

**BUSINESS HIGHLIGHTS**

Developed by MIT graduates, the Company is a proactive medical alert service that enables high-risk aging and disabled consumers to live independently at home. The Company was founded in Boston in 2010.

Specialized in Wearable Computing and Machine Learning/AI, the Company has developed patented power-efficient methods to sample and transmit personalized safety and wellness data to remote care teams 24 hours per day providing a technical advantage for monitoring patients with multiple health conditions.

The Company's clients include Fortune 500 health plans Anthem, BCBS, Centene and United Healthcare. The Company has received awards from the NIH, AARP, Amazon Web Services and the Cleveland Clinic.

**MAJOR HEALTH PLAN CLIENTS**

**RECOGNITION**

Best Medical Alert System for Compliance Monitoring 2019 by Caring.com


**MANAGED CARE CLIENT CUSTOMER RETENTION**

100%

**CALL CENTERS**

Idaho  
Utah

**INVESTMENT APPEAL**

**Patented Products:** The Company holds three patents that feature utilizing power-efficient, wearable computing and machine learning/AI to sample, transmit and escalate personalized safety and wellness data 24 hours/day without requiring battery recharging. The power efficiency provides the key advantage.

**Extensive and Growing Customer Database:** The Company has materially expanded its subscriber base in a short amount of time. Specifically, the Company's database comprises 2,700 subscribers and 32 active Managed Care Organization accounts.

**Market Size:** The addressable market size of seniors in the US and Canada is 52 million with only 6.5% of the market penetrated by the overall industry.

**Domestic and International Growth Opportunities:** has partnered with leading Medicaid & Medicare Dual Eligible health plans across the US. The Company has the potential to expand outside the US, specifically in Europe and Asia.

**Focus on Innovation:** The Company has significantly grown its Managed Care Organization accounts and subscriber base through the introduction of technologically advanced products and services.

**REVENUE SOURCES**

	2018	2019
Managed Care Organizations	69%	87%
Individual Consumers	31%	13%

**FUNDED BY NIH**

**National Institutes of Health**
**2018 REVENUE BY GEOGRAPHIC MARKET**

New Jersey	32%
Minnesota	18%
Massachusetts	12%
Texas	8%
Iowa	4%
Other	26%

**Tom Goltz**  
 M&A Advisor  
 Email: tgoltz@generational.com  
 Phone: 617-686-2824



**Generational Equity**  
 125 Park Avenue, 25th Floor  
 New York, NY 10017  
 F. 972 392 8538