



MULTIMEDIA BROCHURE



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# INTRODUCTION

Thousands of stories could be told about the elderly, their problems and fears, and just as many about their children and family members who help and care for them every day.



**Maria used to be a teacher.** Her serene smile inspires trust and peace. We like to think that she was one of those understanding teachers, always ready to give her pupils a word of comfort and encouragement.

Maria **is now 72 years old and still self-sufficient**, but, as her daughter Elena puts it, she is beginning to lose her bearings. Maria lives alone in a small flat in the city centre. Elena lives a couple of kilometres away and visits her whenever she can. But between work and the children, there is never enough time.

For a few weeks now, **Elena has been more worried than usual.** Her mother has lost weight and is starting to have memory lapses. She is also finding it harder to move around. Nothing too dramatic, but enough to cause some concern.





Of course, woe betide you if the word carer is mentioned! *«It's not like I'm old and senile or anything!»* says Maria, opening her eyes wide and immediately changing the subject.

But Elena knows that her mother finds it harder to follow a good diet. She always eats the same things and drinks little, or almost nothing, when she remembers. **Sometimes she forgets to take her prescription pills.**

Last Monday, at about 11.30, she received a phone call. *«Elena, Elena, help. I've fallen over! Help!»*

As luck would have it, Maria had her phone with her.

She had remembered to charge it (so often she'd leave it uncharged for hours) and right at that moment, **her strength failed her and she fell.** Nothing serious, luckily. Maria left work in a hurry and went to help.

But...

**We are an old nation, growing older every day.  
Old age brings experience, wisdom and... health problems.**

**An example?**

Every year in Europe we have an epidemic like Covid that kills 200,000 people. I know this is a problem that is hard to grasp.

**What causes it?**

Not taking prescribed medicines.

Of course, understanding the problem is not easy. It's not like a heart attack or a fall. I am not immediately aware of the injury and have less sense of danger. Also, it's not easy to manage all those pills.

*«If I miss it today, maybe I'll take it later». Or «I don't trust all of these pills. I've lived 80 years without taking anything, and I've always been fine».*

*«I don't understand any of this. Too many pills and every time I take them, I feel tired».*

**If one or more of these phrases sounds familiar,  
then you know the situation.**



“  
Old age is  
the most unexpected  
thing that can happen  
to a human being.

—  
LEV TOLSTOY

# FIGURES FOR ITALY



**14 MILLION**  
OVER 65s IN ITALY



**43,5%**

**56,5%**

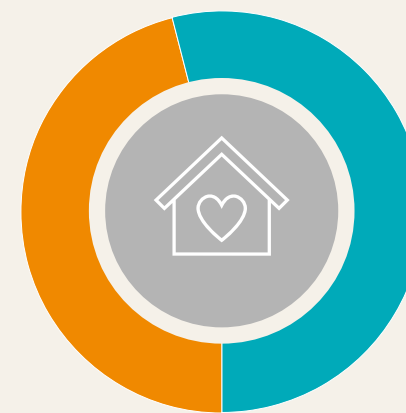


**3 MILLION**  
NON SELF-SUFFICIENT ELDERLY  
**23% OF THE TOTAL**

## BREAKDOWN BY AGE GROUP



## MEMBERS OF HOUSEHOLD



**54%**  
Living with partner

**46%**  
Living alone

## HEALTH



**42,3%**  
3 or more chronic diseases

**22%**  
Severe limitations on daily activity

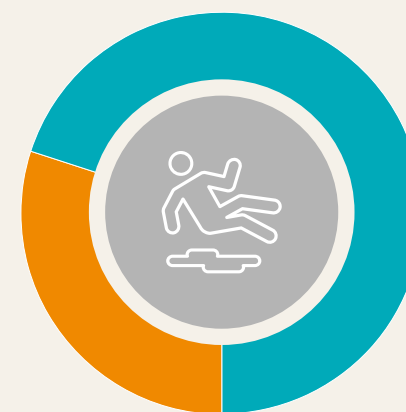
## ADHERENCE TO PRESCRIPTION MEDICATION



**70%**  
Older people who **don't take** their medication regularly

**194,500** deaths in Europe every year due to not taking prescribed medication

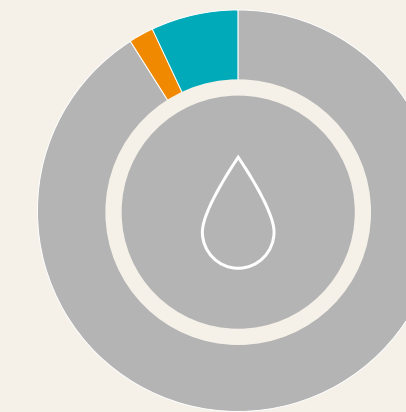
## FALLS



**70%**  
Domestic accidents caused by an accidental fall

**30%**  
Over-75s experiencing a fall each year

## HYDRATION



**OUT OF 10 MILLION HOSPITAL ADMISSIONS OF OVER-65s**

**6,7%** have dehydration as an additional diagnosis

**1,4%** have dehydration as their main diagnosis

# ELDERLY'S PROBLEMS

The geriatrician's viewpoint.

## Marco Domenicali

Geriatrician and Associate Professor at the Department of Medical and Surgical Sciences (DIMEC) of the University of Bologna. Co-founder and President of Mysurable Srl



How would you describe the condition of Maria and other elderly people like her?



*Maria is a 'frail' elderly person. Frailty is where the elderly person runs the risk of becoming disabled following an acute condition that would not in itself be serious, such as a fall or complication related to a chronic disease, perhaps due to not following the prescribed treatment.*





### How would you describe and identify frailty in the elderly?

*The problem is that frailty is difficult to measure or recognise early on. This is why the elderly person's relatives or children, even if living in the same house, might realise that something is wrong but be unable to identify the condition or perhaps confuse it with depression or apathy. Failing to recognise frailty means they can't take preventive action, which means we only intervene when the frailty has become a real disability, with all the implications that this has in terms of poor quality of life and high management costs.*



### Can this condition be mitigated or managed using technology?

*Technology can be very useful for early identification of the first signs of ageing that are beginning to compromise self-sufficiency, through early recognition of events that are very frequent in frail elderly people. This might include things like memory loss, which affects their adherence to therapy, loss of muscle strength which leads to an increased risk of falling, or malnutrition linked to lack of variety in the diet. Recognising these problems early can lead to solutions that not only lighten the load on the family, but also help the elderly person to have a better quality of life. The technology developed by Future Care is an excellent solution in this sense. One example is the solution we have developed with Mysurable ([www.mysurable.it](http://www.mysurable.it)), which is part of the Future Care ecosystem. It allows for the early recognition of denutrition or loss of muscle mass and gives advice on how to counter it.*



# WHAT THE MARKET OFFERS

## How to solve Maria's problem.



Elena is determined to find something that will help her mother, and at the same time give her peace of mind and security. «*They must have invented something*», she thinks as she scrolls through the searches on her phone.

### The points are clear:

«*Mum doesn't stick to the doctor's treatment (and who could, with all those pills). She's getting weaker with each passing day because she eats little and drinks even less.*

*And now there is also the risk of falling*».

Just thinking about that gives her stomach ache.

### OK, but what to buy?

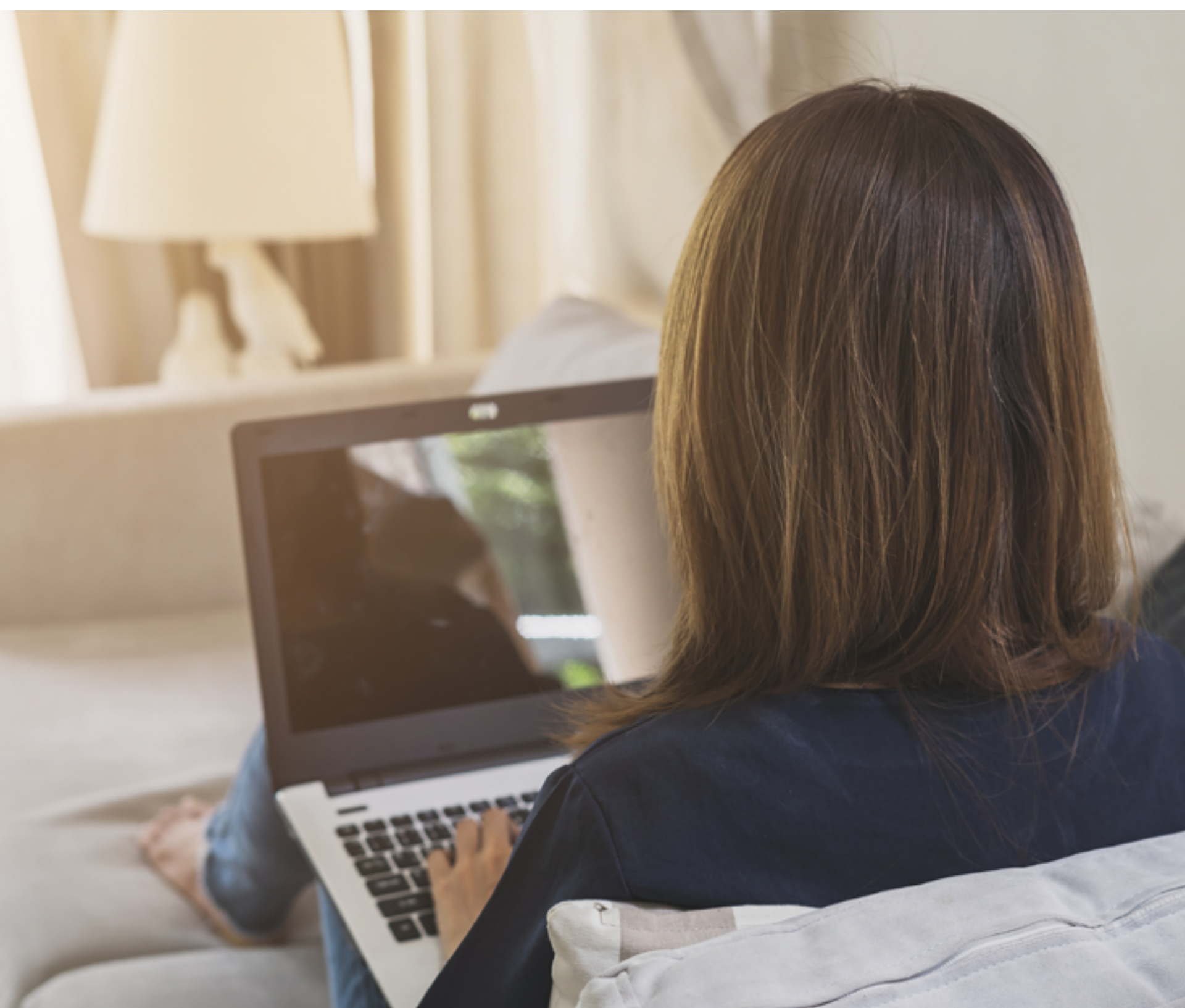
There are so many pill dispensers

«*So I could check that she's taking her pills...*».



Always be nice to your children because they are the ones who will choose your rest home.

PHYLLIS DILLER



For falls, they recommend smart watches *«...but mum really can't stand them, and besides, she doesn't charge her mobile phone, let alone a smart watch. Otherwise there's a personal alarm pendant, but she'd have to wear it all the time and I can't see that happening».*

For food, there are only apps.

For hydration, again, an app. Nothing else.

*«Or I could install monitoring cameras that tell me how she's behaving in the house, what she's doing, when she's going to the bathroom and so on. But that's not really what I need»,* thinks Elena, as she trawls endlessly through the world of ecommerce.

*«So much stuff. Too much. If I take all these items home, they'll end up in a drawer in less than a week. How much would it cost me, after buying, subscribing and installing it all?».*

## So many problems and so many solutions. Too many?

The current market offering specialises in solving a single problem.

All the market players have a vertical approach:  
**ONE PROBLEM > ONE SOLUTION**

There is no solution that can meet all the main needs of the elderly with an integrated HUB kind of logic.

**Medication Compliance > Pill Dispenser and reminder app**  
**Home security > Video surveillance systems**  
**Falls - wearables > Wearable appliances**  
**Vital signs > Measuring devices and wearables**  
**Dehydration > Reminder app**

Carry on at this pace, and the homes of the elderly will look more and more like electronics stores.

## NON-INTEGRATED SOLUTIONS



### ADHERENCE TO PHARMACOLOGICAL THERAPY

- > Manual and automatic pill dispensers



### IMMEDIATE FALL DETECTION

- > Life-saving systems
- > Surveillance cameras
- > Wearables



### ASSISTANCE FOR ADEQUATE HYDRATION

- > App to check hydration

# OUR SOLUTION

At last, the ideal solution for Maria.



She had almost given up, when she finally found something different. A Google ad, while searching for “aids for the elderly”. Looky!

Maria pays a visit to the manufacturer’s website [www.futurecare.it](http://www.futurecare.it). Looky is a **small robot** in the shape of a dog. He is a smart pill dispenser. You load the pills, program the app (Elena has to do it, not Maria) and for a month **Looky takes care of dispensing the medication**, alerting Maria to take the pills and notifying Elena whether or not she has done so. And the delivery drawer opens and closes by itself! Once installed, Maria doesn’t have to do anything for Looky to work, nor does she have to interact with the device in any way.

**That’s not all.**





**Looky** also has mini cameras which, when placed in each room, **can immediately detect falls and send an alarm** to Elena's phone (or to other people chosen by Elena). It will also show her a video of what's happening, so she can immediately recognise the severity of the situation.

The cameras don't record videos (except after a fall), so **Maria's privacy is totally guaranteed**.



**And it doesn't end there.**

This company has also made **a glass that measures how much Maria drinks** and when, and, with Looky, it can remind her to drink. It also allows Elena to see whether her mum takes her pills and drinks at the same time (the pills are water-soluble, so if you don't drink, you don't absorb the medication!).

So Elena can remind Maria to drink before or after taking the pills and can report any problems to the doctor.

Finally, **every time Maria drinks, this hi-tech glass will also measure her vital signs**.

**One solution for all these problems.**

Plus it's an object that Maria uses regularly. No strange gadgets with flashing lights. No cables and cords to connect.

Maria can continue her life as before, while being checked and monitored, and Elena can heave a sigh of relief.

**Finally, Elena starts to smile...**



The Future Care approach starts with the problems experienced by the elderly every day, by offering a single solution for all their needs and going beyond the vertical approach of

**ONE PROBLEM > ONE SOLUTION**

We've created an **ECOSYSTEM** based on a single device and on the transformation of everyday objects into instruments for measuring and monitoring health and safety.

- > We gather and analyse data quickly and easily
- > We use multiple pieces of data to address every single problem
- > We provide detailed information and statistics to caregivers and doctors through a single platform
- > We simplify the life of the elderly, without overwhelming them with a thousand technological devices
- > We reduce costs for families

## LOOKY

Looky is a Hub of products-services for home care or in social care facilities that allows the Caregiver to take care of the elderly, managing and controlling the administration of drugs and monitoring any accidental falls.

Looky consists of **two main hardware** enabled by the related Firmware and Software (cloud & AI based) and an **App for the caregiver**.

The Looky Ecosystem consists of:

- > **PILL DISPENSER**  
for drug delivery (which acts as a Hub for data collection and analysis)
- > **CAMERA**  
for monitoring and predicting falls
- > **APP FOR CAREGIVER**  
for the management of functions and monitoring of the patient



## DRINKY

Drinky is a product-service system for caregiving that allows the caregiver to know the daily hydration level of the elderly person.

Drinky is the smart glass that will be part of the Looky ecosystem.

- > Through a fingerprint sensor, it recognises the person
- > It measures the amount of fluids taken daily, and through theApp you can also set daily goals
- > Using the vital signs sensors, each time the person drinks, it measures heart rate and saturation
- > It generates reports and data which are easily accessible for the caregiver on the Looky app





# HOW WE SEE THE FUTURE

Elena's life just got better.



A few days after her online discovery, Elena arrives at her mother's house with Looky and Drinky.

«*What is this thing?*» Maria asks suspiciously.

«*Look, I got you a friend to help you during the day*».

Elena opens the package, removes the Looky console and **installs it in a few simple steps**. Then, Elena places the cameras in each room according to the instructions on the package.

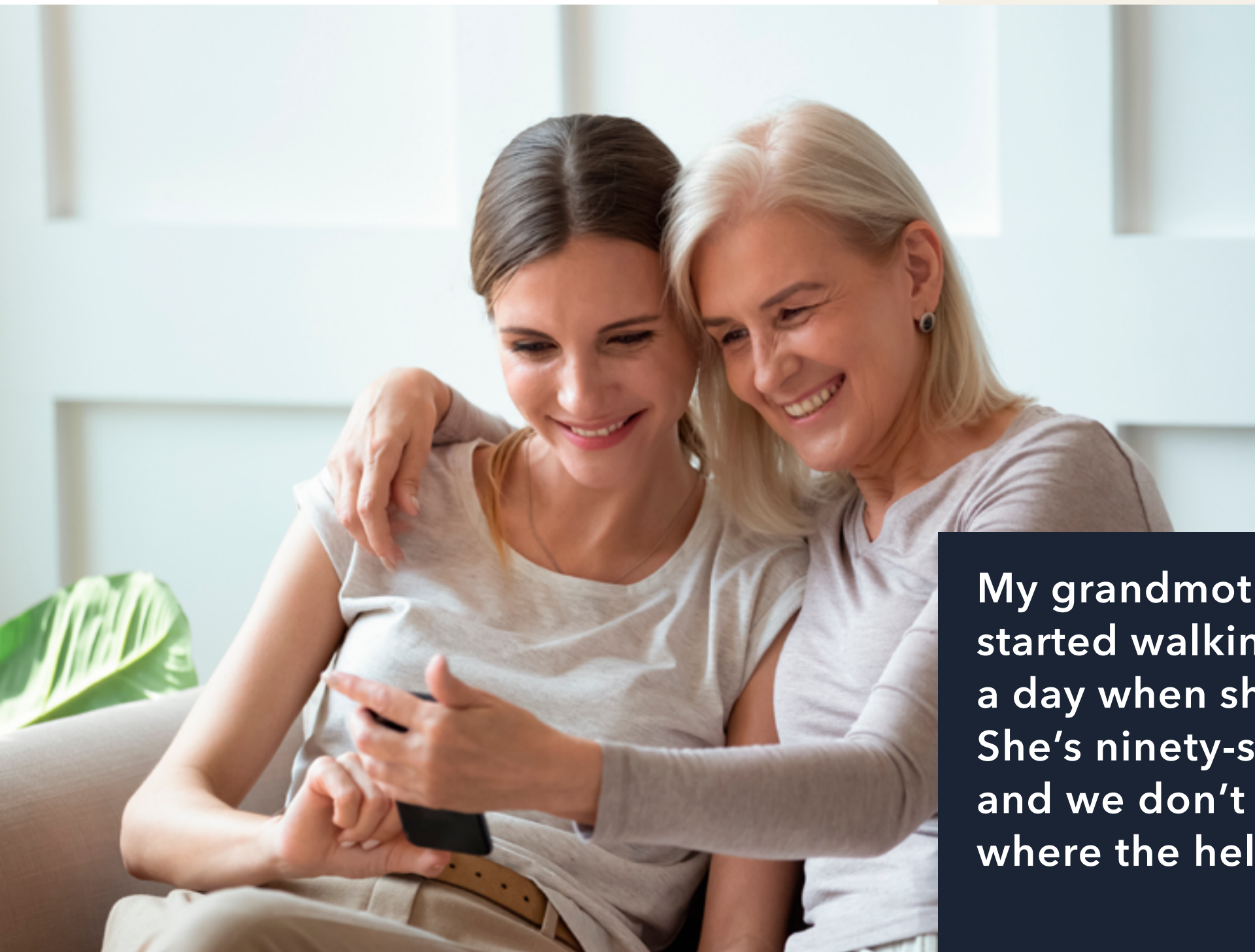
**Job done!**

She switches Looky on, and immediately the Home Care System screen lights up showing a **smiling face**.

«*Come and meet Looky, Mum*».

«*And what does this do?*» asks Maria. «*Many things*», Elena replies, smiling. «*For starters, it will remind you to take your pills*».





“  
My grandmother  
started walking five miles  
a day when she was sixty.  
She’s ninety-seven now,  
and we don’t know  
where the hell she is.

ELLEN LEE DEGENERES



Elena, following the instructions, loads the pills into the device and using the app downloaded onto her phone, clicks the Test button.

**Looky immediately wakes up**, announcing that it’s medicine time, and **opens the door to deliver the prescribed pill**. Maria looks a little puzzled, then takes the pill. Looky praises Maria and sends a message to Elena’s phone informing her that the 12.00 pill has been taken.

Elena beams. *«Let’s go into the living room»*, she tells her mother. **As they move, the sensors detect Maria’s every movement**. If she falls over, the device will immediately alert Elena and the other people she has set up on the app, starting with her neighbour, who has the keys to the flat in case of need.

In the kitchen, Maria gets to know Drinky. She places her thumb on the fingerprint recognition sensor. From now on, **the system will measure how much she drinks and measure her vital parameters**, sending the results to Elena’s phone. Maria is surprised, but after all it’s a glass. And it does look nice. But yes, from now on she will only use that for drinking!



Maria will continue to grow older. Perhaps the day will come when Looky will no longer be enough to help her, but for the moment **she feels safer and more secure.**

She still has no idea that Elena is the one who feels better for having a carer in the house, who can check all those little things that were giving her so much cause for concern just a few days earlier.



A world increasingly populated by experienced, mature people is ahead of us. A world where people's needs and the products and services to meet them will become increasingly personalised and aimed at **improving quality of life.**

The next decade will see a continuing and progressive **ageing of the world's population.** New needs and requirements will become the focus of many economic sectors.

Shops and supermarkets will have to be redesigned.

Many products will have to be reviewed and tailored to suit the predominantly older target age group. **Homes will have to be re-designed or adapted** to the needs of the elderly.

Home automation, measuring and monitoring tools will be essential to improve the quality of people's lives.

But most importantly, it will be essential to collect, **collate and analyse data in order to provide forecasting information to anticipate the problems of the elderly** and continuously improve their quality of life.

Fall prevention, muscle tone analysis and muscle decay are the next steps we are already working on...

# VISION & MISSION

FutureCare solutions provide the caregiver with all the tools to take care of loved ones in a serene, efficient and safe way.

## VISION

We improve the lives of the elderly and fragile people. Creating solutions for their daily needs.

## MISSION

FutureCare uses innovative technologies to develop effective and user-friendly solutions that put the experience of use first and allow the elderly and frail people to live safely and independently in their home.

Think ahead.



“  
Old age isn't so bad when you consider the alternative.”

MAURICE CHEVALIER



## **ABOUT THE COMPANY**

Innovation in elderly care.

Future Care is an **innovative start-up**, developed through its three founding members' experience in elderly care and ICT.

Future Care draws on the more than **25 years of experience** gained by its founding partners in the fields of home care and Information Technology.

Future Care's philosophy is to **create devices that provide simple, easy to use solutions to the main needs of elderly people** by creating technology they can use to ensure wellbeing for themselves and peace of mind for their families.

# THE TEAM

Our teams: 5 people, including the founder and the two roles of PM and Developer.



**ENZO FELICI**  
Co-Founder & CEO

Marketing & Communication Manager of Lineassistenza Italia Srl and Serenità Srl, as well as entrepreneur, business consultant and trainer. More than 10 years' marketing experience in services for the elderly.



**PIERLUIGI MORELLI**  
Co-Founder & CTO

Founder & CEO of Lineassistenza Italia Srl (Teleserenità) and Serenità Srl (Employment Agency), a group with more than 10M turnover, 60 operating sites and 2500 customers. More than 25 years' experience in elder care.



**FRANCESCO CASTAGNA**  
Co-Founder & COO

Professor and expert in business innovation & technology. More than 30 years' experience leading technology companies.



**WALTER MIELE**  
Project Manager

Director of Red&Blues SRL. Expert in cyber security, artificial intelligence and product development.



**ALESSIO ABATE**  
HW Developer

Biomedical Engineering student. Wide experience in software and hardware development.



The Looky Team is completed by the outsourced electronic and mechanical development team, consisting of a mechanical engineer, an electronics expert and two programmers, and an experienced cloud software and APP developer.

**The Drinky Team is completed with a biomedical engineer.**

#### **Hiring in 2022**

- > 1 software engineer  
to support the project manager in software development
- > 1 mechanical engineer  
to support hardware development and other activities

# ME.NA.SA.

Future Care Srl is a fast-growing company that has embarked on a path of internationalization over the past year, with one of its major initiatives being its participation in Expo Dubai.

Our aim of expanding into the field of health and medical care in the ME.NA.SA. region is an important one, as this market segment is one of the fastest-growing, not only globally but also across the UAE, Israel and Lebanon.

The United Arab Emirates, in particular, offers numerous business opportunities. According to a Bloomberg report, the UAE has been ranked in the world's top ten for the efficiency of its healthcare system and the country also boasts a high take-up rate of digital technologies.

Another target market is Israel, dubbed the 'Startup Nation', which offers an ideal dynamic environment for growing a tech startup such as Future Care. Israel has the highest number of startups per inhabitant and is ranked second in terms of per capita risk capital investments.

The country is home to more than 350 multinational-owned research and development centres, of which more than 20 are focused on medical technology.

Then there is Lebanon, which has a vast pool of potential customers for Future Care. Lebanon is home to the largest population of elderly people in the Middle East: 10% of the country's 6-million people are aged over 65, while 2.5% are over 85.

**With our 'Looky' healthcare solution, we are confident that we can enter these markets.**



# CONTACTS

Our offices are in Monza and Naples (Italy).

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