



Empowering senior adults to **age in place**

THE WORLD IS AGING

- + Chronic & disabling diseases, + loneliness
- Increasing complexity to attend these needs
- Higher costs for families & Health Co's

653 M

Senior adults worldwide  
x2 by 2050

25% are fragile

18% live alone

2.4 sons & daughters

90% of Seniors want to age in place --> Direct correlation to longer lives & wellbeing

SENIOR FRIENDLY TELEHEALTH PLATFORM

- Wearable agnostic, ANN powered (AI)
- Physical + cognitive + social information
- Personalized emergency flags & alerts
- Integrated with any monitoring center & family

Ellie Concierge.ai



Collaborators

SAMSUNG



Ellie Care empowers senior adults to age in place



B2B Model

4 types of customers

Company contracts Ellie Care as its telehealth platform & pays per customer  
**U\$ 18 / month**

Wearable is paid by B2B

TAM  
43B

SAM  
21B

SOM  
3B



Year

2023

2024

2025 Est.

2026 Est.

New Markets



Acc. Users

932

2,541

5,988

33,636

ARR

0.1M

0.3M

1M

8M

Churn

3%

4.6%

< 5%

< 5%



**Gervasio Videla Dorna – CEO**  
10Y C-level executive. 3x entrepreneur  
Tenasir. Kimberly Clark. Pfizer. Zoetis



**Patricio Alba – CTO**  
IoT specialist. 2x tech entrepreneur  
Siemens. Wolox. Xavia.



**Max Testoni – CCO**  
8Y C-level executive. Tech sales specialist.  
Oracle. BBVA. Naex.

Seed Round Target **\$1.5M (SAFE)**

20%

Sales Growth

30%

Talent

25%

Product

25%

Core Markets



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