



SILVERGENIE

Compassion | Competence | Continuity | Consistency

FEBRUARY 11, 2022

The Indian seniors are a vulnerable group, prone to chronic health conditions, isolation leading to loneliness & financial dependence

Emotional & Cognitive

1 in 2

elders suffer from loneliness



20% elderly need psychological counselling

10x

Undiagnosed depression is at 8.3%, while reported cases are only 0.8%

Mobility & Disability

11%

Elders have at least 1 form of physical or mental impairment



37% elderly have low visual acuity

43%

Elderly use aids or supportive devices

Awareness & Knowledge

~45%

Of elders are not aware of govt. schemes

<28%

Of elders are not aware of senior citizen concessions

12%

Of elders are not aware of Maintenance and Welfare of Parents and Senior Citizens Act-2007

Financial

43%

Elders are fully financially dependent on others



67%

Female elders are fully financially dependent

78%

Elders neither receiving nor expected to receive any pension

Living arrangements

18%

Elders live alone or with spouse

20hrs per week

On an average is spent by an elderly on care giving for grandchildren

Health Status



75% of elders suffer from chronic health conditions

23%



Prevalence of falls & injuries is higher in elders

19%



20.7% RSBY
~7% Others

26% Elders covered by health insurance coverage



SILVERGENIE

Personalized Care for who cared for us

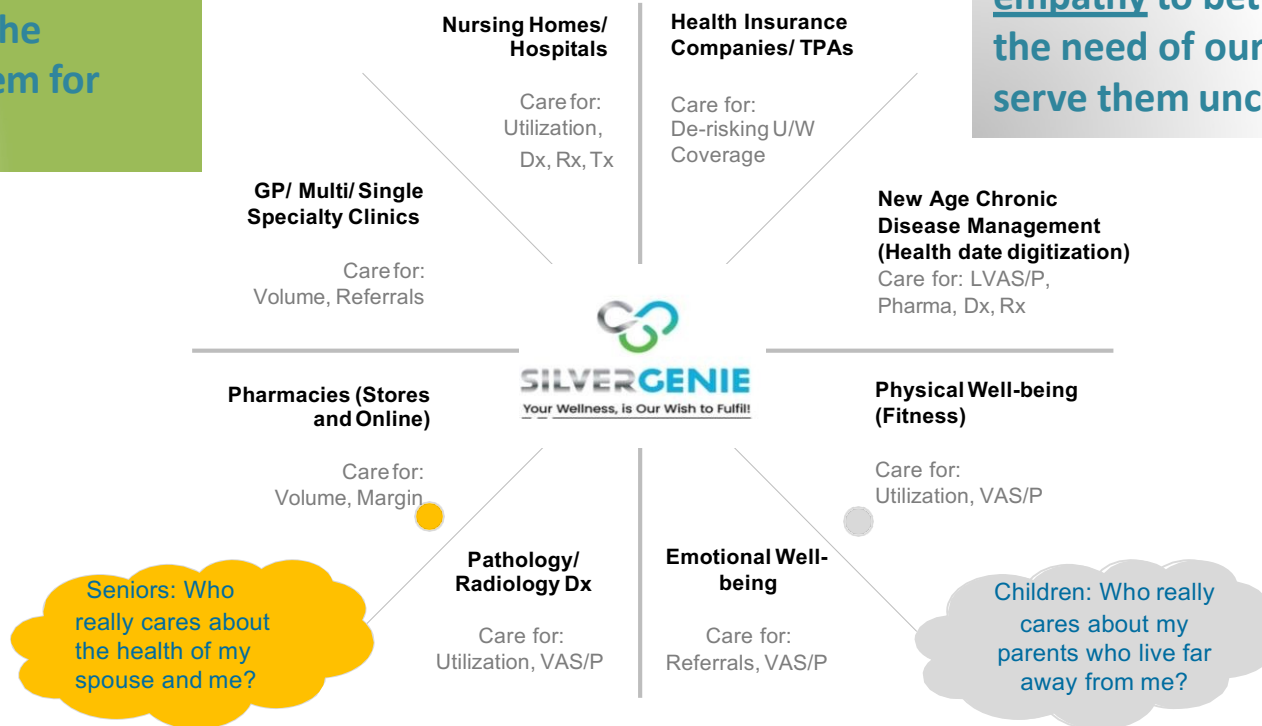


Active Senior Citizens (60-75 years) in India are left to navigate the healthcare system on their own with no system participant taking accountability, COVID has made the problem worse

Vision: SilverGenie would like to empower the senior citizens who seek a trusted partner helping them navigate the healthcare system for better results

Misaligned incentives in the India Healthcare System

Mission: We will be an enabler who combine technology, clinical expertise and human empathy to better understand the need of our customers and serve them uncompromisingly



Values: We will be passionate about quality and upholding the trust of those who believe in us. We will always be transparent and work in our customer's best interest.

Market Analysis: The Elderly In India

300+ Million by 2050
20% of the population
New Consuming Class

Health of the 138 million Elderly in India

3.7 million suffer dementia
50 million suffer from poor vision
1.6 million annual stroke cases
1 in 3 suffer from arthritis
1 in 3 has hypertension
1 in 5 has diabetes
1 in 5 has auditory problems
1 in 4 suffer from depression
1 in 10 falls and sustains a fracture
1 in 3 bowel disorder
Cancer is 10 times more common.

Young Old

Old Old

Very Old

Milestones 2021-22

Launched the Beta service 3 months ahead of schedule as a social responsibility in response to Wave 2 Pandemic - March 2021. Handled 20 critical cases during wave 2, 10 cases in Wave 3 till date, featured in ET Prime and online customer testimonials where life and death cases were won

Built a senior community of 2000+ seniors primarily word of mouth in 3 months - Whatsapp Channel launched with pertinent information, curated information directory for seniors, doctor seminars and validated credible information for COVID response guidelines (free of cost). Created over 125+ PHR and facilitated. Doctor patient interaction

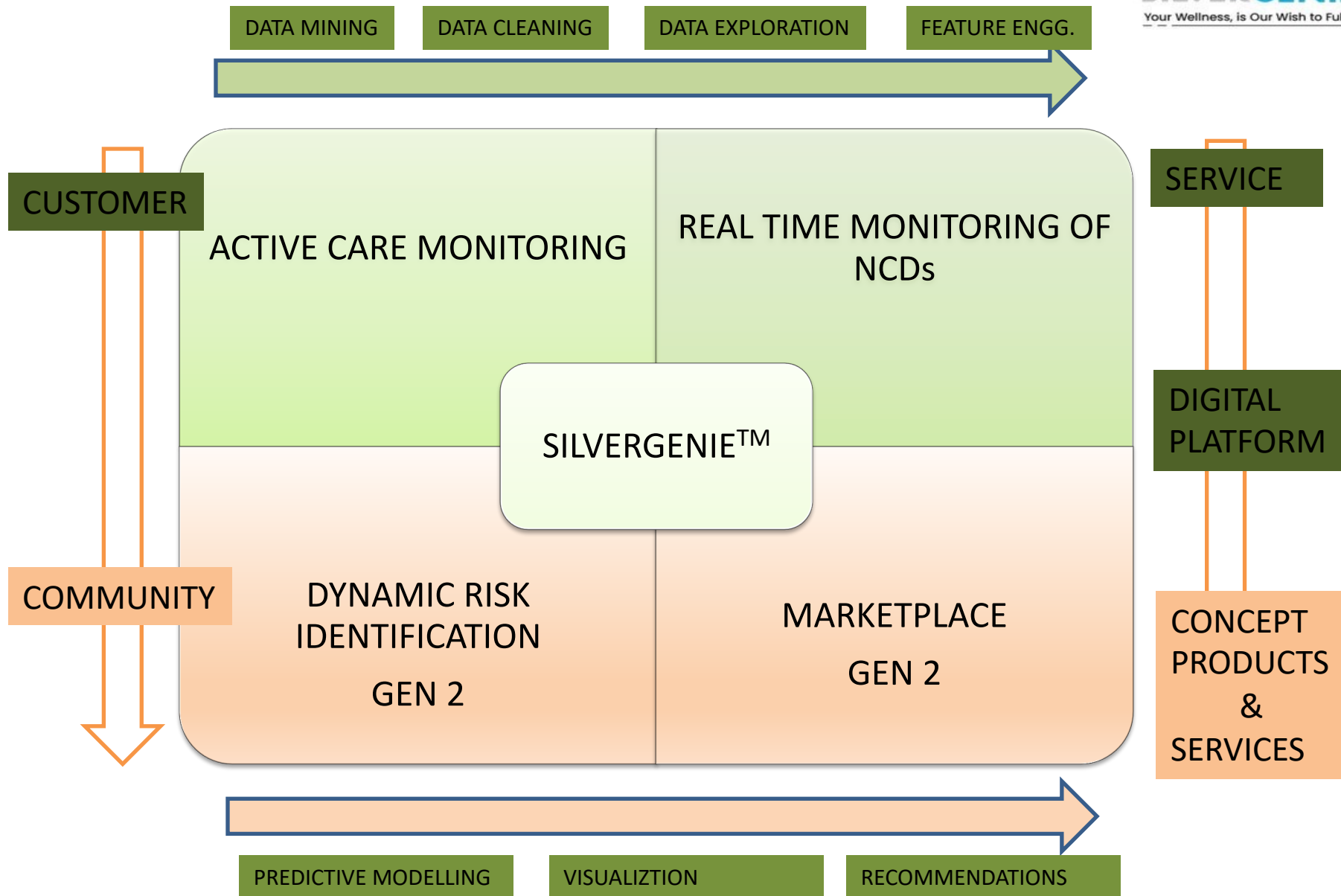
Launched tele-wellness, COVID at home monitoring and post hospitalization packages followed by preventive care packages- FY 21 TD revenue 12 lakhs with total paid customers served over 100 and many more over free whatsapp channels, social media and targeted seminars . 80 percent customers are repeat and continuing

Gen 1 Tech Platform launched with integrated CRM, analytics and PHR/EHR with integrated workflow management. Gen 2 platform conceptualization in progress based on predictive analytics and decision support system

Launched a program on Active Type 2 diabetes management by partnering with a leading wearable company in the world (initial cohort 100, pilot program in progress). Modeling efforts in progress to triangulate data from wearables, diagnostics and concierge captured customer inputs (qualitative and quantitative)

Raised angel funding of USD 100,000 coupled with promoter boot strapping of 25lakhs INR Built a team of 10 FT/PT employees spread across Delhi/NCR, Kolkata, 90% are customer facing

Product Framework



CARE OFFERINGS

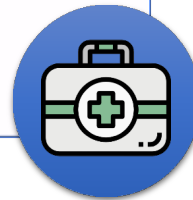
Preventive Offerings

- ❖ Active management of NCDs (diabetes, cardio, respiratory, etc.)
- ❖ SilverGenie Concierge support
- ❖ Personal Health Record
- ❖ Tele-wellness services
- ❖ Remote monitoring & updation
- ❖ Personalized health support & regular tracking



Curative Offerings

- ❖ Timely access to health care
- ❖ Dedicated Relationship Manager
- ❖ Family counselling
- ❖ Family involvement to design customized curative & post-rehabilitative care plans
- ❖ Regular remote body vitals monitoring
- ❖ Tele-consultations



Rehabilitative Offerings

- ❖ Post-operative care
- ❖ SilverGenie Concierge Support
- ❖ Remote monitoring & updation
- ❖ Arranging manpower support
- ❖ Training of patient care givers



CARE OFFERINGS

Promotive Offerings

- ❖ Patient engagement activities
- ❖ Access to Exclusive Webinars
- ❖ Dedicated Web App & Whats App Platform
- ❖ Exclusive healthcare content access
- ❖ Regular newsletters



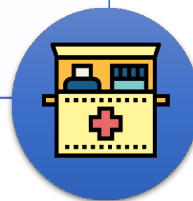
COVID Offerings

- ❖ Post-COVID Dos & Don'ts guidance
- ❖ SilverGenie Concierge support
- ❖ Tele-consultations
- ❖ Personal Health Record
- ❖ Regular remote body vitals monitoring & regular updation



Flexible Offerings

- ❖ For those who wish to mix & match the offerings of multiple offerings, SilverGenie offers a Flexible Plan. A fully-customized plan, as per requirements, can be created by the SG Team.
- ❖ Corporate players, RWAs, Senior Residencies, are all candidates for the SG Flexible Plan



THE NON COMMUNICABLE DISEASE JOURNEY

Aim : Reduction in Type 2 Diabetes Mellitus in Seniors and Pre-Seniors

Duration: 100 days

Personnel and Tools :

Dedicated Health Coach and Tech Coach

Domain Expert

Fitbit Inspire2HR

SilverGenie Wellness Platform

PHASE 1 : INITIATION

- Orientation with Inspire2 HR
- Diagnostic Tests
- Doctor Consultation
- Fitness Consultation
- Nutrition Consultation

PHASE 2 : MAINTENANCE

- Weekly Follow Up with Health Coach
- Awareness & Education
- Follow Up Fitness Consultation
- Follow Up Nutrition Consultation
- Wellness Quotient
- Contests

PHASE 3 : CLOSURE

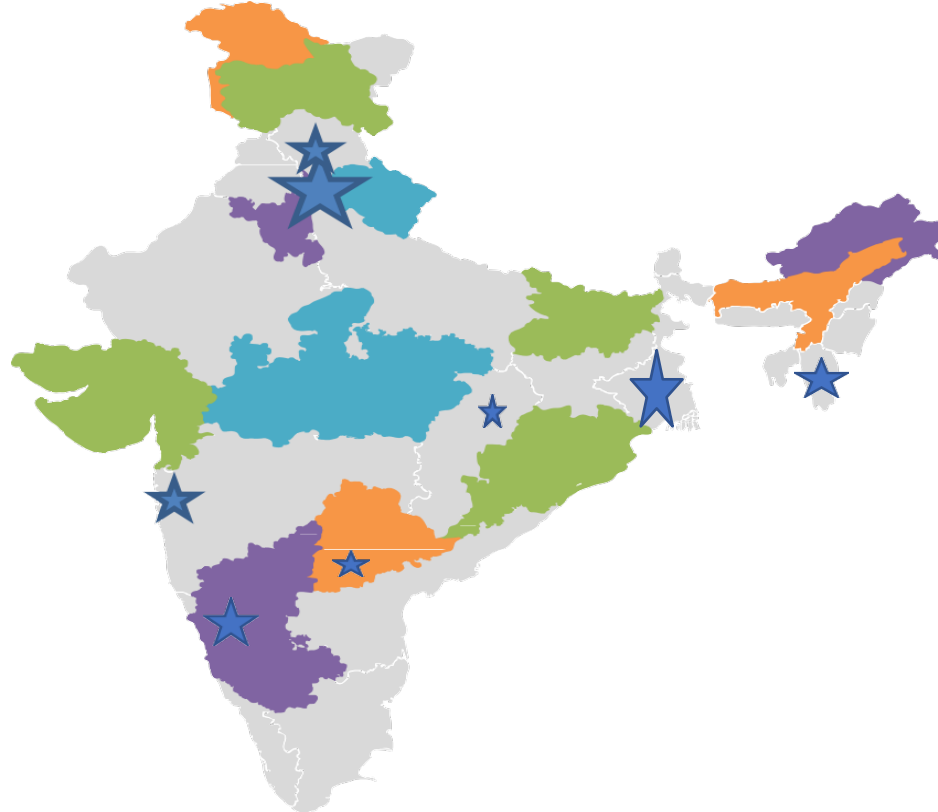
- Weekly Follow Up with Health Coach
- Focus Group Discussions
- Sharing of Best Practices
- Diagnostic Tests
- Doctor Consultation
- Documentation

Key Indicators Tracked

Glucose Markers : HbA1C, Fasting Glucose, Lipid Profile, KFT

Healthier Lifestyle : Wellness Quotient

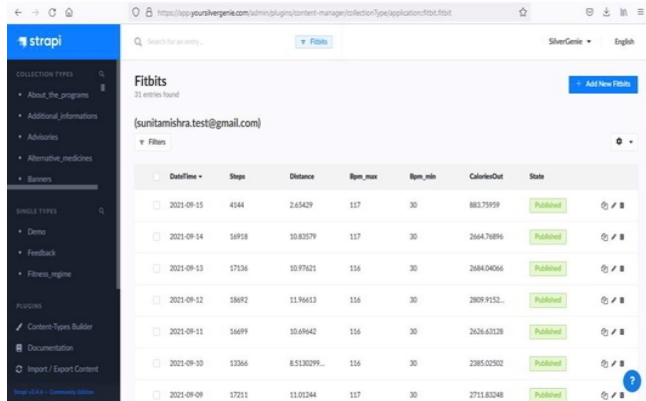
SilverGenie Wearables Program: Early Results



- Average decrease in HbA1c : 0.3%
- Average decrease in fasting blood sugar: 11.2 mg/dl
- Average decrease in low density cholesterol : 11.9 mg/dl

Examples of Phygital Model

We aptly use the combination of our phygital model/apps & health coaches to take care of our members



Date/Time	Steps	Distance	Spm_max	Spm_min	CaloriesOut	State
2023-09-13	4344	2.65429	117	30	863.79519	Published
2023-09-14	54918	10.83579	117	30	2464.74896	Published
2023-09-13	17136	10.97621	116	30	2484.04066	Published
2023-09-12	18692	11.96613	116	30	2809.9152...	Published
2023-09-11	15699	10.6942	116	30	2626.63128	Published
2023-09-10	11366	8.5130299...	116	30	2385.02502	Published
2023-09-09	17211	11.01244	117	30	2711.83248	Published



Meal Type	Time	Meal
Wake up Time	03:00 AM to 10:00 AM	One glass of warm boiled water (over 1hr + 30min) (warm water)
Breakfast	08:00 AM to 09:00 AM	1st + 2nd (Cook Cornflakes with milk) + 3rd (Santitas + Honey + 1st)
Midday-1	01:00 PM to 02:00 PM	1st + 2nd (Cook Cornflakes with milk) + 3rd (Santitas + Honey + 1st)
Midday-2	02:00 PM to 03:00 PM	1st + 2nd (Cook Cornflakes with milk) + 3rd (Santitas + Honey + 1st)
Lunch	03:00 PM to 04:00 PM	1st + 2nd (Cook Cornflakes with milk) + 3rd (Santitas + Honey + 1st)
Afternoon	04:00 PM to 05:00 PM	1st + 2nd (Cook Cornflakes with milk) + 3rd (Santitas + Honey + 1st)



Emergency Services



It's always good to be prepared in advance. With our emergency services, we'll be your partner during unforeseen health scares.

We understand the unpredictability of life, but that shouldn't hinder your well-being. With our comprehensive emergency support service, we'll ensure holistic care for you. From sickness to health, here are the promises we intend to deliver:

Preparedness Support

To set up your emergency protocols, we will create an Emergency Preparedness Form with details we receive from you, so that we can help you and your loved ones during an emergency, without losing any time.

- Ambulance Support
- Hospital Support
- Post-discharge Support
- Health-monitoring Support
- Genie Care Support

My First Personal Health Record (PHR)



Created On: 08 Mar 2021

Personalized care for those, who cared for us

Tapas Chatterjee
Male 62 Yrs
Email ID: tapas_chatterjee17@yahoo.co.in
Contact Number: +91 9433311710
Address: 20, Bontihari Bose Road, Howrah, West Bengal (India) - 71101
Blood Group: B +ve

Emergency Contacts

Personal
Neelanjana Chatterjee
+91 9036418350

Doctors

Pharmacies/Hospitals

Prescription Medicines

Prescription medications you are currently taking:

Prescribed By	Medicine Name	Dose	Dosage	When to Take
Dr. S K Basu Internal Medicine	Telma	40 mg	1	Morning
	Zoryl MP	1 mg	1	Morning
	Tenepure	20/1000 mg	1	After Dinner
	Avas	10 mg	1	After Dinner
	Alfusin	10 mg	1	After Dinner

Diagnostic Services

Diagnostic services in the last 3 months:

Labs/Hospitals	Test Name	Date	Result
Apollo Diagnostic Centre	USG KUB & Prostate	18 Jul 2020	Mild Prostate megaly (Grade1)
	HB	01 Aug 2020	13.50 gm/dl
	Plasma Glucose PP	29 Aug 2020	143 mg/dl
	HBA1C	01 Aug 2020	6.9
	RBC	01 Aug 2020	4.8
	WBC	01 Aug 2020	6.6
	ESR	01 Aug 2020	12

Chronic Conditions

Blood Pressure: 136/90
Diabetes: 151

Tele-wellness



Emergency Services



Wellness Resources



SG Plans



Bimla's Wellness Resources

Thanks for taking the assessment!

Here's your score...
43 %
KEEP IT UP!

TIME PERIOD	SCORE
14 September 2021	34 %
14 September 2021	36 %
10 September 2021	20 %

For a detailed analysis, you can connect with Genie.

CONTACT GENIE

We will remind you when next assessment is available for you

Business Model:

Build a Data Driven Solutions Model

Key Partners:

- Pool of specialist doctors
- Wearable Companies
- Pathology & Diagnostic centres
- Telemedicine Providers
- Insurance Companies

Key Activities:

- Subscription process
- Target outcomes with baseline measurement
- Retention of subscribers
- Feedback and continuous improvement

Channels:

- Digital Platform
- Community Champions
- Customer Referrals

Value Proposition

- 24X7 dedicated concierge service
- Inbound & Outbound dialler
- Proactive, Preventive Healthcare
- Network of community champions
- Electronic Health Record
- AI/advanced data intelligence

Revenue Model:

- Short, Medium and Long term subscription plans for Seniors
- Customized B2B Solutions
- Market Place

Operational Scale-Up Model

- Phase-I Delhi, NCR, Kolkata
- Phase-II North East & Bangalore
- Phase III PAN India

Core Team



Over 50+ Years Combined Experience Global Healthcare, Innovation, Business Excellence and Empathy

Poulomi Bhattacharya, PhD

St. Stephen's College
TexasA&M University
*Innovation, Business
Development*

Supriya Bhattacharyya

U. British Columbia
*Community Mobilization
Channel Development*

Sudeepta Ganguli

Delhi University
Consumer Sales

Faisal Ahmed

BITS, Pilani
Product

Prasenjit Banerjee, PhD

NIT, Durgapur
Technology

Manish Agarwal

IITK, IIMA
Finance

Investors, Advisors & Angels

Siddhartha Bhattacharya

Secretary General,
NATHEALTH

Varun Girilal

Co-Founder, Mitraz Financial
Services

Priya Chittilappilly

Executive Director, Wonderla

Nandini Mascharak

University of California
Santa Cruz

Bishnu Bhattacharyya

Google Inc

Neeraj Gupta

Wireless Solutions

Recognitions 2021-2222



Featured in National Daily

ET Prime
ET Prime

MEITY; GOI

STPI OctaNE 2.0
Grant and Incubation Support
In North East

CHUNAUTI 2.0

SilverGenie has been adjudged among the **Top 75 start-ups** under the honorable **Government of India's** prestigious **Next Generation Incubation Scheme**, from 6700+ applications across the country.

Preparing For Scale Up: 12-18 months



THANK YOU