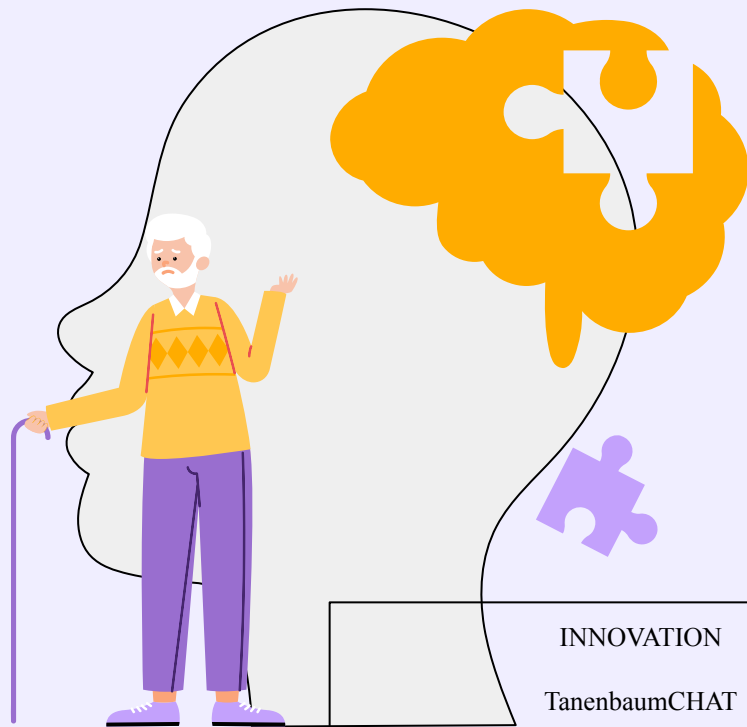


The Memory Compass

When memory fades, Guidance remains



INNOVATION

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January 9, 2026

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What is the Memory Compass?

The Memory Compass is a dementia-focused wearable paired with a companion app, designed to provide safety, independence, and peace of mind for patients and caregivers. It is offered as an affordable device, with an optional subscription available for caregivers and users.



- The Memory Compass is a watch for the patient giving their caregivers location access and the ability to set reminders
- Reminders are customized to every clients personal routines and lifestyle
- A device that is controlled by one's caregivers to ensure structure and autonomy for the patient while remaining proactive rather than reactive

APP



- The Memory Compass is paired with an app that allows caregivers to set reminders for the patient and monitor their location
- The app comes with the option to purchase a monthly subscription where caregivers can unlock access to dietary plans for dementia patients and access to social work

Overview - The Dementia Crisis

Global Impact

55+ million people living with dementia worldwide
Expected to reach **150+ million** by 2050

Care Gap

Quality care is **unavailable for most** patients
Existing systems are **reactive** and **incomplete**

No Cure - Complex Care

Currently there is no cure
Care is **expensive** and **complex**

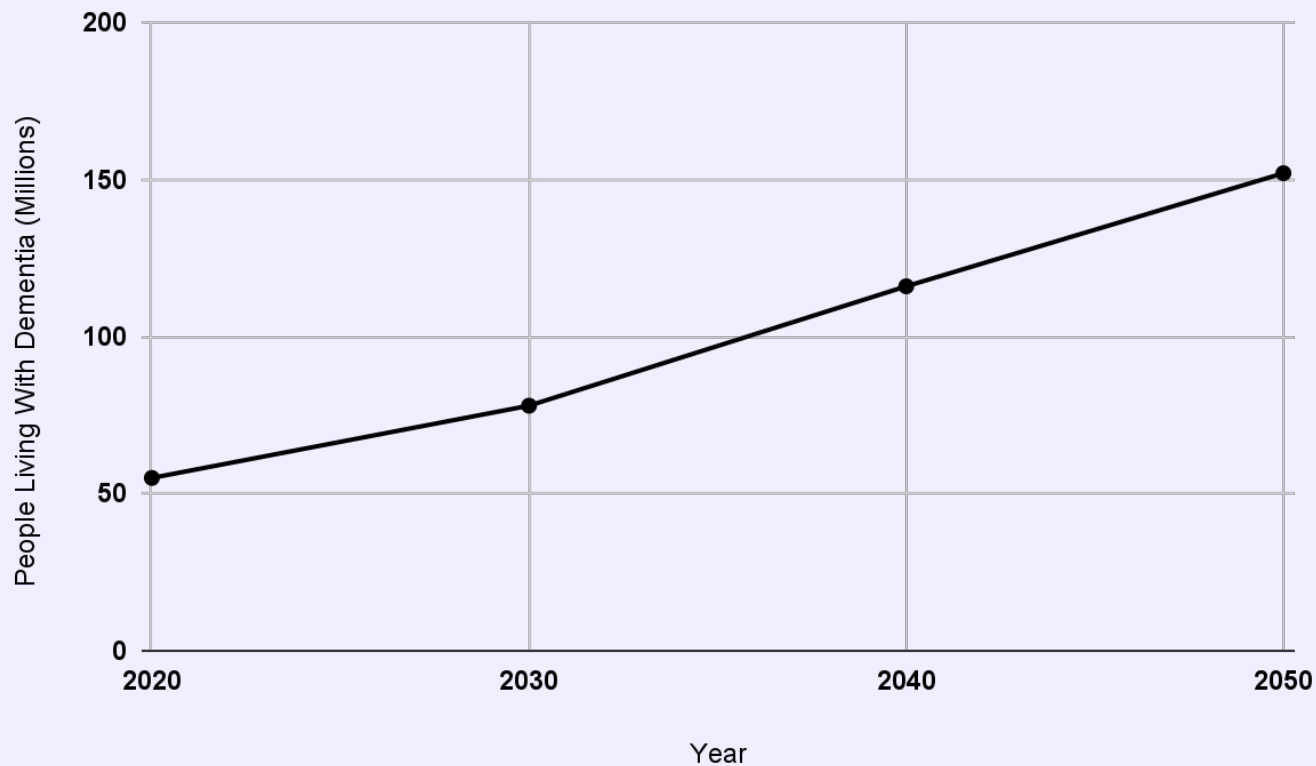
Our Reality

86% of US dementia patients **lack formal support**
Families are left to manage alone



Graph 1: Number Of People Living With Dementia 2020-2050

This chart projects the rise of dementia patients over the next 30 years. This underscores the growing need for the Memory Compass to support dementia patients and manage the condition.



Problem - What's Missing?

Broken Solutions

- Existing tools are **fragmented** & largely **reactive**
- Most tools focus on **emergencies, not prevention**
- Existing technology is too complex and **not dementia friendly**
- A complex smartwatch can confuse someone with dementia, making it hard to use important features like reminders or emergency alerts

Cost Barriers

- Care costs are **out of reach** for the majority of families
- Median costs range from **\$4,000-11,000 per month**
- Costs only increase as the disease progresses



Problem - Safety, Individual and Family Risks

Wandering

- Six in ten people with dementia will wander at least once

Loss of Control

- Tension of safety and control



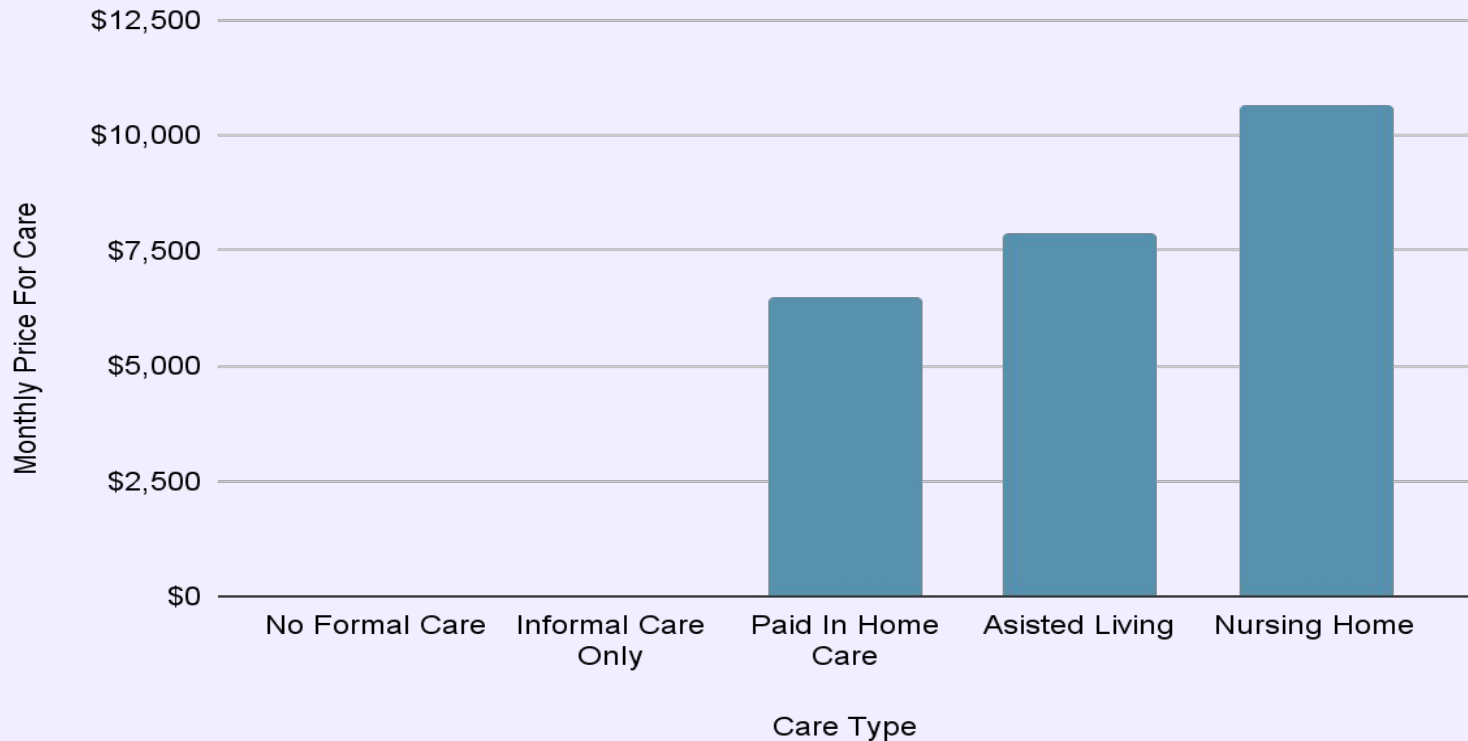
Financial Burden

- 70% of dementia costs fall on families
- Average total cost for a person with dementia can reach \$287 000

Gaps in Resources and Technology

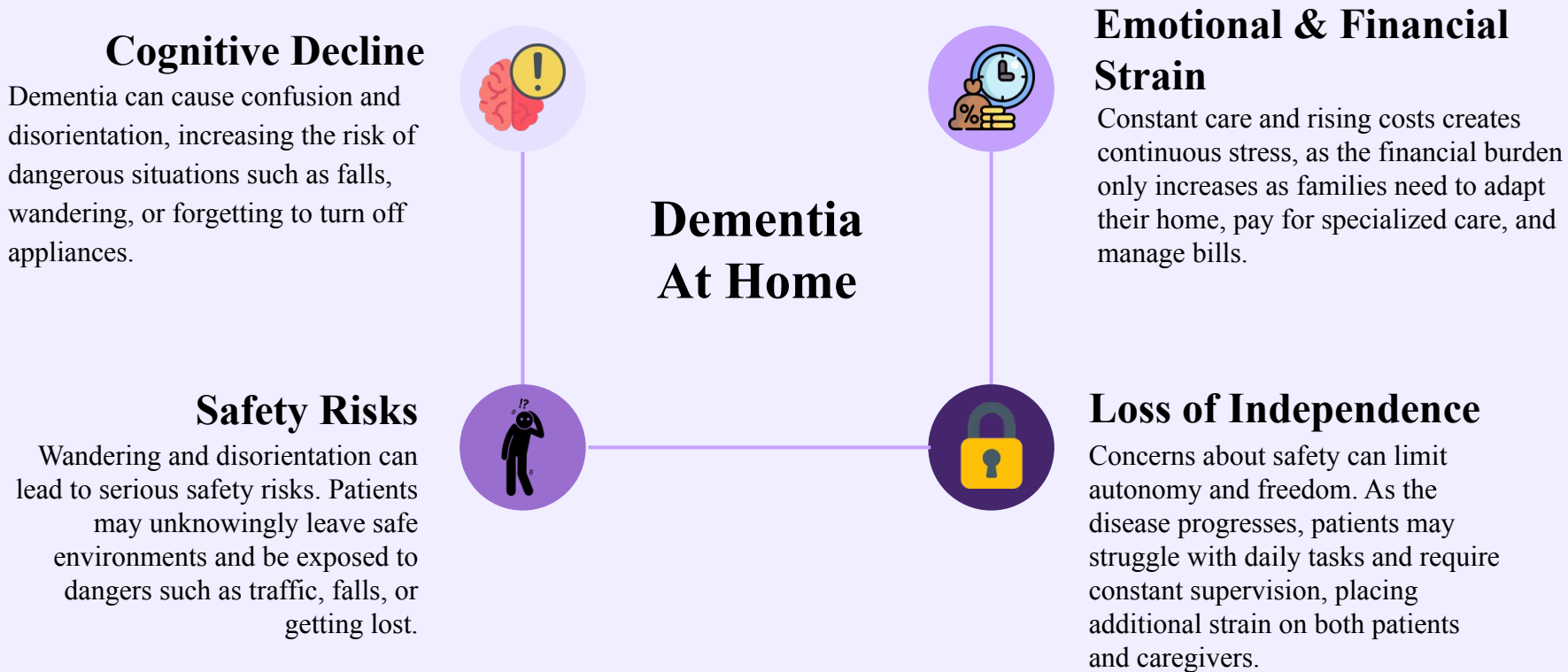
- Highly reactive solutions
- Proper care is expensive

Graph 2: Median Monthly Prices For Kinds Of Dementia Care



This chart highlights the large monthly costs of dementia care, illustrating the financial strain on families as care needs increase.

The Impacts of Living With Dementia - Core Pain Points



Customer Segment 1 - Families (At Home Care)



Who Are They?

Individuals with loved ones who have dementia and are cared for at home primarily by family members.

Core Challenges

The cost of full time professional care is astronomical and constant supervision is required for safety.

The Trade-Off

Often, independence must be sacrificed for safety, and without support, autonomy can quickly fade.

Why This Matters

Unsustainable responsibilities are often imposed on families, leading to compounded time, emotional, and financial strain.

Customer Segment 2 - Care Facilities



Who They Serve

Many residents are living with dementia. As conditions worsen, more care is required.

Operational Challenges

Employees often must monitor many patients at once. Constant supervision is difficult to maintain.

Safety & Liability Risks

Many safety incidents are caused by wandering. Facilities are vulnerable to legal and compliance issues.

System Limitations

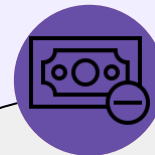
Existing monitoring tools are insufficient. Staff are stretched and patients feel restricted.

Unique Value Proposition



Message:

- This product enables people with dementia to maintain their independence while ensuring that their safety is not compromised.



Differentiators:

- Designed with a simple interface for people with dementia, not general tech users.
- Personalized voice and vibration works as active reminders for patients to ensure patients can utilize Memory Compass effectively.

Why the Memory Compass is Better than Existing Options

- Standard smartwatches are often too complex for dementia patients.
- Generic GPS trackers lack personalized reminders for activities, key locations, and daily routines.
- Restores independence for the patient and peace of mind for their family.
- Features like locking straps and secure wristband attachments help prevent the patient from removing the device.
- Many other dementia-focused smartwatches do not offer these design features.
- Helps reduce family care costs by providing supervision.
 - For example, medication reminders that patients can acknowledge themselves, sending notifications to family. This reduces the need for constant oversight and allows family members to avoid taking time off work.



The Impact of The Memory Compass

- Increases independence for patients while simultaneously reducing familial stress and anxiety
- Keeps families connected and informed
- Affordable and accessible



Solution - Our Product: The Memory Compass

01

Smartwatch style bracelet

This bracelet provides gentle reminders helping to maintain independence and reducing confusion for patients.



05

App Subscription

For caregivers, the subscription offers various resources like dietary plans and care stage information to support difficult decision making.

02

Personal Reminders

For the patient, the Memory Compass provides personalized reminders through vibrations and voice cues to aid in reducing stress and supporting daily tasks.

03

GPS Tracking

GPS tracking ensures safety by notifying caregivers if the person wanders from different set locations, allowing quick location checks and preventing wandering.

04

Watch Customization

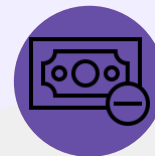
The app lets caregivers set reminders, monitor locations, and send alerts to manage care efficiently and effectively.

Problems The Memory Compass Solves



Enhancing Safety Without Sacrificing Autonomy

- Provides real time location tracking to prevent wandering incidents
- Uses alerts as guidance to allow individuals to feel in control
- Balances independence and safety



Reducing Financial and Caregiving Burden

- Affordable alternative to full time caregivers or expensive memory care units
- Reduces familial stress by providing reliable monitoring and support
- Centralizes information about dementia care, resources, and local services to simplify decision making and avoid costly advisors

Problems The Memory Compass Solves Cont.



Centralized and Accessible Support

- Combines safety, autonomy, and family support in a single, easy to use platform
- Streamlines access to care resources, guidance, and community support
- Technology designed for simplicity, avoiding the complexity of standard smartwatches or trackers



Closing the Gaps in Existing Technology

- Integrates location tracking, safety alerts, and caregiver notifications in one system
- Provides meaningful assistance rather than just raw data
- Affordable, accessible, and designed to support both the person with dementia and their families

Closing The Gap in Dementia Care

A Growing Crisis

Dementia is rapidly increasing worldwide, gravely affecting millions of families each year



Current Solutions Fall Short

Existing tools are complex, reactive, and unable to support both autonomy and dignity



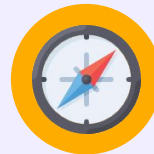
An Impossible Trade-Off

Families and care facilities are forced to choose between safety, independence, as care costs continually increase



A Better Path Forward

Memory compass fills this widening gap providing safety, independence, and easily accessible support



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