Woomi

About Us

Yewon Jang
CEO
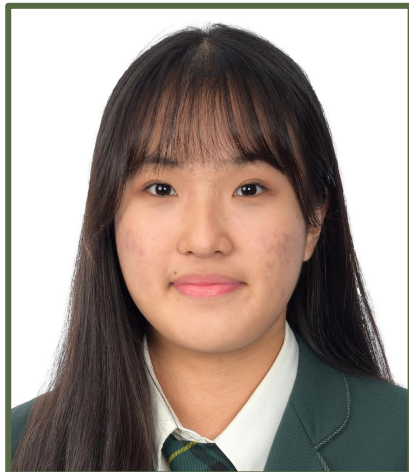
Juhyun Sung
Head of Technology

Yeounseo Kim
Head of Marketing
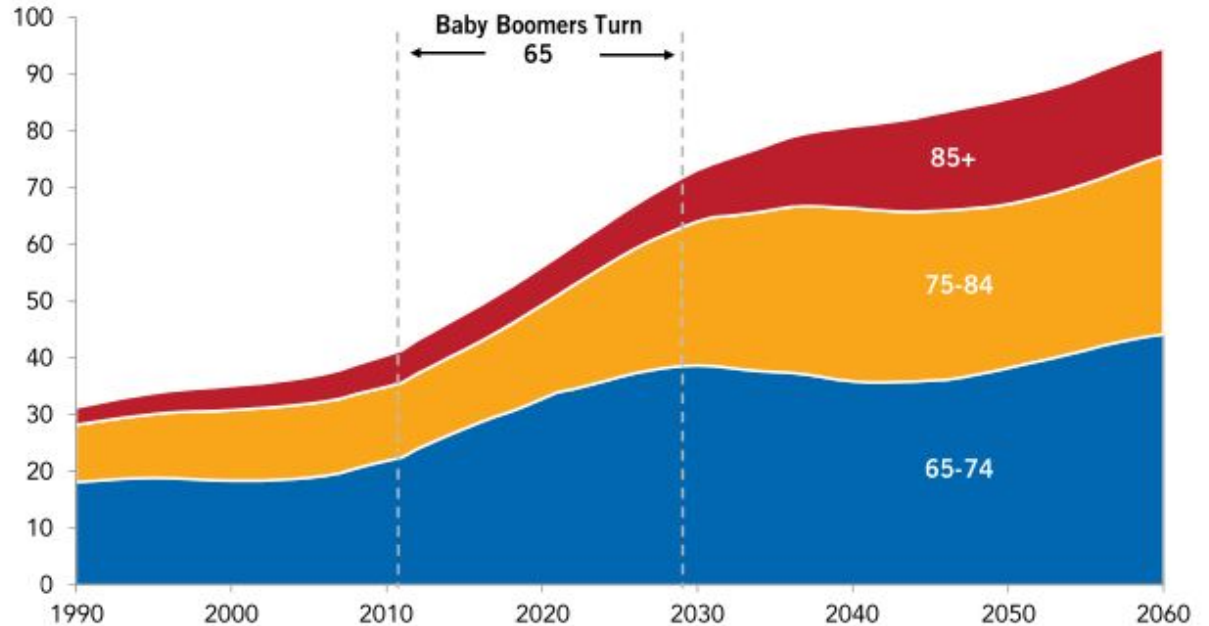
Seyoon Jeong
Head of Finance

Target Issue

Growing elderly population

- Development of healthcare → increased average life span.
- But it is yet inevitable to accompany illness and aging → necessitating support.

PETER G. PETERSON FOUNDATION — The elderly population is growing rapidly and living longer
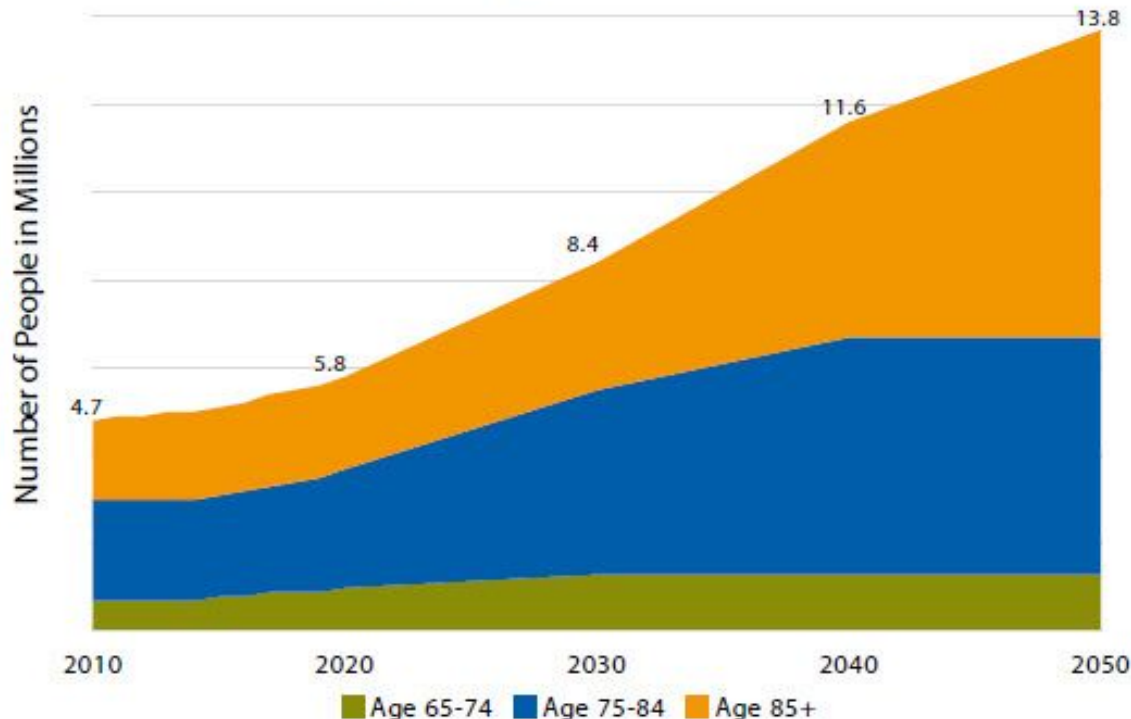
U.S. POPULATION AGE 65+ (MILLIONS)

SOURCE: U.S. Census Bureau, *National Intercensal Estimates; 2016 Population Estimates*, June 2017; and *2017 National Population Projections*, September 2018. Compiled by PGPF.

© 2019 Peter G. Peterson Foundation

PGPF.ORG

Projected Number of People Aged 65 or Older With Alzheimer's Disease, by Age Group, United States, 2010–2050

Number of People in Millions

4.7   5.8   8.4   11.6   13.8

2010   2020   2030   2040   2050

Age 65-74   Age 75-84   Age 85+

Source: Created from data in Hebert LE, Weuve J, Scherr PA, Evans DA. Alzheimer disease in the United States (2010–2050) estimated using the 2010 Census. *Neurology.* 2013;80(19):1778–1783.

Target Issue

Problem
Lots of adults cannot either become caregivers for their parents due to their **busy schedules** or afford one due to **high cost.**

- Nursing homes may not **not allow the elderly to continue their ordinary lives**.
- **Economic burden on the children.**

Purpose of Woomi

- Ease adults' concerns about their parent's well-being, especially those who are busy and unable to make time for daily calls.
- Enables elderlies to live an ordinary life without restriction.
- Alleviate the burden of guardians with an affordable cost.

WOOMI

WOOMI
Yewon Jang
Cheif Executive Officer
010-XXXX-XXXX
yewonjang0712@gmail.com

WOOMI

Mission Statement

"Woomi works in an intensive domestic environment for elderly patients to achieve recreational yet refined healthcare services."

Vision Statement

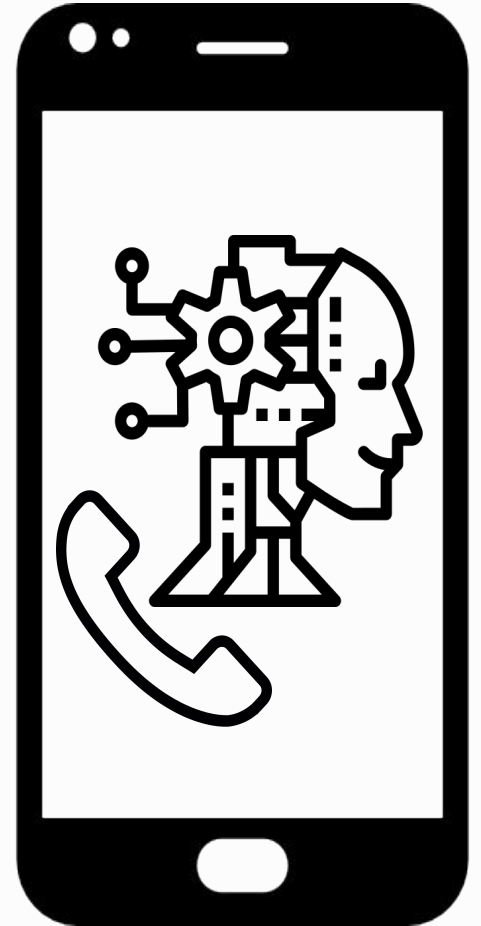*"To promote an assuring and thriving old age supported by innovative technology."*

AI Calling System

Calling system incorporating Ai technology to elderly individuals to ensuring their safety and well-being

1. Reduce loneliness of the elderly patients

2. Alleviate the economic burden on the offspring

Application Key Features

Ask questions to directly assess symptoms of specific diseases

Save recordings of calls between user and AI.

Analyze patients' health condition by inquiring about their sleep, diet, or other issues.

Generate summaries of calls, focusing on informations relevant to offspring.

Update parents' condition to offspring daily base.

Provide health statistics for reference according to the call.

Enable users to call AI as a conversation partner.

Offer emergency support by connecting directly with hospitals.

Two Subscription Plan

	Basic Plan ($9.99)	Premium Plan ($14.99)
Call from AI	O	O
Call to AI	O	O
Health analysis	O	O
Overall Health statistics	O	O
Save audio file of the call	X	O
Provide summary of the call	X	O
Adjust the characteristics of AI	X	O

Target Market & Marketing Strategies

Patients
60~70 YO
May perceive AI negatively
"Complex technology"

Caregivers
40~50 YO
Comparatively opened
and used to AI

Children of Caregivers
10~30 YO
The most used (exposed)
to AI
Effective promotion
through SNS is possible

Free trials in local
hospitals to provide
positive interaction

Youtube
advertisement that
appeal to the
audiences' pathos

Instagram's
short-form-styled
advertisement

Analysis of Competition

KT Giga Genie

- Speaker + AI
- Verbal interaction between user and Genie
- Able to:
    - Inform today's weather
    - Recommend movie / TV program
    - Advertise other products being sold by KT (or sponsored items)
    - Play songs requested by the user
- Hardware is provided to the users
    - Stylish, modern design that appeals to varying age groups

Analysis of Competition

CloudMedX Health
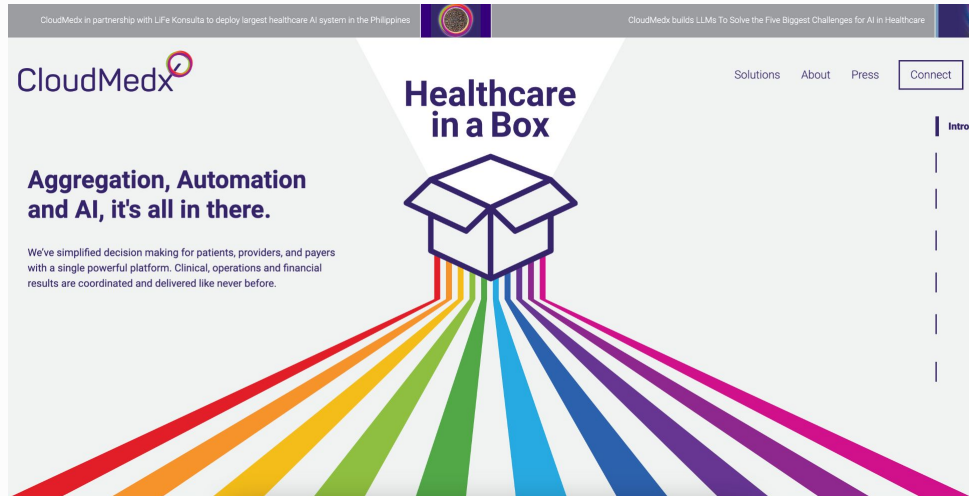
- Website + AI
- Provides medical assistance
- Able to connect users with appropriate healthcare experts
- Free for all users to use
    - Requires sign up through email
- Well-known and recognized by the society
    - 2019 GITEX Award
    - Best Health API Award 2021
    - New Health App of AI 2022
    - And more…

Analysis of Competition

WOOMI

- Specialized in needs of communication
  - Allows communication with both medical experts and family members
- Aim to provide practical experience
  - We equip our users with direct service
- Tailored service
  - Users can choose the voice type of the AI, providing personal interaction with the service

Cash Flow

First quarter

Subscription services as main source of profit

⬇

Second quarter

Stream expansion: displaying advertisements in our application for the basic subscription model.

	Jan	Feb	Mar	Apr	May	Jun
Opening Balance ($)	5,000	4,000	3,000	2,000	1,500	900
Inflows ($)						
Cash Sales Revenue	5,000	5,000	5,000	5,500	5,500	6,000
Other Income ($)	0	0	0	0	100	100
Total Cash Inflows ($)	5,000	5,000	5,000	5,500	5,600	6,100
Outflows ($)						
Stocks ($)	1,000	1,000	1,000	1,500	1,700	1,700
Labour Costs ($)	3,000	3,000	3,000	3,000	3,000	3,000
Other Costs ($)	2,000	2,000	2,000	1,500	1,500	1,500
Total Cash Outflows ($)	6,000	6,000	6,000	6,000	6,200	6,200
Net Cash Flow ($)	1,000	1,000	1,000	500	600	100
Closing Balance ($)	4,000	3,000	2,000	1,500	900	800

Financial Analysis

Location and Admin Expenses	Amount
Utility	$250.00
Legal and accounting fees	$2,500.00
Insurance	$30,000.00
Salaries	$50,000.00
Total	**$37,750.00**
Advertising and Promotional Expenses	**Amount**
Advertising	$20,000.00
Travel	$5,000.00
Printing	$450.00
Total	**$25,450.00**
Other expenses	Amount
Server maintenance costs	$6,000.00
Miscellaneous Expenses	$500.00
Total	**$6,500.00**
Total	**$69,700.00**

Total Start-up Cost

$69,700.00

Financial Analysis

Total founding operation costs

Start-up Total Cost
$69,700.00

Supporting Source of Support

Each founding member contribute minimum $5,000 worth investment

Financial support from investors
- repaid to the investors within five years for an interest rate of 8%

Expenses will cover key costs including salaries, insurance fees, advertising, and server maintenance costs

Why Support Woomi?

<u>Ensure</u> elderly patients' **safety** and **well-being**

<u>Strive</u> to best serve all individuals in their **golden years**

<u>Resolve</u> guardians' financial and emotional **burden**
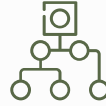
THANK YOU!

How to use it?

Step 1

Download Woomi application and subscribe to your favorite plan.

Step 2

Customers will receive calls from AI, or they can call AI themselves.

Step 3

During the call, AI will ask questions and analyze the customer's health condition.

Step 4

The condition of the customer will be updated to the offspring or the guardian.

Step 5

Tracking the customer's health condition is also possible through the application.

Recruitment Process

Key Focus

- Understanding genuine **motivations** and **passion**
- Qualifications and relevant **experiences**
- **Potential** for growth and development
- **Interpersonal qualities:** communication, open-mindedness, problem-solving skills.

Woomi aim to build a team with dedicated and diverse employees that aligns with our motivation and passion for making a positive impact on the lives of our elderly customers and their families, and ultimately the whole global community.

Organizational Chart

Chief Executive Officer				
Marketing	Finance	Human Resources	Technology	Operation
Graphic Designer Digital Marketing Manager	Financial Manager	Administrative Manager	Artificial Intelligence Specialist Programmer App Developer	Customer Support Specialist