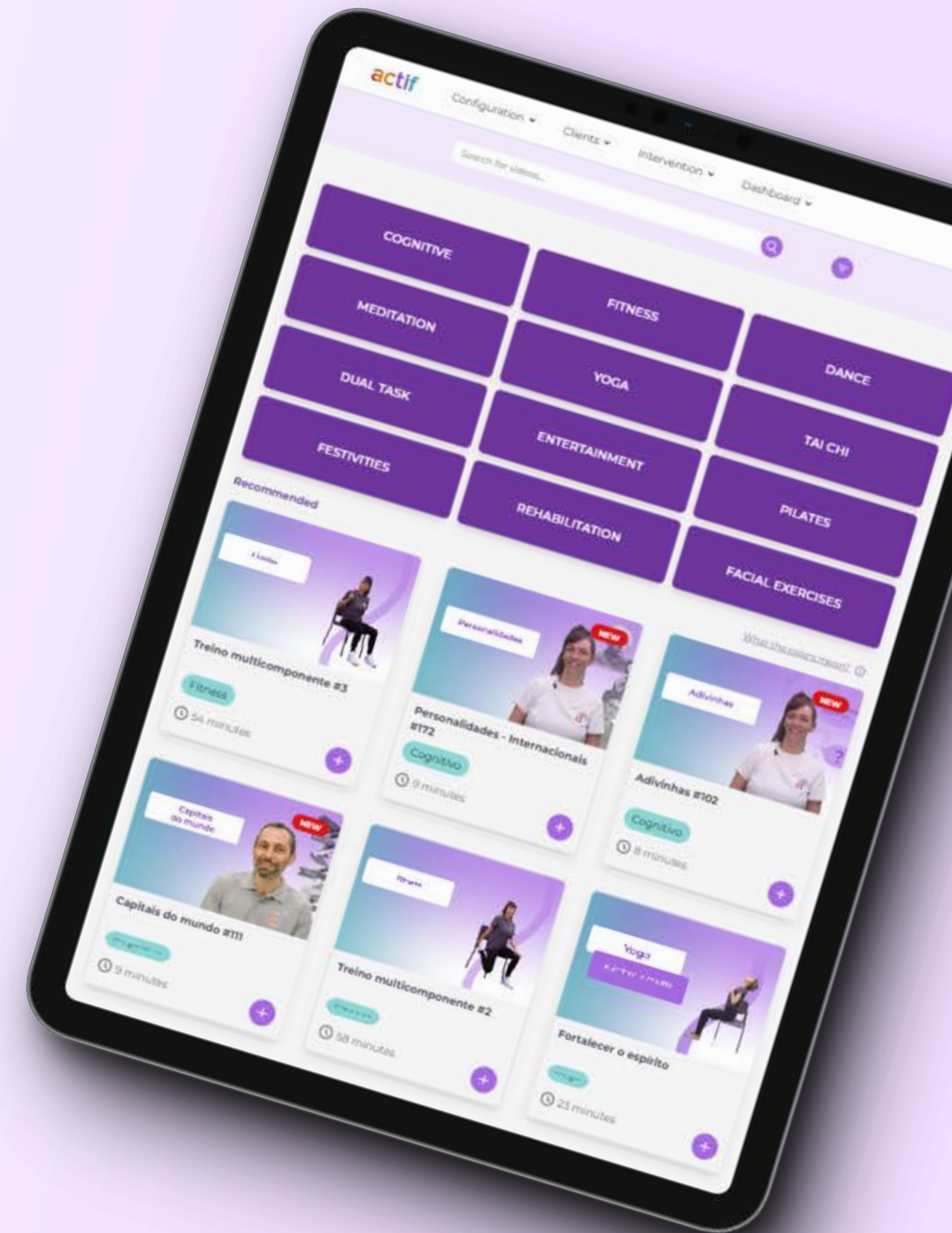


actif

Therapeutic activities tailored for older people

Registered Medical Device to reduce
cognitive decline, sarcopenia and falls



www.actif.online | sara@actif.online

Our Mission

actif

we care for the

1.3 BILLION

people that need **adapted** and **accessible** exercises



“ I realized how difficult it was to find exercises for people with **specific conditions**

When scaling my last startup my grandmother **was diagnosed with dementia.**

I realized **how difficult it was to find activities adapted for people with specific conditions** both at home and inside institutions.

I founded Actif to **make sure everyone has the opportunity** to be more active throughout their lives.

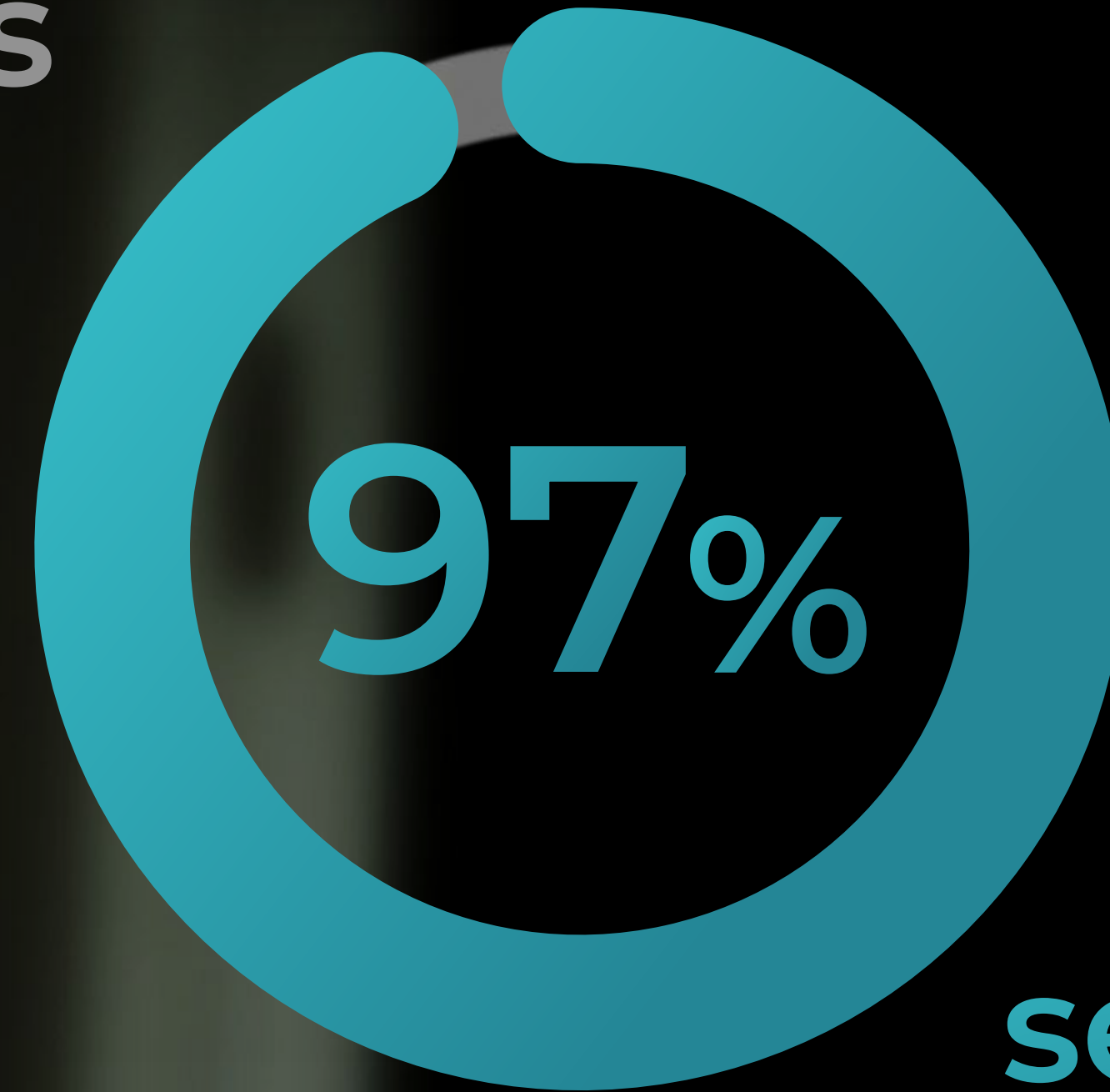
Sara Gonçalves

Founder & CEO Actif

EIT Woman Award 2019

older
adults
spend

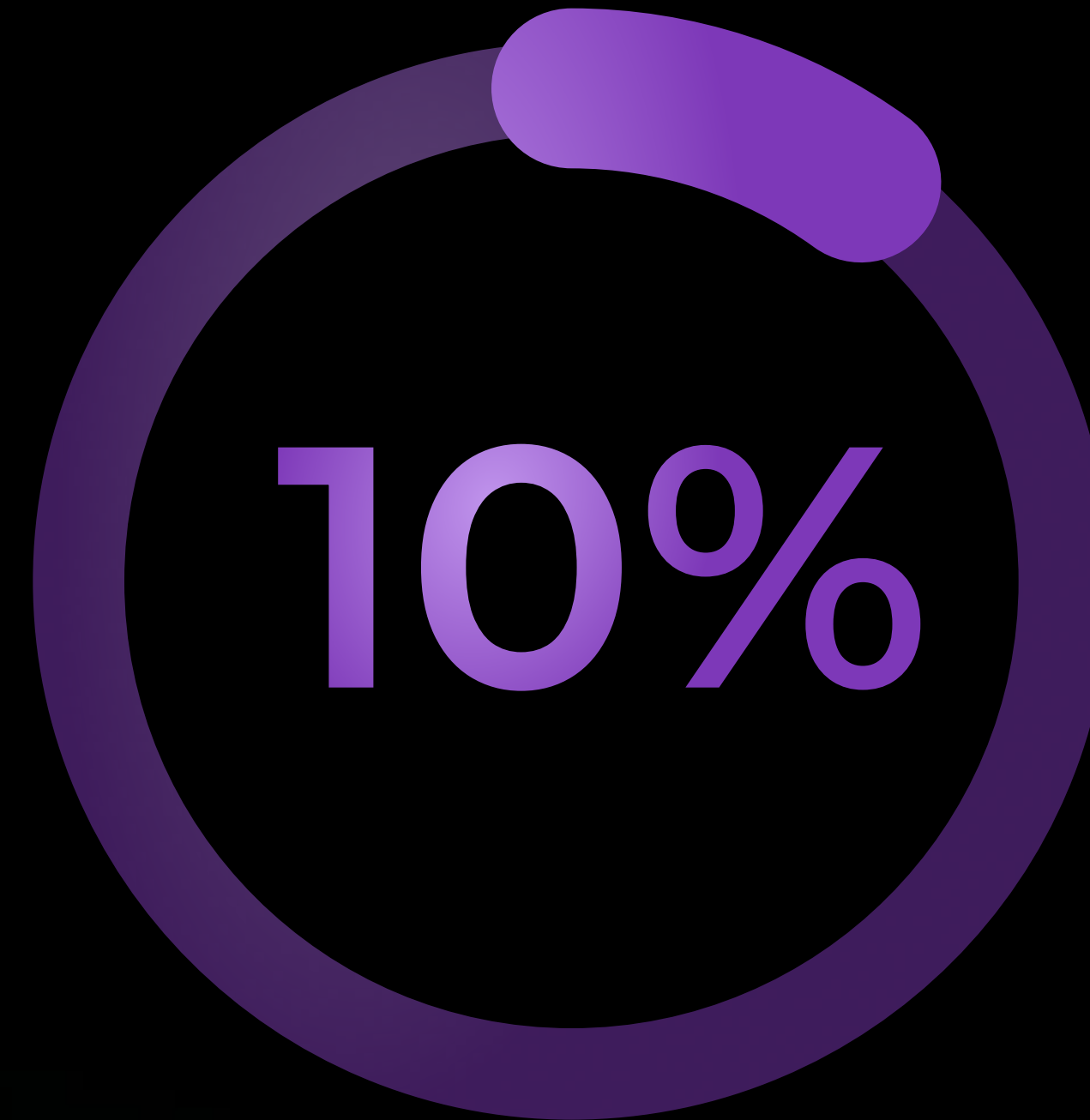
Sedentarism is a
global challenge



of their days in
**sedentary
activities**
promoting cognitive
and physical decline

older
people

between homes
and institutions
represent



of the
world's
population


Market
size

\$12.5 billion

in UK, US, Brazil and Portugal

Care providers problem

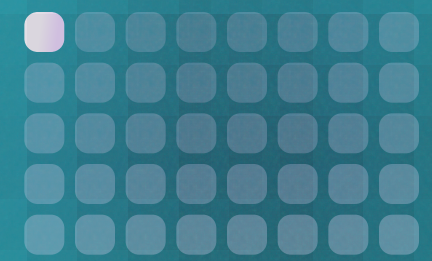
Impossible to **organize activities for all**



Therapists

frustrated and unable to provide individualized care

Daily activities are **complex and time consuming**



1:40 average ratio
therapists : patients

- Patients with different health conditions
- Patients with different interests
- Lack of creativity
- Time-consuming to prepare activities
- **Patients lack of engagement**



Managers

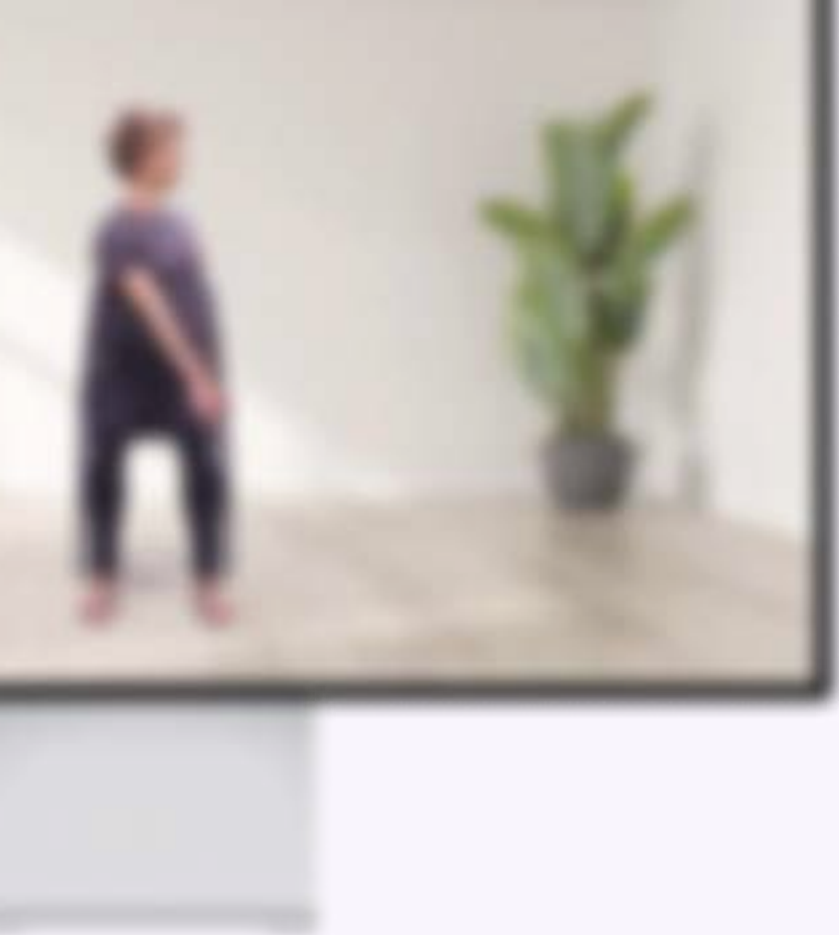
without tools to provide better service and be competitive

Healthcare institutions are **overwhelmed and understaffed**



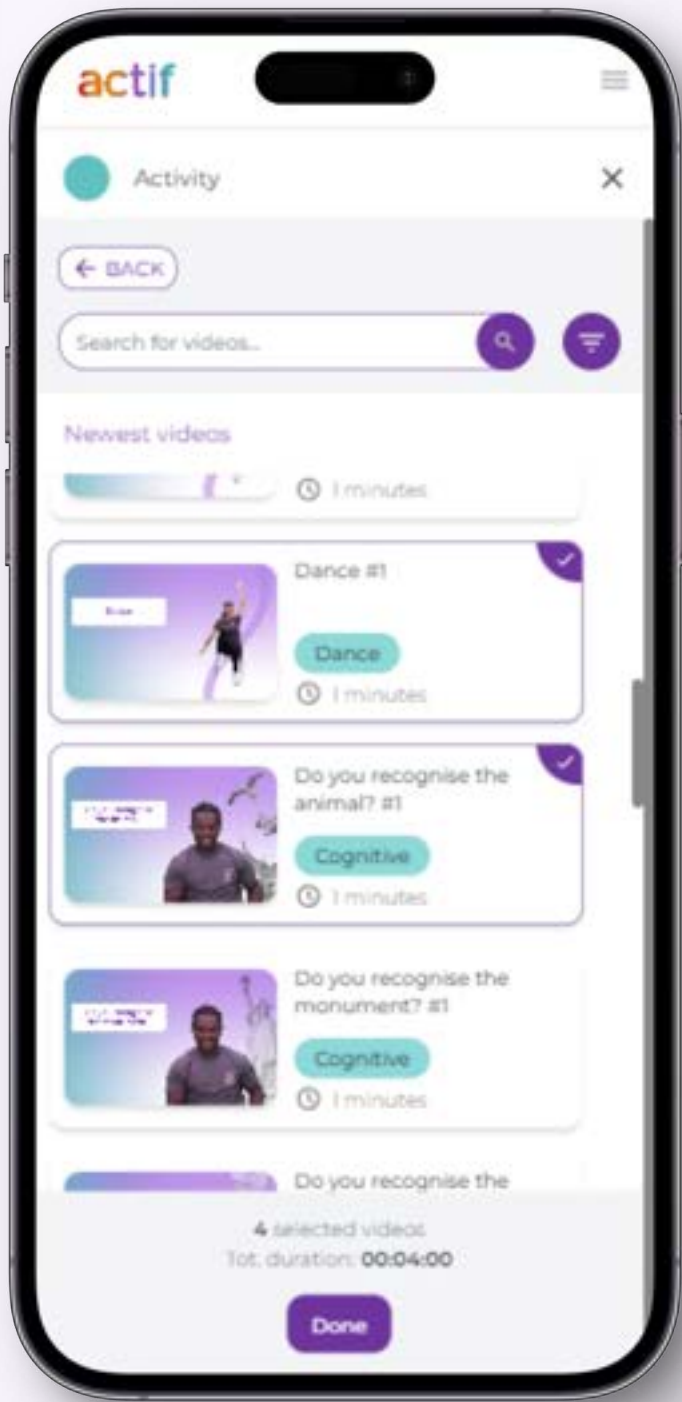
80% can't hire enough qualified staff

- Reports to regulatory entities
- Reports to families
- Internal quality reports
- Monitoring teams
- **Legal obligations**

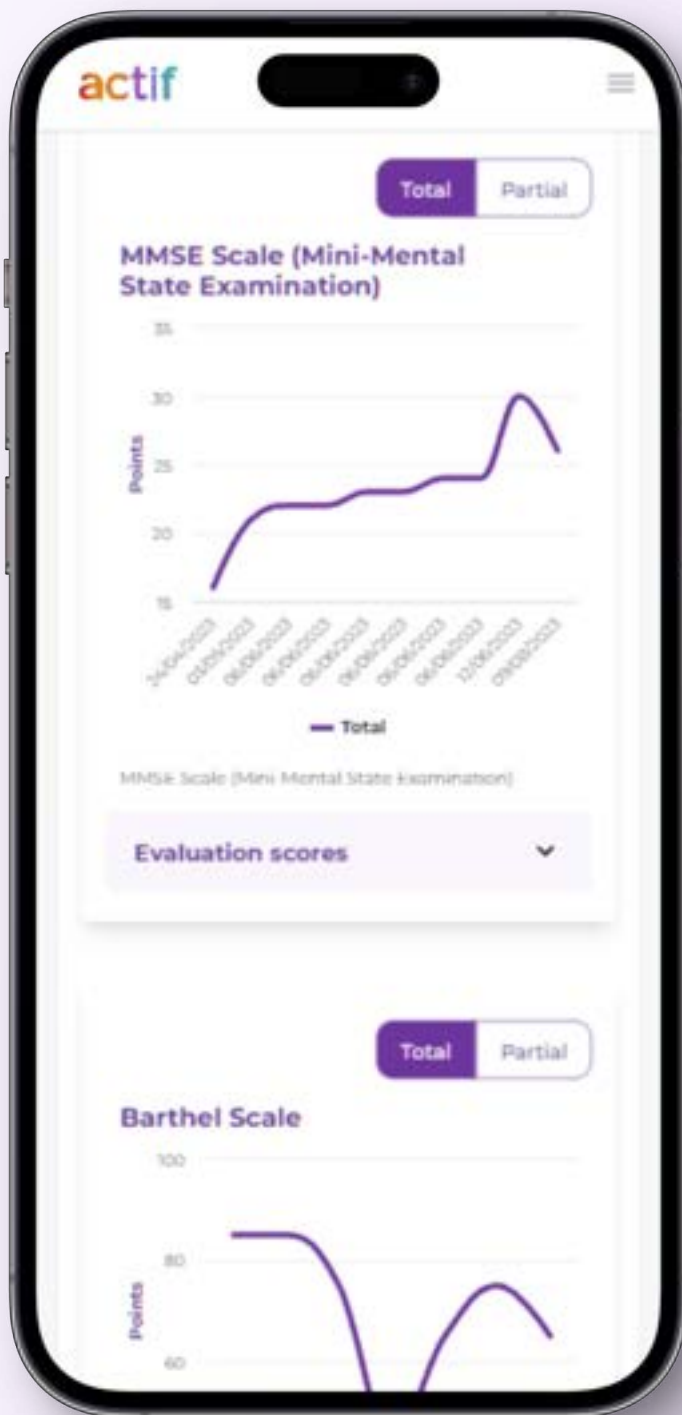


New way of care

Automation, recommendation & compliance



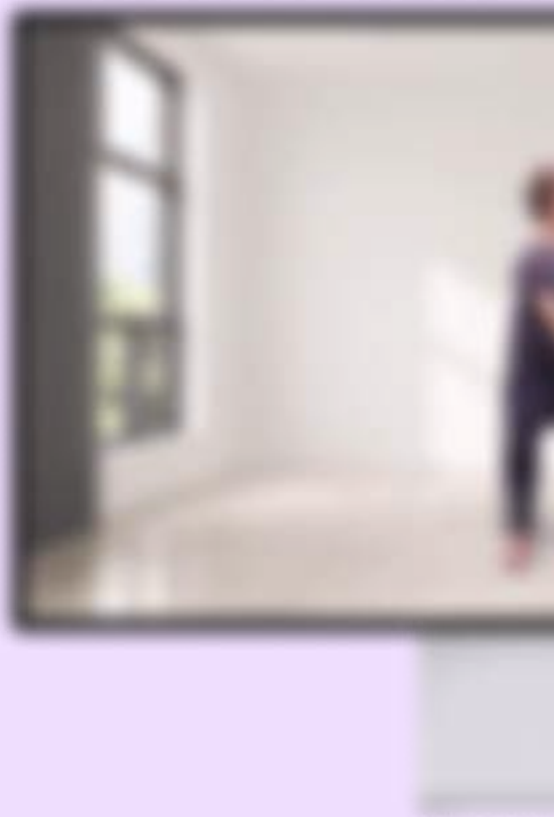
AI generated
personalized activities



recommendation
based on clinical conditions

Videos played	
General	
A ranking of the most played videos in the institution by number and playback time.	
Total videos played	Total playertime
53	8h 6m
From:	To:
06/04/2024	06/04/2024
No. of videos played	
1. Offline	3
2. Entretenimento	21
3. Meditação	16
4. Dança	3
5. Cognitivo	4
6. Fitness	2
7. Yoga	3
8. Tai-chi	1

meets
regulatory requirements



Value proposition

Time saving tool

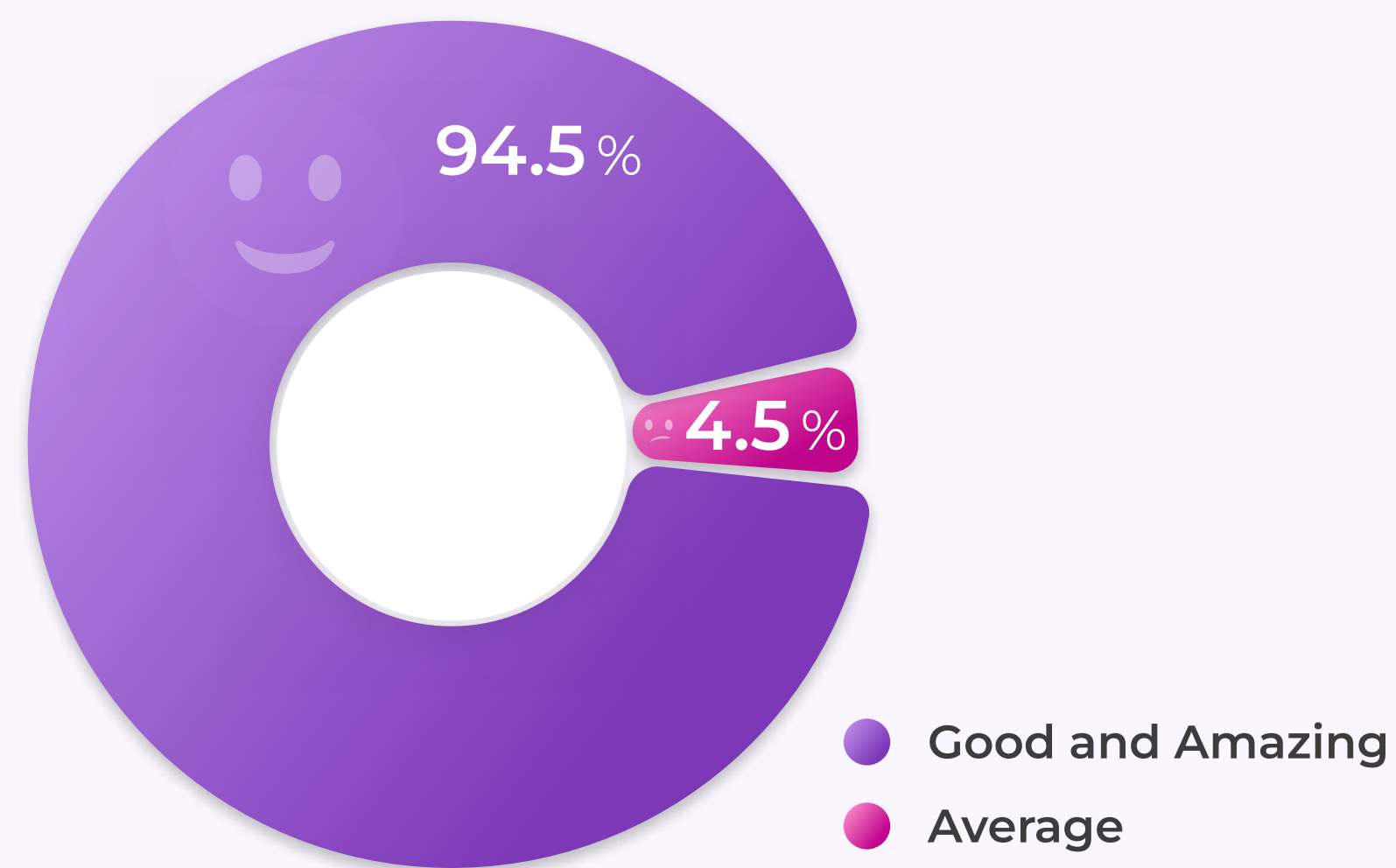
improving performance of care providers

Case Study

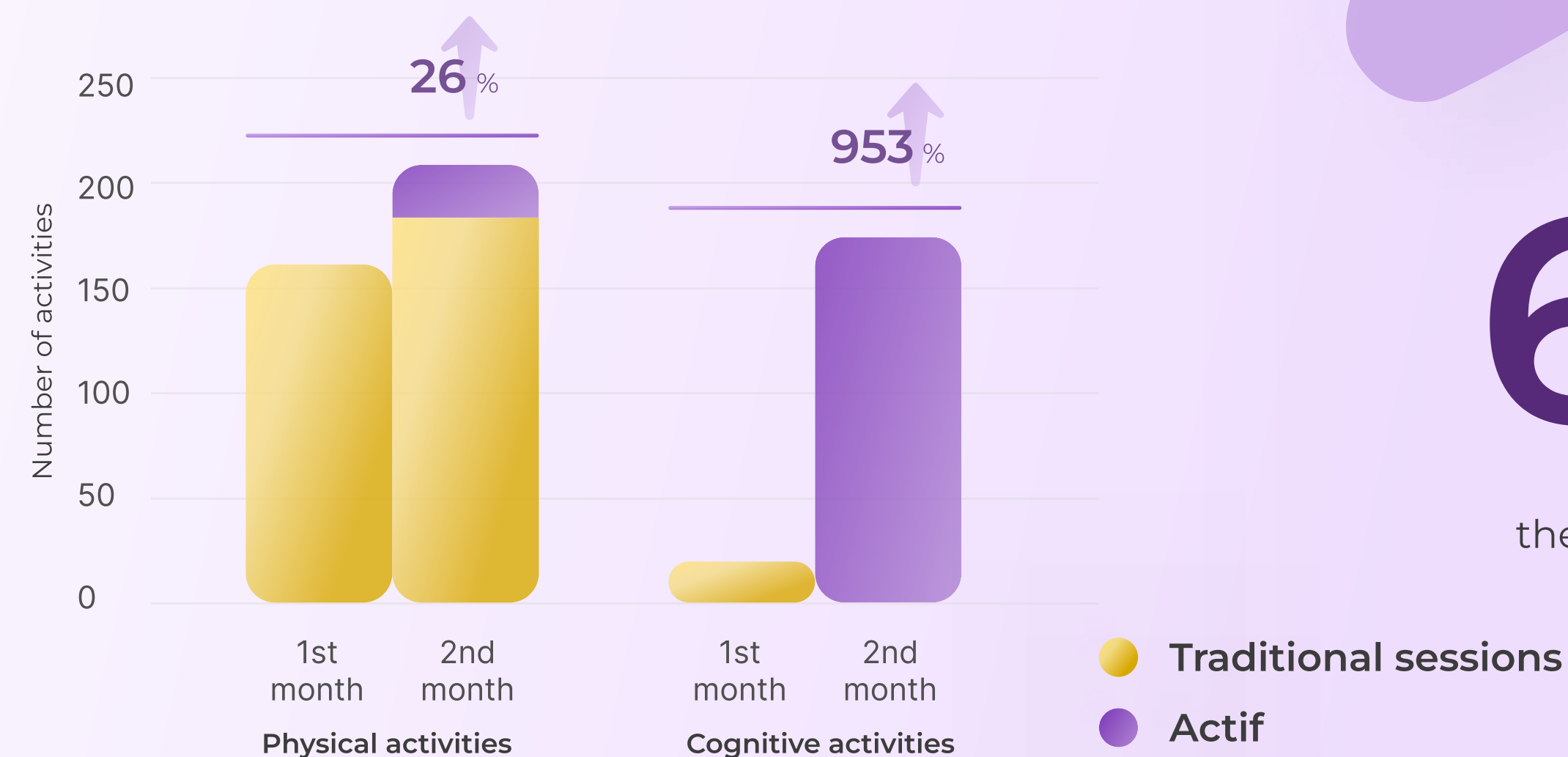
64 participants



Evaluation of Activities



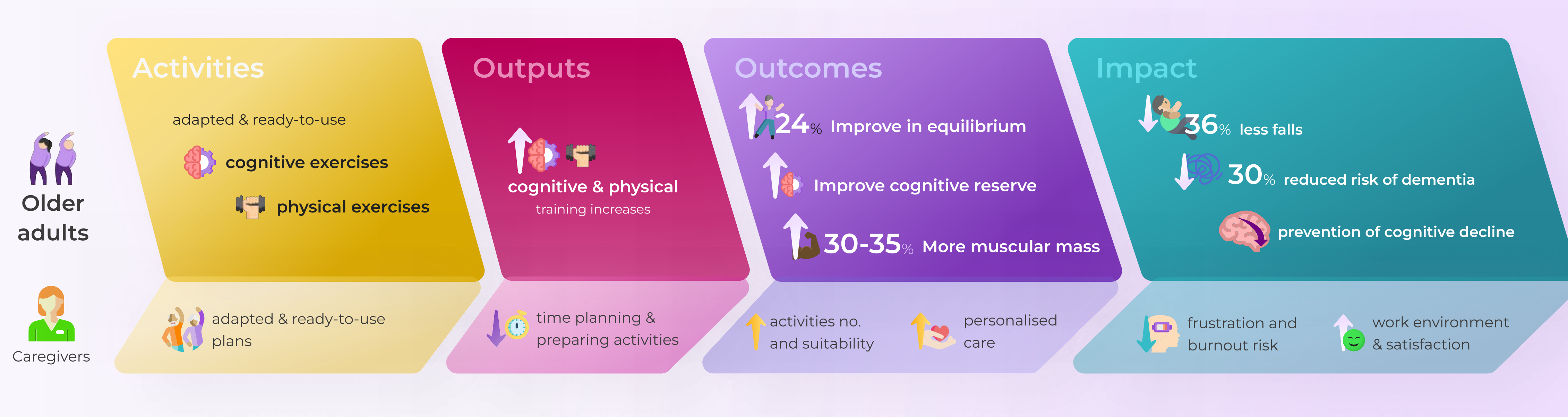
Number of activities



66%
of residents increased
their number of activities

Revolutionizing ageing

healthier and affordable



We are promoting



Healthier ageing



Quality of life



Quality in care facilities



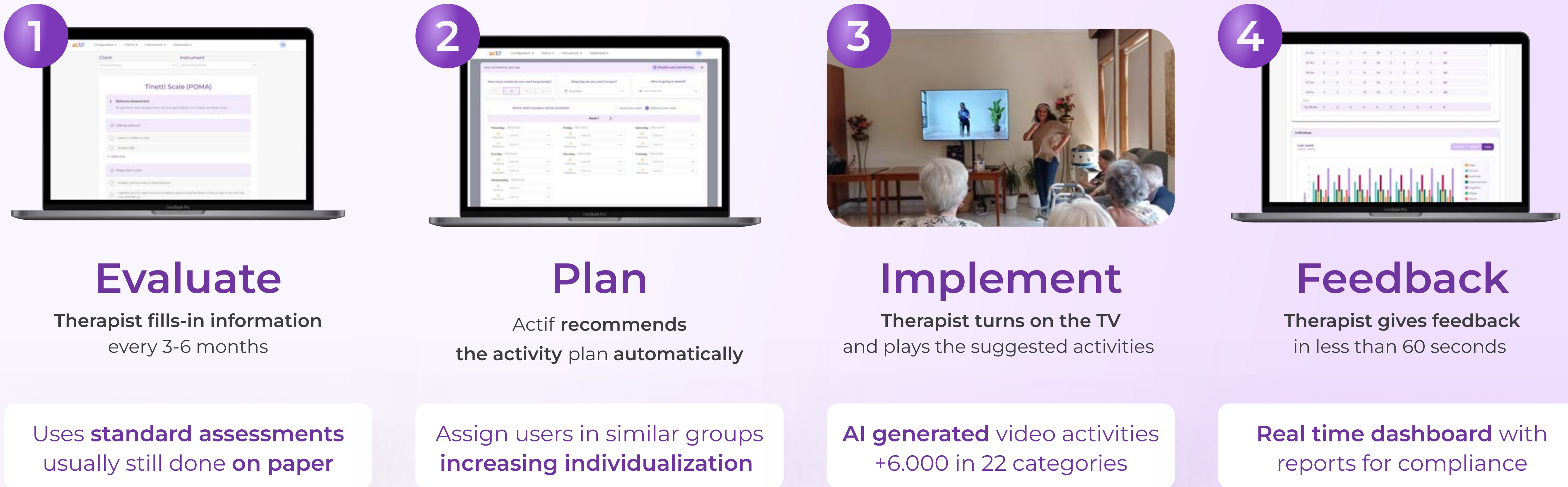
Person-centered

And reducing



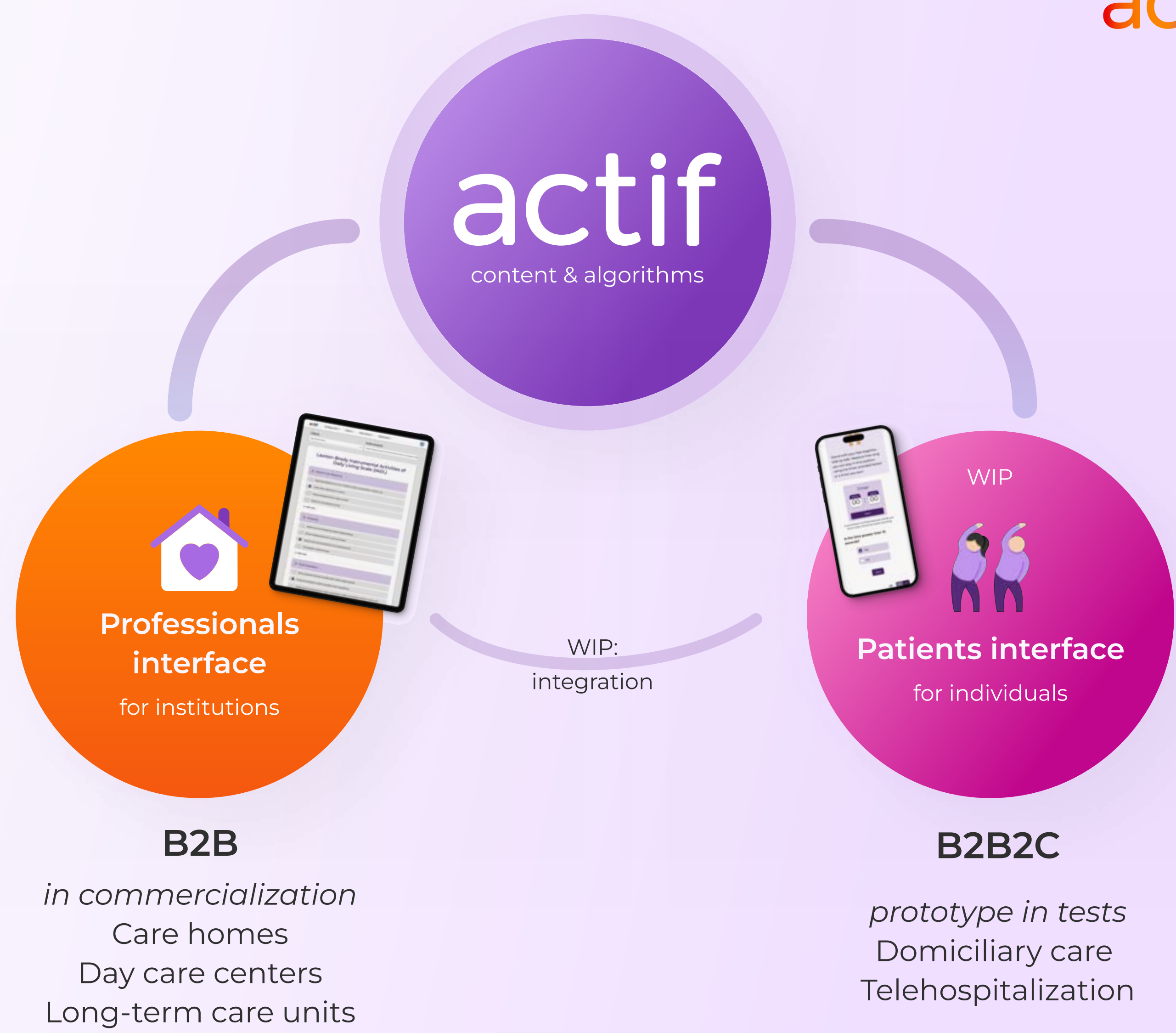
health costs

How it works



Product vision

1 platform
2 solutions



Business model

monthly subscription
with annual contract

Basic

- 2 broadcasting devices
- 100 patients per entity

249€ / month
159€ in PT

Standard

- 5 broadcasting devices
- 200 patients per entity

649€ / month
399€ in PT

Ultimate



- 8 broadcasting devices
- 300 patients per entity

1099€ / month
699€ in PT

New way of care



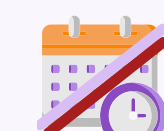

The “**manual**” way
>90% of the market



-  Needs curation
-  Time-consuming





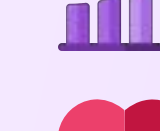
Other players
<10% of the market



-  Videos created **manually**
-  No recommendation
-  No automatic planning
-  No impact measurement

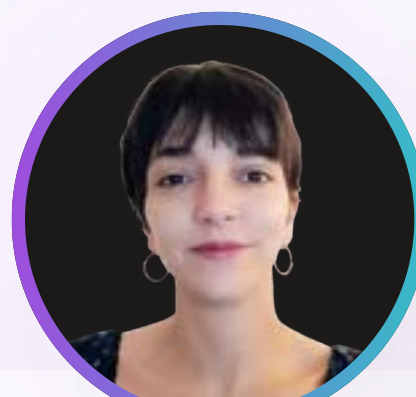
Automation, recommendation
and **compliance**



-  AI video generation
-  Recommendation based on existing clinical data
-  Automated schedule
-  Data analytics of users and impact
-  Medical device Class I

easy to use, easy to scale

Meet the Team



Sara Gonçalves
CEO

2nd time founder; managed team of 20px, 200k ARR; € 1.5m funding; EIT Women award 2019;



@sggoncalves

Worked together for more than 5y
(started in a previous start-up)



João Doroana
CTO

- Engineer Automation & Optimization models
- Team Leader of 10+ people
- Tech leader at Trigger.Systems



@joao-doroana



Luísa Santos
CCO

Healthcare Industry for 18 years as sales and marketing roles for Pharma and Medtech industries



NOVARTIS

@luisasantos

Luisa brings validated market expertise and seniority in the healthcare market



Patrícia Paquete, PhD
Advisor & Product Consultant

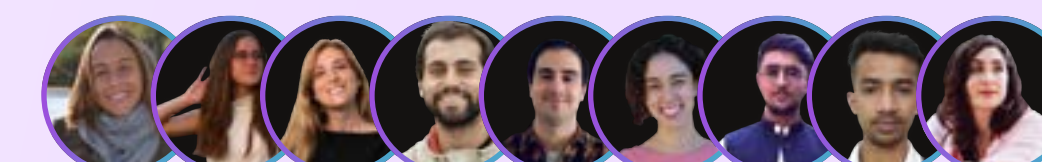
- Occupational Therapist
- 20 years of experience in developing activities for people with dementia



#1 in Portugal
& international reference

+10k followers

+9 team members



1 Content manager

1 Researcher

4 Full-stack developers

1 UX/UI Designer

1 Sales & Marketing

1 Sales representative

Traction

Creating impact since the beginning

total revenue in 2023 **28.133€** 11 contracts signed **2.593€ / MRR**



+1060 people impacted

+1600h video played

“Everyday more people engage in activities, we have been seeing an incredible increase of participation. Definitely an amazing tool.”

- Marta, Therapist

“Our residents love it! It creates diversity in their days, and for us it facilitates our job.”

- Ana, Activity Coordinator

Some of our clients



actif

throughout life

www.actif.online | sara@actif.online