Every 69:00 sec someone develops Alzheimer’s
1. Heart Disease
2. Cancer
3. Stroke
4. CLRD
5. Accidents
6. Alzheimer's
Alzheimer’s Disease

Affected Skills

Memory
Orientation
Space Perception
Attention
Visual Perception
Real solutions to meet real needs
<table>
<thead>
<tr>
<th>Design Considerations</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Customization to individual needs</td>
<td>Efficient-User friendly</td>
</tr>
<tr>
<td>Modular nature-extensibility</td>
<td>interfacing</td>
</tr>
</tbody>
</table>
Emergency call

GPS tracking

Fall detection

Activity Reminder

Photo capturing
Let's go to the Senior Center.
Route Revision

Memory Enhancement
Causality Reinforcement

Emotional Memory

Emotiv EPOC
<table>
<thead>
<tr>
<th>What</th>
<th>is this?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>is the use of it?</td>
</tr>
</tbody>
</table>

Who are you?
Patient’s Progress Overview
Status: Critical
Weeks on Schedule: 9

First Name: Mary
Last Name: Black
Age: 72
Disease Stage: Mild

Symbiosis Basic: ACTIVE
Symbiosis Mobile: ACTIVE
Symbiosis Pro: NOT ACTIVE
Status: Critical
Weeks on Schedule: 9

First Name: Yanna
Last Name: Pope
Age: 72
Disease Stage: Mild

SymbioGames
- BirdHunt: ACTIVE
- Shapes: ACTIVE
- SymbioFriends: ACTIVE
- SymbioMusic: ACTIVE
- SymbioSpace: NOT ACTIVE
- Rebiosis: NOT ACTIVE

SymbioEyes
- TurnTable: NOT ACTIVE
Business Viability
Entrepreneurship

Spin-off

ARISTOTLE UNIV. OF THESSALONIKI

Microsoft Collaborations

High Distinctions

Greek AD’s Association

Focus on Social Responsibility
People

- Graphics Designer – Windows 8 dev.
- Games dev.
- Team Manager - Mentor
- Architecture Designer - Presenter
- Database Designer – WP7 dev.
Products

- Smobile (2.5-4€)
- Sbasic (375€)
- Spro (1130€)
- Snet (12-15€)

Sales Strategy

- Subscription
- Freemium
- Fixed-sales
- Royalties

Customer Segmentation

- AD Patients/Caregivers (90%)
- Doctors (7%)
- AD Care Centers (3%)
## Start-up Requirements

### Start-up Expenses

<table>
<thead>
<tr>
<th>Expense</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Legal - IP</td>
<td>€6000</td>
</tr>
<tr>
<td>Public Relations and Market Visibility</td>
<td>€11000</td>
</tr>
<tr>
<td>Insurance</td>
<td>€5000</td>
</tr>
<tr>
<td>Rent</td>
<td>€4000</td>
</tr>
<tr>
<td>Computer</td>
<td>€6000</td>
</tr>
<tr>
<td>Hardware (kinect, Emotiv, Vusix AR glasses)</td>
<td>€15000</td>
</tr>
<tr>
<td>Other</td>
<td>€800</td>
</tr>
<tr>
<td><strong>Total Start-up Expenses</strong></td>
<td><strong>€47800</strong></td>
</tr>
</tbody>
</table>

### Start-up Assets

<table>
<thead>
<tr>
<th>Asset</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash Required</td>
<td>€40000</td>
</tr>
<tr>
<td>Start-up Inventory</td>
<td>€3000</td>
</tr>
<tr>
<td>Other Current Assets</td>
<td>€500</td>
</tr>
<tr>
<td>Long-term Assets</td>
<td>€8700</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>€52200</strong></td>
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</tbody>
</table>

### Total Requirements

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Start-up Expenses</td>
<td>€47800</td>
</tr>
<tr>
<td>Total Assets</td>
<td>€52200</td>
</tr>
<tr>
<td><strong>Total Requirements</strong></td>
<td><strong>€100.000</strong></td>
</tr>
</tbody>
</table>
Milestones

1/1/2013
15/1/2013
15/3/2013
1/5/2013
30/11/2013
1/12/2013

1/1/2013
Patent Preparation / Submission

15/1/2013
Showcase is available on the Internet

15/3/2013
Symbiosis Pilot Case Study

1/5/2013
Symbiosis Basic v1.0

30/11/2013
Symbiosis Mobile v1.0

1/12/2013
Multilingual Version

1/12/2013
Multiplatform Version

Hitting the global market
Break-Even Analysis

Break-even point (7-8 months)
Overview Forecast (3-yr Projection)
Market Glocality

Greece 200k
UK 800k
Germany 1.2M
Nordics 198k
Benelux 442k
SWOT Analysis

- Good referral relationships
- Excellent team spirit
- Strong relationships with Academia
- Favorable access to distribution networks
- Patents
- Worth-stating Distinctions (Microsoft IC)
SWOT Analysis

- A dependence on quickly changing technology
- Cost factor
SWOT Analysis

- Growing market
- Strategic alliances
- Promising activity
- Changes in design approaches
- Increasing sales opportunities
- Internet potential
SWOT Analysis

- The **downturn** in the economy
- Competition
- Cuts in healthcare
- Continued **price pressure**
Symbiosis vs. Competition

SenseCam
MemeXerciser
Lumosity
GPS tracking
Pill reminder
Symbiosis vs. Competition
Exit Strategy

Symbiosis

Lucrative acquisition from larger companies

Public offering in the stock market
To probe further

Research Programs
“Excellence” & “Collaboration”

National Strategic Reference Framework
2000 Alzheimer’s patients
Total Funding : $1.000.000

Patient GPS Tracking

Innovating for
Better Health

6 months Demo at Microsoft’s EBC
Expert’s Opinion

Magda Tsolaki, PhD, Prof. at Aristotle Univ
Neurologist, Psychologist, Theologian
Chair 1st Greek federal AD
Thank you

Team members:
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Toumpas Konstantinos
Kaza Kyriaki
Kyprioti Aikaterini

Mentor:
Hadjileontiadis Leontios

Info @ www.e-symbiosis.gr

SymbiosisAlzheimerSupport