

# Neki's Dossier

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# 1. What is Neki



## Our work

Neki is a startup located in Zaragoza, founded by partners Rafael Ferrer, Nacho Vilalta and Raúl Novoa with the aim of improving the quality of life of the elderly and creating location solutions. It has its own development team and has become a **leader in GPS locating devices for the elderly**.

In addition **to providing services to the family of older people**, we offer support to services to nursing homes for the elderly with patients who are prone to "wandering". These institutions rely on

the solutions Neki provide to resolve their problems.

We have **more than 8 years of experience** in the elderly care sector and we offer solutions that easily adapt to the lifestyles of our users. We are the only company that offers non-stigmatizing models to preserve your privacy and freedom.

## Our Philosophy

**Our family members are the most important people in our lives** that is why we like to feel connected to them. Neki makes it possible with our years of experience (more than 5 ) in the elderly care sector. What Neki offers families is not technology, but security.



## 2. Neki's Mission and Vision

Our mission is to promote the autonomy and safety of the elderly and provide peace of mind to their families.



Neki is a company dedicated to the **development of GPS locators for the elderly**, making it possible for them to be monitored through a mobile or web app that allows their family to know where they are at all times or if they need help. This service facilitates caring for parents and relatives. **Neki brings peace of mind to families** as well as security and autonomy to the elderly.

### Problem Outline

According to the **Organization for Economic Co-operation and Development (OECD)**, there are **600 million people over 65 years of age**, and this will increase to 2 billion by 2050.

According to the **WHO**, **17% of those over 65 have some type of dementia and studies predict that the number of people with Alzheimer's will double this 2020**. These groups are prone to being disoriented or lost, and a single night in the open can have a fatal outcome (Common causes of death: traffic accidents, hypothermia, dehydration, falls, fractures, etc.).

According to the **State Security Forces and Bodies**, 146,042 high-risk disappearances were registered in Spain, of which **28.24%** (41,242 people) are people over 65 years of age. According to **SOS disappeared**, on its platform **31%** of those over the age of 70 who have disappeared have been found dead.

### Neki's mission

This situation causes **great unease in people who have an live alone older family member** who is susceptible to becoming disoriented or falling. On the other hand, the elderly in general avoid being dependent and want to extend their autonomy.

To avoid these situations, **Neki offers different devices that allow you to act quickly in the event of falls, disoriented people or other types of incidents**, which in the most serious cases can even cause death if you do not act quickly. In this way we avoid the problem of not acting on time, since the elderly person's device sends different notifications warning of events.



### 3. Neki´s Value proposal



#### Our Commitment to the society

At Neki we are very aware that **each elderly person and each situation is different.**

Neki is the only company to offer GPS devices with different designs that do not stigmatize the elderly, since they have the appearance of everyday accessories (such as watches, pendants or belts). These devices adapt perfectly to the daily life of the wearer, so no one knows that they carry a GPS.

Neki devices **can be monitored through a mobile or web app**, from which family members

or caregivers can have control and knowledge of where their family member is at all times thanks to GPS technology. In addition, they can receive and configure different alerts, safety zones, warnings, emergency calls or detect falls to enable them act quickly or communicate easily with the wearer where necessary.



#### Our commitment in teleassistance

Companies and public administrations that work in home assistance fields are in a very competitive market. This issue makes strongly necessary the innovation to achieve an effective specialization in the care of the elderly to make themselves different.

Both our platform and our devices are **also increasingly present in city halls, nursing homes, residences, day centers or hospitals** that want to have that peace of mind that comes from knowing that they have their residents/teleassistance users controlled using our cutting-edge technology.

**Thanks to our devices**, they can monitor the position of residents/users, receive preventive notices, and check their location and route travelled at all times in order to **easily locate them.**

We also have other products that help cognitive stimulation such as workbooks (created in collaboration with professionals in the field) and multi-sensory cushions.

**Our devices are ideal for elderly people at risk of becoming disoriented or suffering from the initial stages of Alzheimer's disease or just people who are lonely and want to feel themselves connected and safe.** In addition, our devices have a hidden GPS tracker that enables family members or caregivers to monitor the wearer and at the same time, the devices safeguard the privacy of the wearer.



## 4. Objectives of Neki



Neki is a company that employs **the use of technology in the care of the elderly.**

We understand **the importance technology can make both in the private sector** (e.g in the field of telecare) and in the short term. That is why our main areas of focus will be the following:



### Demographic

The birth rate **is constantly decreasing as the average life of people lengthens increases.** This means that the demographic structure at the global level is being inverted: we are an increasingly aging society with a series of challenges that we will have to solve.



### Senior Aid

The WHO has detected these “challenges” of aging and we are increasingly aware as a society that **we must invest in the care of our elders.**



### Technology

With the advancement in technology, **we are able to create new models that are smaller and cheaper, less stigmatizing** and easy on the pocket for both families and telecare companies.



### Neki

We have demonstrated that our solutions add value. **We are the only company** to offer such a wide variety of non-stigmatizing locators and the only ones with a platform for Tele assistance companies. Our partners includes: City Council of Getafe and companies like Clece, Atenzia, Cruz Roja (Red Cross), Ilunion, Alares, Eulen, Sacyr and DomusVi..



## 5. Our GPS Products and Solutions



### Real-time location

Monitor the position of loved ones in case they get missing or disoriented.



### Locations history

See all the path the person did to find him/her quickly in case of emergency.



### Security zones

Get notified when your loved one enters or leaves a security zone



### Multi caregivers

Several members of the family can control the device at the same time



### Multi platforms

Compatible with mobile devices (Android & IOS) and web



### Long Battery life

Battery can last up to 3 days



### Fall detector

If the device detects a fall, a notification and automatic call is made to the family



	Nock Senior 4 Watch	Necklace/Key-chain	Necklace/Key-chain 2	Necklace/Key-chain 3	Fall detector	Belt
Unisex	✓	✓	✓	✓	✓	Men
GPS location (exteriors)	✓	✓	✓	✓	✓	✓
Wifi location (interiors)	✓	✓	✓	✓	✗	✓
SOS button and calls	✓	✓	✓	✓	✓	✗
Geofences	✓	✓	✓	✓	✓	✓
Fall detection	✗	✗	✗	✓	✓	✗
Battery life (aprox)	2 days	2 days	2-3 days	2-3 days	2 days	3 days
Charging method	Magnetic	USB	Magnetic	Charging dock	Charging dock	USB
Warnings (safety zones and low battery)	✓	✓	✓	✓	✓	✓
2-year warranty	✓	✓	✓	✓	✓	✓
Multioperator SIM	✓	✓	✓	✓	✓	✓
Water resistant	IP67	✗	IP67	IPX7	✗	✗
4G	✓	✗	✓	✓	✗	✗





### Several types of exercises

Mathematical, verbal, visual exercises... of different types and for different profiles



### Several difficulty levels

Diferentes niveles de dificultad en los diferentes ejercicios



### Daily tracking

In each exercise you will be able to record a follow-up of the day/week to keep track of them together with the family member



### Cognitive rehabilitation

Activities that help stimulation and rehabilitation in people with cognitive problems



### Activate the mind

Help our elders and relatives to activate the mind through the interaction



### Activate the body

The use of the different parts of the cushion is also useful for people with muscular weaknesses.



### Complete interaction by parts

The cushion has simple accessories to interact such as buttons or zippers



### Fun

Our relative can work his mind and his physique and have fun with this simple tool. And we can enjoy it with him/her



#### Cognitive workbooks

Several types of exercises	✓
Several difficulty levels	✓
Daily tracking	✓
Cognitive rehabilitation	✓



#### Multisensory cushion

Activate the mind	✓
Activate the body	✓
Complete interaction by parts	✓
Fun	✓



## Nock Senior 4 Watch

**GPS location device** for people with Alzheimer's and the elderly. Unisex. Locator device with an SOS button and contact book. Detection of heart rate and blood pressure. 4G LTE connection. Waterproof. Magnetic charge

When pressed, an alert is sent to the caregiver (who receives this on their app, on the web platform or via email), establishing a telephone connection between the device and the caregiver's mobile, which allows a conversation to be held. Can be used as a keychain. The wearer of the device will always be located and will be able to send alerts if they become disoriented or find themselves in a situation where they need support

**It comes with a ready to use SIM card.** You will only have to register the device on the web / App platform and configure preferences.



### Packaging content

- Nock Senior 4 watch
- Instructions manual
- Charger + Magnetic cable



### GPS location

Monitor the position of loved ones in case they get missing or disoriented



### SOS Button

At the press on the button, an alert showing the location of the wearer is sent to the family or caregiver



### Alerts

Receive notifications and alerts on the activities of the wearer.



### 4G connection

High functioning 4G connectivity



### Water Resistant

IP67 water resistant



### Silicon wrist

Water resistant wrist



### Security zones

Receive notifications when the wearer leaves or enters security zones.



### Voice Calls

The watch allows you to receive and make phone calls with the push of a button.



### Health Sensors

Integrated sensors that detect heart rate and blood pressure



### Magnetic Charge

Charging cable with magnetic coupling system



### Long Battery life

Battery can last up to 2 days



## Nock Senior 1 Pendant/Keychain

**GPS Locator Pendant/Keychain** for people with Alzheimer and the elderly. Perfect for both men and women and comes with an SOS button.

When pressed, an alert is sent to the caregiver (who receives this on their app, on the web platform and via email), establishing a telephone connection between the device and the caregiver's mobile, which allows a conversation to be held.

**The wearer of the device will always be located** and will be able to send alerts if they become disoriented or find themselves in a situation where they need support.

**It comes with a ready to use SIM card.** You will only have to register the device on the web / App platform and configure preferences.



### Packaging content

- Nock Senior 1 Pendant
- Instructions manual
- Charger +USB cable



### SOS Button

At the press on the button, an alert showing the location of the wearer is sent to the family or care giver



### GPS location

Monitor the position of loved ones in case they get missing or disoriented



### Long Battery life

Battery can last up to 2 days



### Voice Calls

The pendant allows you to receive and make phone calls with the push of a button.



### Alerts

Receive notifications and alerts on the activities of the wearer.



## Nock Senior 2 Pendant/Keychain

**GPS Locator Pendant/Keychain** for people with Alzheimer and the elderly. Perfect for both men and women and comes with an SOS button. In addition, it is IP67 water resistant, has a magnetic charger and has 4G connection speed.

When pressed, an alert is sent to the caregiver (who receives this on their app, on the web platform and via email), establishing a telephone connection between the device and the caregiver's mobile, which allows a conversation to be held.

**The wearer of the device will always be located** and will be able to send alerts if they become disoriented or find themselves in a situation where they need support.

**It comes with a ready to use SIM card.** You will only have to register the device on the web / App platform and configure preferences.



### Packaging content

- Nock Senior 2 Pendant/Keychain
- Instructions manual
- Charger + Magnetic cable



### SOS Button

At the press on the button, an alert showing the location of the wearer is sent to the family or care giver



### GPS location

Monitor the position of loved ones in case they get missing or disoriented



### 4G connection

High functioning 4G connectivity



### Water Resistant

IP67 water resistant



### Voice Calls

The pendant allows you to receive and make phone calls with the push of a button.



### Alerts

Receive notifications and alerts on the activities of the wearer.



### Magnetic Charge

Charging cable with magnetic coupling system



### Long Battery life

Battery can last up to 3 days



## Nock Senior Necklace/Keychain 3

**Dispositivo de localización GPS** para personas con Alzheimer y adultos mayores. Para hombre y mujer. Dispositivo localizador con botón SOS. Resistencia al agua IPX7. Dock de carga. Vibración para alertas y llamadas. Detector de caídas. Velocidad de conexión 4G LTE.

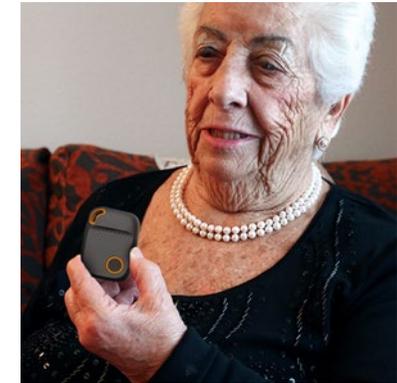
Al pulsar el botón SOS emite una alarma que recibe el cuidador en su app móvil y/o web y permite mantener una conversación. Puede utilizarse como llavero. La persona que lo porte siempre estará localizado y podrá avisar si se desorienta o se encuentra en una situación que precise apoyo.

**Incluye tarjeta SIM**; listo para funcionar. Solo tendrá que dar el dispositivo de alta en la plataforma web/App y configurar las preferencias.



### Packaging content

- Nock Senior Necklace 3
- Instructions manual
- Dock charger + cord



### GPS location

Thanks to the GPS in the device, you can watch your relatives and prevent emergencies or missing cases



### Notifications

Get alerts and warnings with the activity of the wearer (historial of notifications included)



### SOS Button

Press the SOS button and send notifications of the current positions



### Calls

The device allows to make and receive calls pressing just one button



### 4GLTE connection

With 4GLTE high speed connection



### Charging dock

Convenient charging dock to recharge your device



### Fall detector sensor

The device can send emergency notifications when detects a fall



### Long life battery duration

Up to 3 days of battery



### Water resistant

IPX7 Waterproof



## Nock Senior Fall detector

**Fall detector GPS locator device** with an inbuilt two-way communication system and SOS button. Perfect for both men and women.

It can also be used as a Keychain. You will always be able to locate your loved ones and in the case of an emergency, the wearer can alert you by simply pressing the SOS button. **This device also detects if the person wearing it suffers a fall.**

**It comes with a ready to use SIM card.** You will only have to register the device on the web / App platform and configure preferences.



### SOS Button

At the press on the button, and alert showing the location of the wearer is sent to the family or care giver



### Voice Calls

The fall detector allows you to receive and make phone calls with the push of a button.



### GPS location

Monitor the position of loved ones in case they get missing or disoriented



### Alerts

Receive notifications and alerts on the activities of the wearer.



### Fall detector sensor

Receive emergency alerts when a fall is detected.



### Accessorize

Accessories to be worn on the belt, cane or other objects.



### Long Battery life

Battery can last up to 2-3 days



## Nock Senior Belt

**GPS locator belt** for people with Alzheimer and the elderly. Perfect for seniors prone to “wandering”.

They can easily be tracked and their exact location known on the App or website. Security zones can be set up so that caregivers are alerted in case there is a breach.

It comes with a ready to use SIM card. You will only have to register the device on the web / App platform and configure preferences.



### Packaging content

- Belt with inbuilt GPS
- Instructions manual
- Charger +USB cable



### GPS location

Monitor the position of loved ones in case they get missing or disoriented



### Alerts

Receive notifications and alerts on the activities of the wearer.



### Security zones

Receive notifications when the wearer leaves or enters security zones.



### Long Battery life

Battery can last up to 3 days



## Cognitive workbook

We are aware of the importance of keeping the mind healthy through the performance of different cognitive exercises as a process of mental exercise to maintain active cognition.

In this booklet you have a series of varied mental exercises to do together with your elders.

These exercises are focused on carrying out cognitive rehabilitation for diseases that cause cognitive deterioration and training aimed at slowing cognitive deterioration or decline due to normal aging.



### Several types of exercises

Mathematical, verbal, visual exercises... of different types and for different profiles



### Cognitive rehabilitation

Activities that help stimulation and rehabilitation in people with cognitive problems



### Daily tracking

In each exercise you will be able to record a follow-up of the day/week to keep track of them together with the family member



### Several difficulty levels

Diferentes niveles de dificultad en los diferentes ejercicios



## Multisensory cushion

Multisensory stimulation is very useful to guarantee the treatments the elderly people needs, with an inclusive tool that can be used without any difficulty by people with muscle weakness and cognitive problems.

Our sensory cushion by Neki is very simple: the elder can take it and handle it with the hands or with the help of a relative, and the movements will activate and stimulate the mind.

Although it seems (and is) very simple, it is interesting to see the person interact with the different buttons, zippers and other accessories.



### Activate the mind

Help our elders and relatives to activate the mind through the interaction



### Complete interaction by parts

The cushion has simple accessories to interact such as buttons or zippers



### Activate the body

The use of the different parts of the cushion is also useful for people with muscular weaknesses.



### Fun

Our relative can work his mind and his physique and have fun with this simple tool. And we can enjoy it with him/her





### B2C Platform

Our location platform and app are very easy to use. It gives both Indoor and outdoor locations.

**After-sales service:** we help our customers via chat, telephone and email.

**We are the only company** that offers varied and non-stigmatizing designs. We have a solution for each particular case.



### B2B Platform

We can install our platform **for any software**, allowing from hundreds of users to be monitored simultaneously with full control. This includes permissions, types of users, histories, alarms, analysis as well as creating the functionalities that the company needs.

We can offer the platform under the Neki brand name or as an **"own brand"** version.

For **residences**, we have developed a mobile application for workers so that they can receive alerts and monitor residents anywhere and at any time.

We also have our **own API** that integrates with third-party platforms efficiently and flexibly.



### Tele assistance platform

**We are the only ones** to have a solution adapted to telecare companies and public administrations.

We include **care services** for the elderly with our unique technology.

The Telecare company or public institution receives and manages all notices and alerts.



## Our B2B clients



## Our distribution partners



## 6. Internationalization

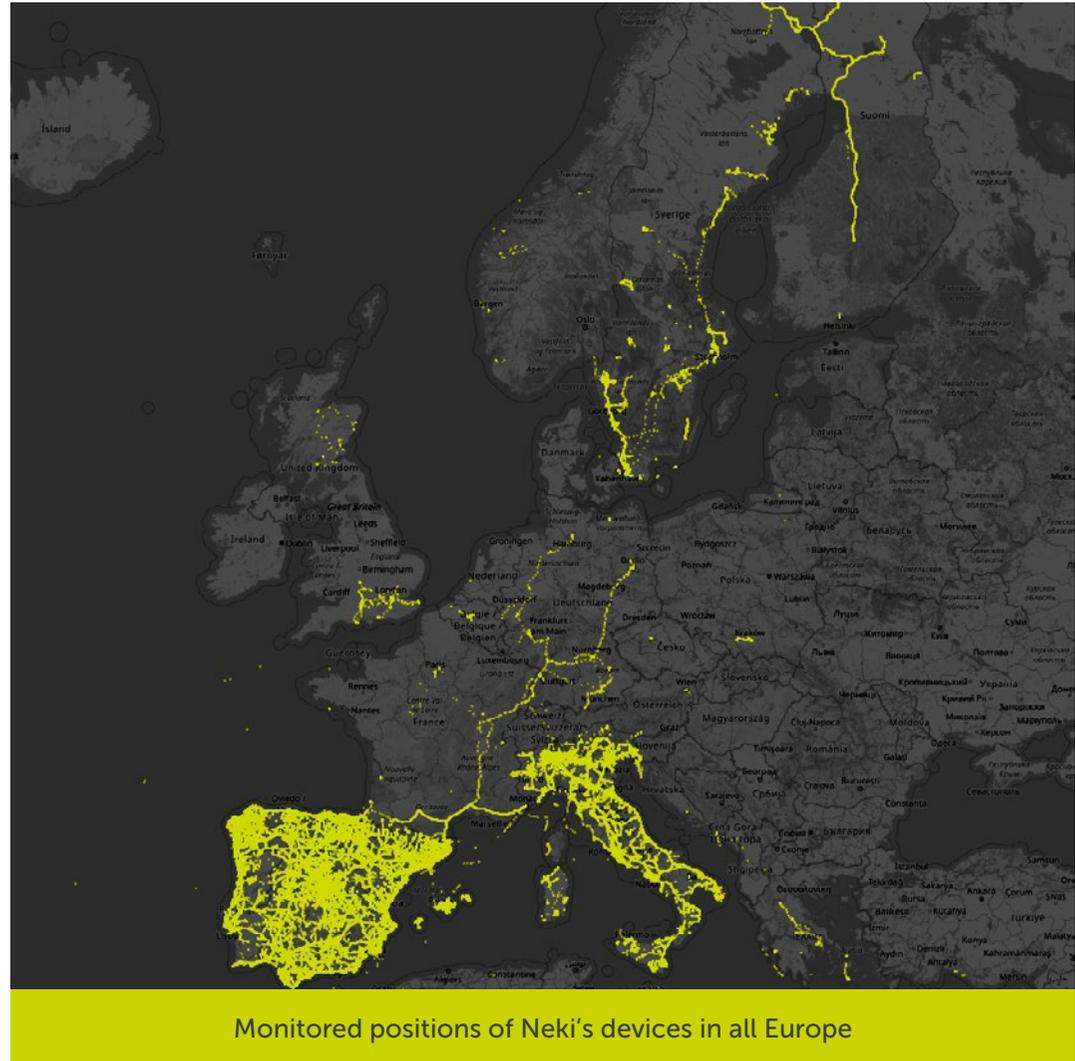
Our commitment to the elderly and their families has led us to **expand our business to foreign countries** in order to help resolve the problems families face in caring for their loved ones.

Currently, **we are present in five countries: Spain, Italy, Portugal, France and Sweden.** In all of them, we have successfully replicated the Spanish model and technological structures with functionalities such as:

- Sign up management
- Management of incidents
- Subscription management
- Integration with local SIMs

We have also reached a distribution agreement with Celularia, a Mexican telecommunications company, to begin entering into the **Latin American market.**

Our **plans for the future** include expansion to the rest of Europe and Latin America.



## 7. Metrics and information



### Impact

**More than 2.5 million registered positions** monthly of actual usage of our solutions

**More than 100 million location points** monitored in total



### Peace of mind of families and Residential homes

**Over 3,800 active** customer subscriptions.

**More than 15,000 people** use our app Control Nock by Neki

**More than 130 residences** monitor their guest who are prone to wandering, thanks to us

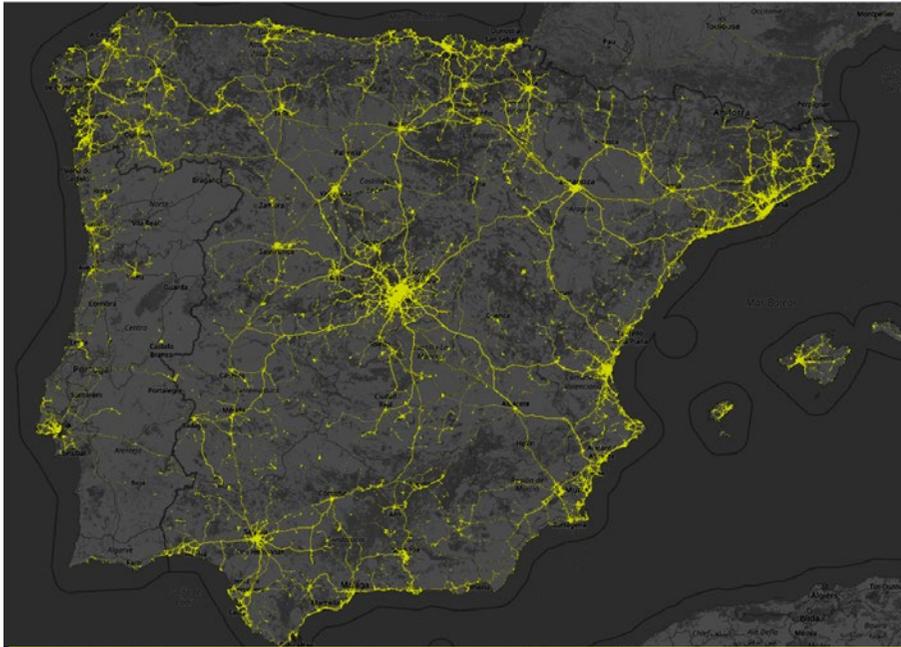


### Value and social contribution

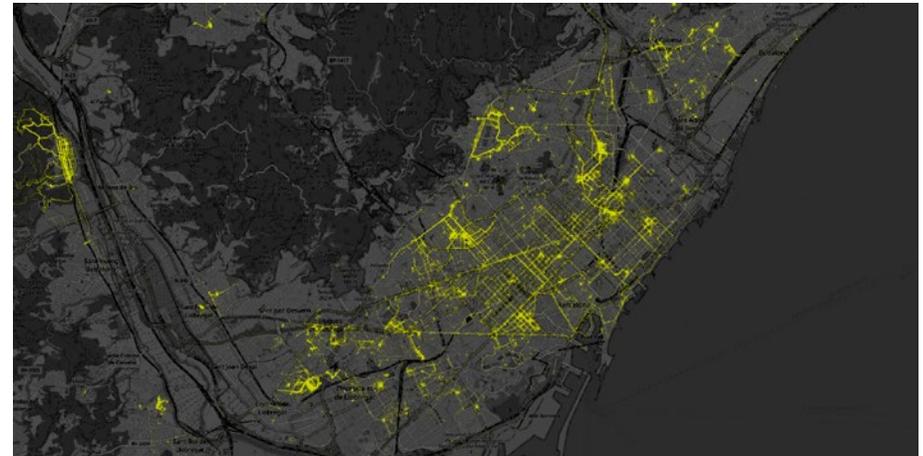
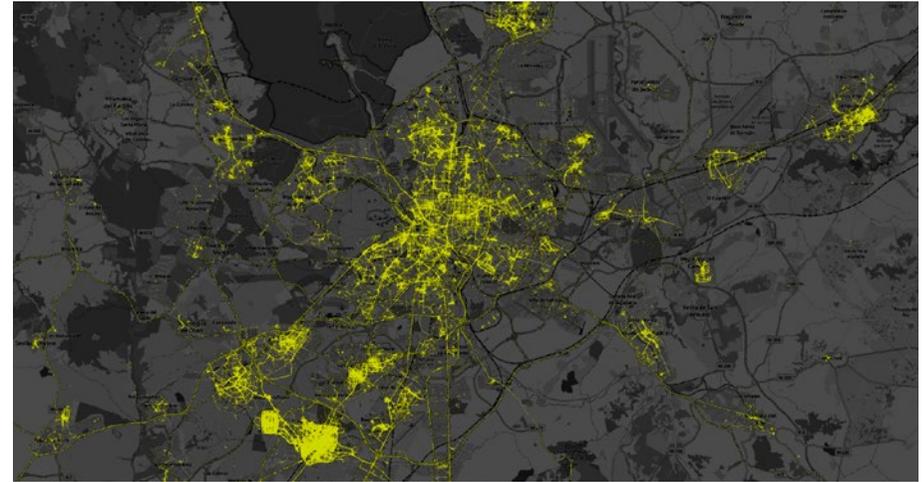
**More than 2,000 cases** of missing persons successfully located thanks to our devices

**More than 10,000 families** helped





Posiciones monitorizadas de personas llevando un dispositivo Neki en toda España



Posiciones monitorizadas de personas llevando un dispositivo Neki en Madrid (arriba) y Barcelona (abajo)





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