

## Part 1: "Elevator" Introduction

### Brief elevator pitch for your company

Three years ago, my Mother was diagnosed with Early-Onset Alzheimer's Disease. I have been witnessing the slow degradation in her ability to remember, communicate, perform activities of daily living and ultimately to function independently. This forces reliance on a caregiver and can lead to social isolation and other behavioral symptoms such as depression, anxiety, and irritability. There are a number of medications including anti-depressants and anti-psychotics to treat these symptoms, but many have harmful side-effects including death. Zenjoi proposes an alternative in the emerging field of treatment known as digital therapeutics, or software-as-medicine. We are using the new computing platform of virtual reality to create personalized treatment experiences for people living with dementia.

## Part 2: Market and Industry Analysis

### How large is your market? What market segments are you going after and why?

There are currently over 5.5 million Americans that are living with Alzheimer's Disease and 5,400 memory care communities. We are initially targeting the memory care facility segment and will evolve to the in-home caregiver market.

### Is this market growing? How fast?

The market is predicted to increase 40% by 2025

### Who is in the market already? What is the nature of competition – direction, indirect, substitutes?

**AppliedVR:** (TechStars) VR for clinical settings, focusing on pain management [Indirect]

**Rendever:** (MIT) VR for eldercare settings [Direct]

**SolisVR:** (Australia) VR for eldercare settings [Direct]

**Alkili Interactive:** (Venture backed) Mobile game digital therapeutic to treat ADHD [Indirect]

**Dthera Sciences:** Tablet-based Reminiscence Therapy for memory care facilities [Indirect]

**Zenjoi:** *personalized VR experience for persons with dementia combining several proven therapies*

## Part 3: Go-to-Market Plan

### Who are (will be) your customers? Describe your engagement / discussions with them to date. Have you validated their needs? Prove they are buying (or will buy) your product from you.

Initial customers will be memory care communities who are seeking to provide the highest quality of care for their residents and strive to use the most innovative strategies as a differentiator to attract new customers. We have begun discussions with over 10 memory care communities in Phoenix who are ready to beta test our product. We have confirmed that many of these facilities are paying for digital software (touchscreen) based activity programs and are open to new forms of beneficial daily activities/therapies.

### Describe how you win customers today. Describe your future customer acquisition strategy.

Current customer acquisition strategy is through direct sales and digital marketing. In person demonstration is currently necessary to convey the immersive nature of a virtual reality experience. As we scale, the availability of virtual reality technology will become more ubiquitous and affordable and will transition into in-home use. We will drive customers to our online presence through free informational articles and videos related to dementia.

### How will you displace any incumbents/competitors? How are you better/different than your competitors? What's your channel/partnership strategy, if any?

We are actively working with leading Alzheimer's research institutions to establish a pilot program which will help to validate the benefits of personalized virtual reality for persons with dementia. This validation in conjunction with being a first mover will help create a barrier to entry to incumbents/competitors. We are also building a partnership with a leading virtual reality headset manufacturer which will help expand the reach of our solution.

#### Part 4: Technical Product Description and Plan

##### **Briefly describe your product or service.**

Zenjoi is a personalized virtual reality experience for persons with dementia. Family and friends can curate a selection of music, images, and 360 videos which will be experienced by their loved one. This experience combines music, reminiscence, and simulated presence therapies which have been proven to reduce anxiety and depression, and enhance cognition.

##### **Technology Validation. (What evidence can you present that your product works as advertised? Future validation plans?)**

We have built a working prototype that is used in our own home and have been refining our product based upon this initial user testing. We plan to establish a controlled pilot research study which will help direct feature development and verify the benefits.

##### **Describe the remaining product development risks and your plans to overcome them.**

Need to create a scalable back end that will allow families to upload and change their personalized content. This will be accomplished by integrating our front end VR application with an Amazon Web Services backend. We need to bring on a software developer team member for this purpose.

##### **Describe your product's advantages (features, for example) for end-users vs. substitute solutions (not just direct competitors).**

Virtual reality offers the unique advantage of feeling as though you are completely immersed in a different place/environment. This allows family members to record events and messages in 360 video format which can be experienced across the world, on-demand. This is especially beneficial for residents of memory care communities who are unable to leave the facility and see their loved ones on a consistent basis.

##### **Describe your company's current intellectual property status and plans for the future. (Issued patents? Licensing agreements? Pending patent applications? Trade secrets?)**

We are planning to file a provisional patent for our dementia-based virtual reality experience and will conduct a controlled pilot study to gain validation.

##### **Discussion of any non-IP barriers to entry for your market. Include what you have done to make it difficult for others to challenge you as well as what challenges you may face such as manufacturing arrangements, distribution contracts, partnerships, etc.?**

We are acting as first movers in this space and are partnering with leading research institutions to gain medical backing. Challenges will include the rapidly changing landscape of virtual reality hardware, and thus maintaining a flexible product strategy.

#### Part 5: Risk vs. Talent Narrative

##### **What risks has your team mitigated so far (business-related and technical as it relates to your business)? What are the next few major risk-reduction milestones?**

We are bootstrapping our product development through the beta phase and are actively working to establish a pilot program for user testing and therapeutic validation.

##### **Briefly list and describe your key team members.**

Jacob Hamman: Masters from Harvard Graduate School of Design: Thesis work studying virtual reality interaction design ([www.archiverse.com](http://www.archiverse.com))

Justin Hamman: Computer Science at Grand Canyon University: Front end web development, deep experience as care giver.

Vijay Yarlagadda: Masters Computer Science University of Missouri Kansas City: Machine Learning

##### **Briefly describe any holes in your leadership team. What are your plans to address any recruiting needs in the next 18 mos.?**

We plan to bring on a technical co-founder to act as CTO with depth of experience in back end development as well as a business development team member to help drive our direct sales effort.

##### **Briefly list and describe your key advisors, and their contributions to date.**

Dr. Murali Doraiswamy

Director, Neurocognitive Disorders Program at Duke University

Has provided insights and direction towards properly initiating a pilot research program.