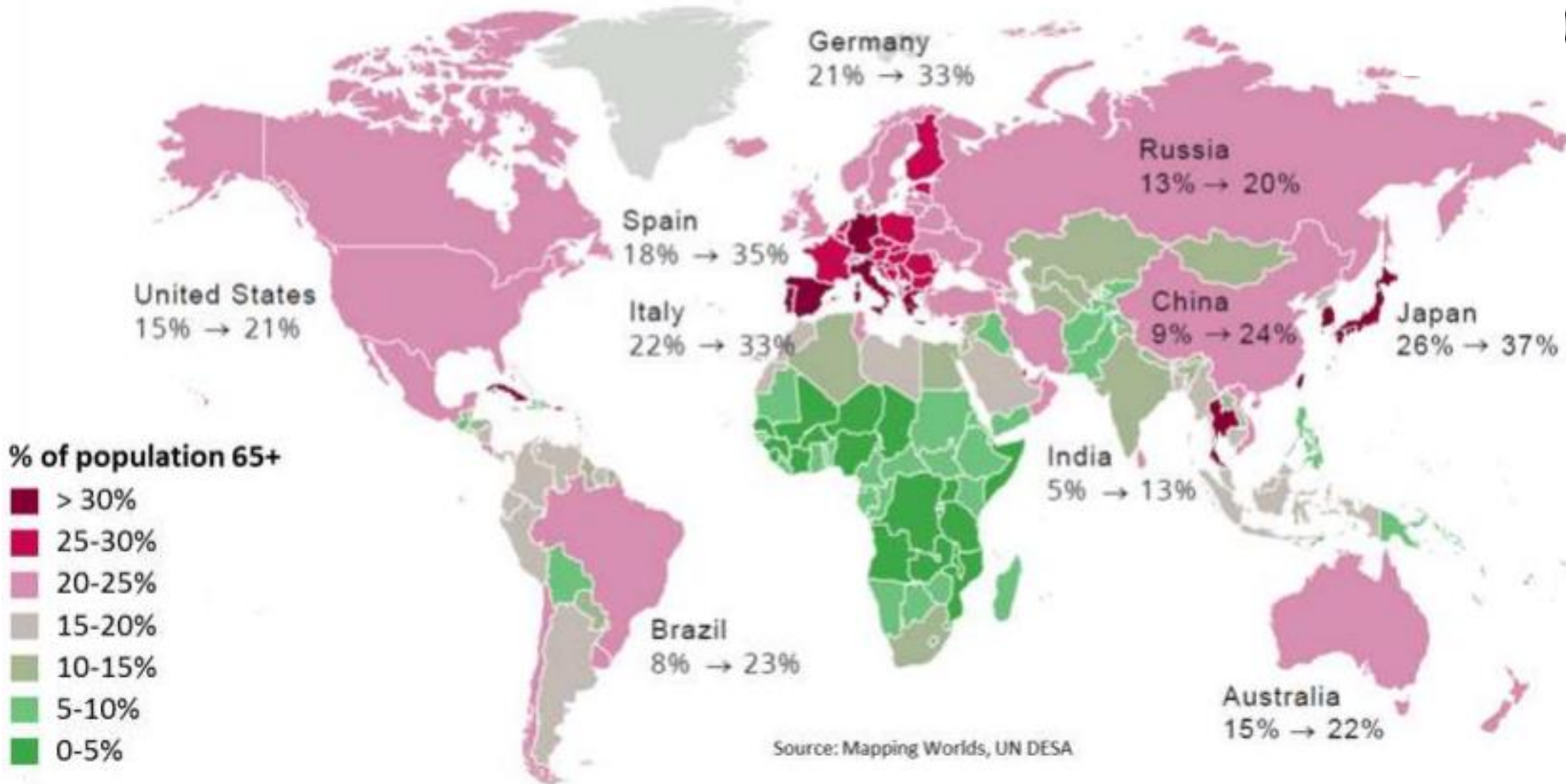
Provider of health & life insurance policies are seeking to innovate through the development of new products which are focused on prevention and maintaining wellness. The underlying drivers for this and the alignment with Kraydel's offering is outlined below:



# Kraydel's Target Population is Growing Rapidly

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

Population aged over 65 years 2050 (from 2015)



# Kraydel has a unique blend of experience and expertise

## Business

## Research

## Partnerships

## Product

## Hardware

## Software

## Design



**Dr Lisa Smith**  
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**Dr Amer Fasihi**  
COO: Sales & Marketing,  
Analytics

**Rupinder Singh**  
CCO: Public and  
Commercial Partnerships

**Paul Moorhead**  
CTO: Product Dev.,  
Research collaborations

**Alleyn Bowen**  
Hardware design &  
video technology

**Lyndsey Parsons**  
Software & UI

**Adam Sutcliffe**  
Design and User  
Experience





# Thank You

