

LEGO

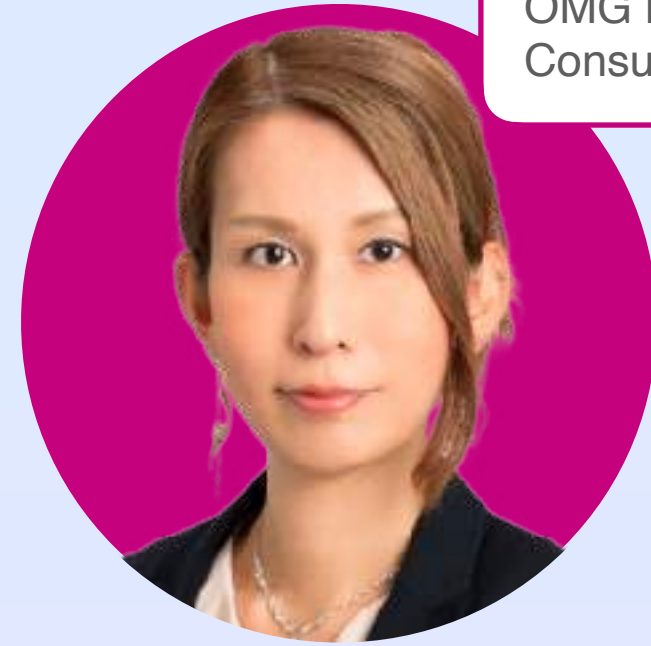
THE MOST ADVANCED
AI POWERED VIRTUAL ASSISTANT
FOR A MORE INDEPENDENT AGING



WHAT IS LEGA?

Lega is a revolutionary virtual assistant that uses artificial intelligence and machine learning to provide an invaluable life companion for elderly people, while giving peace of mind and a meaningful legacy for their loved ones.

OUR TEAM



OMG Board Member
Consultant at Japanese Gov.*

CEO

 **Erika ISHIKAWA**

Data Science, Digital Transformation and Business Consulting. Harvard Alumni.



CTO

Yuta ITATSU

Expert in AI Project Management, AI Modeling and Data Analysis.



EXPERIENCE M.

 **Emiri OHTA**

UI/UX Design, Digital Marketing Experience, And Social SNS strategy.



EXECUTIVE D.

 **Hiroyuki ITO**

Intel IoT Hackathon 2015 Tokyo Champion! AI/Robot/Blockchain Engineer. DX producer.

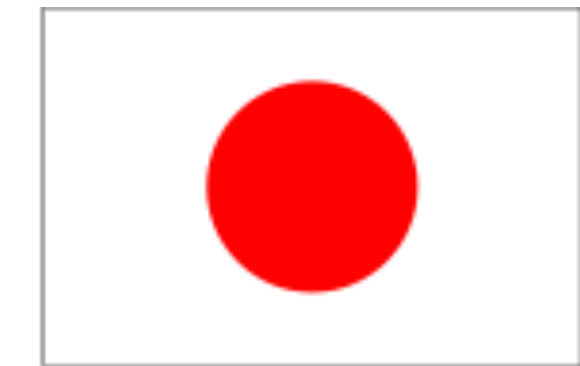


NLP SME

 **Youmi MA**

Tokio Tech Natural Language Processing, Artificial Intelligence.

PARTNERS



JAPAN GOV
THE GOVERNMENT OF JAPAN





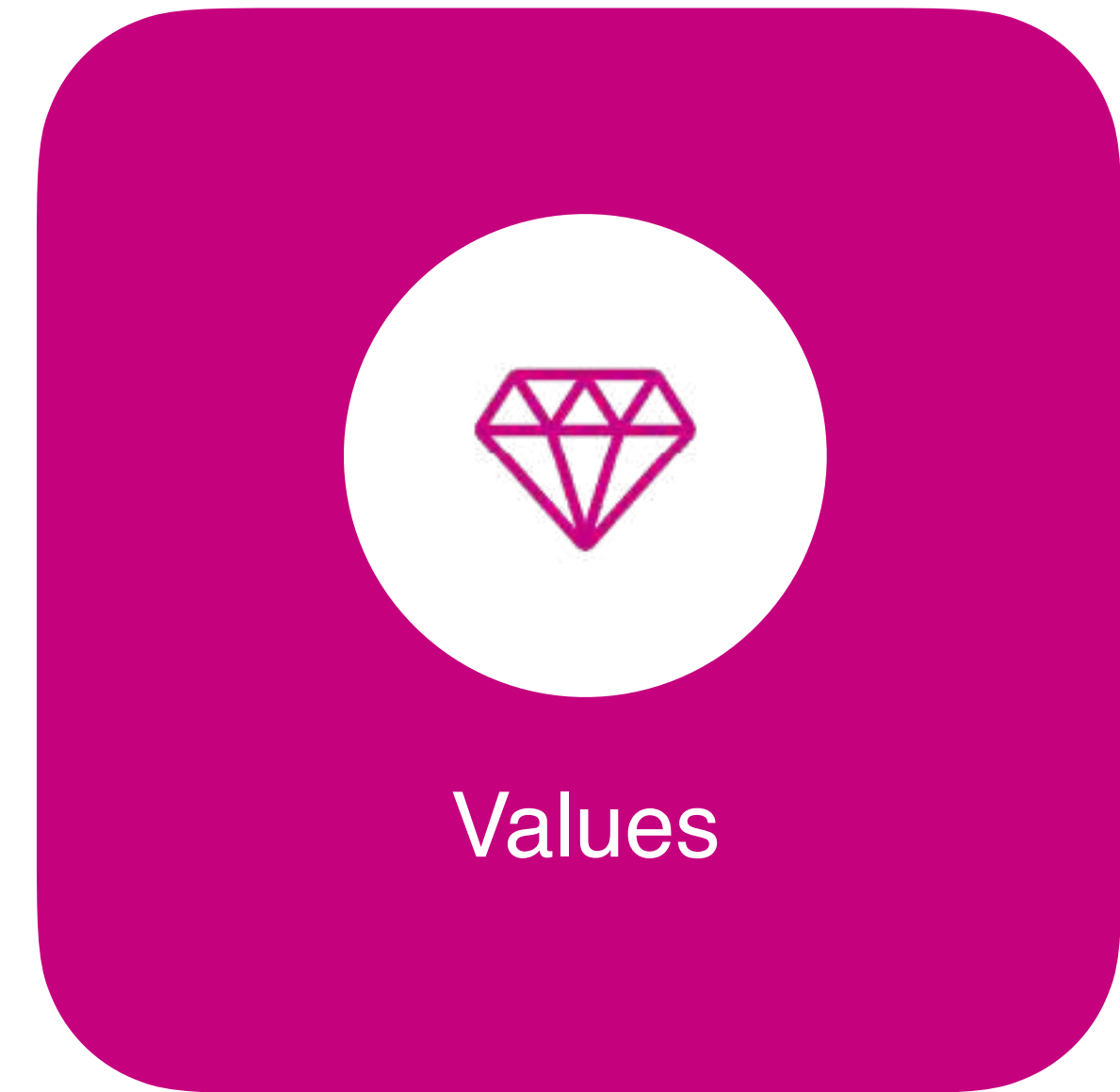
Mission

We offer tailored companionship, security, and care for seniors, while fostering tranquility, peace of mind, and shared wisdom for their loved ones.



Vision

We want to shape a future where elders are highly valued, esteemed, and connected to their loved ones, ensuring their continued significance in both family and community.



Values

Cultivating connectivity and nurturing relationships, we prioritize seniors' independence, comfort, and good health.



ISSUE & OPPORTUNITY

01 LONELINESS IN OUR AGING POPULATION

A decline in the mental and emotional well-being of the elderly is caused by a lack of companionship and social engagement.

According to the National Poll on Healthy Aging, 34% of adults aged 50 to 80 have experienced loneliness.

02 HEALTH AND MOBILITY CHALLENGES

The growing challenges of family-provided care stem from increasing health issues and the physical limitations of our senior citizens.

According to the AARP Public Policy Institute, the ratio of family caregivers to those aged +80 will decrease from 7:1 in 2010 to 4:1 by 2030.

03 LOSS OF INTERGENERATIONAL LEGACY

The potential loss of family history and insights arises from the limited reliable options available for preserving our loved ones' legacies.

Ancestry.com, a prominent genealogy platform, had more than 3 million paying subscribers as of 2019.

OUR SOLUTION & BENEFITS

FOR SENIOR



- ✓ **AI-POWERED COMPANIONSHIP**
Enhanced quality of life through personalized support, love and social engagement.
- ✓ **DAILY ACTIVITY ASSISTANCE**
Improved safety and engagement with tailored, appealing daily activities.
- ✓ **WELL-BEING EMPOWERMENT**
Greater independence and control over social, mental and physical well-being.

FOR THE FAMILY



- ✓ **PEACE OF MIND**
An optimal user experience that provides tranquility knowing that elderly family members are more independent.
- ✓ **REMOTE CARE SUPPORT**
Easy remote communication and health monitoring for elderly family members' safety and well being.
- ✓ **LEGACY PRESERVATION**
Ensuring family wisdom and history can be passed onto future generations.

THE PRODUCT



THE APP

A user-friendly platform for customizing preferences and maintaining family connections.



THE BRACELET (YEAR 2)

An easy-to-wear accessory keeping users connected and secure on-the-go.



THE HUB (YEAR 2)

Stores data securely for the years to come.



ADDITIONAL DEVICES

Seamless integration with tablets, speakers and screens for an enhanced experience.



X

Buyer persona: JOHN SMITH Jr.



45 years old



Lives in NYC with wife and 2



Monthly net salary of at 5K USD. Marketing Manager. Always busy. Regrets not having enough time to visit his mom who lives in Arizona by herself. Concerned about her emotional and physical wellbeing. Afraid that something will happen to her and he cannot be there to help her.

SURVEY RESULTS

In our study of 55 participants aged 36-65, we assessed elderly care needs and introduced Lega, receiving highly positive feedback on its impact.

Concerned about loneliness

89%

Wish they interact more

75%

Would Keep legacy of seniors

77%

Likely to buy LEGA

79%



User persona: SILVIA SMITH



70 year-old woman



Lives in Arizona, USA



Widow, lives alone at home. Has children and 5 grandchildren who live in NYC. She sees them every 3 months when they go visit her. She used to be very active, now she feels quite lonely and not finding many activities to do outdoors. She has high blood pressure and needs a medical revision every 3 months.

SURVEY RESULTS

In our qualitative study of people aged +65, reveals elderly need to feel accompanied, seeing more often family members and leaving a tangible legacy for future generations. They are also likely to use LEGA.

Concerned about loneliness and boredom

50%

Concerned about health

88%

Would Keep legacy of seniors

50%

Likely to use LEGA

68%

TARGET SALES

MARKET

+65 people, living in the USA, with family members earning a net salary of +2500\$/month.

TAM: 59M people

Targeting 1% of TAM: 590K people

Expected Yearly Earnings:

- Device Sales: 560K x \$239 = \$134M
- Annual Subscriptions: 560K x \$468 = \$262M
- Total per year: \$396M / 10 years = \$39,6M/year

PRICE

\$49.99 / month

-OR-

\$39.99 / month
(Annual Discount)

\$239 / TheHub

2-year warranty included

12 month minimum contract

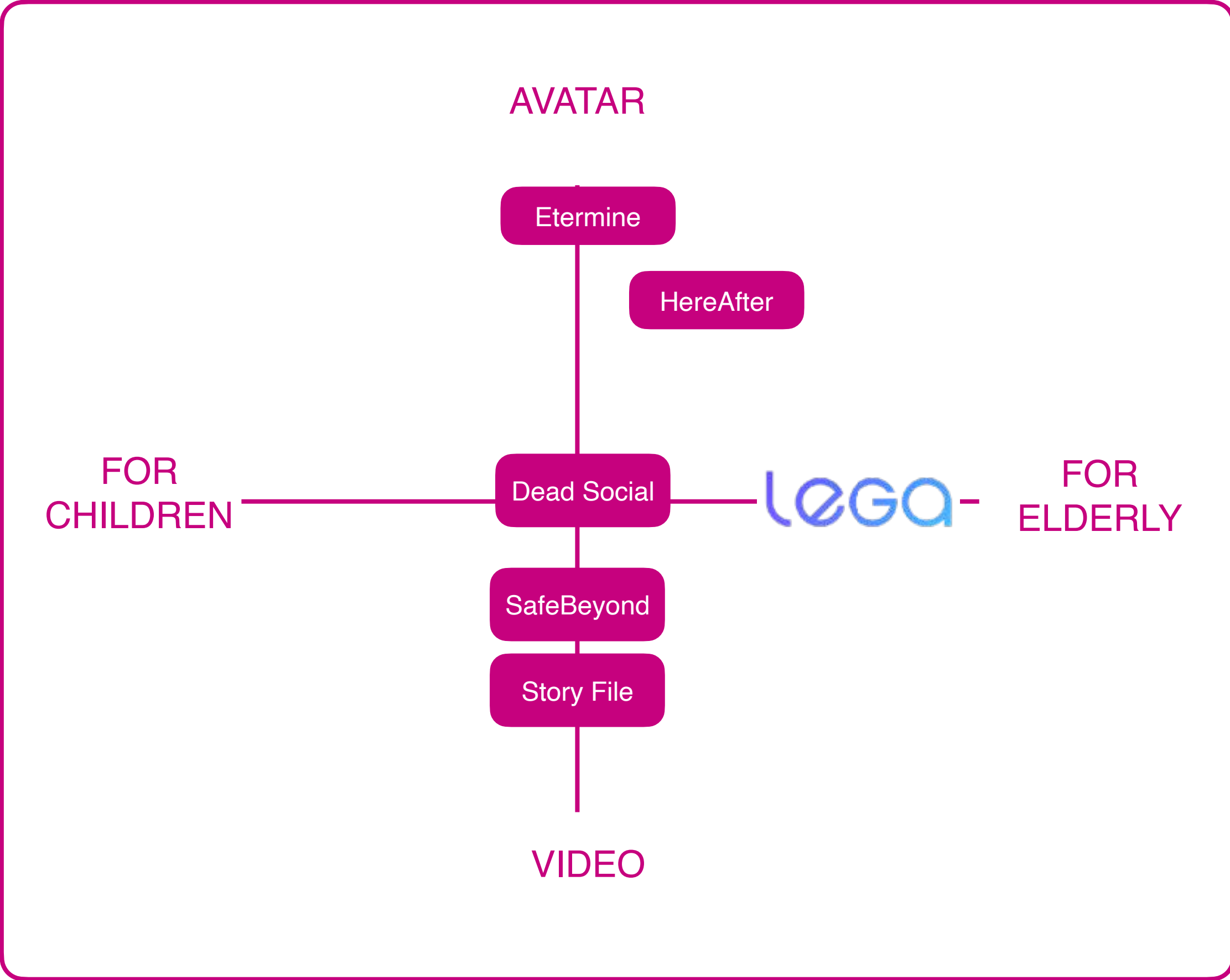
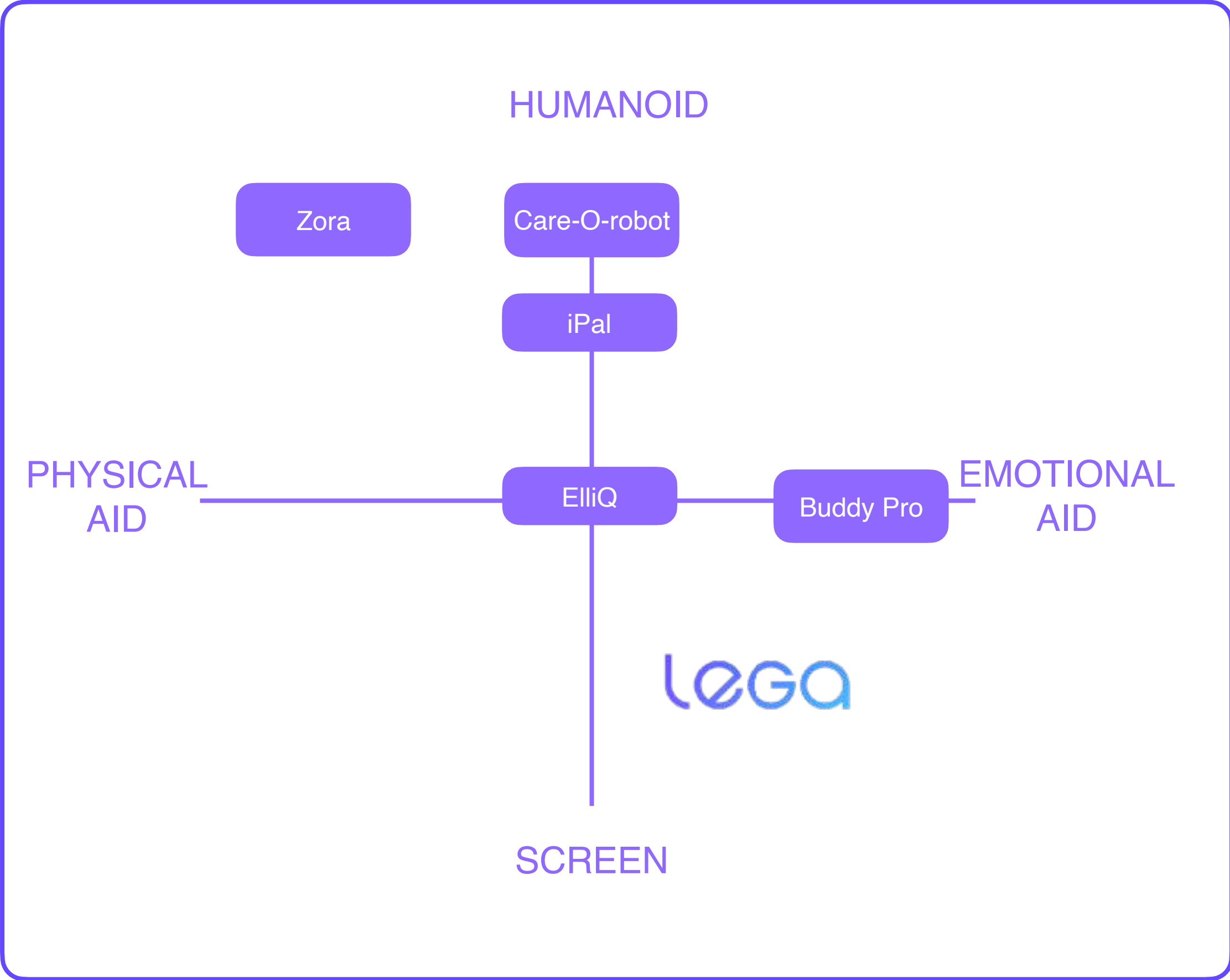
\$396M

Annual
Revenue



COMPETITORS

LEGA excels in providing emotional support tailored for seniors while seamlessly connecting families through multi-device integration.



GO-TO-MARKET



LEGA

CONTACT US

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LEGA-CARE.COM

