

Smart Care - Connected Lives



Worried about care for your parents and for your aging journey?



***AI that unites families, caregivers, and clinicians
- helping older adults live and age better.***

The System Gap

Every crisis an older adult faces is a family's heartbreak.
Most of those crises were **preventable**.



Care is not joined up
and people are falling
through the cracks



Unnecessary
complications and
emergency admissions
**costs the NHS £2.5B a
year**



Increasing
hospitalizations &
increased bed
utilizations. **1 in 7 beds
taken up by patients
who no longer need
hospitalisation**



Increased
Staff Burnout
40% staff leaving



Delayed transitions of
care with a lack of timely
data for decision making.

What's missing is **the early data connecting people and carers** before things go wrong.

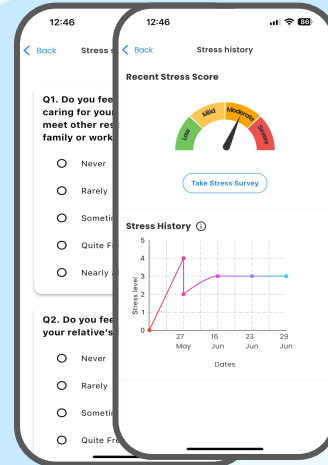
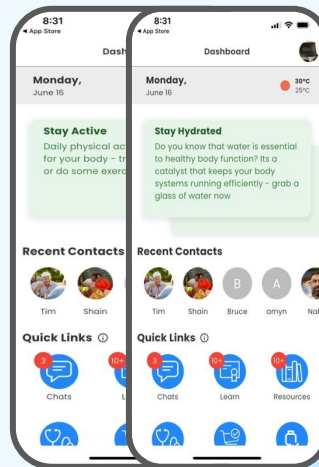
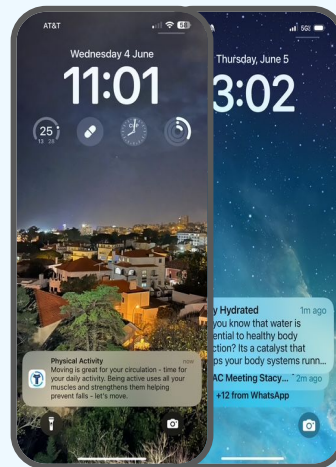
USA & Canada stats available and they tell the same story

Product Overview



Unified care circles & communication tools
Remote monitoring via smartphone + wearables where appropriate
Adaptive AI nudges and shared care plans

Nudges & VICI (Chatbot) Motivations For Positive Behaviors



Thriving.ai – How It Works....

Features

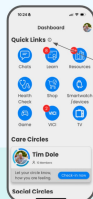


Circle of Care

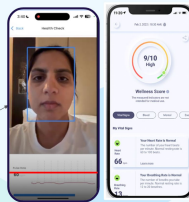


Mood/Pain, Activities & Communications

Features

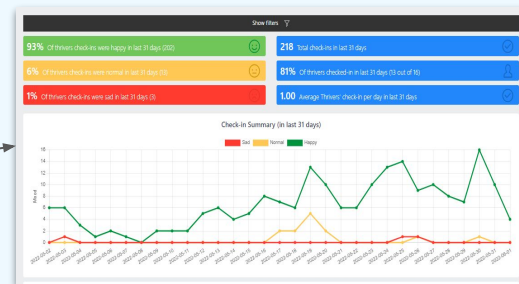
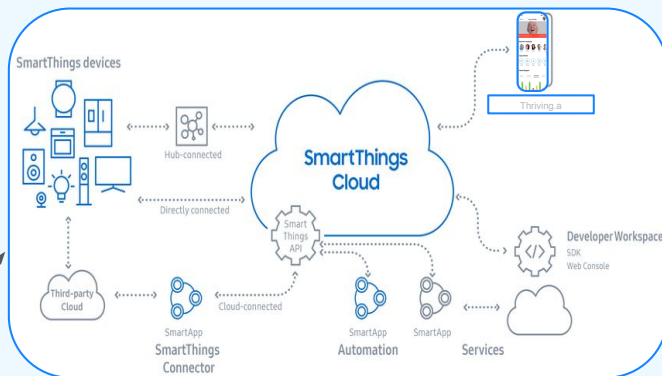
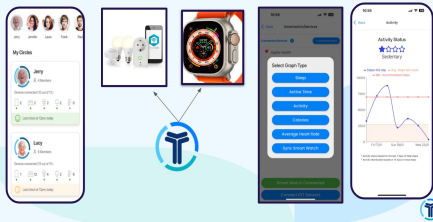


Content & Resources



Healthcheck

Wearables & Smart Technology



Data compliance certifications
(GDPR, HIPAA, NHS Cyber Security, DTAC Can Health)



Timely AI Health Insights
Quality Data with Key Opinion Leaders
Predictive Analytics*
Proactive Alerts
Regulatory Compliance in

*Presently we are training our algorithm and only providing information not prediction



Traction and Impact

Proven Adoption: 90% of users aged 79–94 adopted and loved the platform.

Measured Impact: Families gained peace of mind; care teams saved 20–30 minutes daily, cost savings of £2000/pt/carers.

Validated Globally: Successful pilots with NHS, Ulster University, Mass General, UMass, Catapult and Plymouth.

Expanding: 2025 pipeline across UK, Canada & US. National Health Services (NHS), Primary Care Networks (PCN), African Caribbean Care Group (ACCG), AGE UK Bolton, SAM3, Carleton University Generations Multigenerational Facility Calgary, Bruyere. Health and AKUH Nairobi.

Notable Pilot Customers & Partners



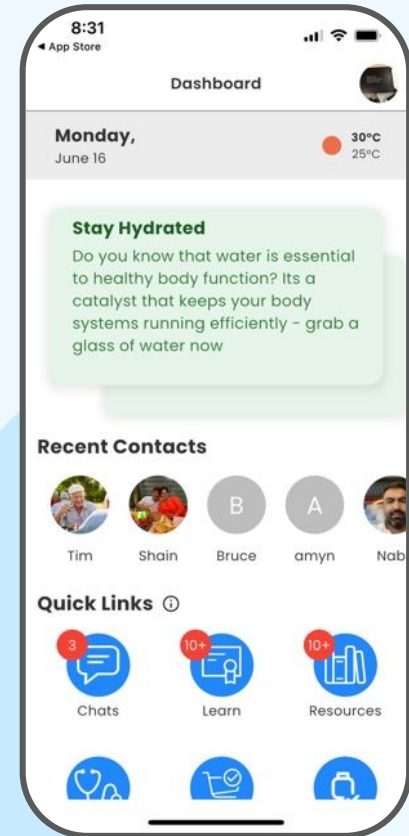
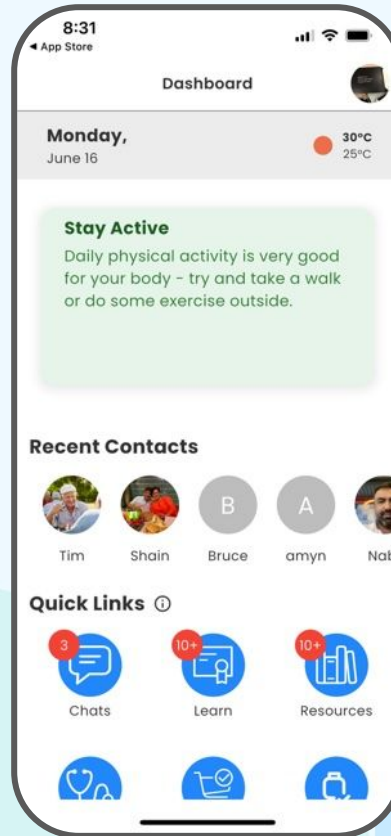
GENERATIONS
CALGARY



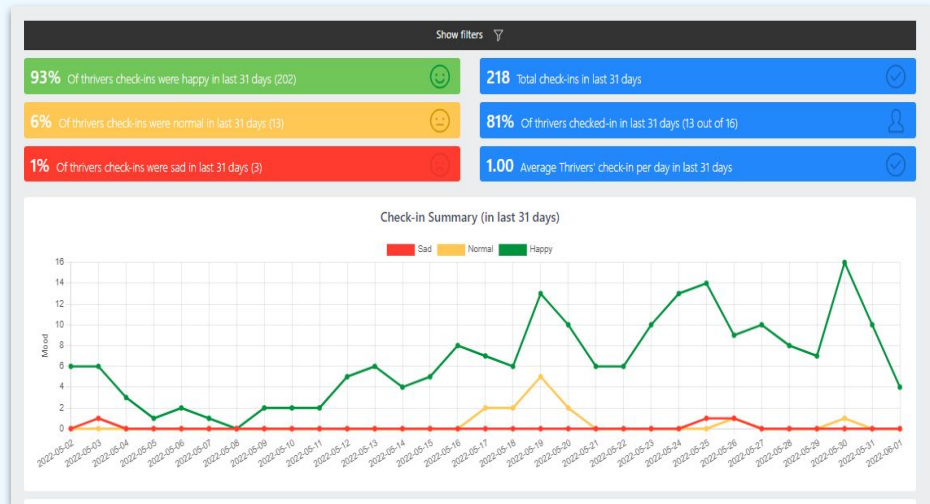
SAM3 AGE-WELL National Innovation Hub



Nudges & VICI (Chatbot) Motivations For Positive Behaviors



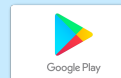
Data Helps Clinicians & Caregivers Track Wellbeing



The platform can integrate **custom alerts & protocols set by AKUH Departments**
It can integrate into your **EHR** through an API
Data collected can be used for deeper **insights, better prevention strategies and R&D**
White-labelling available



London Dynamic Purchasing
System Registered



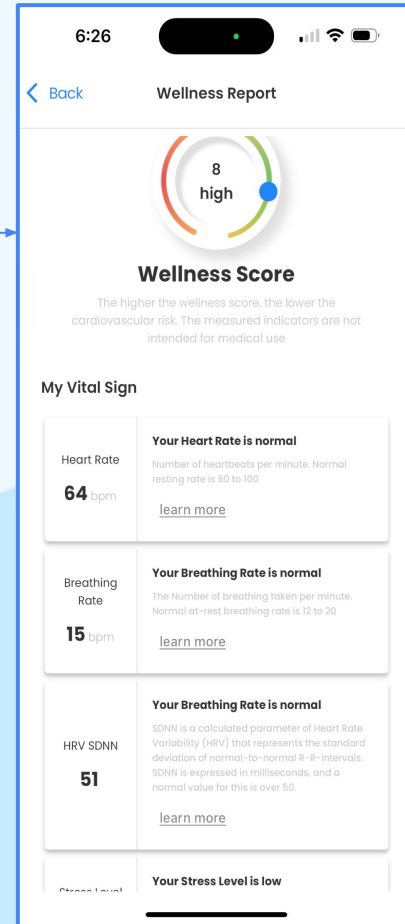
Turning Every Day Data Into Helpful Insights

Data Inputs from IOT, Mood, Health, Engagement, Carer Contact

API Data Ingestion into the apps system module turns data into insights

Insights pass to the Thriving App & Back-end & map against trained algorithm* datasets required

	Risk Index	Mood	Social	Health	Patterns	Last Visit
	 HIGH	 -9%	 Less Engaged	 Heart Rate	 Ok	 14 days ago
	 MODERATE	 -40%	 More Engaged	 Ok	 Eating -30%	 8 days ago
	 MODERATE	 +25%	 Less Engaged	 Stress	 Sleep +9%	 Yesterday



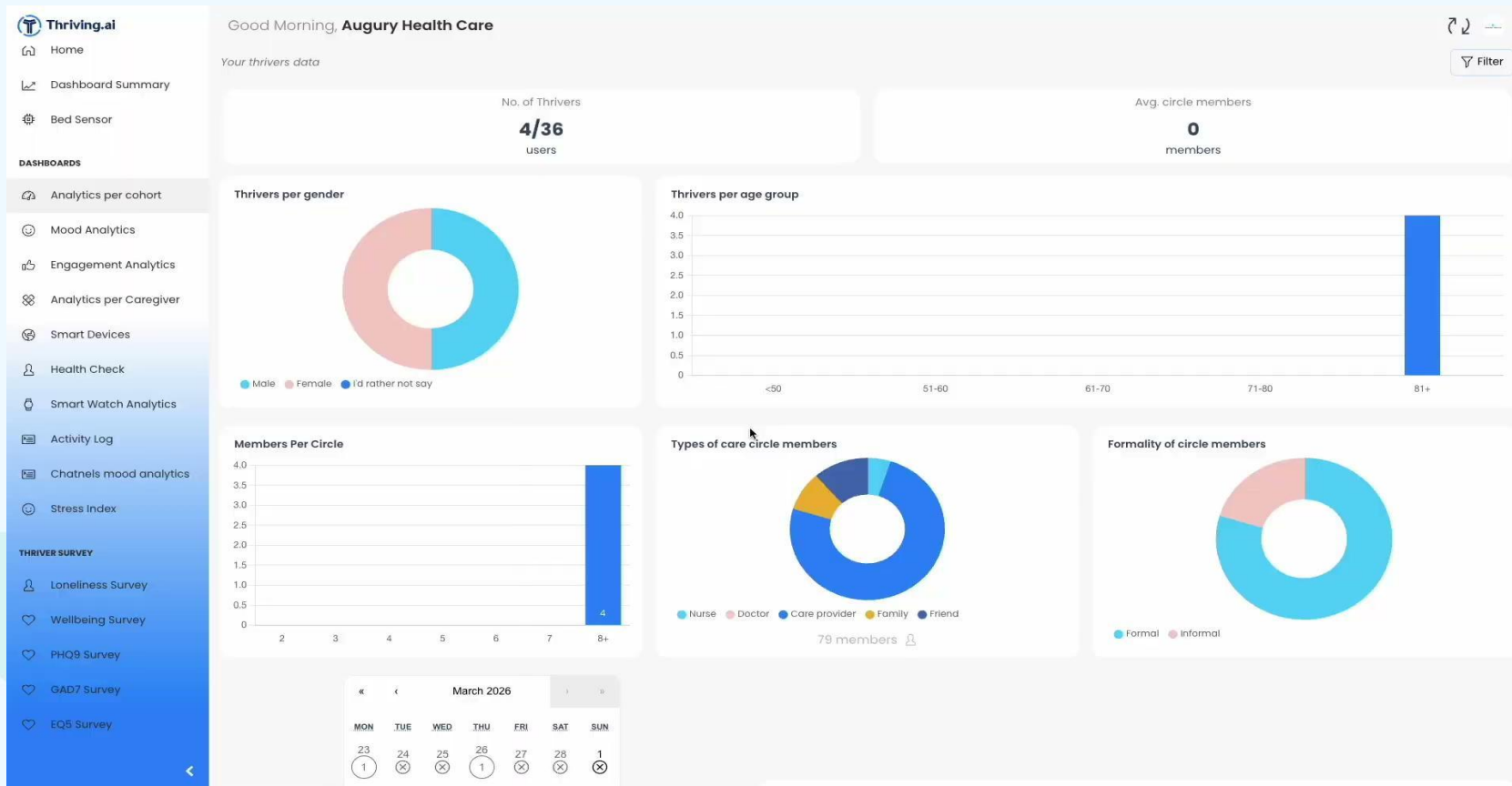
Working with Healthcare Professionals to design the desired alerts and notifications

Demo



Product Demo

Dashboard



Integrations: Sensors in Action

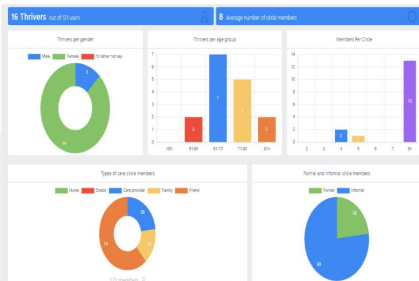


Back-End Data

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	study_id	redcap_event_name	kit_number	deployment_date	takedown_date2	b1_short_descrip	b2_short_descrip	b3_short_descrip	b4_short_de	t1_short_des	t2_short_des	m1_short_de	c1_short_de	c2_short_de	c3_short_de	p1_short_de	p2_sh
2	3	home_session_1_arm_1	3	5/3/22 14:00		Living room table lamp	Upstairs bathroom vanity	Overhead light above bed	Overhead ab	Upstairs batl	Kitchen motion	Fridge	Front door	Downstairs	Toaster	Office	
3		home_session_2_arm_1			6/2/22 15:00												
4	5	home_session_1_arm_1	5	6/6/22 12:08		Living room lamp	Bathroom vanity	Bedside lamp		Living room i	Kitchen moti	Bathroom	Front door	Fridge door	Basement dk	Basement fa	Comp
5	6	home_session_1_arm_1	4	6/1/22 14:00		Living room light	Closet light	Bedroom light		Bathroom va	Living room i	Kitchen moti	Bathroom	Bathroom dk	Back door	Laptop charg	Living
6	9	home_session_1_arm_1	7	6/28/22 12:45		Living room light	Stove hood light	Bedroom light		Full bath ligh	Bedroom tris	Upstairs hall	Full bathroom	Sliding door	Half bath do	Fridge door	TV plug
7	10	home_session_1_arm_1	3	6/2/22 15:04		Living room lamp	Bathroom vanity	Bedroom overhead		Workout are	Upstairs batl	Kitchen motion	Side of fridge	Front door	Downstairs	Electric kettl	Electr
8	15	home_session_1_arm_1	6	6/14/22 8:59		Over dining room table	Basement light	Half bath vanity light		Bedroom ligh	Kitchen moti	Living room i	Full bathroom	Front door	Sliding back	Fridge/freez	Laptop charg
9																	
10																	
11																	
12																	
13																	
14																	
15																	

Data Insights

Check-in's, Mood over time, Overall wellness



Demographics, Age, Gender, Location, Circle Members, Types, Engagement & Interactions (Vitals & IOT Data customizable)

Collected data can be provided raw for research teams and in graphical & tabulated form that is most useful for your teams.

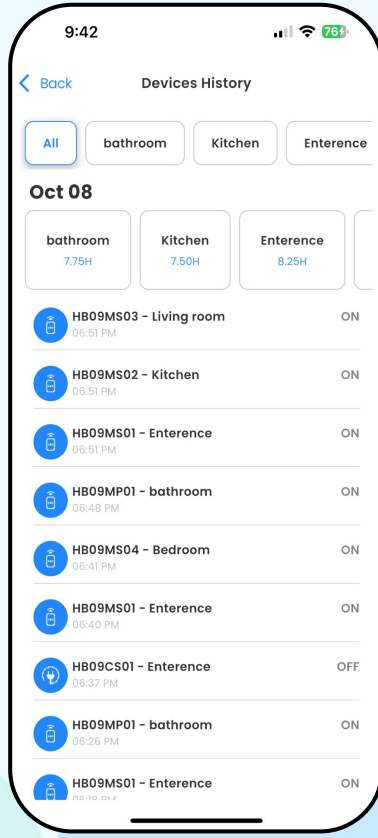
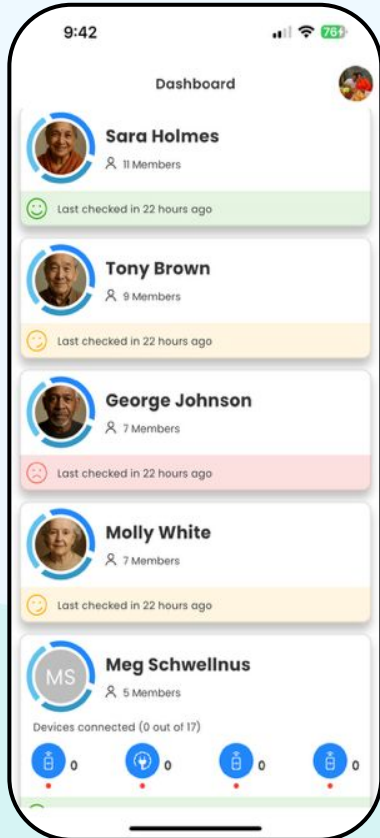
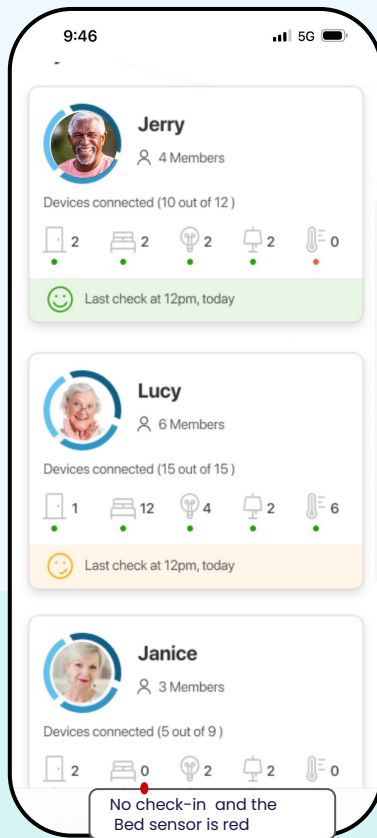
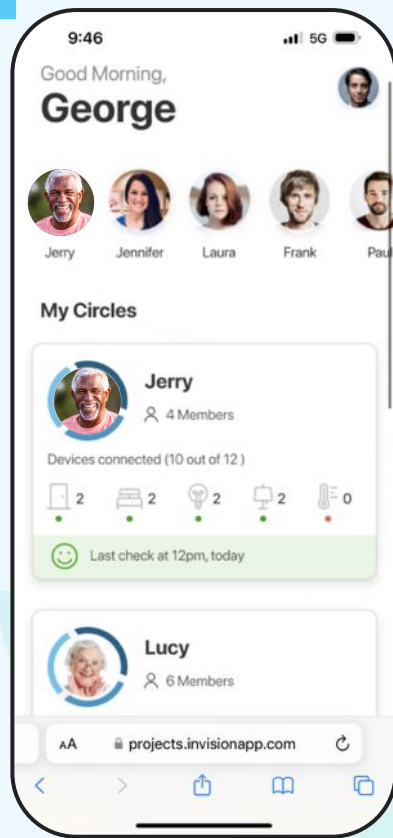


Thriving Front End Screens For Sensor Data



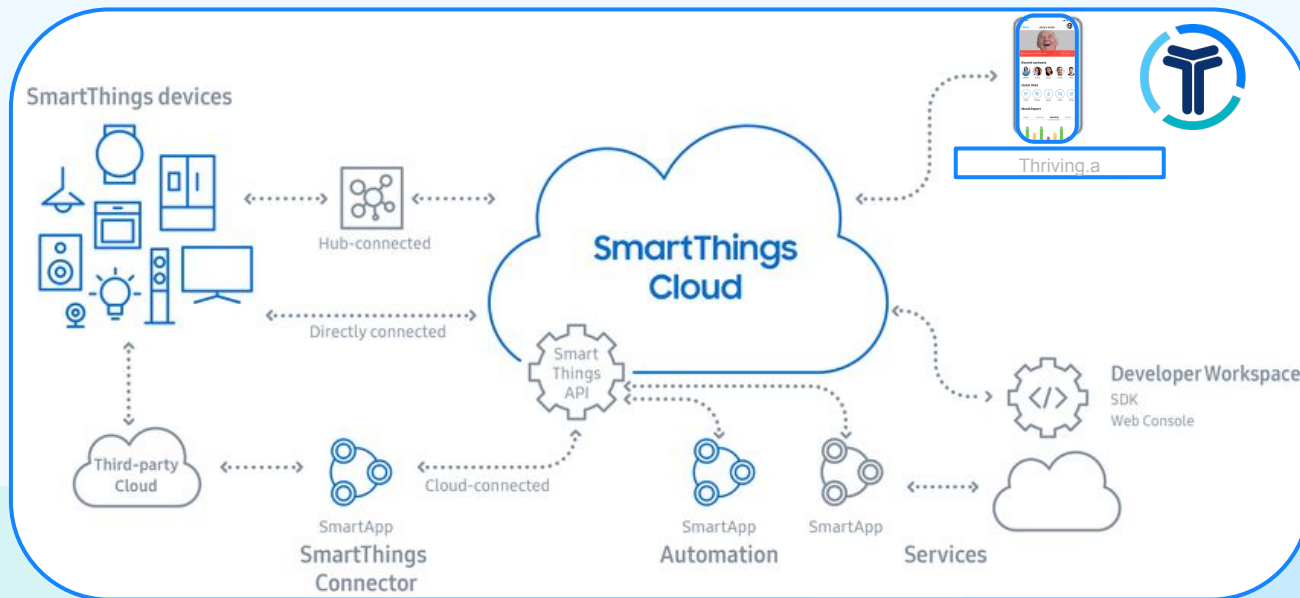
Easily accessible and affordable over the counter smart devices.

We can integrate a variety of different sensors & trackers.



Working with Sensors

Overview of Collecting IoT Data with SmartThings for Behavioral Pattern Identification

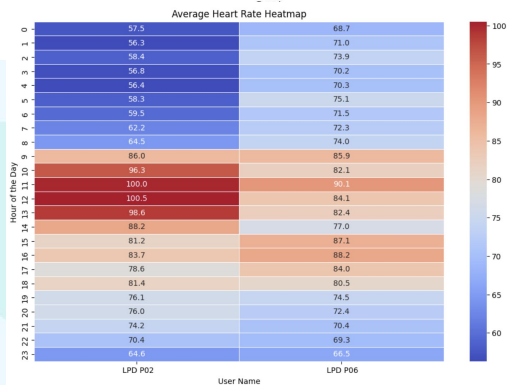
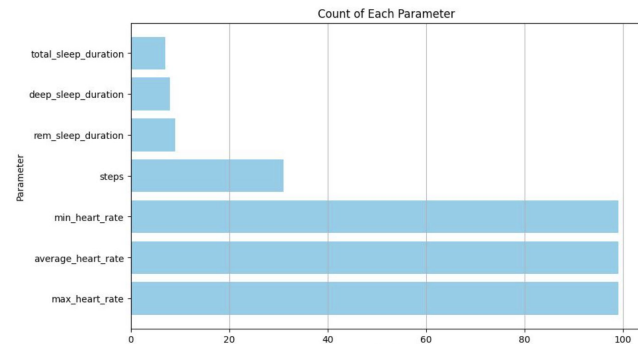


- Working on improving the data inputs and inference capabilities of the algorithm

Snapshot Analysis of Data for Agitation Monitoring & Activity Data

2. Table 2 Visualization (Other Parameters Visualization)

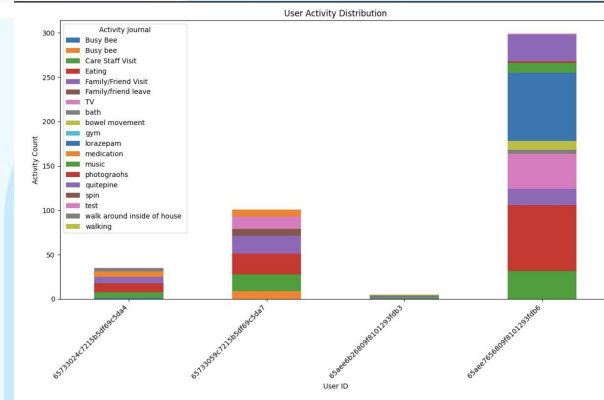
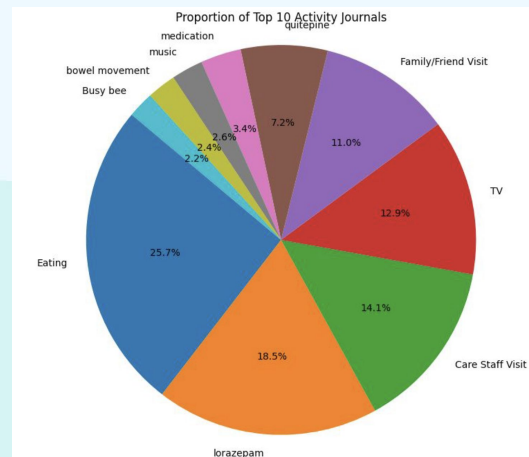
2.1 General



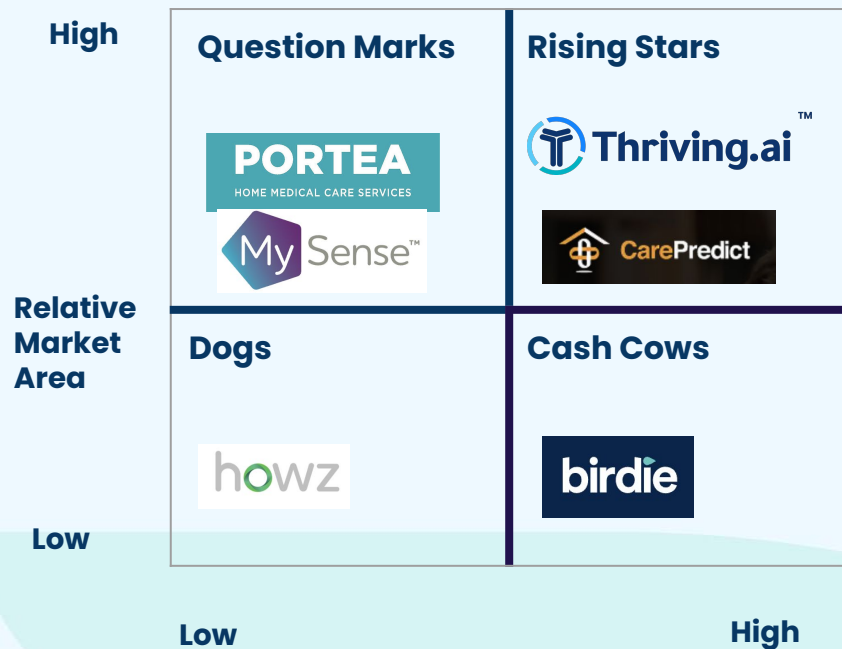
1. Activity Log Table

	activityJournalId	activityJournalName	userID	startDateTime	endDateTime	not
0	63d570273526d484ed25f43	Eating	65aee7656809b101293b4b6	2024-01-23T18:28:00.000Z	NaN	NaN
1	65afce420767a9a978c0fb	TV	65aee7656809b101293b4b6	2024-01-23T19:28:00.000Z	NaN	NaN
2	63d570273526d484ed25f43	Eating	65aee7656809b101293b4b6	2024-01-23T17:15:00.000Z	NaN	NaN
3	65af436920767a9a978c0fb	lorazepam	65aee7656809b101293b4b6	2024-01-24T09:31:00.000Z	NaN	NaN
4	63d570273526d484ed25f43	Eating	65aee7656809b101293b4b6	2024-01-24T09:31:00.000Z	NaN	NaN
...	...	...	...	...	...	...
435	61d570273526d484ed25f41	Family/Friend Visit	65733059c721565df89c5da7	2024-03-16T10:20:00.000Z	2024-03-16T10:31:00.000Z	Cleaners h
436	63d570273526d484ed25f43	Eating	65733059c721565df89c5da7	2024-03-16T12:00:00.000Z	2024-03-16T12:12:00.000Z	lunch - tomato soup/fruit/pancake
437	62d570273526d484ed25f42	Care Staff Visit	65733059c721565df89c5da7	2024-03-16T12:56:00.000Z	2024-03-16T12:57:00.000Z	Riana care - start 5 end
438	62d570273526d484ed25f42	Care Staff Visit	65733059c721565df89c5da7	2024-03-16T18:00:00.000Z	2024-03-16T18:00:00.000Z	riana arrived shift 6-1
439	65805484aaba47b17b05850	medication	65733059c721565df89c5da7	2024-03-16T12:15:00.000Z	2024-03-16T12:20:00.000Z	medication given with lunc

440 rows × 6 columns



Competition



Why Thriving.ai Wins?

1. Single Point Systems versus a Full Ecosystem Solution.
2. **Monitor + Connect + Predict in one system.**
3. **Quality Data Moat** – working with KOL. Powerful insights, continuously improving
4. Integration with EHR.
5. Now an Operating system → 3-5+ years from now a **Data Powerhouse** for data on ageing

Business Model & Customers

Business Model:

Subscription Model with SAAS for business (1 +9 care circle members)

1. B2B2C
2. B2B
3. B2C

Volume Discounts for Business (Private) & Health Systems (NHS, PCN's, Canadian Provincial Systems, Value Based Health Care, Accountable Care Orgs)

Data Analysis

*Predictive Decision Making (is in our product roadmap)



Care Providers

NHS, community health networks, Primary Care Networks, Home-Care agencies.



Senior Living Operators

Retirement, assisted-living & long-term care communities



Public Health Programs & Charities

Aging, veterans, and chronic care initiatives



Insurers & Payers

Preventive, data-driven population health management

**the tech is agnostic and so can be applied to many alternate sectors – mental health, diabetes, residivism, cardiac care etc*

Thriving.ai– Use Cases

#1 Managing Chronic Disease in the Community

Across all three of our markets, the potential economics are striking:

- Preventing **just one hospital admission** (~£3,000 – £5,000 UK / \$8,000 – \$13,000 CA/US) covers **hundreds of users** on Thriving.ai for a year.
- **20–30 minutes of caregiver time saved per day** translates into **£1,200–£2,000 (UK)** and **\$3,000–\$4,000 (US/CND)** in productivity gains annually.
- A modest **10–15% reduction in crises** (falls, ER visits, hospitalisations) results in **multi-million savings** across health and social care systems.

“For less than 50p per person per month, Thriving.ai can help prevent hospital admissions that cost the NHS **£3,000–£5,000** each, saving millions annually while simultaneously reducing caregiver burnout and unlocking thousands of hours of workforce productivity.” UK (NHS) Example

Use Cases– Consolidated Table

#1 Managing Chronic Disease in the community

Country	Avoided Hospital Admissions	Reduced A&E or ED Visits	Shorter Stays & Early Discharge	Caregiver Time & Productivity	Total Potential Savings
 UK	£1.5M – £2.5M	£150K – £300K	£800K – £1.2M	£1M – £2M	£3.5M – £6M
 Canada	CAD \$4M – \$5.5M	CAD \$400K – \$800K	CAD \$2.5M – \$4M	CAD \$2M – \$3M	CAD \$8M – \$12M
 USA	\$5M – \$8M	\$1M – \$1.5M	\$3M – \$5M	\$4M – \$6M	\$12M – \$20M

#3 Managing Pre & Post-Op in the community

Country	Per Patient Saving	Annual Saving (1,000 pts)	Key Drivers
 UK	£800 – £2,200	£800K – £2.2M	1-day pre-op remote prep, 1–2 day early discharge, fewer readmissions
 Canada	CAD \$2,500 – \$5,900	CAD \$2.5M – \$5.9M	Shorter hospital stays, remote rehab, reduced complications
 USA	\$5,000 – \$11,000	\$5M – \$11M	Bed days saved, faster recovery, reduced readmissions

Strong Market Pull	UK	CANADA
Budget/Cost	£18 billion/year is spent by the NHS on emergency care for adults over 65. (The Health Foundation, 2022)	\$16.7 billion/year is spent on hospital care for adults 65+, much on preventable conditions (CIHI, 2023)
60yrs+ Bed Occupancy	70% of NHS bed occupancy is by older adults , many with preventable conditions	Older adults account for 40%+ of all hospitalisations and 60% of inpatient days
Loneliness	1 in 3 older adults in the UK live alone, and 50% report feeling lonely (Age UK, 2023)	30% of Canadian seniors live alone , and more than 50% report loneliness (StatsCan, 2023)
Unpaid Carer Contribution to Economy	Unpaid carers contribute £162 billion/year to the UK economy , yet many face burnout, stress and poor coordination (Carers UK, 2024)	Unpaid caregivers contribute \$16.6 billion annually in lost productivity, yet most receive little support (Conference Board of Canada)
Digital & data Integration Need	Digital & data integration is critical. Fragmented systems lead to missed diagnosis, delays in care, and duplicated effort. Push for care closer to home 10 year NHS Plan	<45% of home and community care programs use integrated digital platforms , leading to siloed data, duplication, and delays. (Health Canada)
Size of Health & Social Care Market that is integrated	Only 40% of local authorities in the UK have fully integrated digital care coordination	70% of Canadian health leaders list remote monitoring, predictive analytics, and integrated care as top investment priorities. (Canada Health Infoway, 2023)
Health System Priorities	75% of health systems say remote monitoring, AI triage, and integrated care are top 3 investment priorities (Deloitte Health Tech Survey, 2023)	The demand for coordinated, AI-enabled, people-centred care is accelerating
%age of Population 60+	1 in 6 people will be aged 60+ by 2030 and 25% of the UK population will be over 65 by 2050	Canada's senior population will grow 68% by 2035, with 1 in 4 Canadians over 65 by 2050. (StatsCan)

Strong Market Pull

Market Needs	USA
Budget/Cost	\$190B/yr spent on hospital care for adults 65+, \$26 billion attributed to preventable admissions. (CMS, 2023)
60+ Bed Occupancy	Nearly 50% of hospital bed days are used by older adults, many due to avoidable complications and poor care coordination. (AHRQ)
Loneliness	28% of Americans 65+ live alone , and 43% report chronic loneliness (CDC, 2023)
Unpaid Carer Contribution Economy	Unpaid caregivers provide over \$600 billion in uncompensated care annually , with significant workforce and mental health impacts. (AARP, 2023)
Digital & data Integration Need	Only 1 in 3 health systems report having integrated digital solutions linking primary, community, and home care data. (Deloitte Health Tech Survey, 2023)
Health System Priorities	80% of healthcare executives rank remote monitoring, predictive AI, and coordinated care solutions among their top three priorities. (McKinsey Digital Health Survey)
%age of Population 60+	By 2034, older adults will outnumber children in the U.S. for the first time, with 77 million Americans over 65 by 2035 . (U.S. Census Bureau)

- Global Market Pull
- Universal Need, Global Problem for the next 30+ years
- Demographic change, Scarce Care & Financial Resources
- Healthcare Financial Pressures will force change.
- 2026–2050 increasing growth in ageing population the sector will have to look at preventative strategies

Team – Global Leaders in Health, Tech & Humanity

Shain Khoja CEO

- Serial Entrepreneur, 10 years Physio Clinics across 4 continents \$600K ARR, Exit in 2000.
- Built & excited multiple successful businesses globally – Pharma \$1.4M ARR Exit, Hospitality \$2M ARR Exit. Foundation Holdings – Investment Fund raised over \$35M in UAE & India.
- Aga Khan Fund Economic Development – Roshan – Social Impact Expert. Raised \$180+M.
- Global Partnership For Education Gulf Lead worked with Julia Gillard & Alice Albright – raised \$100M from UAE.
- B Corp Hal-Taussig Global Leadership Award.
- Babson College Changemaker Award



Karim Khoja Co-founder

- Serial Entrepreneur – Built **4 MNC** Telecoms Operations for **Motorola, US West, AKFED – Roshan Afghanistan \$0 to 300M ARR**, T-Cell \$0-\$200M ARR, Seacom, Smart Telecom, Finance raised over \$700M
- Power Sector – Pamir Energy \$130M
- Tech Sector – Software House Orbital, Simba Exit 2017.
- Pharma, Hospitality Exits 1987 and 1989.
- Accelerator Prosperity Emerging Entrepreneur Accelerator
- UK Government – First Award from Tata & Minister George Osborne
- Hal Taussig Global Leadership Award



confidential



AARP Finalists



Team & Advisors



Blair Trahan

Technology & Product
8+year high growth tech
Product Launches & GTM



Jugal Kishor

Lead App Developer
Flutter, Native, Java



Gary Lovatt

Bus Development
Behavioural Science



Amina Wasiaq

Data Scientist/AI/IOT
Python

Advisors:

Dr Raymond Wallace Carleton University SAM3 Adjunct Professor Engineering.
Dr. Neil Thomas MD FRCPC MSc. (Neuro Geriatrician) Bruyere Health Ottawa.
Charles Winiarski Innovate UK Business Growth Mentor.

Smart Care – Connected Lives



Reach out at
shain@thriving.ai



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Results



#4 Use Case – Frailty Detection*

Frail or pre-frail older adults rely on GPs and nurses for **regular clinical oversight** and **reactive interventions**

When **deterioration occurs their needs fall broadly into 5 clusters:**

1. **Medication** & Clinical Review – time intensive due to lack of daily adherence data
2. **Monitoring Chronic Conditions** – regular checks are episodic, deterioration between visits goes unnoticed
3. **Functional & Cognitive Assessment** – dependant on self-reporting, carer report, lacks objectivity
4. **Social & Psychological Assessment** – screening for loneliness, isolation, stress, carers stress not regularly tracked
5. **Crisis Management & Unplanned Care** – falls, delirium, infections, dehydration – all reactively treated, missed early signs

GPs and community nurses are overextended and working reactively, rather than being enabled by continuous digital insight.

Working with **Dr. James Perry, a Key Opinion Leader** managing a Primary Care Network of 70K patients –20% are 65+ *under development.

KOL will lead the purchasing

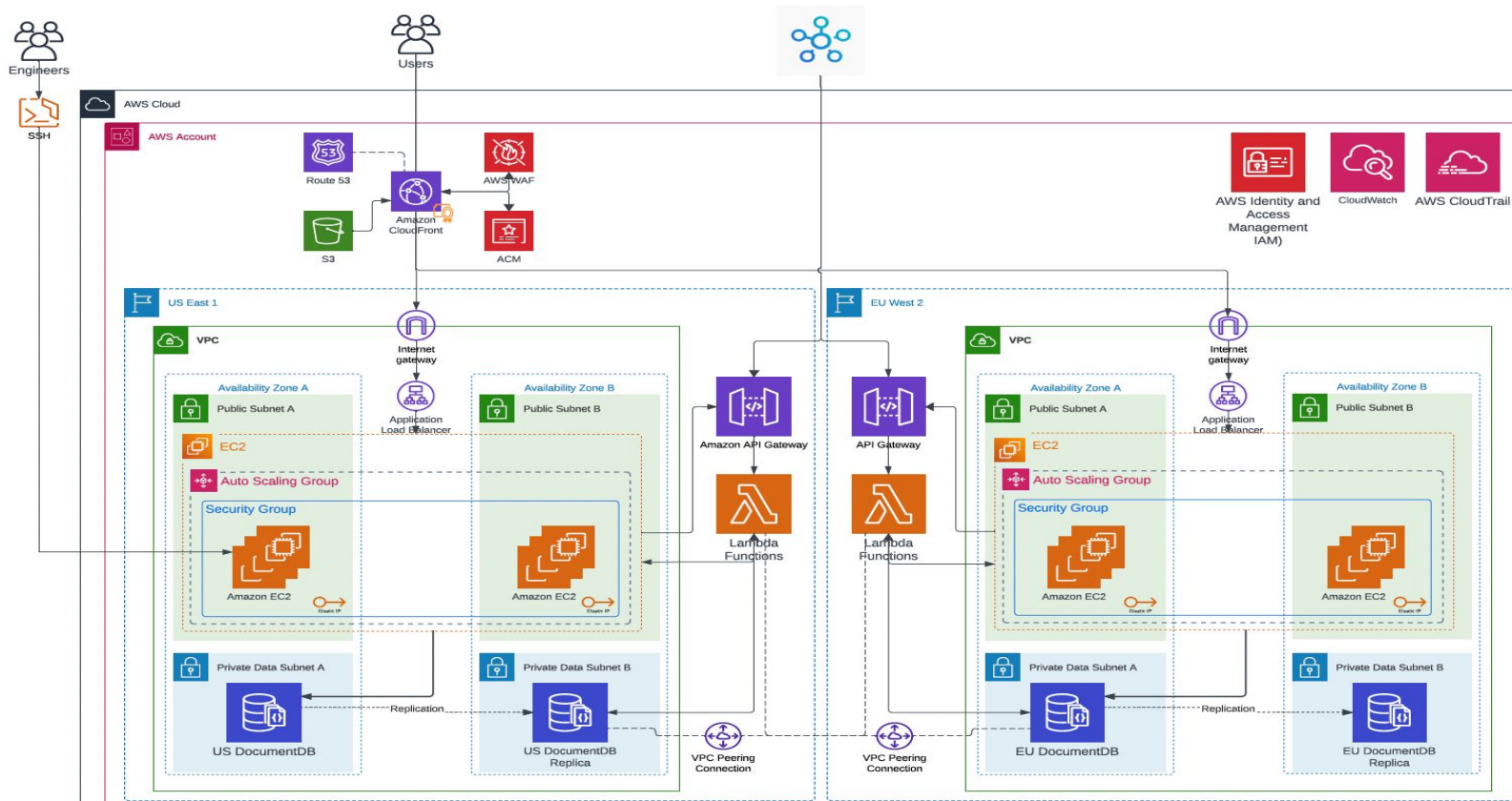
Access to **Quality Data which is a moat** & differentiator

How Thriving.ai Can Help

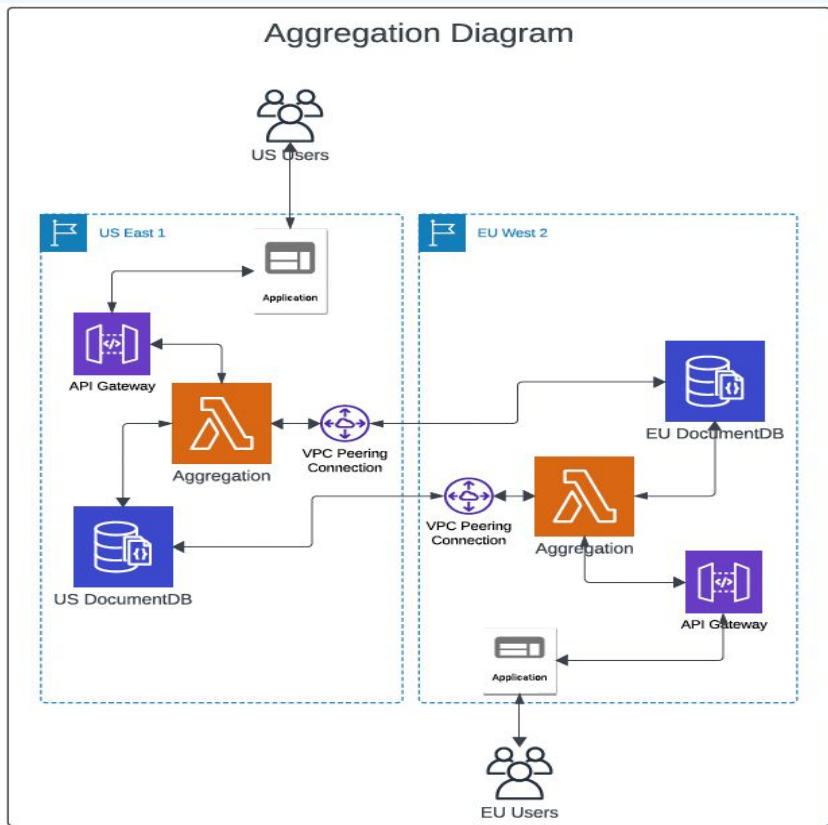
Thriving regularly continuously collects data that corresponds to the domains of the Electronic Frailty Index (eFI), The Clinical Frailty Safety Scale (CFS) and Rockwood's Deficit Accumulation Model

Frailty Index Domain	Thriving.ai Data Stream / Measure	Example Indicator of Deterioration
Mobility & Physical Activity	Step count, gait speed, time out of bed (bed sensor), movement patterns, sit-to-stand ratio.	↓ Activity, ↑ sedentary time, longer bed duration → potential sarcopenia or infection.
Nutrition & Hydration – under R&D with Carelton Uni Envisage Grant \$110K	Smart hydration reminders + logging, weight trend via wearable, food intake check-ins.	↓ Fluid intake, unplanned weight loss → dehydration or malnutrition.
Sleep & Fatigue	Sleep duration, restlessness, interrupted sleep from sensors/wearables.	↑ Night awakenings, ↓ total sleep → pain, infection, anxiety, or medication effect.
Cognition & Mood	App interaction frequency, sentiment in journaling/ responsiveness to nudges. (Voicelags in roadmap)	↓ Engagement, negative mood tone → cognitive or depressive changes.
Social Connection	Communication frequency within Care Circle, event participation, message sentiment.	↓ Calls/messages, ↓ social engagement → early social withdrawal or decline.
Medication Adherence	Digital prompts, carer confirmations, IoT pillbox (optional).	Missed doses → risk of decompensation.
Vital Signs	Wearable-derived HR, HRV, BP, SpO ₂ , temperature.	Out-of-range trends → early physiological decline.
Environmental & Safety	Room temperature, CO ₂ levels, motion at unusual hours,	Changes → risk of delirium, wandering, fall risk.
Self-reported wellbeing (PROM/PREM)	In-app quick check-ins on pain, energy, mood, function, carer strain.	↓ Self-scores → early alert for review.

AWS Infrastructure – Meets Regulatory Requirements



Detailed Lamda Function Diagram



- Data remains in its jurisdiction
- Hosted AWS Managed Cloud Service Encrypted
- Data is encrypted and dissected as it is streamed for ML Aggregation
- Data is anonymised