

MARKET INFORMATION

Facts and figures of CARU in the marketplace

In which countries is CARU already available?
Switzerland and Germany.

Do you intend to enter new national markets in the next few months? If yes, in which countries?

Germany for B2C, Austria and Belgium for the AAL project.

In which market segment do you operate?
Care and assisted living facilities and private homes.

Describe your typical customer?

Older adults who don't typically communicate via smartphone and have a higher demand for safety.

Who are your main competitors?

Standard panic buttons that do nothing.

How has Covid-19 affected your target market?

Heavily as no visits of care facilities have been possible, so we switched to B2C clients.

What problem is CARU addressing?

The reasons to move into a care facility or assisted living are safety concerns, that people have trouble carrying out household chores and social isolation. With CARU we (will) support with these three topics and hence empower older people to stay at home. CARU is a voice-controlled communication hub that also does ambient monitoring for activity tracking.

Why is CARU better than what is already available?

Because it empowers people with a simple-to-use device to age in place. It does that by ensuring social inclusion, safety and autonomy.

Is there a growing market for CARU?

With more and more older adults choosing to age in place, the market is rapidly growing.

Do you mainly sell B2B or B2C?

Both.

What are your main distribution channels?

Direct sales (online for B2C and offline for B2B).

What is the business model for CARU? eg. monthly fee, one-off payment, etc.

One-off plus monthly.

Do you offer different versions of CARU? eg. basic, premium, etc.?

Currently not, but this is planned.

How many users are already using your CARU?

About 100.

How does this compare with the overall potential of the market?

In Switzerland and Germany alone, there is an overall minimum market potential of 1 million users.

