



Hi
I'm Nobi.

Nice to meet you!

nobi



Elderly care in caring homes

Unsustainable paradox in elderly care



More and more elderly



Less and less caregivers willing to work in elderly care

Unsustainable situation

Extreme pressure on caregivers, standing in the frontline

Pressure on staff results in:

- Low job satisfaction & increasing staff turnover
Average turnover in European nursing homes > 35% (OECD, 2017)
- Increasing costs for interim caregivers
Average cost of interim nurse: 25\$ per hour
- Quality of elderly care under pressure

Detrimental impact of fall incidents

80%

of inhabitants in care homes forget or are not able to raise the alarm.

Fall incidents

Life-threatening

- Up to 70% of inhabitants in care homes have at least 1 fall incident per year
- Main cause of death after injury.

Time is of the essence

- More than 1 hour on the ground results in 50% chance to death within 6 months.
- Every extra minute on the ground = exponential decrease of qualitative years

Requires extra time & efforts from (understaffed) teams

- 47% elderly people cannot get up without help
- Extra efforts > after care requires

High cost

- 1 in 4 falls lead to hospitalization
- Up to 16.000 euro per fall
- Empty beds
- More care needed



Prevent is better
than cure



Only...

How to work on prevention when caregivers barely have the time to complete their daily tasks?

How can we support our caregivers to keep on guaranteeing the highest quality of elderly care in an increasingly aging world?



Meet Nob!

Nobi is,
an AI-driven smart lamp,
a 24/7 guardian angel,
watching over our elderly.

With Nobi,
we ease everyday pressure of care home staff
by helping them in fall detection and prevention
and supporting elderly well-being.

That way,
Nobi supports health professionals in their daily mission
to provide warm, qualitative elderly care and to focus on
what really matters in the lives of elderly.

Because,
we all deserve a safe and happy life.

Nobi, partner for

1. Elderly & their families
2. Caregivers
3. Management of care homes

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1

Nobi, a loyal elderly supporter in residential care homes

Fall detection



Nobi detects
a fall



Alarm via central
dashboard of care
home



Immediate help
by caregivers



Our loved ones are
taken care of

1

Nobi, a loyal elderly supporter in residential care homes

Fall prevention



Nobi lights an out-of-bed path



Nobi shows caregivers when residents could use some help



Nobi supports caregivers to create a safe and happy environment

1

Nobi, a loyal elderly supporter in residential care homes

Guide through the day



Gentle wake up-light in the morning



Circadian light support all day long



Reminders about activities, visits, etc.



Tracks daily routines and can detect abnormalities



Updates family and friends if something might be off

1

Nobi, a loyal elderly supporter in residential care homes

But most of all, Nobi is about




Adding
quality to life



Peace of mind
for elderly, friends
& families and their
caregivers



Happiness



”The lamp creates a safe environment: hearing its voice, knowing it registered your fall, it makes sure I don’t panic anymore. ‘The talking lamp’ I call it now.”

Dianne De Cremer

Resident WZC Gerstjens

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2

Nobi, a trustful friend for caregivers

All caregivers want exactly the same thing, to guarantee the right for qualitative elderly care.

Only, ... that is a challenge.



A young woman with blonde hair, wearing a teal top, is smiling and holding the hand of an elderly woman. The elderly woman is wearing a beige sweater and has wrinkled skin. The background is softly blurred, suggesting an indoor setting. A teal speech bubble with white text is overlaid on the right side of the image.

Nobi is about making
the switch from cold
hands to warm hands

2

Nobi, a trustworthy friend for caregivers

Nobi is about the switch...

FROM

Fall detection

Reactive care

Lagging behind

Doing repetitive, inefficient tasks

Keeping people alive

Daily stress management



TO

Fall prevention

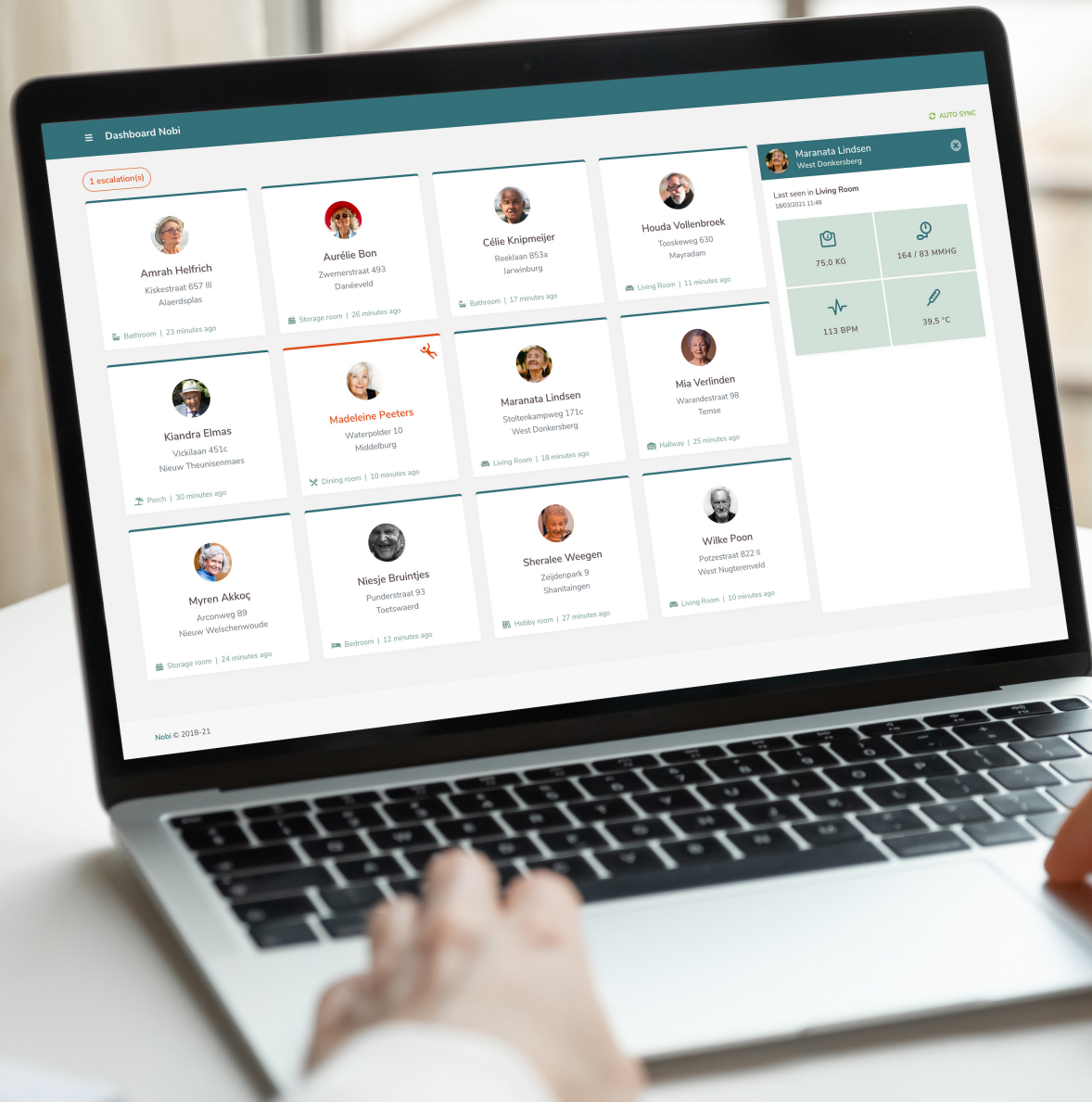
Proactive care

Being in control

Tasks that really matter

Working on people's happiness

Job satisfaction



1 escalation(s)

Amrah Helfrich
Kiskestraat 657 III
Alaerdsplas

Bathroom | 23 minutes ago

Aurélie Bon
Zwemerstraat 493
Danéveveld

Storage room | 26 minutes ago

Célie Knipmeijer
Reeklaan 853a
Jarwinburg

Bathroom | 17 minutes ago

Houda Vollenbroek
Toeskeweg 630
Mayradam

Living Room | 11 minutes ago

Kiandra Elmas
Vicklaan 451c
Nieuw Theunissenmaes

Porch | 30 minutes ago

Madeleine Peeters
Waterpolder 10
Middelburg

Dining room | 10 minutes ago

Maranata Lindsen
Stoltenkampweg 171c
West Donkersberg

Living Room | 18 minutes ago

Mia Verlinden
Warandestraat 98
Tense

Hallway | 25 minutes ago

Myren Akkoç
Arconweg 89
Nieuw Welschenwoude

Storage room | 24 minutes ago

Niesje Bruintjes
Punderstraat 93
Toetswaard

Bedroom | 12 minutes ago

Sheralee Weegen
Zeydenpark 9
Shantwalingen

Hobby room | 27 minutes ago

Wilke Poon
Potestraat 822 II
West Nugterenveeld

Living Room | 10 minutes ago

Maranata Lindsen
West Donkersberg

Last seen in Living Room
18/03/2021 11:48

75,0 KG	164 / 83 MMHG
113 BPM	39,5 °C



”You don’t always know someone fell, especially at night when you might be busy with someone else. It gives me a lot more peace of mind when I know that Nobli is keeping an eye out.

And it also gives residents a feeling of security, because they know that the lamp is always there. If something happens, we’re going to be able to respond quickly.”

Daniela Cislariu

Nurse WZC Gerstjens

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3

Using Nobi, is synonym of 'to care'

about the world

- Better quality of care for your inhabitants
- Strong differentiator in times of polarized, societal debates about the lack of quality in elderly care

3

Using Nobi, is synonym of 'to care'

about happy employees

- About giving employees tools to focus on what really makes the difference in the lives of elderly.
- About helping your staff to feel relevant again.
- About working on job satisfaction.


3

Using Nobi, is synonym of 'to care'

about your financial
sustainability

As a results of

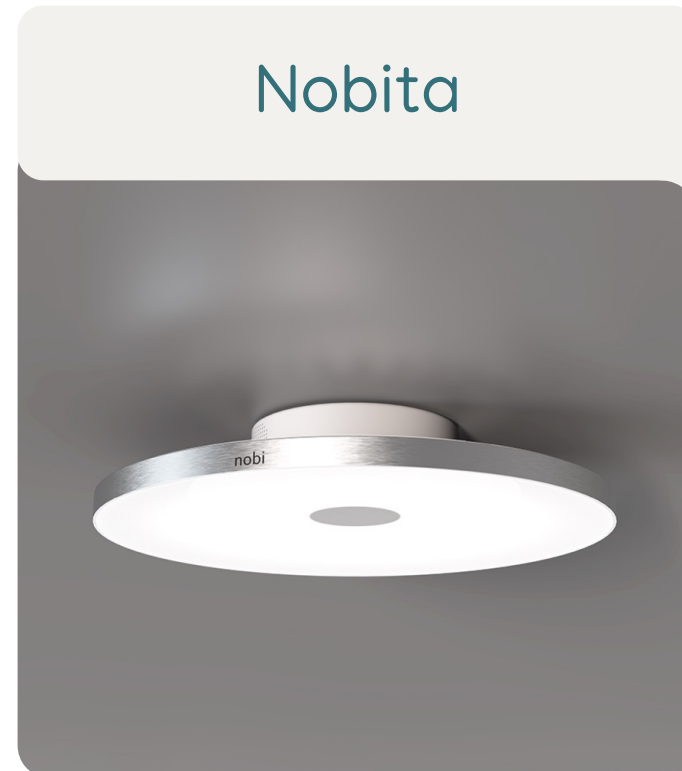
- Greater customer satisfaction
- Less incidents (fall prevention) > less empty beds
- More happy employees & less employee turnover
- Smart infrastructure savings

A man with short, light-colored hair, wearing a white button-down shirt with a red and white striped collar, is sitting in front of a wooden shelving unit. He has his hands clasped in front of him and is smiling slightly. The background shows a wooden shelf with various items, including a glass jar with yellow contents. The overall lighting is warm and indoor.

“Nobi helps us guarantee the quality of our care. It is about even more focused, individualized care, but also about engaging our staff at the right time, and only for those tasks with which they truly make a difference in the lives of our residents.”

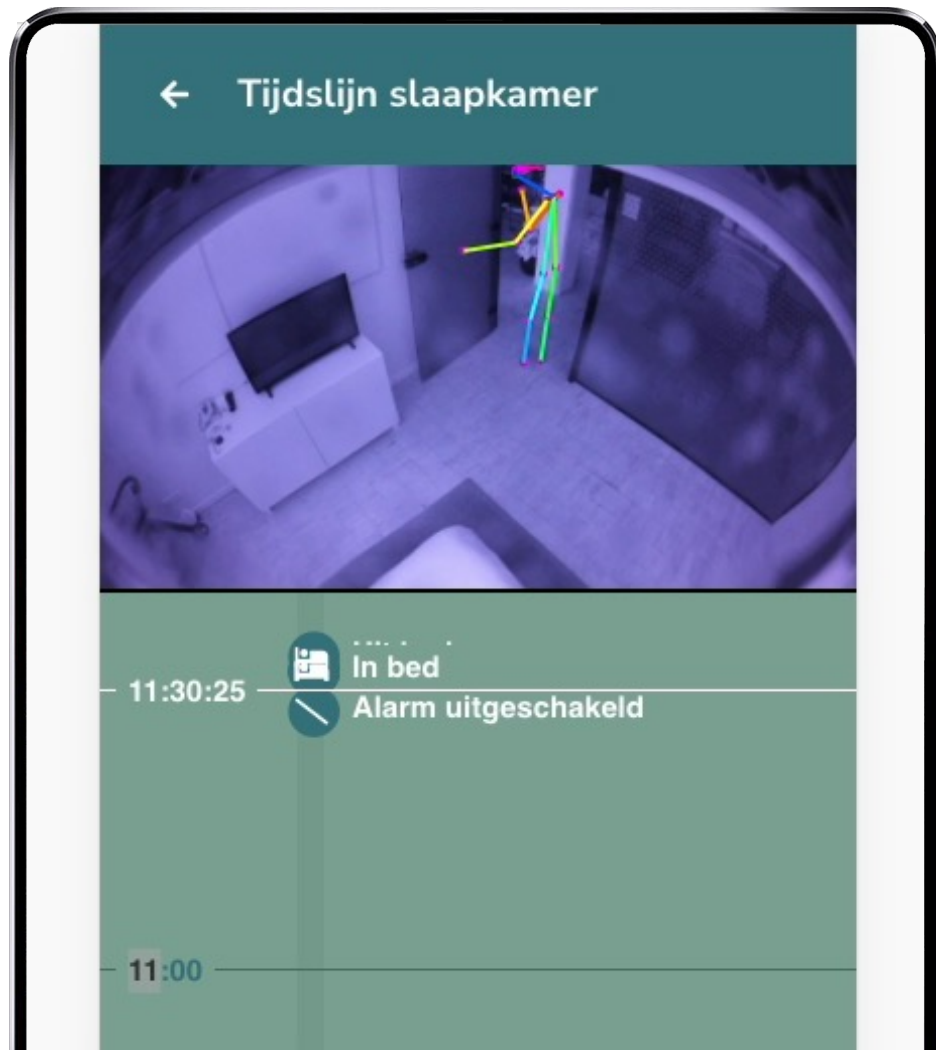
Mathieu De Wulf
Director WZC Gerstjens

Nobi is also...
A stylish lamp



Nobi is also...

Privacy proof



Nobi is also...

Easy to integrate

Only 2 things required:



Electricity

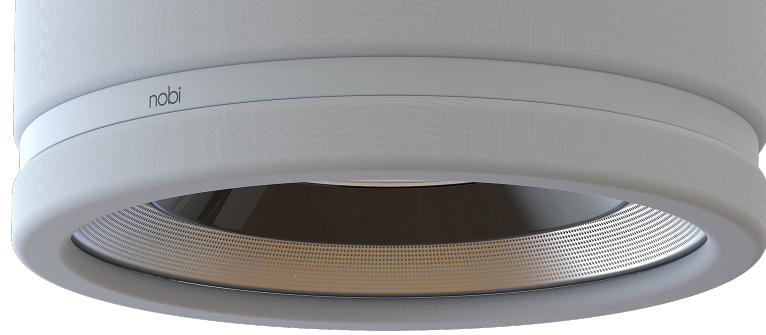


WiFi

And stands for...



...being ready for
tomorrow



The future of elderly care looks bright.

Because, yes...
technology will be able to beat
our aging population in speed!

As long as we

work together



The future is for team players

- That's why Nobi embraces like-minded technology & solutions
- To become a holistic health hub
- Supporting health professionals
- To guarantee elderly a safe and happy life



Who we work with

Resellers

Within the distributor's market, resellers reach a specific market (e.g. construction, engineering offices,...). They buy lamps from the distributor who will then take care of installation and aftersales.

goed

Distributors

Distributors are responsible for the sales, marketing, installation, after-sales and stock management of the Nobi lamps per country/region. Once resellers and ambassadors have sold lamps, the distributor takes over installation and after-sales.



ARSEUS MEDICAL
Part of Arseus Medical Group

Ambassadors

Individuals or smaller organisations that promote Nobi in specific markets. They receive commissions for successful leads. As soon as a lead becomes concrete, the distributor takes over.



Let's discuss