MARKET INFORMATION

Facts and figures of CogvisAI in the marketplace

In which countries is cogvisAI already available? Austria, Germany, Switzerland, Russia, Latvia, Portugal, Sweden

Do you intend to enter new national markets in the next few months? If yes, in which countries? Yes, we have potential partners and customers from the US, Australia and China.

In which market segment do you operate? Care facilities and hospitals, rehabilitation facilities, senior residences and assisted living.

How can you describe your typical customer? Healthcare and eldercare facilities.

Who are your main competitors? Conventional fall detection solutions like mats and bars, for example. Other sensors with comparable features, but not the variety we can offer.

How has Covid-19 affected your target market? During Covid-19 those in elder care facilities as well as in hospitals needed to be protected while proper care and medical treatment were still provided. Social isolation was an issue too while contact between patient and nursing staff needed to be reduced.

What problem is cogvisAI addressing? It detects critical falls or high-risk situations, absence, aggression, suicidal tendencies and triggers an alarm to carers. Routine tasks can, therefore, be reduced so staff can invest more time in caring for patients. It also helps reduce costs (cleaning fall detection mats is no longer necessary) and enables adjustment to needs.

Why is cogvisAI better than what is already available? Our 3D smart-sensor is reliable and offers multiple modules – the same sensor can be used to detect a fall, detect absence or operate lights. If a different patient moves into the same room the settings can easily be changed and tailored to his or her individual needs. For a mobile person with dementia, the absence detection can be activated, triggering an alarm when the person wanders. For a person who walks very insecurely and tends to fall, the fall prevention can be activated, triggering an alarm when they get up, sit up or stand up so a nurse can the assist before a fall.

Is there a growing market for cogvisAI? Yes. We have an ageing population and a need for high-quality, affordable care.

Do you mainly sell B2B or B2C? Currently, mainly B2B but we are considering B2C as well.

What are your main distribution channels? Direct distribution (mainly in Austria) and sales partners in other countries.

What is the business model cogvisAI? eg. monthly fee, one-off payment, etc. One-time for the device; a monthly fee for module(s).

Do you offer different versions of cogvisAI? eg. basic, premium, etc.? Customers can pick modules and will be charged only for these.

How many users are already using cogvisAI? Our system is in more than 80 care homes .

How does this compare with the overall potential of the market? Within the last two years, a perfect product market fit was developed. Starting with Fearless, the intelligent fall sensor, we developed our new product cogvisAI, now focusing on scaling up internationally.

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PROGRAMME