Elders Enabled & Empowered

Happy 60plus

AGEING IN PLACE MADE EASY AND COMFORTABLE !

HOLISTIC ELDERCARE PLATFORM



Happy60plus Pvt Ltd

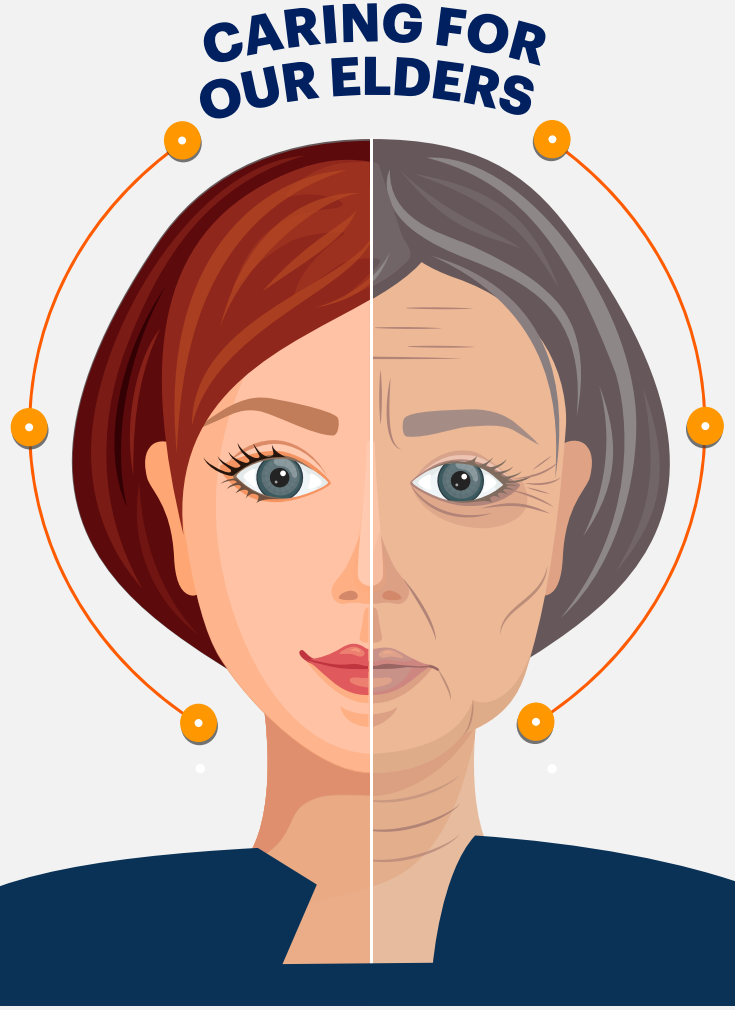
Problem: There is Lack of Wholesome Eldercare Solutions in India

WHAT MANY THINK IS ENOUGH

Meals

Health Checkups

TV



WHAT ELDERS TRULY WANT

Personalized care

Social Interaction

Safe space to retire

Well-being

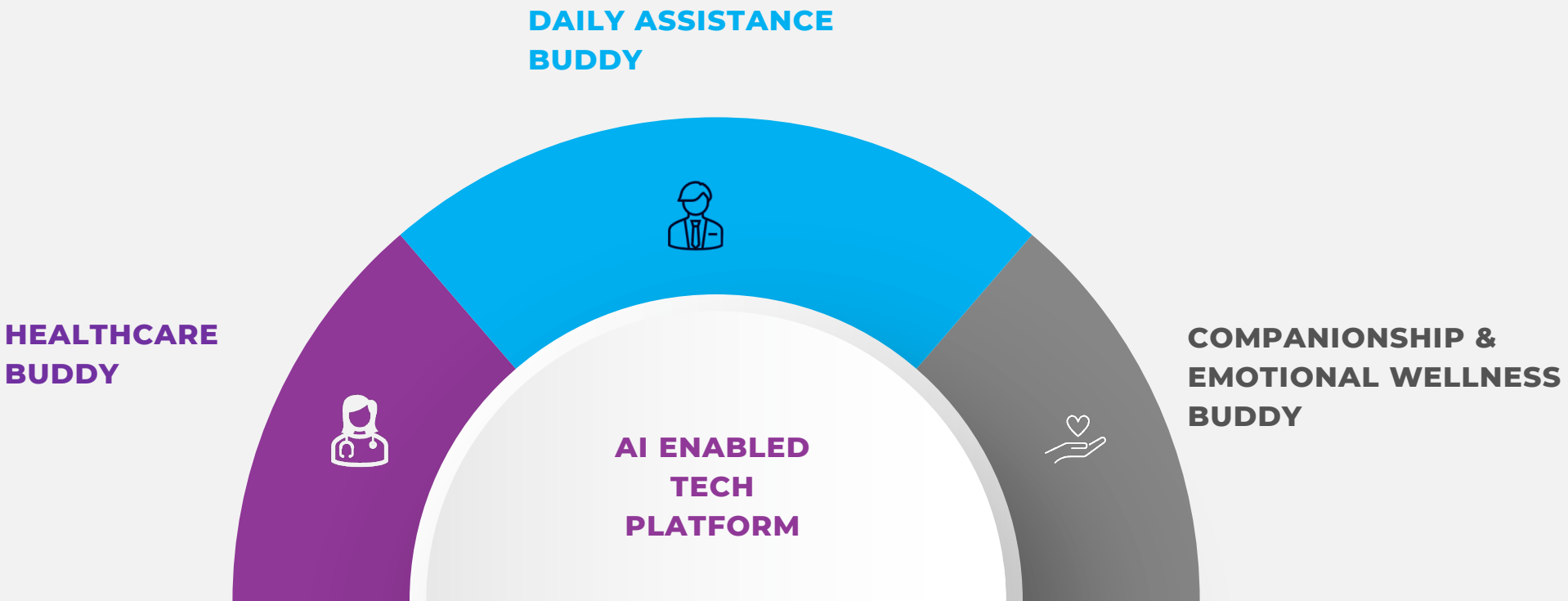
Easy access to essentials

Independence to pursue interest

Source - #UNIDOP2021

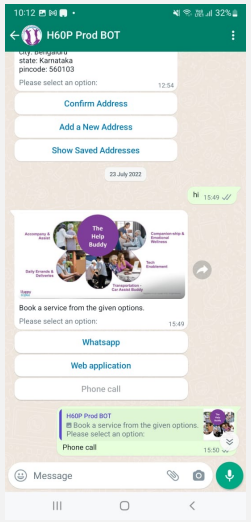
Solution: Empathetic Buddies with Tech Platform

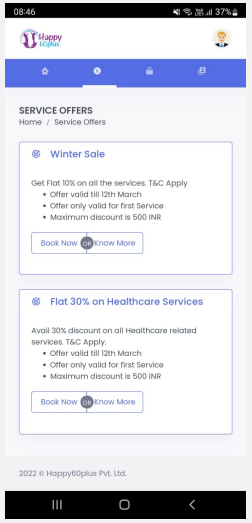
- ❑ Buddy Pool
- ❑ Hyperlocal Presence
- ❑ 5-step verification & training process



Solution: Powered by tech and data analytics

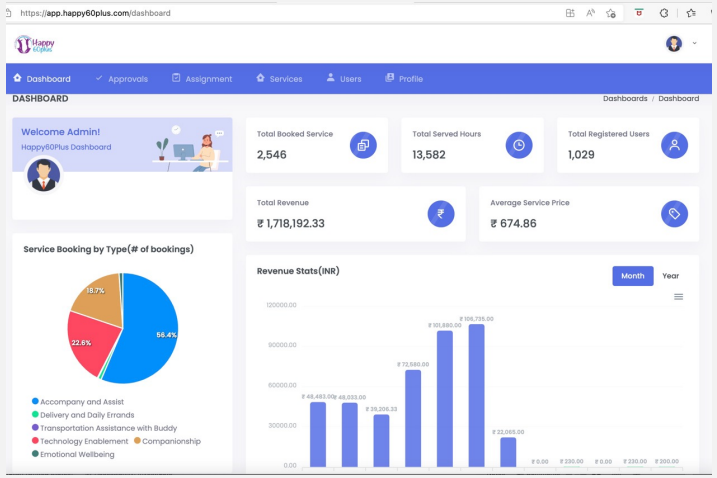
WhatsApp/Mobile App





- **Comprehensive App**
- **Personal + Digital Service Delivery**
- **Service Partner Integration**
- **Data Analytics + Alerts**
- **AI/ML based Buddy Verification & Onboarding**

Analytics Dashboard



Business Done: Trials in societies; Bellandur, BLR

- ✓ 5K Elders
- ✓ 40 Events
- ✓ 20 Webinars

1K+ **REGISTERED USERS**

3K **TOTAL BOOKED SERVICES**

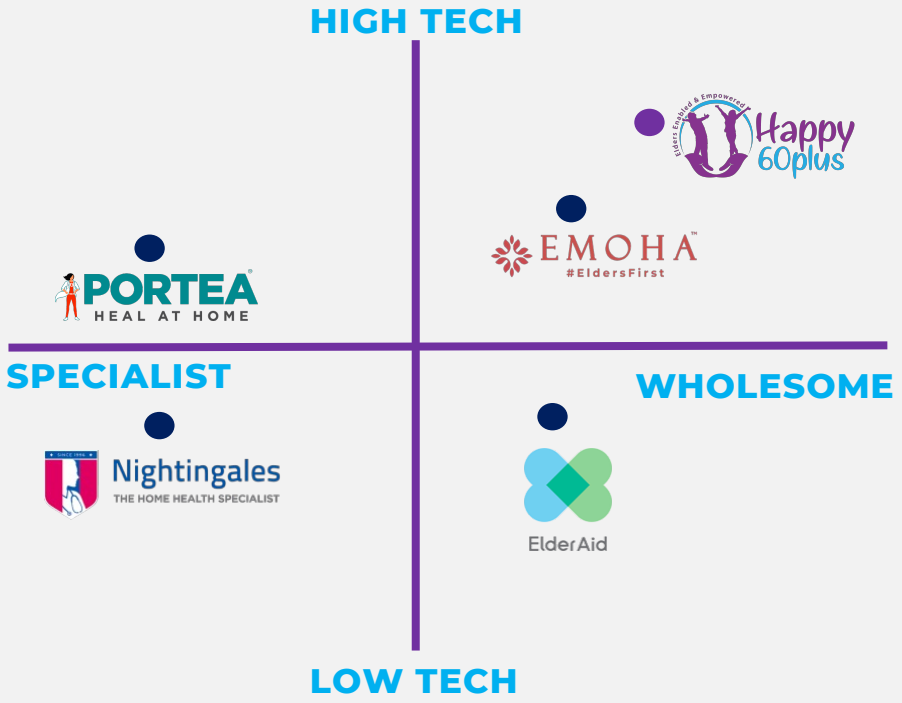
14K **TOTAL HOURS SERVED**

$30K **TOTAL REVENUE (TILL JUL-2022)**

Value Proposition: Wholesome Tech Based, Empathetic Help Buddies

1. Holistic eldercare tech platform
2. Affordable, on-demand & convenient
3. Execution excellence: hyperlocal, uniformity
4. Bringing tech & empathy for eldercare

Competitive Landscape



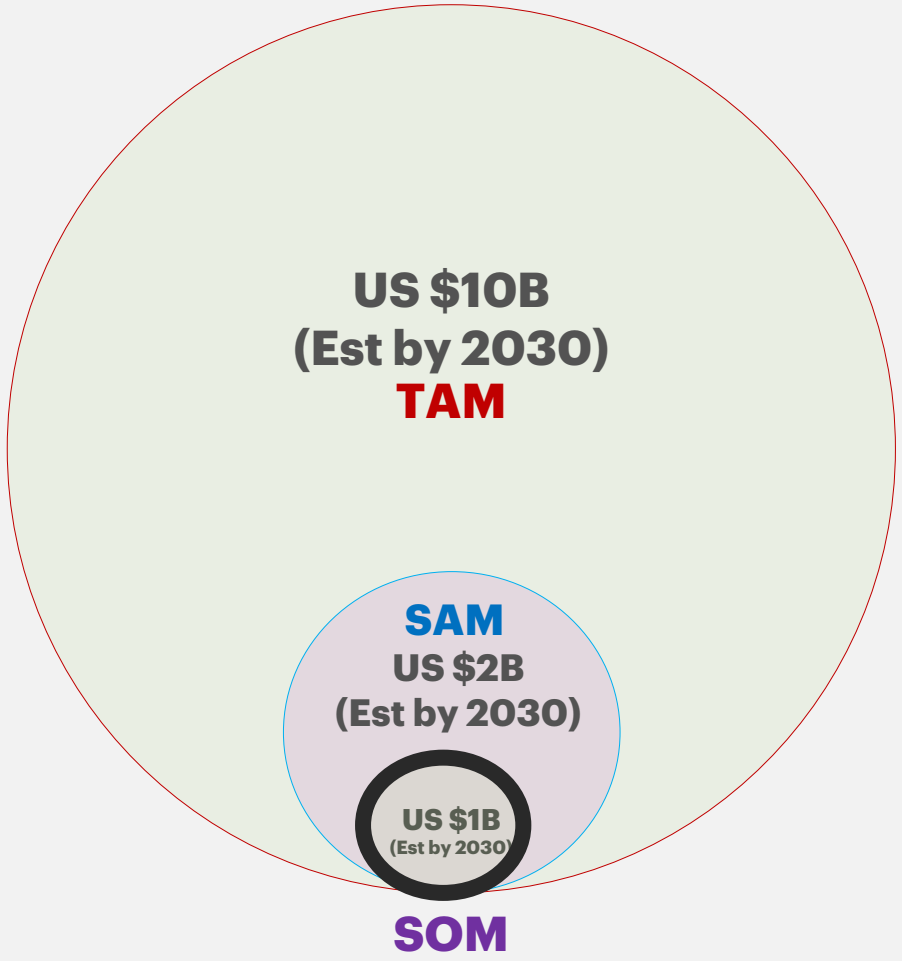
Market Size is growing – **SOM 1 Billion USD**

Elderly

50m
Urban Elderly

10m
In Tier 1 & Tier 2

1m
Target population – 30% of elders living in gated communities



Business Model evolved with trials conducted

TRANSACTION

$ 5

Hourly rate

Pay per use: hourly Help Buddy service availed

SUBSCRIPTION

$ 200

Annual

- ✓ Monthly/Yearly subscription for Buddy services
- ✓ Dedicated CARE COORDINATOR

COMMISSION

~15%

of service partners

Payments received from Service Partners

Gross Margin: 30%

Go-To-Market: Based on our trial in Bangalore

Customer Profile
- Elders (60+ Yrs.)
- Adult Children (35 – 59 Yrs.)
- NRIs

Partnerships
with RWAs/Gated Communities/Corporates

Expand the reach to elders in Gated Societies of BLR

Buddy Pool
Expand the pool of help buddies through **Partnership with Service Providers**

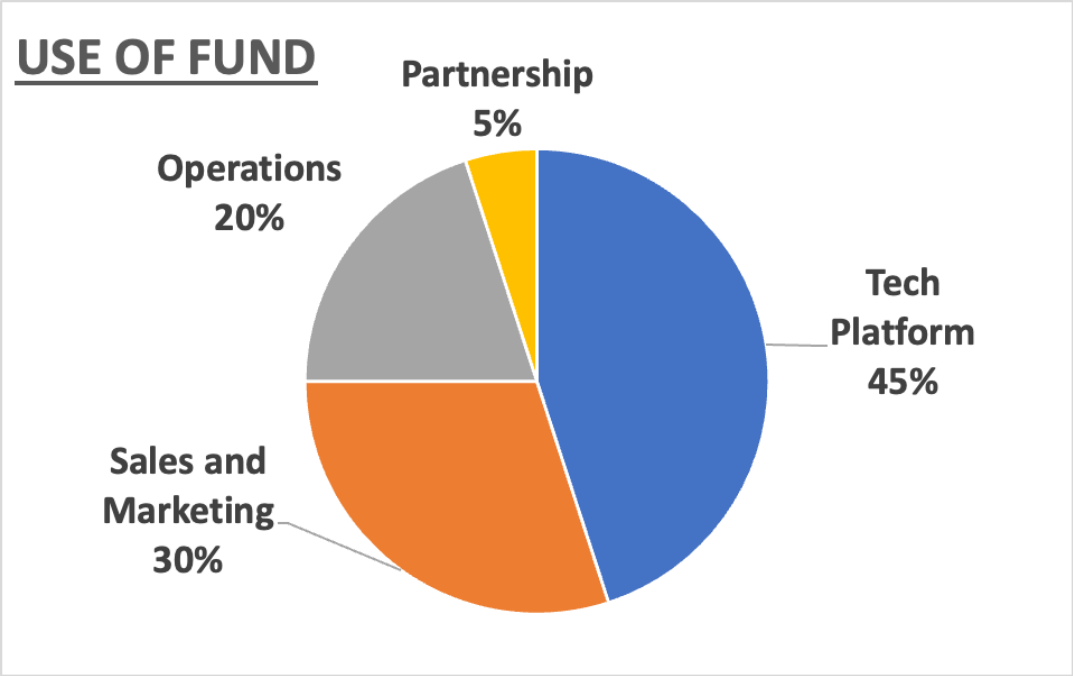
Replicate the Bangalore Model to other T1 & T2 Cities
POWERED by AI/ML enabled TECH PLATFORM (Auto scaling & secure infrastructure)

Growth Projection and Fund Requirement

- Growth Projection
- 30 K elders on platform
- Rev: USD 1.46 million

Ask is: USD 1.5 million in 6 tranches

Expected Return: 10X in 3 Years



The Team behind the business



SUNITA DUBE
CEO

15 + Years of experience
Social entrepreneur
Manipal Univ, IIMB



VINAY MISHRA
CTO

22+ Years of experience
Tech Leadership, AI/ML
IITK, IIMB, Columbia Engineering



SUDHANSHU MISHRA
ADVISOR

30+ Years of experience
IIM L
Life Coach (ICF)



PETER A MICHEL
STRATEGIC ADVISOR

40+ Years of Experience
Partner, Nextgen Ventures





Elders Enabled & Empowered

Happy 60plus

Empathetic Help Buddies

+

Tech Platform

=

Happy60plus





THANK YOU!

Sunita Dube
sunita.dube@happy60plus.com
+91 9980761545