Life Saver Band

The LS is a smart band specially designed for seniors and offers unique technology to monitor health, detect falls and call for help in emergency situations.

Innovation

The LifeSaver is very unique and innovative as it involves 3 different aspects; hardware, software and the most important of all, community.

We create and promote a new social concept of mutual help for every elder person. It means that they will get help in emergency situations from anyone in the society, no matter if they know each other or not.

Main features

1. Community help
   - Reminder
   - Pulse detection
   - SOS

2. Hardware
   - Fall detection
   - Heart attack prediction
   - SOS by button
   - SOS by keyword
   - Medication reminder
   - GPS-tracker

3. Software
   - Community help

Competitors

We made a comparison between our product and other smart-bands in the market.

- Samsung has less health sensors, only button SOS alert, no medical reminder and no community help.
- Lively has no SOS by keyword, no prediction of heart attack and no community help.
- We came to a conclusion that LS band indeed, is a unique one and also has more advantages than any other product in the market.
Survey

1. The number of seniors increases

More than 10% of the world's population is older than 65. By 2050, this number is expected to be about 1.5 billion (estimation of World Health Organization).

2. Seniors rarely use technology

Out of the 950,000 elderly people in Israel only 3% use smartwatches (Central department of statistics in Israel).

3. Golden hour

First hour after emergency case is crucial. Every 10 minutes of lack of assistance twice increase the damage and cost of treatment.

Sustainable Business Practices

Mutual help concept for adults

We launched a campaign to create the new public vision. Our goal is to promote mutual help of people to every senior and thus decrease the death-rate and boost social security.

We started with presentations to kids in the schools, colleges and summer camps. We showed them our social campaign video to enlarge or community help circle.

With this not only we change the attitude in the society to seniors but we also inspire everybody to be caring, helpful, impartial and kind to those who are close to us and need our attention.

Social contribution for seniors

We work closely with retirement centers. Together with them we organize lessons for elders to help engage them in the use of technology. Seniors enjoy to learn new things from us and feel more confident with the devices. But most importantly they love to communicate with younger generation and we love to give them our attention.

As a part of our future development strategy we also plan to give 2% of the bands we will produce next year for free to the organization called AMCHA which supports Holocaust survivors.
**Profit**

Up till now we managed to cover all our expenses by partnering with different organizations in education, healthcare and IT sphere.

Moreover we invested in the project the money we won in various competitions like SAGE World Cup 2016 and National Competition of Amal Group.

<table>
<thead>
<tr>
<th>Options, $</th>
<th>2015-16</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development</td>
<td>2,500</td>
<td>5,000</td>
<td>10,000</td>
</tr>
<tr>
<td>Production</td>
<td>0</td>
<td>3,000</td>
<td>30,000</td>
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<tr>
<td>Marketing, PR</td>
<td>900</td>
<td>1,800</td>
<td>10,000</td>
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<tr>
<td>Consulting</td>
<td>600</td>
<td>1,500</td>
<td>5,000</td>
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<tr>
<td>Other</td>
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**Total expenses**

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<th>2015-16</th>
<th>2017</th>
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<tbody>
<tr>
<td></td>
<td>5,000</td>
<td>12,500</td>
<td>65,000</td>
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**Succession Plan**

**Start of the SAS project**
5/2015

**Market research**
5/2016 - 7/2015

**Concept of Social circles for SAS**
7/2015

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<tbody>
<tr>
<td>Finish a beta version of the product with most of the features.</td>
<td>Get over the same production process again with a final version of 1000 units.</td>
<td>Sell 1000 units for $100 each.</td>
<td>New concept 11/2016</td>
<td></td>
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<tr>
<td>Connect with a Chinese factory to produce 100 beta units.</td>
<td>Upgrade our app with adding the community help platform.</td>
<td>Enlarge our social circle.</td>
<td>Research 11/2016 - 12/2016</td>
<td></td>
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</tr>
<tr>
<td>Close deals with several retirement homes and let them try beta product. Get the data and correct errors and bugs if needed.</td>
<td>Search for partners and investors to get to the next round.</td>
<td>Design thinking &amp; user experience research 1/2017 - 3/2017</td>
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</table>

**Total income**

<table>
<thead>
<tr>
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<th>2015-16</th>
<th>2017</th>
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<td></td>
<td>5,000</td>
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**Profit, $**

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<th>2018</th>
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<tbody>
<tr>
<td></td>
<td>0</td>
<td>5,000</td>
<td>43,000</td>
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Use of Media

We opened Facebook page and Instagram account where we post news about the project and our company:

- @Lifesaversmartband
- @rspltd

Product/Service

5.0 ★★★★★

Community

- Invite your friends to like this Page
- 1,214 people like this
- 1,214 people follow this
- Lev Berman and 2 other friends like this

Business Info

- Founded on December 4, 2016
- Mission
  *"Rennovate- improve an existing concept so it can help more to society and the environment."*

Find more information on our web-page:

www.rspltd.cf

Conferences

We participated in TEDx youth white city, Innovex, Gmic, Calcilist, Cybertech, Isic, Ecopark, China - Israel Partnership Conference. All the conferences and competitions were covered by local and national media.

Partners

The project is supported by and cooperates with high tech, medical and educational companies like Efcom, Amal Group, Yael Software, Tel Aviv Municipality, Milgram, Motorola etc.