

Televeda Systems, LLC
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Company Overview: Televeda sells a suite of live online educational, wellness and gaming classes to senior living communities and municipalities to alleviate social isolation among the elderly.

Product/Service Overview: Televeda provides “virtual senior centers” to senior living communities and municipalities for a monthly subscription that covers the software, media, data-reporting and tech-support. Our users attend classes either in groups or individually from the comfort of their homes.

Televeda is the only solution that is 1-click accessible without any downloads, device agnostic without OS specifications. We cater programming specifically for this demographic and offer live technical support. Our ability to provide communities predictive analytics on the moods and wellness of residents is something that sets us apart. We use gamification to keep engagement levels high. We engage users in face-to-face interactions rather than having them passively watch a video. It's active, accessible and simple, even for seniors who are not comfortable with technology.

Market Opportunity: Televeda caters to the senior housing market which is reported as \$16.7 billion in publicly announced transactions in the US alone. There are currently 45,000 long term care communities in North America. To date, we have a 100% conversion rate from pilot program to long-term client, and 0% churn rate on all signed contracts.

Since the last 18 months, we have secured enterprise clients and strategic partnerships. We have joint case-studies that have demonstrated: increase in attendance & qualitative engagement (by 900%), increase in resident moods, reduction in operational costs, increased levels of socialization in combating social isolation. Our virtual classes include communities located in California, Washington, Virginia and Canada. By piloting with the City of Chandler in December 2019, our user reach has expanded to 300,000 in Maricopa County alone.

Management Team: Shruti (CEO) is a practicing corporate M&A attorney with experience representing luxury hotels, investors and developers in all types of hospitality and leisure transactions throughout the globe. She also serves on the Board of St. Vincent de Paul. Mayank Mishra (CTO), former attorney and self taught software developer brings experience in live-streaming and telemedicine. He previously worked in an Ed-tech startup that was acquired in 2019 for \$100M. Our advisors include the head of Arizona Health Services, the CEO of a senior living community, and a CMO of a health and technology company.