



ANYWARE
smarter living

Introduction:

Anyware offers peace of mind for elderly living alone and their next-of-kin caregiver by monitoring anomalies in the activity and mobility patterns of the elderly based on non-stigmatizing, non-wearable plug-and-play ambient room sensors and in-app care monitoring services.

Anyware's B2B2C Go-To-Market and Value-added Services Model enable non-healthcare partners such as (health) insurers, energy companies and care home developers with access to active elderly living alone and their next-of-kin caregiver to offer a plug-and-play, non-medical and preventive Care Monitoring solution based on Anyware's unique IoT platform and patented, award-winning IoT devices.

Silver Innovation:

The unsustainable welfare 'service model' in many countries lacks resources to provide care services for all elderly living alone (1 in every 3 across Europe). It forces elderly to stay longer in their own home, but the Digital Eldercare solutions for existing homes are typically very complex, expensive and stigmatizing for active elderly, thereby preventing adoption and scalability of basic digital safety for the many elderly living alone.

Add to this that the next-of-kin are typically compelled to take care of their older relatives as informal caregivers, which often impacts their own family's quality of life.

Anyware solves the problem by offering affordable, plug-and-play, non-stigmatizing Smart Home services as an entry level offer to elderly living alone, which can be seamlessly upgraded with to Care Monitoring services in the app, thereby enabling elderly to stay independent longer in their own – not home but – SMART home.

Customer segmentation:

Anyware targets the 143M elderly living alone in Europe and enables them to stay independent as long as possible in their own SMART home.

We reach this target group and their informal next-of-kin caregiver, which is the key facilitator to adopt digital solutions for the older relative – through partnerships with non-medical companies such as (health) insurers and energy utilities with access to all homeowners/tenants due to their basic (health) insurances and utility services.

We estimate the TAM at €30Bn based on a combined Smart Home and IoT Healthcare market of €60Bn and €64Bn, respectively, and have since 2018 deployed more than 4,000 award-winning and patented IoT devices as part of our digital home services concept.



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Geographical area of operations (current & future):

Anyware is currently available in most countries but focuses on the EMEA region with the Nordic countries and the DACH-region as a first wave of international expansion. We always seek strategic partnerships in new countries with the local expertise of the market, including non-medical partners to provide access to the target group. New regional partnerships are currently sought in UAE, India and the US.

Earnings logic:

Anyware is shifting its B2C and B2B2C business to a subscription-based model for the digital home and care services, but still operate a hybrid device sales/services subscription business model (IoT-based SaaS).

Financing needs:

We have a 2-step investment plan, which operates with 1) A current bridge round of €300k with the objective of accelerating growth through the creation of a 'Growth Launchpad' for Anyware including a new IoT device (based on the existing technology platform) designed to enter the B2B and Digital Eldercare markets, and 2) A follow-up seed/series A investment in 2022 to grow and scale internationally.

The next step/goal:

Over the next months, we expect to 1) Close the bridge financing round of €300K; and 2) Launch the new Care Monitoring-as-a-Service offer in the beginning of 2022 in selected countries through strategic partnerships.