



Conexión
Telemática
Inclusiva



Easy and secure communication platform

Pandemic

I feel lonely, sad and bored



We are concerned about your health and that we distance ourselves



I cannot guarantee the treatment or monitor its activity.



*Inaccessible and
insecure
technologies*



**6 million seniors do not
use them** (INE 2024)



- 2 million live **alone**
- And have a recognized **dependency**
- On average, they watch **5 hours of television** a day

Disability is increasing

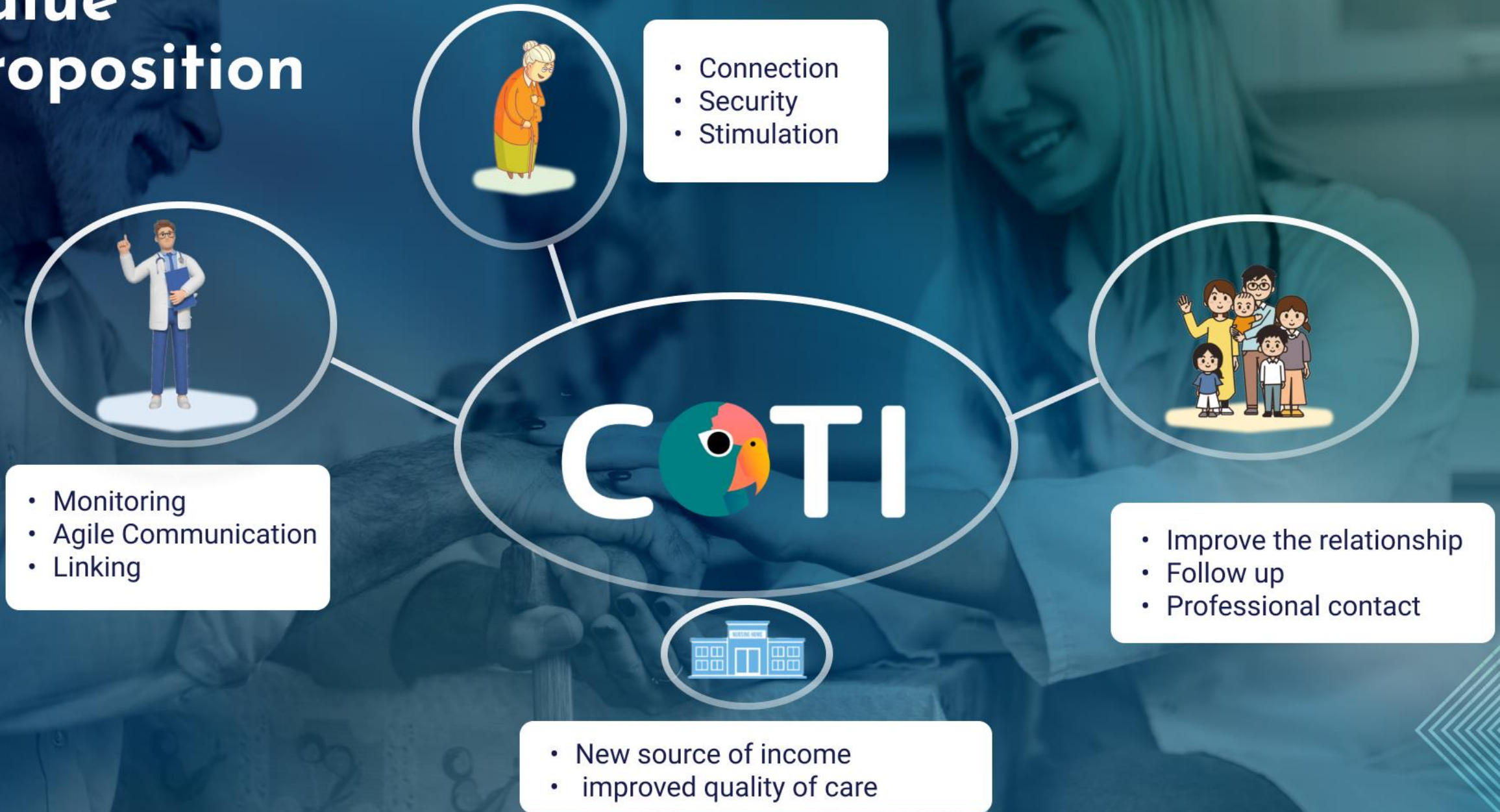
Relationships are DIGITAL

Solution of COTI

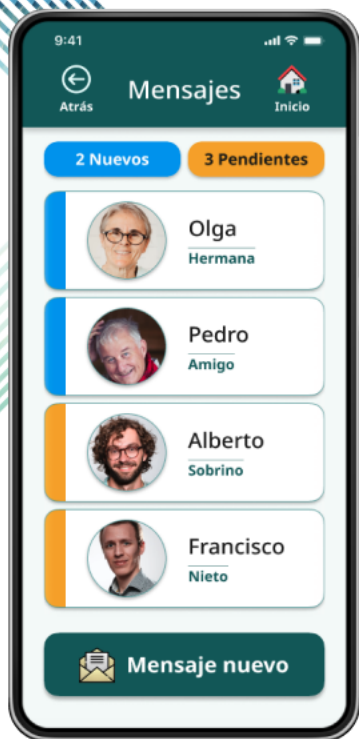


Cognitive game

Value proposition



Easy and safe



Contact



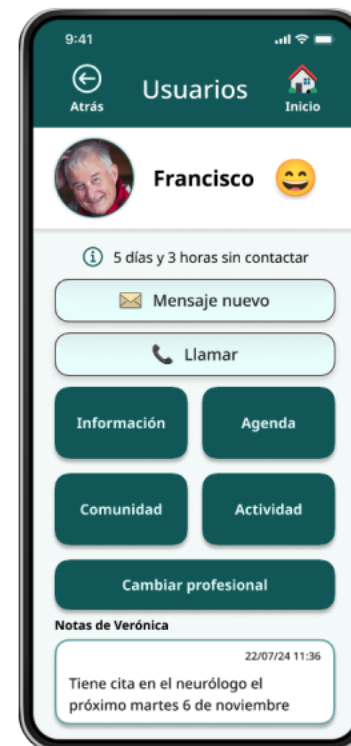
Organizes



Share



Meet

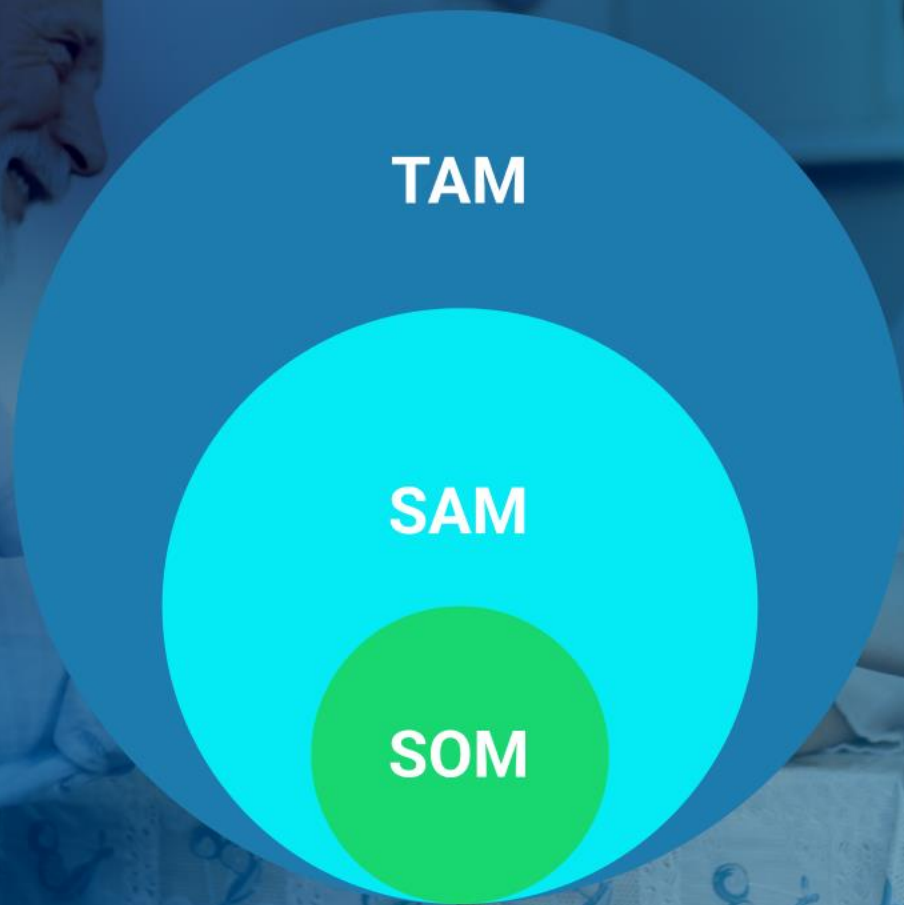


Professional



Family Reference

Spanish market



Professionals and family members
willing to pay €30/month

720M €

Tangible Addressable Market

2,000,000 employees

Spanish companies

* Informe del Ministerio de Asuntos Económicos y Transformación Digital

12M €

Service Available Market

30,000 employees

20 companies

1,8M €

Service Obtainable Market

5,000 employees

3 companies

Business model: B2B2C



Partners



ANTONIO GONZÁLEZ-ADALID

CEO

- Psicólogo en 9 entidades sociosanitarias (10 años)
- Asistencia y gestión en proyectos de salud



MARC GONZÁLEZ CAPDEVILA

CTO

- Liderar desarrollos de software (10 años)
- Investigador principal en el extranjero (5 años)
- PhD en AI y en UX para *e-health*

Collaborators



CLÉMENT DESTOUMIEUX

HealthTech expert

- Strategy, communication and business development



RAIMON ALBIOL

Business developer

- Mentor IESE Business School, PIMEC, ACCIÓ and others.



MARIANO GARCÍA

Product Manager

- Digital project manager, app/web designer and neuroscientist



OLIVER SANZ

UX/UI Designer

- Expert in digital accessibility and design



PABLO DE LA GUARDIA

Machine Learning Engineer

- Predictive models for disease detection

Roadmap

Investigation

Lean

Testing prototypes

1 year

Development

Version 1

Monetization

Seed Round:
300k

5 months

6 months

Lanzamiento

Growth

IA

Serie A
Round : 1M

4 months

6 months

September 2023

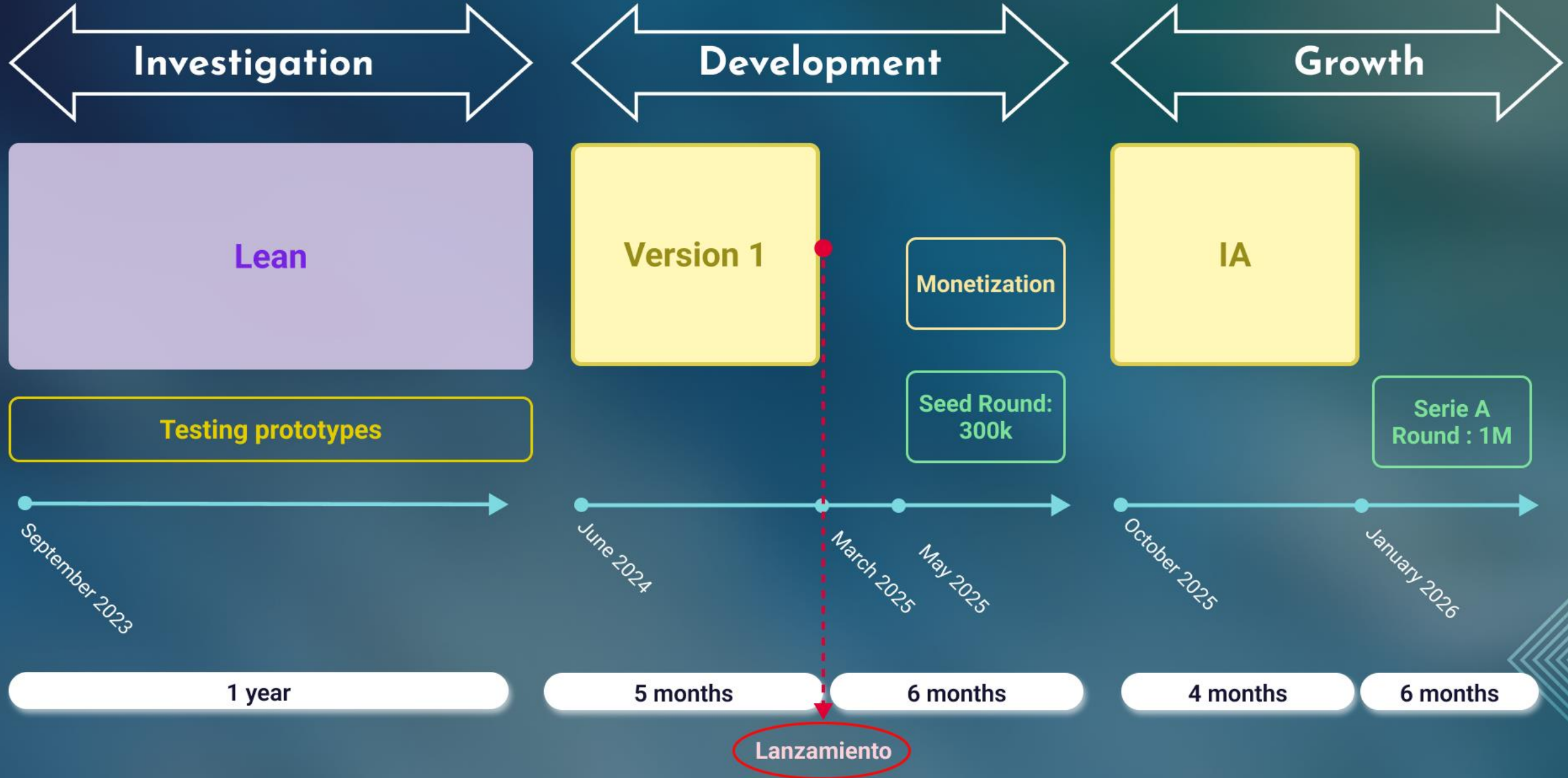
June 2024

March 2025

May 2025

October 2025

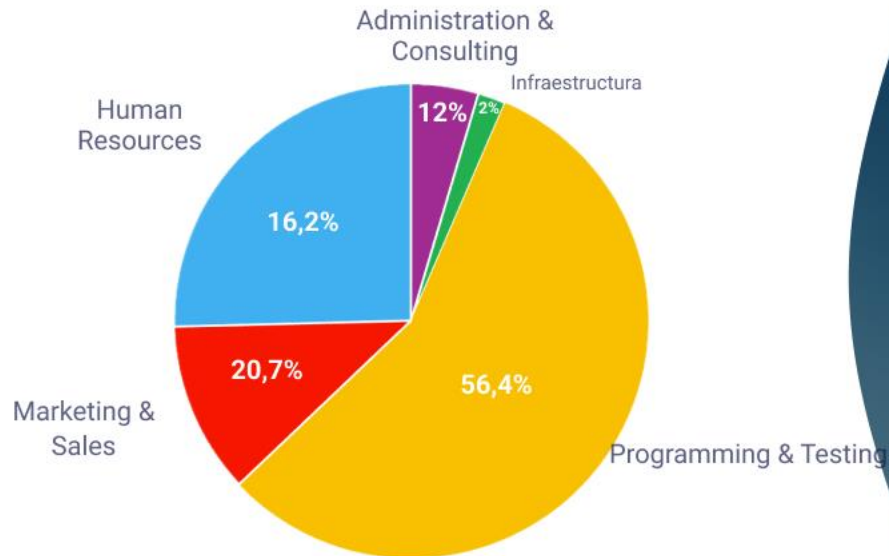
January 2026



Use of funds

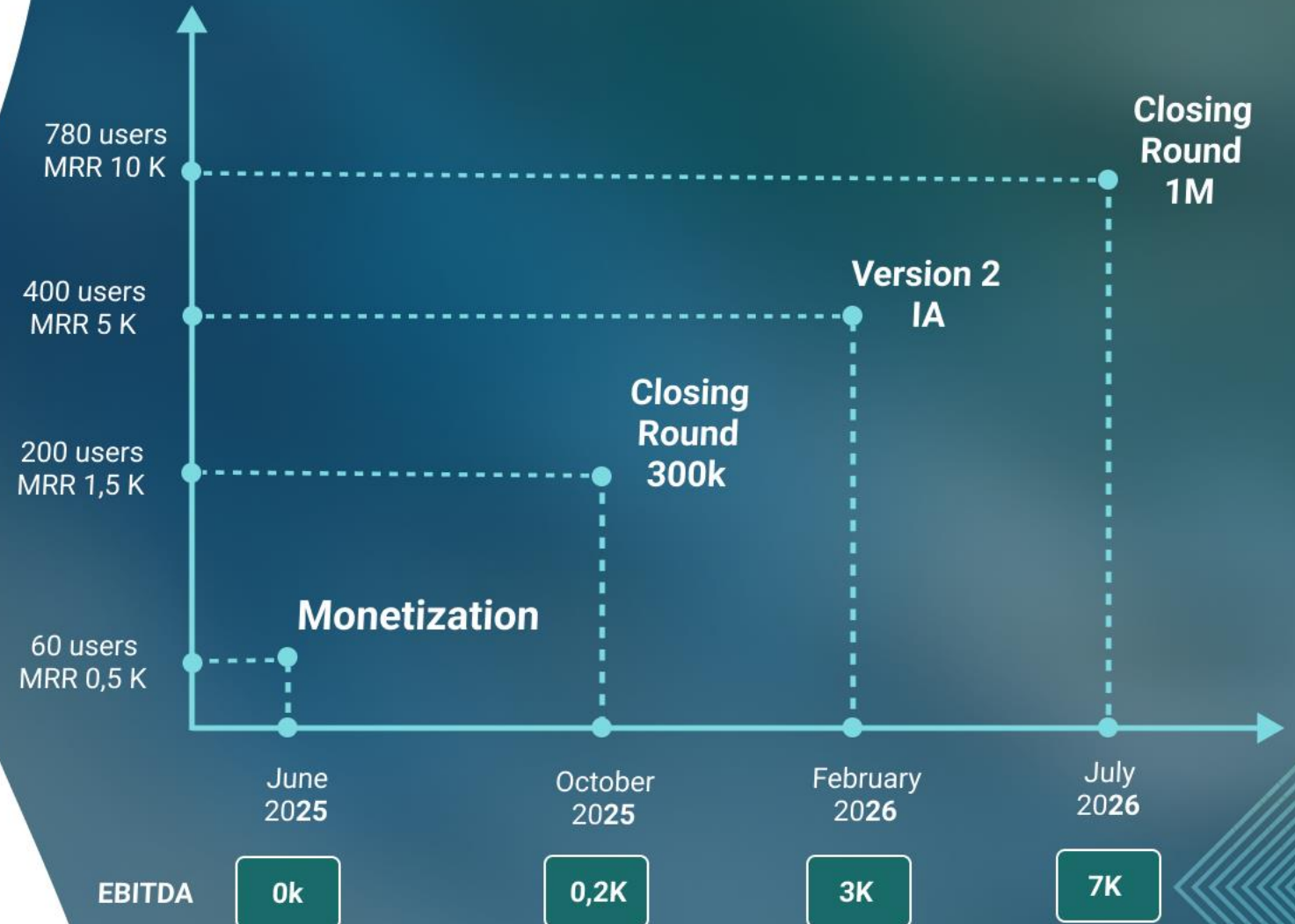
300.000€

15% committed
FFF



RONDA SEED: 1,5M
EQUITY 20%*
RUNWAY 16 MESES

1ª Round: milestones



They trust us:



Accelerators



Public-private collaboration



Awards:



COTI

Conexion
Telematic
Inclusive

The social network that counts on all



If you are interested, contact me



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[Antonio González-Adalid](#)

Project leader, psychotherapist and neuropsychologist.

More info:

[Summary](#)

[Web](#)

[Prototip version 1](#)

[Video V1](#)

[Project video](#)

[Exit](#)

[Product](#)

[Ecosistem](#)

[Oportunity](#)

[Value proposition](#)

[Business areas](#)

[Risks](#)

[Start](#)

Executive summary

1. Digital divide: communicate and monitor

- a. Elderly people, professionals and family members

2. Research and product design for 1 year

- a. 1st Version in March 2025

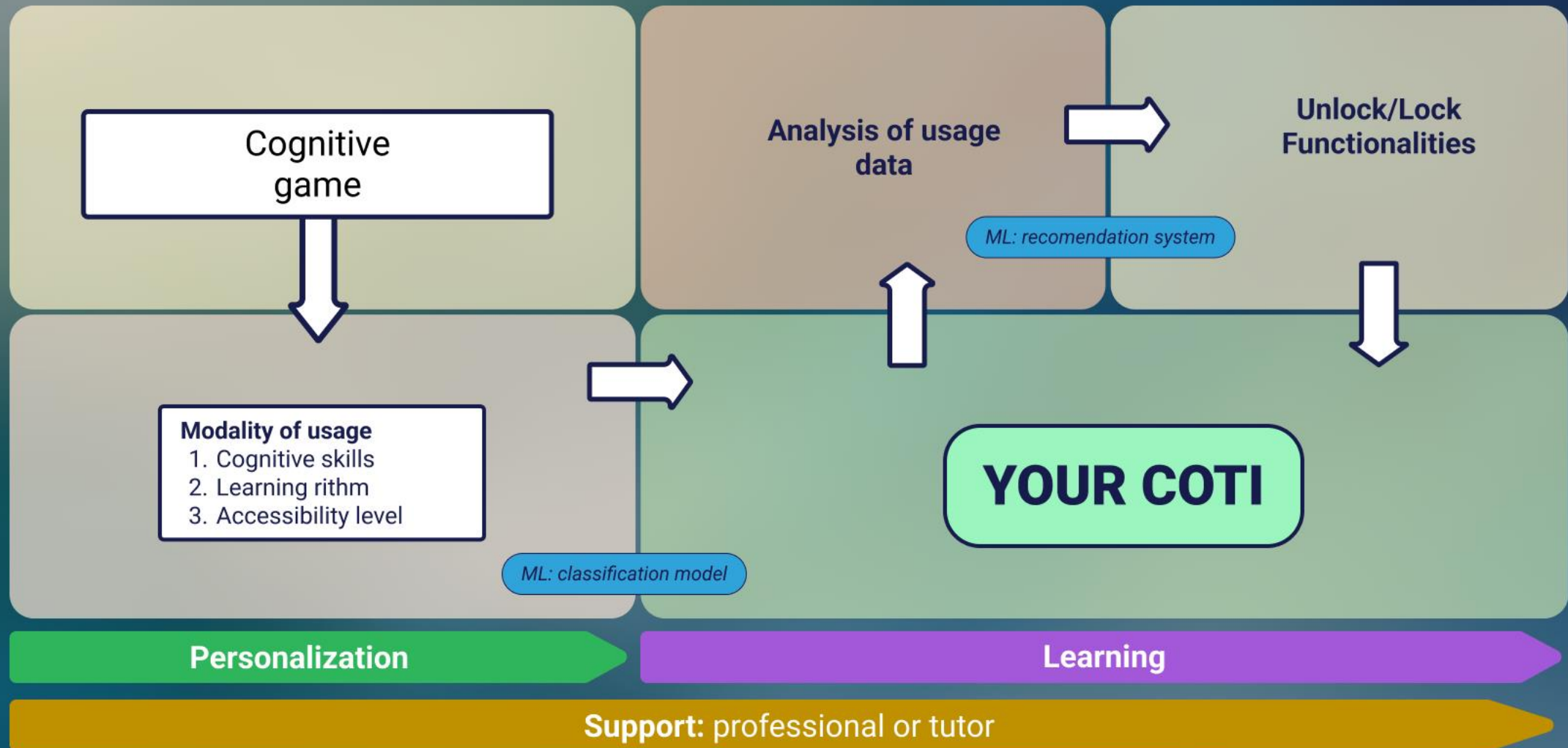
3. Broad market: focused on SAD

- a. Professional package
- b. No direct competition

4. Necessary financing €300,000

- a. Minimum ticket of €5,000

COTI adapts iteratively



What is cognitive play?

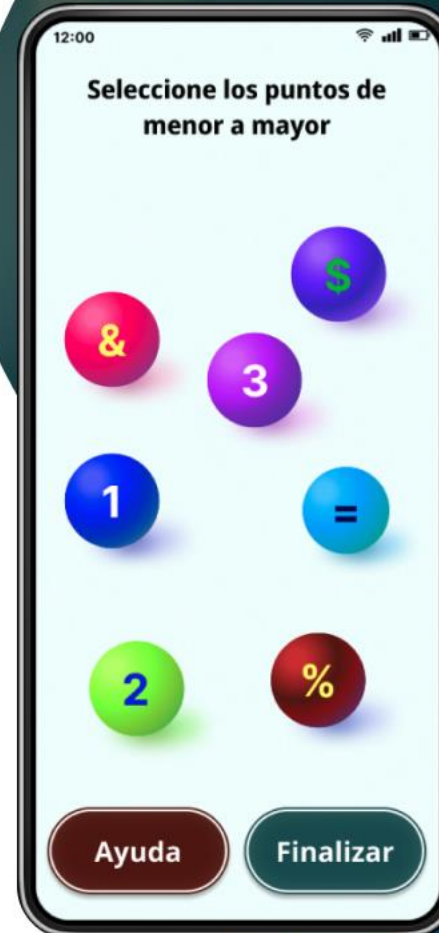
A neuropsychologically based cognitive test

Completion time: 1 to 2 minutes

Autonomous administration

ATENTION	VISION	EXECUTIVE FUNCTIONS
Sustained	Viso perception	Cognitive flexibility
Selective	Visual map	Operative memory
		Planning

[¡Try it!](#)



How do we define Profiles?

from least
to greatest
cognitive
demand



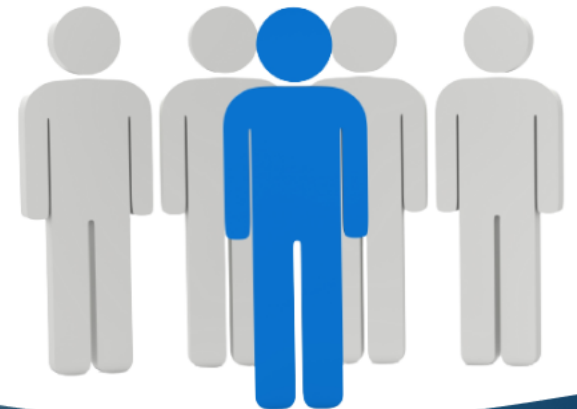
Modalidad	Agenda	Mensajería	Consulta de perfil ajeno	Gestión de perfil propio
1		Básica	Básica	
2	Básica	Básica	Básica	
3	Básica	Básica	Básica	Básica
4	Básica	Media	Completa	Media
5	Completa	Media	Completa	Completa
6	Completa	Completa	Completa	Completa

LEARNING RATE

Each modality estimates
a learning curve

ACCESSIBILITY

- ◇ Adaptation to tremors
- ◇ Reading text to voice



◇ COTI adapts to the resources of the inclusive ◇

Coordination between professional and family

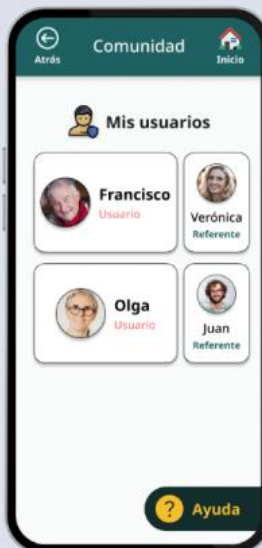
Referent Interface

- ◆ Adjust your **settings**
- ◆ Manage your **agenda**
- ◆ Check your **activity**
- ◆ Modify your **profile**
- ◆ Managing your **professionals**

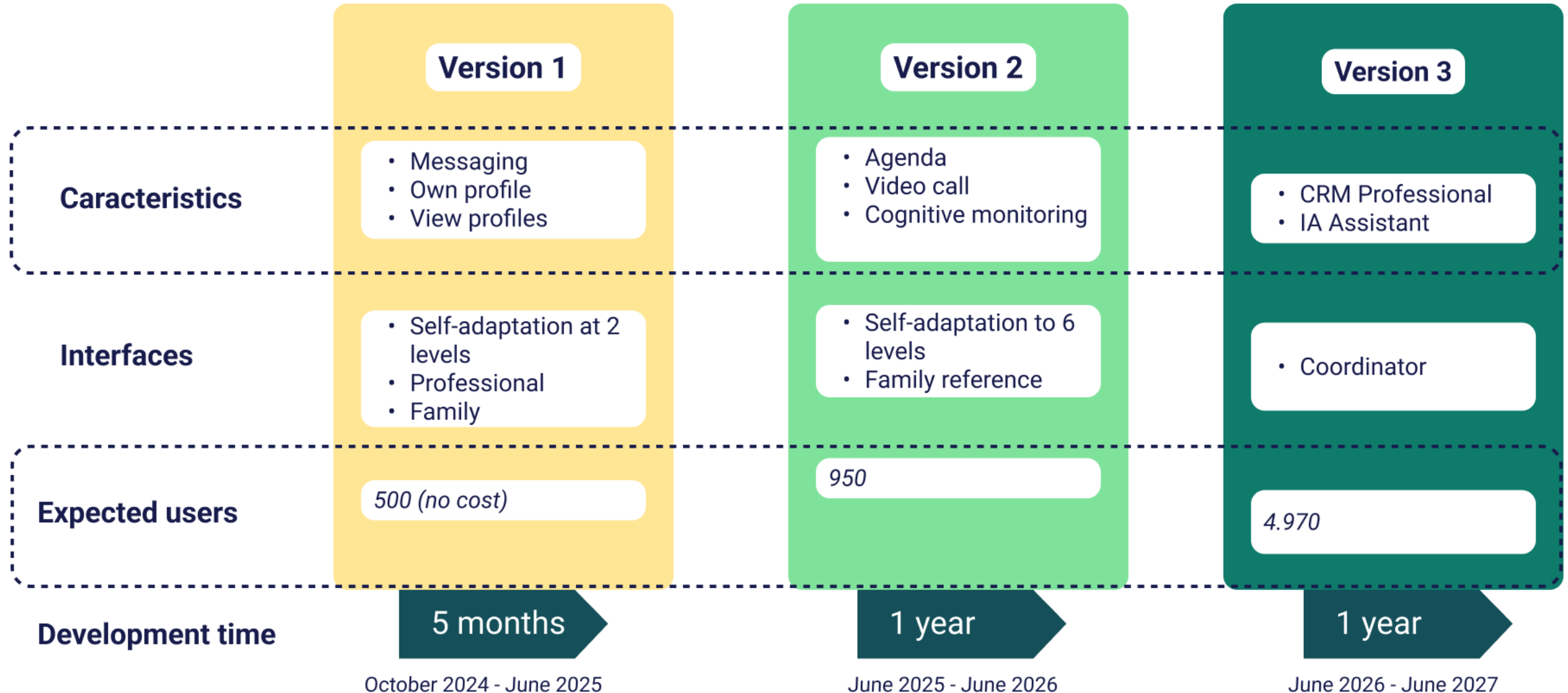


Professional Interface

- ◆ Manage your **users**
- ◆ **Coordination** with a family representative
- ◆ Get to know your **community**
- ◆ Manage your **agenda**
- ◆ **Notify** visits, reminders and services



Product development



Exit & return

- **Target: €300,000** (14% committed)
- **Equity offered: 20%**
- **Minimum ticket: €5,000**

Exit scenarios

- ◆ Acquisition by health investment fund
- ◆ Merger with a social-healthcare conglomerate M&A

Investor Benefits

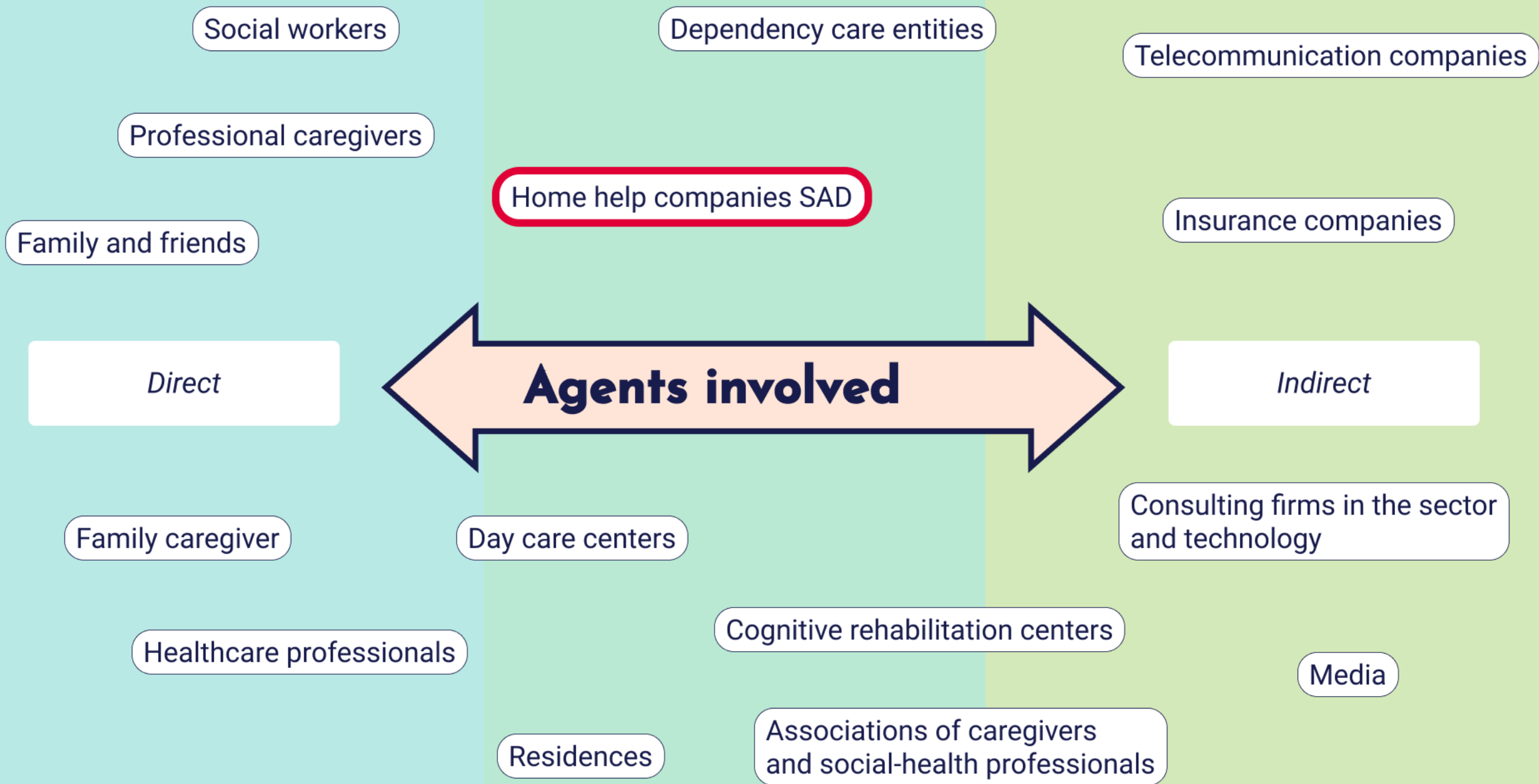
- ◆ Quarterly progress reports
- ◆ Preferential reinvestment
- ◆ Drag along
- ◆ Tag along
- ◆ 50% tax relief up to €100,000

ROI

- ◆ Conservative x10
- ◆ Optimistic x 20
- ◆ Estimated exit: 2030-2032

Next steps

1. Private meeting and financial details
2. Investment Agreement: Term Sheet
3. Transfer of funds



**Fertile
ecosystem**



**Product
consistent**

- ◆ High competition and growth in home care (SAD):
According to DKV 1.5 billion in 2018 and 2.4 billion in 2022
- ◆ Opening the market and being a reference: Blue Ocean
- ◆ Alliance with CRM for home help and sector consultants
- ◆ Scientific and business interest in the use of data

Market opportunity

- ◆ A model that is difficult to copy: in the process of being patented¹⁴
- ◆ Methodology that can be extrapolated to other digital platforms
- ◆ Scientific evidence: ICT improves loneliness and home care
- ◆ Accessibility, the future in the European Union

Value proposition for professionals

1. **Profit margin**
2. **Monitoring** and early detection
3. Offer more **services**
4. Build customer **loyalty**
5. Agile **communication**

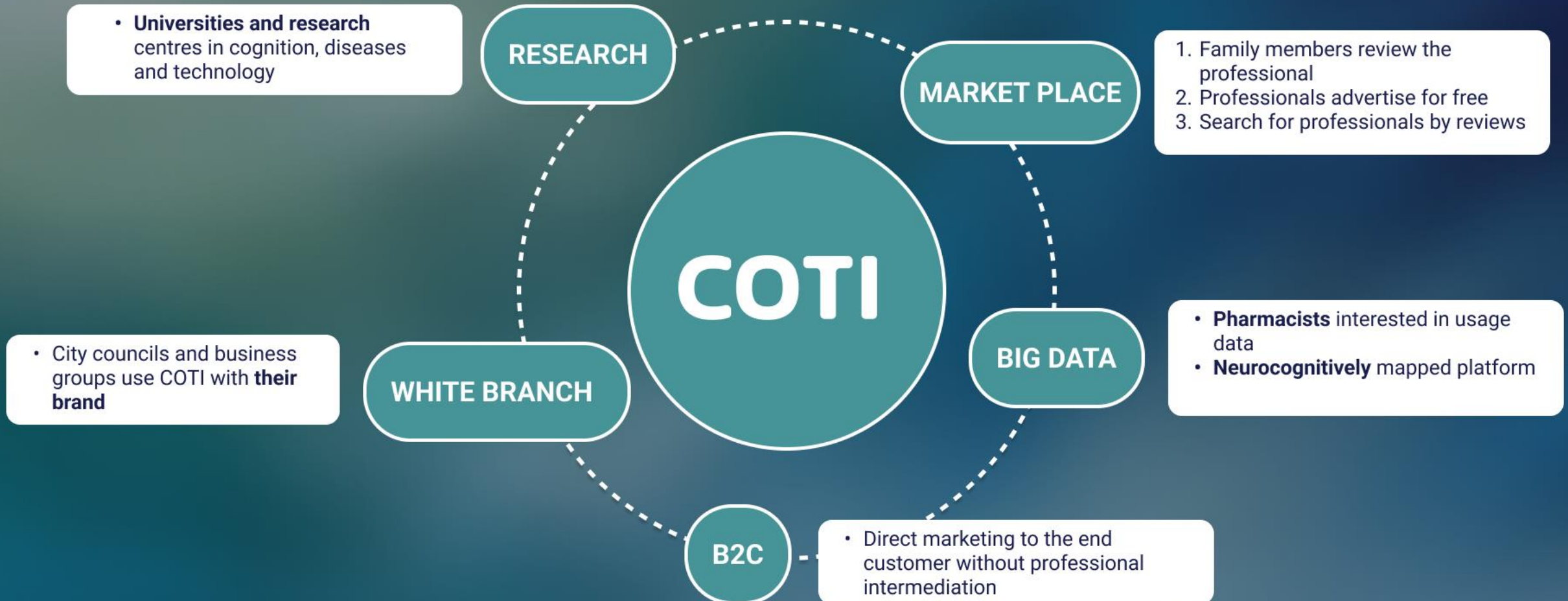
Value proposition to family members

1. Know the **status** of the Inclusive
2. Improve the distance **relationship**
3. Manage **professionals**
4. Agile **communication**
5. Give **autonomy**

Value proposition to Inclusive

1. **Connection** with family
2. **Proactivity**: news, entertainment and stimulation
3. Promote **autonomy** and independence
4. Agile **communication**
5. **Autonomy** and freedom

Potential business areas



Risks

Underestimating the economic resources needed for technological development

Digital literacy of the Inclusive and migration to standard social networks

Provide the value that family members and professionals would pay for

Integration with large client technology and scalability

Replicability of business and sales



Strategies

Experience in similar developments and advice from technological advisors

Unique security, consolidated community and evolutionary platform

LeanStartUp Validation: Interviews, Agreements and Prototyping Experiences

Microservices and multiplatform software, modular for integration and scalable

Detailed sales process, social media contagion and competition between SADs