

AGE-TECH · CONTACTLESS MONITORING · SEED FUNDRAISING

XX Ambient Care Systems

Technology Fundraising Business Plan - Anonymized Public Excerpt

THE ASSIGNMENT

Turn a radar-enabled monitoring concept, pilot evidence and fragmented fundraising materials into a coherent investment story built around technology choice, commercialization milestones and connected financial scenarios.

This public excerpt is reconstructed from a technology fundraising engagement. Company and team names, partner identities, exact financing terms, detailed projections and sensitive technical relationships are omitted. It is not medical, legal or investment advice.

01 CASE AT A GLANCE

An early-stage platform preparing to convert proof into a business

The company was developing a contactless monitoring service for senior living and home care. Installed radar sensors were intended to make selected changes in activity, room use, sleep and physiological patterns visible without requiring residents to wear, charge or activate a device.

The source set contained a proof-of-concept report, system descriptions, fundraising materials, team profiles, memoranda, a development budget, historical financial statements and multiple prior business-plan drafts. The challenge was to reconcile them without treating every brochure claim, relationship or future feature as an established fact.

BUSINESS STAGE Early commercialization	PRIMARY CUSTOMER Senior-care organizations
CORE MODALITY Contactless radar monitoring	PURPOSE Seed fundraising

The core investor question

Can the company turn contactless sensing into a dependable provider service - and can seed capital create the evidence, operating repeatability and commercial traction required for the next stage?

02 WHY THIS TECHNOLOGY

The investment case starts with the alternative

Investors do not need a generic explanation that radar is innovative. They need to understand why it is better suited to selected use cases than cameras, wearables, pressure sensors, emergency buttons or software-only workflows.

Technology alternatives

WEARABLES Portable and familiar, but depend on wearing and charging	CAMERAS Rich context, but greater privacy and acceptance concerns
PRESSURE SENSORS Simple and focused, but limited behavioural visibility	RADAR Contactless and camera-free, but technically and operationally demanding

The case for radar is strongest where low user burden and privacy-sensitive ambient visibility matter. It is weakest when the claimed function lacks reliable field evidence, when multiple-person environments are not resolved or when a lower-cost alternative already satisfies the customer's workflow.

INVESTOR IMPLICATION	Technology choice is not the moat by itself. Defensibility comes from the combined system: usable rights, software, data interpretation, installation know-how, workflow integration, evidence and customer access.
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03 THE PRODUCT SYSTEM

A sensor creates data; the service creates value

The plan reframed the offering from a device sale into a provider-facing service. Sensors observe selected signals, software organizes patterns and notifications, authorized people receive information and a defined response process determines what happens next.



THE PRODUCT IS THE COMPLETE SERVICE PATH - NOT THE SENSOR ALONE

The resident is the primary user and beneficiary, but the organization is the intended contracting customer. That distinction shapes consent, installation, account administration, recipient permissions, service responsibilities, pricing and renewal.

Commercial readiness depends on the complete path working reliably. A dashboard demonstration does not establish that every feature is released, every metric is accurate in the field or every notification produces an appropriate response.

04 TECHNOLOGY CONTROL AND R&D;

Describe what the company owns, uses and still has to build

The source materials described hardware, sensing, dashboards, reports, notifications and future platform functions, but did not fully establish ownership and control of every material component. The fundraising plan therefore separated product capability from technology rights.

The component map

- **Hardware and firmware:** identify the provider, commercial use rights, cost basis and realistic substitutes.
- **Signal processing and application code:** distinguish company-developed software from licensed or jointly developed elements.
- **Cloud, data models and interfaces:** state who controls configuration, portability and ongoing service.
- **Evidence and claims:** separate demonstrated pilot functions from prototype, in-development and long-term concepts.
- **Remaining R&D;:** connect reliability, privacy, commissioning and workflow work to commercialization timing and capital needs.

FUNDRAISING
STANDARD

Do not call the whole platform proprietary unless the component rights support that claim. Explain the existing assets, the dependencies and what the financing is intended to create.

05 INDUSTRY AND COMPETITION

The category is growing, but customers can solve the problem many ways

Population aging, staffing pressure, demand for independent living and more connected care workflows create a meaningful category opportunity. Those trends do not automatically create subscription demand for one product. Provider budgets, procurement, privacy, integration, response responsibility and measurable usefulness determine adoption.

Competitive layers

DIRECT CONTACTLESS Radar-based institutional monitoring platforms	WEARABLE SAFETY Watches and personal emergency-response devices
AMBIENT ALTERNATIVES Cameras, pressure and motion sensors	EXISTING WORKFLOW Staff rounds, calls and manual observation

The strongest initial position was not a broad claim to replace care. It was a scoped provider service for organizations with a defined visibility problem, a responsible response team and a willingness to test whether the information improves workflow.

A technology company competes against products, internal processes and the decision to do nothing.

06 PILOT TO PAID CONVERSION

Treat early evidence as a starting point, not recurring revenue

The supplied proof of concept involved a small volunteer group and multiple installed sensors. It produced practical learning and positive reported experiences, but it did not independently establish clinical outcomes, paid subscriptions, renewal or repeatable deployment economics.

What the next deployment should prove

- 1. **Technical reliability:** commissioned devices, connectivity, outages, event review and notification delivery.
- 2. **Workflow usefulness:** recipient acknowledgment, staff effort, resident acceptance and how information changes follow-up.
- 3. **Commercial conversion:** a defined customer, paid activation, realized price, collection and renewal criteria.
- 4. **Delivery economics:** hardware, installation, support, replacement and customer-success effort per active resident.
- 5. **Repeatability:** whether the same installation and service method works across more than one account.

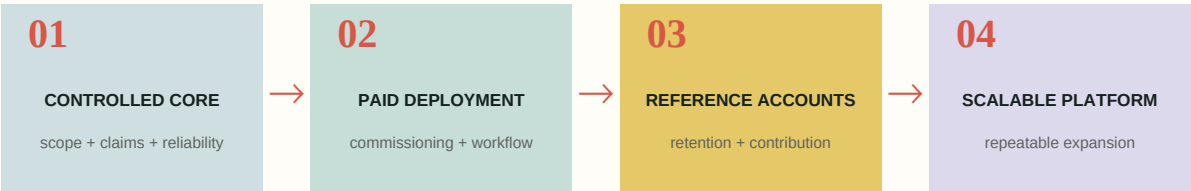
TRACTION
DISCIPLINE

Classify each relationship accurately: research collaboration, proof of concept, pilot, paid deployment, commercial customer or referral relationship. Interest is not backlog; a pilot is not recurring revenue.

07 CAPITAL TO MILESTONES

Show what each financing stage makes true

The roadmap was rebuilt around evidence and value inflection rather than a list of product features. Each stage spends capital to remove a different uncertainty for customers and investors.



EACH STAGE SPENDS CAPITAL TO REMOVE A SPECIFIC INVESTOR UNCERTAINTY

A controlled core release establishes supported functions and claim boundaries. A repeatable paid deployment tests implementation and workflow. Reference accounts establish retention, contribution and service quality. Wider expansion becomes credible only after those foundations are visible.

This roadmap explains what the company becomes at each stage - not merely what the engineering team intends to build.

08 BUSINESS MODEL AND GO-TO-MARKET

Sell an accountable provider service, not an abstract platform

The initial commercial model combines a deployment or setup charge with recurring pricing tied to active residents. Provider organizations are the priority buyers; residents and families are users and beneficiaries. The charging unit, hardware treatment and service scope remain assumptions until tested in paid deployments.

Commercial sequence

- Qualify providers with a defined monitoring need, an identified budget and a responsible response workflow.
- Agree a scoped paid deployment with explicit success criteria, installation responsibilities and claims.
- Measure use, support, event handling, collection and customer experience during the initial period.
- Convert useful deployments into recurring accounts, references and carefully sequenced expansion.

The economic model must track active residents, gross additions, churn, setup recovery, hardware, installation, recurring service, support and receivables. Revenue growth is credible only when sales and deployment capacity grow with it.

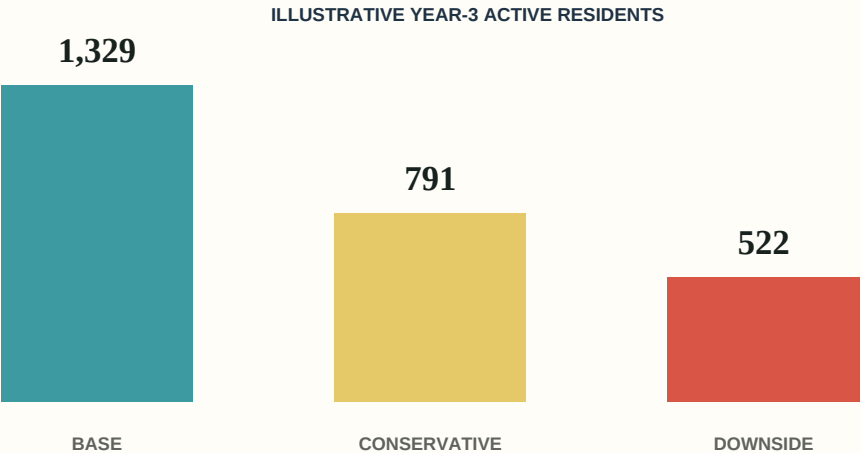
POSITIONING

Contactless visibility becomes valuable when it is privacy-conscious, operationally useful and connected to accountable human response.

09 FINANCIAL SCENARIOS

Use the model to expose the consequences of conversion and timing

Because current operating accounts, approved prices and detailed supplier costs were incomplete, the plan used disclosed Base, Conservative and Downside scenarios rather than one precise forecast. The scenarios varied launch timing, resident additions, churn, price and direct cost.



The Base case illustrated a route to growing recurring contribution and monthly operating break-even during the forecast period. The Conservative and Downside cases identified when cash reserves could fall below management's planning threshold and when spending changes or additional financing would be required.

The purpose of scenarios is not to make uncertainty disappear. It is to show management and investors which assumptions drive the capital requirement and what signals should trigger action.

10 RISKS AND SOURCE BOUNDARIES

A confident plan can still distinguish fact, evidence and assumption

Key execution risks

- **Technology and supplier dependence:** rights, portability, cost and substitute availability may affect defensibility and margin.
- **Product and evidence:** reliability, false alerts, multi-person settings and unsupported outcome claims can slow adoption.
- **Privacy, security and regulatory scope:** intended use and data handling influence customer requirements and commercialization timing.
- **Commercial conversion:** provider procurement, workflow change and unclear responsibility can lengthen sales cycles.
- **Capital and execution:** delayed conversion or higher delivery cost can require staged hiring, tighter commitments or follow-on funding.

Public excerpt boundary

This reconstruction draws on the completed 2024 planning case and the later purpose-fit revisions used to strengthen its fundraising logic. It omits the company and team names, partner identities, exact financing amount, valuation, component suppliers, detailed model schedules and confidential evidence. It does not claim that financing was obtained or that the system has regulatory or clinical status beyond the supplied evidence.

WHY THIS CASE
MATTERS

A technology fundraising plan must answer why this technology, what the company controls, what remains to be built, what each milestone proves and how capital changes the quality of the opportunity.