



Acronym: vINCI
 Name: Clinically validated Integrated Support for Assistive Care and Lifestyle Improvement: the Human Link
 Call: AAL 2017 “AAL Packages / Integrated Solutions”
 Contract nr: AAL-2017--63-vINCI
 Start date: 01 June 2018
 Duration: 36 months

D5.3 Market analysis

Nature¹: R
 Dissemination level²: R
 Due date: Month 12
 Date of delivery: Month 12
 Partners involved (leader in bold): ICI, MPU, UNRF, NIT, CMD, AUT, SAL, NIGG, **CTR**

Project Co-Funded by:



Project Partners:



UNIVERSITA
POLITECNICA
DELLE MARCHE



INSTYTUT ŁĄCZNOŚCI
PAŃSTWOWY INSTYTUT BADAWCZY



¹ L = legal agreement, O = other, P = plan, PR = prototype, R = report, U = user scenario

² PU = Public, PP = Restricted to other programme participants (including the Commission Services), RE = Restricted to a group specified by the consortium (including the Commission Services), CO = Confidential, only for members of the consortium (including the Commission Services)

Partner list

Nr.	Partner name	Short name	Org. type	Country
1	National Institute for Research and Development in Informatics	ICI	R&D	Romania
2	Marche Polytechnic University	MPU	R&D	Italy
3	University of Nicosia Research Foundation	UNRF	R&D	Cyprus
4	National Institute of Telecommunications	NIT	R&D	Poland
5	Connected Medical Devices	CMD	SME	Romania
6	Optima (f. Automa) Srl	AUT	SME	Italy
7	Salvatelli Srl	SAL	SME	Italy
8	National Institute of Gerontology and	NIGG	R&D	Romania
9	Comtrade Digital Services	CTR	Large enterprise	Slovenia

Revision history

Rev.	Date	Partner	Description	Name
1		CMD		
2		Comtrade		
3		CMD		
4				

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VINCI SPV with IPR				
Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segments
Dev : ICI, MPU, UNRF, NIT Tech : CMD, Automa, SAL Medical : NIGG Sales : CMD, OPL, CTR	Lease of IP Platform as a service for Device Manufacturers Key resources Access to the know how of all the partners. Active sales channels of partners	Enhance and sustain the active aging of older adults by the use of IoT technology and Big Data metrics A platform that allows the integration of multiple Medical Devices	B2B sales through T1 or T2 Channels. Support for the solution. Guidance on IP for reselling partners Channels T1 – Online T2 – Pharma, Medical Devices distributors, Telecoms	Companies that will want to use IP. Companies that will want to integrate on the platform.
Cost Structure Operational SG&A Taxes		Revenue Streams Royalties on IP Direct Sales		

1 Executive Summary

Funded by the EU Active Assisted Living Programme, the vINCI project is developing an integrated and validated evidence based IoT framework to deliver non-intrusive monitoring and support for older adults to augment professional healthcare provision. The vINCI services are designed to improve the quality of life for older adults living alone or in an elderly care institution (e.g. nursing home).

Quality of life improvements that are proposed with the use of vINCI service:

- a) Foster independence of older adults
- b) Increase quality of life for older adults living alone or in elderly care institutions

Proposed customers of the vINCI services:

- 1) Family members / relatives
- 2) Elderly care institutions (e.g. nursing homes)

Bottom line:

VINCI reduces costs and increases quality of life for older adults - it is the best price/performance solution to improve a quality of life of adults over 65.

2 Competitive Advantage

2.1 Competitor and Marketing Analysis

There are some existing smart watches and some other “wearables as a service” (WaaS) for older adults. Most of those WaaS are developed by mainstream global companies, and there are increasing new investments and resources for the WaaS.

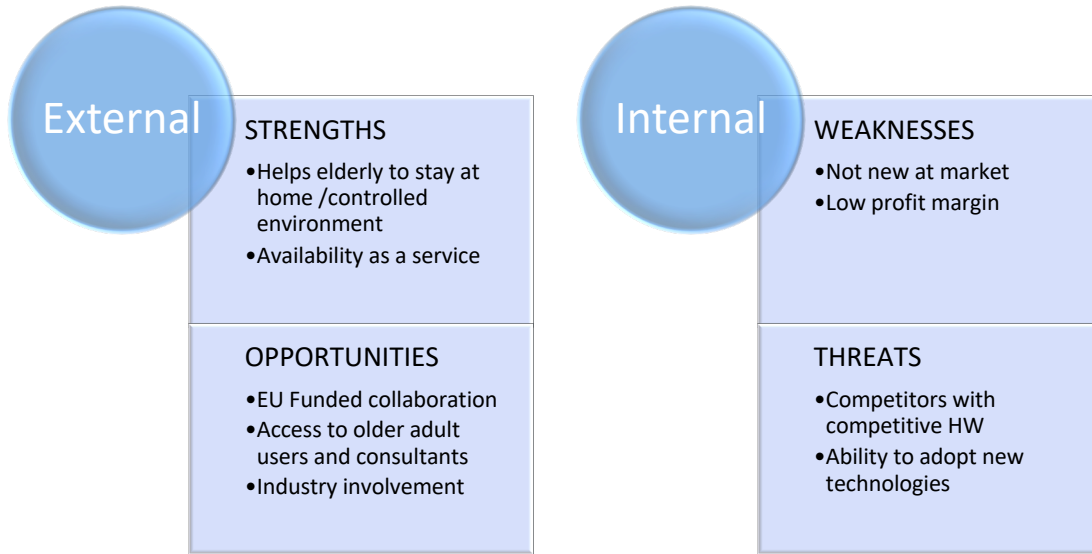
Relevant existing smart devices and WaaS (as of 2019):

1. Apple Watch Series 4
 - a. https://en.wikipedia.org/wiki/Apple_Watch
2. SmartSole
 - a. <http://gpsmartsole.com>
3. MobileHelp Smart
 - a. <https://www.mobilehelp.com>
4. Medical Guardian
 - a. <https://www.medicalguardian.com>
5. UnaliWear (started as Kickstarter)
 - a. <https://www.unaliwear.com>

Existing WaaS for older adults’ activities:

6. Charles Reed Anderson & Associates
 - a. <http://charlesreedanderson.com>
7. EU funded project “Smart Service Power”
 - a. <https://www.smartservicepower.de>
 - b. https://ec.europa.eu/regional_policy/en/projects/germany/smart-technology-tested-in-germany-allows-older-people-to-live-independently

2.2 SWOT Analysis for vINCI WaaS



3 Mission Statement

The vINCI as a service provides high-quality and affordable lifestyle and supportive services to enhance the well-being of elderly with cost effective non-medical home care service, their caregivers, and to entire community.

4 Marketing Plan

4.1 Elevator Pitch

The same as it is proposed as the "

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Cost Structure Operational SG&A Taxes		Revenue Streams Royalties on IP Direct Sales		

Executive Summary".

4.2 Sales Presentation

Sales should cover customers different domains, including (but not restricted to) (a) Senior citizen homes, (b) Hospitals with geriatric specialisations, (c) Institutions for older adults (d) Specialised outlets. There should be a special focus on a horizontal marketing to cover all possible customer areas.

During presentations, the sales should be based on following items:

- (1) VINCI is providing an innovative partnership model
- (2) Part of new area of wearables as a service (WaaS)
- (3) Not limited for elderly care management

5 Legal

5.1 IP Management

vINCI participants will establish during the project implementation a separate joint ownership agreement, defining in concrete terms the allocation and terms of exercising their ownership.

5.2 Privacy

See proposed privacy policy at the end of this document (subject to full review).

5.3 CNC

Do we need to provide special notes for CNC?

6 Answers to Frequently Asked Questions

What problem does the vINCI service solve?

What niche the vINCI fills?

Who are the vINCI customers?

What is the vINCI marketing for customers and sells channels?

What is the size of the market for vINCI?

What is the business model for the business (how will it make money)?

Who are the competitors and what is the plan to maintain a competitive advantage?

What is the plan to manage vINCI operations as it grows?

What are the risks and threats confronting the business?

What is the plan to mitigate risks and threats?

What are Comtrade's capital and resource requirements?

What are Connected Medical Devices' capital and resource requirements?

7 References

[1] George Georgescu, vINCI Business Model Canvas, 2019-07-19

[2] Population structure and ageing of the population aged 65 and or over in EU between 2008 and 2018, Eurostat Statistics, https://ec.europa.eu/eurostat/statistics-explained/index.php/Population_structure_and_ageing, retrieved 2019-07-23

vINCI: Clinically validated Integrated Support for Assistive Care and Lifestyle Improvement: the Human Link

Privacy Policy PROPOSAL for WaaS

Last updated: January 04, 2020

This Privacy Policy describes Our policies and procedures on the collection, use and disclosure of Your information when You use the Service and tells You about Your privacy rights and how the law protects You.

We use Your Personal data to provide and improve the Service. By using the Service, you agree to the collection and use of information in accordance with this Privacy Policy.

Interpretation and Definitions

Interpretation

The words of which the initial letter is capitalized have meanings defined under the following conditions.

The following definitions shall have the same meaning regardless of whether they appear in singular or in plural.

Definitions

For the purposes of this Privacy Policy:

- **You** mean the individual accessing or using the Service, or the company, or other legal entity on behalf of which such individual is accessing or using the Service, as applicable.
- **Company** (referred to as either "the Company", "We", "Us" or "Our" in this Agreement) refers to vINCI: Clinically validated Integrated Support for Assistive Care and Lifestyle Improvement: The Human Link.
- **Affiliate** means an entity that controls, is controlled by or is under common control with a party, where "control" means ownership of 50% or more of the shares, equity interest or other securities entitled to vote for election of directors or other managing authority.
- **Account** means a unique account created for You to access our Service or parts of our Wearable as a Service (WaaS).
- **Website** refers to vINCI: Clinically validated Integrated Support for Assistive Care and Lifestyle Improvement: The Human Link, accessible from <https://vinci.ici.ro/>
- **Service** refers to the Website.
- **Country** refers to: Any EU Country
- **Service Provider** means any natural or legal person who processes the data on behalf of the Company. It refers to third-party companies or individuals employed by the Company to facilitate the Service, to provide the Service on behalf of the Company, to perform services related to the Service or to assist the Company in analysing how the Service is used.
- **Third-party Social Media Service** refers to any website or any social network website through which a User can log in or create an account to use the Service.
- **Personal Data** is any information that relates to an identified or identifiable individual.
- **Cookies** are small files that are placed on Your computer, mobile device or any other device by a website, containing the details of Your browsing history on that website among its many uses.
- **Usage Data** refers to data collected automatically, either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).

Collecting and Using Your Personal Data

Types of Data Collected

Personal Data

While using Our Service, we may ask You to provide Us with certain personally identifiable information that can be used to contact or identify You. Personally, identifiable information may include, but is not limited to:

- Usage Data

Usage Data

Usage Data is collected automatically when using the Service.

Usage Data may include information such as Your Device's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Service that You visit, the time and date of Your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

When You access the Service by or through a mobile device, We may collect certain information automatically, including, but not limited to, the type of mobile device You use, Your mobile device unique ID, the IP address of Your mobile device, Your mobile operating system, the type of mobile Internet browser You use, unique device identifiers and other diagnostic data.

We may also collect information that Your browser sends whenever You visit our Service or when You access the Service by or through a mobile device.

Tracking Technologies and Cookies

We use Cookies and similar tracking technologies to track the activity on Our Service and store certain information. Tracking technologies used are beacons, tags, and scripts to collect and track information and to improve and analyse Our Service.

You can instruct Your browser to refuse all Cookies or to indicate when a Cookie is being sent. However, if You do not accept Cookies, you may not be able to use some parts of our Service.

Cookies can be "Persistent" or "Session" Cookies. Persistent Cookies remain on your personal computer or mobile device when You go offline, while Session Cookies are deleted as soon as You close your web browser.

We use both session and persistent Cookies for the purposes set out below:

- **Necessary / Essential Cookies**

Type: Session Cookies

Administered by: Us

Purpose: These Cookies are essential to provide You with services available through the Website and to enable You to use some of its features. They help to authenticate users and prevent fraudulent use of user accounts. Without these Cookies, the services that You have asked for cannot be provided, and We only use these Cookies to provide You with those services.

- **Cookies Policy / Notice Acceptance Cookies**

Type: Persistent Cookies

Administered by: Us

Purpose: These Cookies identify if users have accepted the use of cookies on the Website.

- **Functionality Cookies**

Type: Persistent Cookies

Administered by: Us

Purpose: These Cookies allow us to remember choices You make when You use the Website, such as remembering your login details or language preference. The purpose of these Cookies is to provide You with a more personal experience and to avoid You having to re-enter your preferences every time You use the Website.

For more information about the cookies we use and your choices regarding cookies, please visit our Cookies Policy.

Use of Your Personal Data

The Company may use Personal Data for the following purposes:

- **To provide and maintain our Service**, including to monitor the usage of our Service.
- **To manage Your Account:** to manage Your registration as a user of the Service. The Personal Data You provide can give You access to different functionalities of the Service that are available to You as a registered user.
- **For the performance of a contract:** the development, compliance and undertaking of the purchase contract for the products, items or services You have purchased or of any other contract with Us through the Service.
- **To contact You:** To contact You by email, telephone calls, SMS, or other equivalent forms of electronic communication, such as a mobile application's push notifications regarding updates or informative communications related to the functionalities, products or contracted services, including the security updates, when necessary or reasonable for their implementation.
- **To provide You** with news, special offers and general information about other goods, services and events which we offer that are similar to those that you have already purchased or enquired about unless You have opted not to receive such information.
- **To manage Your requests:** To attend and manage Your requests to Us.

We may share your personal information in the following situations:

- **With Service Providers:** We may share Your personal information with Service Providers to monitor and analyse the use of our Service, to show advertisements to You to help support and maintain Our Service, to contact You, to advertise on third party websites to You after You visited our Service or for payment processing.
- **For Business transfers:** We may share or transfer Your personal information in connection with, or during negotiations of, any merger, sale of Company assets, financing, or acquisition of all or a portion of our business to another company.
- **With Affiliates:** We may share Your information with Our affiliates, in which case we will require those affiliates to honour this Privacy Policy. Affiliates include Our parent company and any other subsidiaries, joint venture partners or other companies that We control or that are under common control with Us.

- **With Business partners:** We may share Your information with Our business partners to offer You certain products, services or promotions.
- **With other users:** when You share personal information or otherwise interact in the public areas with other users, such information may be viewed by all users and may be publicly distributed outside. If You interact with other users or register through a Third-Party Social Media Service, your contacts on the Third-Party Social Media Service may see You name, profile, pictures and description of Your activity. Similarly, other users will be able to view descriptions of Your activity, communicate with You and view Your profile.

Retention of Your Personal Data

The Company will retain Your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use Your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

The Company will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period, except when this data is used to strengthen the security or to improve the functionality of Our Service, or We are legally obligated to retain this data for longer time periods.

Transfer of Your Personal Data

Your information, including Personal Data, is processed at the Company's operating offices and in any other places where the parties involved in the processing are located. It means that this information may be transferred to — and maintained on — computers located outside of Your state, province, country or other governmental jurisdiction where the data protection laws may differ than those from Your jurisdiction.

Your consent to this Privacy Policy followed by Your submission of such information represents Your agreement to that transfer.

The Company will take all steps reasonably necessary to ensure that Your data is treated securely and in accordance with this Privacy Policy and no transfer of Your Personal Data will take place to an organization or a country unless there are adequate controls in place including the security of Your data and other personal information.

Disclosure of Your Personal Data

Business Transactions

If the Company is involved in a merger, acquisition or asset sale, Your Personal Data may be transferred. We will provide notice before Your Personal Data is transferred and becomes subject to a different Privacy Policy.

Law enforcement

Under certain circumstances, the Company may be required to disclose Your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

Other legal requirements

The Company may disclose Your Personal Data in the good faith belief that such action is necessary to:

- Comply with a legal obligation
- Protect and defend the rights or property of the Company
- Prevent or investigate possible wrongdoing in connection with the Service
- Protect the personal safety of Users of the Service or the public

- Protect against legal liability

Security of Your Personal Data

The security of Your Personal Data is important to Us but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While We strive to use commercially acceptable means to protect Your Personal Data, we cannot guarantee its absolute security.

Children's Privacy

Our Service does not address anyone under the age of 13. We do not knowingly collect personally identifiable information from anyone under the age of 13. If You are a parent or guardian and You are aware that Your child has provided Us with Personal Data, please contact Us. If We become aware that We have collected Personal Data from anyone under the age of 13 without verification of parental consent, we take steps to remove that information from Our servers.

We also may limit how We collect, use, and store some of the information of Users between 13 and 18 years old. In some cases, this means We will be unable to provide certain functionality of the Service to these users.

If We need to rely on consent as a legal basis for processing Your information and Your country requires consent from a parent, we may require Your parent's consent before We collect and use that information.

Links to Other Websites

Our Service may contain links to other websites that are not operated by Us. If You click on a third-party link, you will be directed to that third party's site. We strongly advise You to review the Privacy Policy of every site You visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third-party sites or services.

Changes to this Privacy Policy

We may update our Privacy Policy from time to time. We will notify You of any changes by posting the new Privacy Policy on this page.

We will let You know via email and/or a prominent notice on Our Service, prior to the change becoming effective and update the "Last updated" date at the top of this Privacy Policy.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

Contact Us

If you have any questions about this Privacy Policy, you can contact us:

- By visiting this page on our website: <https://vinci.ici.ro/>

Privacy Policy of <https://vinci.ici.ro/>

Sales Pilot CMD VINCI kits (insole + Watch + app)
Connected Medical Devices

Description:

The VINCI kits – The Human Link are designed to improve the quality of life of older adults (people aged 65 plus). The VINCI kits are a non-intrusive clinically validated way of monitoring and support for older adults. In 2017, nearly one fifth of the EU population was aged 65 and more³. The Clients for the VINCI kits are the family members and caregivers of older adults. The VINCI kits will be sold via CMD sales channels (Hospitals, Distributors, Online)

The aims of the pilot are:

- Validate the VINCI Kits Commercial buyer type
- Validation of VINCI Kits Pricing
- Validation of VINCI Kits sales Channels
- Obtain Feedback from customers

1. Customer Needs:

- a. Older adults become static, and their quality of life can decrease dramatically
 - i. Affected aspects of life:
 1. Health
 2. Social relationships
 3. Independence
 4. Psychological and emotional

2. Company Skills

- a. Connected Medical Devices (CMD) is an innovative Start-up that creates assistive connected devices by using the Internet of Things (IoT) technology to create a link between patients suffering from different afflictions and their caregivers and families, thus creating a Human Link. The goal is to create an ecosystem of devices that touch the needs of people suffering from a range of different diseases as Alzheimer's disease, Diabetes and obesity. CMD is selling directly or through partners assistive devices in Romania and in Greece
- b. Sales Channels
 - i. Online
 1. Website
 2. Partner Online web shops
 3. Social Networks
 - ii. Offline
 1. Medical Devices Distributors
 2. Pharma

³ https://ec.europa.eu/eurostat/statistics-explained/index.php/Population_structure_and_ageing

3. Hospitals

3. Purpose: have a sales Pilot of VINCI Kits (Insole + watch) in 2 countries – Romania and Cyprus
 - a. 30 pieces of VINCI kits sold in Romania
 - b. 30 pieces of VINCI kits sold in Cyprus
4. Period of Sales Pilot:
 - a. End of 2020 for 60 Days
5. Target pilot's market:
 - Caregivers of older adults with or without mild cognitive impairment
 - o 30 – 55 years old
 - o Medium to high income
 - o Have a smartphone
6. Sales channels:
 - a. Online
 - b. Local hospitals
 - c. Medical devices Distributors
7. Pricing:
 - a. Pricing will be defined before the Pilot and will be available for the whole period of the pilot
8. Activities:
 - a. Marketing activities:
 - i. Product:
 1. VINCI Kits
 - ii. Pricing – CMD 30 days before the Pilot
 - iii. Promotion
 1. Online
 2. Offline
 - iv. Placement:
 1. Online:
 - a. Availability in CMD site
 - b. Posts on Social Networks
 - c. paid commercials
 2. Offline:
 - a. CMD partners
 - i. Hospitals
 - ii. Pharmacies
 - b. Magazines
 - b. Making VINCI Kits available online

9. Evaluation of the pilot:

- a. Income from the number of pieces sold
- b. The existence of a sales pipeline
- c. Interest from customers
- d. Customer reaction

Gantt chart:

Actions	Weeks															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
Pricing	█	█														
Prepare Online and Offline Marketing materials			█	█												
Sales Channels Communication			█	█	█	█										
Online Presentation of Vinci Kits			█	█	█	█	█	█	█	█	█	█	█	█		
Preorder phase			█	█												
Online sales					█	█	█	█	█	█	█	█	█	█		
Delivery to offline sales partners						█										
Offline sales start							█	█	█	█	█	█	█	█		
Conclusions Rapport and Disemination															█	

This document prepared for the project, is in folder: [Dropbox/AAL2017/workplan/WP5](#)
 Partners involved in this task are detailed in the first page of this deliverable.

