

WellNest

AI-powered, holistic wellness for
Cognitive, Physical, Emotional, and Voice-enabled care

MedMind Technology Limited



Company Mission



Founded at Hong Kong Science and Technology Park since 2018, we are on a mission to redefine smart living through AI and gamification – making wellness and rehabilitation accessible, joyful, and human-centric for seniors and all generations.

What We Do



AI-Powered Wellness, Elderly Friendly , also for All Ages:

- Gamified, AI+ health solutions
- AI driven and data report
- Support:
 - Healthcare
 - Social welfare
 - Elderly care
 - Caregivers

Why It Matters



Current Challenges to Wellness:

- Training and rehab is boring
- Care is fragmented – mind, body, emotion treated separately
- Need to remove tech barrier for users

How We Do It



4 AI+ Health Solution Modules Integrated, in 1 Ecosystem, “WellNest”:

- **NeuroGym** - Cognitive Training
- **PhysioPlay** - Physical Training
- **CareRing** - AI Phone Caring System
- **Mindscape** - Multi-sensory Relaxation

Our Professional Team Since 2018



Nathan Hui
Co-Founder & Director

Professional Background:

- Hong Kong PolyU Biotechnology
- Neuropharmaceutical experience
- CUHK EMBA

Industry and Social Recognition:

- Hong Kong Spirit Award 2025 finalist
- Multiple entrepreneurship awards

Leadership Style:

- Adheres to "technology rooted in humanity" philosophy

Cross-Disciplinary Expert Team



Advisory Board
Former Prof. Han, Neuroscientist
Hong Kong PolyU



Technical Team
Hugo Lam, Tech Director
MedMind Technology



Dr. Edwin Yu

- The founder of Mahjong therapy
- Psychiatrist in HongKong



Dr. Sonny Hon

- Private neurologist



Dr. Thomas Choi

- Director of Centre for Smart Health
- Health informatics, PolyU



Dr. Chris Chui

- Private psychiatrist in HongKong



Ms. Jacqueline Lai

- Occupational therapist
- Cognitive behavior therapist

- AI Engineers
- Game Designers
- UX UI Designers
- Data Scientists

The Problem – A Growing Crisis in Holistic Wellness



Asia-Pacific is Ageing Fast



2050 (Projection)
1 Billion Seniors (65+)



+ 88%

2026
530M Seniors (65+)

People of all ages face fragmented wellness

- Cognitive decline
- Physical deconditioning
- Emotional stress
- Social isolation

The Holistic Health Gap - Elderly, and All Ages

Dimension	Challenge
Cognitive	Dementia, declining executive function – Traditional training is boring and culturally irrelevant
Physical	Risk of fall, muscle loss, reduced mobility – Traditional rehab is hard to monitor and disengaging
Emotional	Loneliness, stress, caregiver burnout – Support is limited and reactive
Daily Support	Medication adherence, appointment reminders, social check-ins – High tech barrier of existing tools
Systemic	Fragmented solutions – Lack of holistic view, objective data

Everyone deserves an integrated, proactive, and engaging approach to wellness – across mind, body, and daily life.

Currently adopted by 300+ institutions and 40,000+ users



Gamified Cognitive Training

- AI cognitive training to prevent and delay dementia
- Local cultural games (Mahjong, Calligraphy, Nostalgic Hong Kong), capable to customize
- AI-powered personalised difficulty adjustment
- AI-generated individual MoCA-aligned performance reports for therapist follow-up



Gamified Physical Training

- AI motion-based rehab exercises to strengthen muscles and prevent falls
- Game movements designed to be safe and aligned with physiotherapy principles
- AI camera motion tracking – no wearables required
- AI-generated individual performance reports for therapist follow-up

New Product Modules Launched in 2026

AI Phone Voice Enabled Care - "CareRing"



Physical & Mental Well-being and Daily Living Management

- AI-powered local voice calls with real-time user interaction, No app needed – works on any phone.
- 24/7 automated care hotline, medication reminders and risk alerts
- Significantly reduces frontline staff workload
- Provides personalised care and daily living management services

Immersive Multi-Sensory Relaxation System - "MindScape"



Emotional & Mental Well-being

- Synchronised multi-sensory relaxation effects for stress relief and mood calming
- AI-driven integration of scent, visual and audio
- CAVE - Immersive tranquil relaxation space

2 Mega-Trends: Ageing Asia & Digital Health at Scale

Asia-Pacific World's fastest-ageing region



- **2026**, **530M seniors (65+)** in Asia-Pacific (11% of population)
- **2050**, Projected to nearly double to **996 million (+88%)**
- **Rising demand** for innovative elderly care tech

Digital Health From Pilots to Scale



- Global gerontechnology market: **US\$245.6B by 2033 (13% CAGR)**

Market Size



Total Addressable Market

Global Elderly Care Technology Market



- Projected to reach **US\$245.6 billion by 2033 (CAGR 13.0%)**
- **Global Market Scope:**
 - Digital health platforms
 - Tools that help seniors live independently
 - Smart home devices
 - Game-based rehab solutions for cognitive and physical health

Serviceable Addressable Market

Asia-Pacific Elderly Care Technology Market



国際福祉機器展&フォーラム
Int. Home Care & Rehabilitation Exhibition & Forum

- Estimated at approximately **US\$98.2 billion**
- Across **Southeast Asia, Japan, South Korea, and China:**
 - Driven by rapid urbanisation
 - Rising healthcare expenditure
 - Strong government support for active ageing

Serviceable Obtainable Market

Our Immediate Addressable Market



- Where we already have established institutional clients and distribution channels:
 - **Hong Kong**
 - **Macau**
 - **Taiwan**
 - **Singapore**
 - **Thailand**

Competition & Our Strategic MOAT



Key Difference:

Competitors offer **single-purpose** solutions.

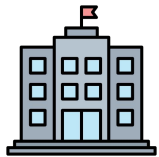
MedMind provides **an integrated, culturally resonant, zero-barrier ecosystem** covering holistic wellness.

MedMind Product	Competitors	Gap We Fill
NeuroGym Cognitive Training	Lumosity, MoCA based paper tools - Culturally irrelevant, boring	Culturally localised games (Mahjong, Chinese calligraphy) that seniors actually enjoy – not generic brain exercises
PhysioPlay Physical Training	Traditional rehab equipment, generic exercise apps - Hard to monitor and disengaging	Gamified engagement, not boring training, objective trackable data
CareRing AI Phone Voice Care	Telehealth platforms, call centre hotlines - Tech barrier, support is limited and reactive	Zero-tech barrier – works on any existing phone line; no app, no learning curve
Mindscape Immersive Relaxation	Standalone aromatherapy diffusers, meditation apps - Fragmented solutions for multi-sensory	Synchronised multi-sensory immersion (scent, visual and audio) – not just passive scent or generic audio

Our MOAT – What Competitors Cannot Replicate

MOAT Element	Why It Matters
Cultural Resonance	First-mover with localized cultural themes in Asia, capable to cutomize for different cultures – seniors feel familiar, not fearful and boring
Zero-Tech-Barrier	Our solution works on everyday devices people already own: tablets, phones – no special hardware, no learning curve
Integrated Ecosystem	Covers cognitive (NeuroGym), physical (PhysioPlay), health management (CareRing) and emotional (Mindscape) – competitors do only one
University-Backed	Developed with HK PolyU and CityU research – clinically informed design

B2B



Institution

Subscription for

1. NPOs (elderly centers, elderly homes)
2. Hospitals
3. Clinics
4. Rehab centers
5. Housing projects



Advertisement Fee



Medical data for pharmaceuticals



Insurance companies subscription fee

B2B2C



**Clinics,
Rehab centers,
NGOs**

B2C



Individual

Subscription Model

*Free download
with Ads*

**Upsell with new training modules and
hardwares**

Traction and Growth Projection



Current Traction

2018 Founded, incubated by HKSTP

300+ Institutional clients

(social welfare, hospitals, elderly homes, property developers)

40,000+ Users **11** Awards

Monthly Recurring Revenue

HKD 450,000 (USD 57,700) approx.



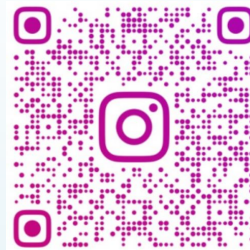
Contact Us



Website



Facebook



Instagram



WhatsApp

+852 96249220



Email

info@medmindtechnology.hk

MedMind Technology Limited

Unit 339, 3/F, Building 19W,
19 Science Park West Avenue, Hong Kong Science Park,
Hong Kong