

 GreatDay
by Ailuna GmbH

A great day
begins with you

The problem: loneliness

- Living through the worst moments alone

Hurts **millions** of people

Brings them **earlier** in care centers and hospitals

Costs **\$1.550B** in USA and **€900B** in EU in hospital
and longterm care

Higher than smoking consequential costs:

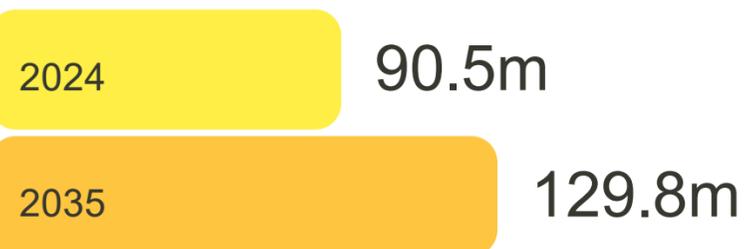
USA **\$225B** and EU **€50B**



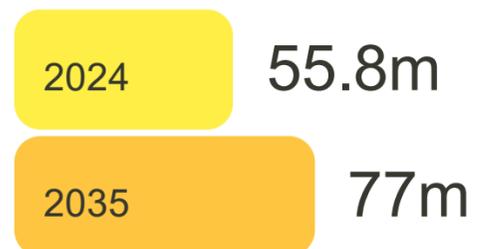
Big problem. Fast growth.

People 65+ years

EU:



US:



Target 5 years: 5% of the SAM

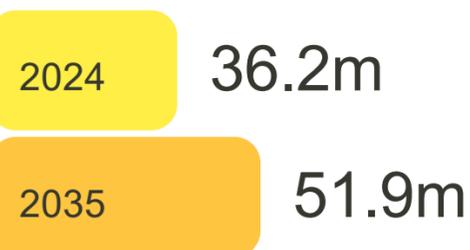
GreatDay
Market share

650.000
US & EU

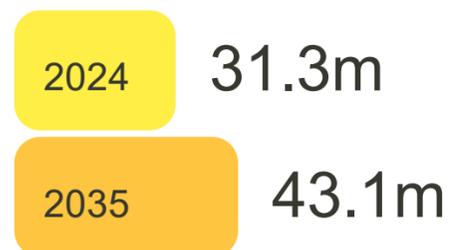
CAGR 7%

Care requirements

EU:



US:



AI companion that brings people back together.

Meaningful conversations, proactive engagement, dependable support through every stage of life, and gentle reminders of what truly matters – paired with real connection to like-minded people.

GreatDay Highlights:



Everyday conversations that inspire and strengthen – making life meaningful.



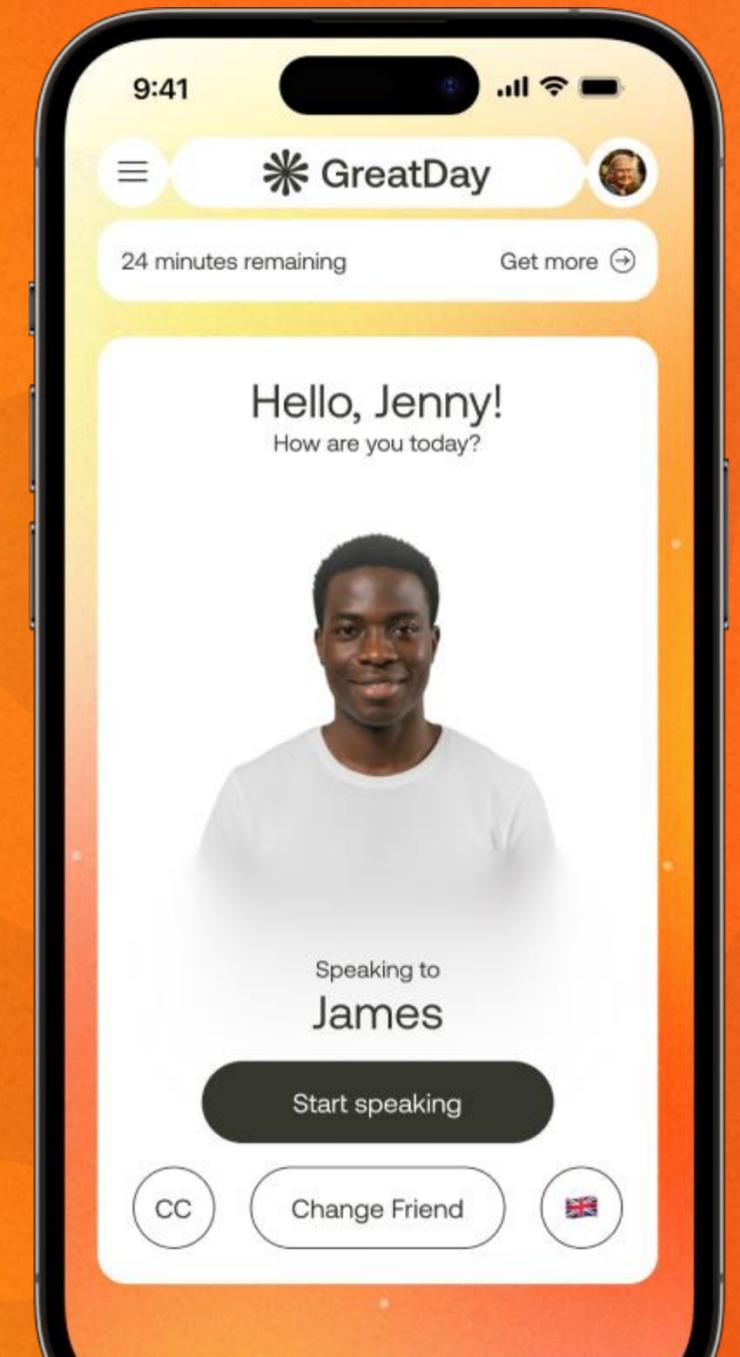
Voluntary connection of like-minded people for social reintegration.



Support for safe medication with analysis for those who care.



Privacy first: GDPR-compliant, sensitive data controlled by users.



GreatDay: Positive Impact for Customers and Society

45% of people over 65 feel lonely – social isolation increases health risks. GreatDay intervenes early, eases the burden on healthcare, and enhances quality of life.

Measurable Impact :

32%

higher mortality risk due to isolation – we strengthen human connection, reducing this risk.

50%

don't take medications as prescribed – we help support adherence for longer, healthier lives.

1,5 x

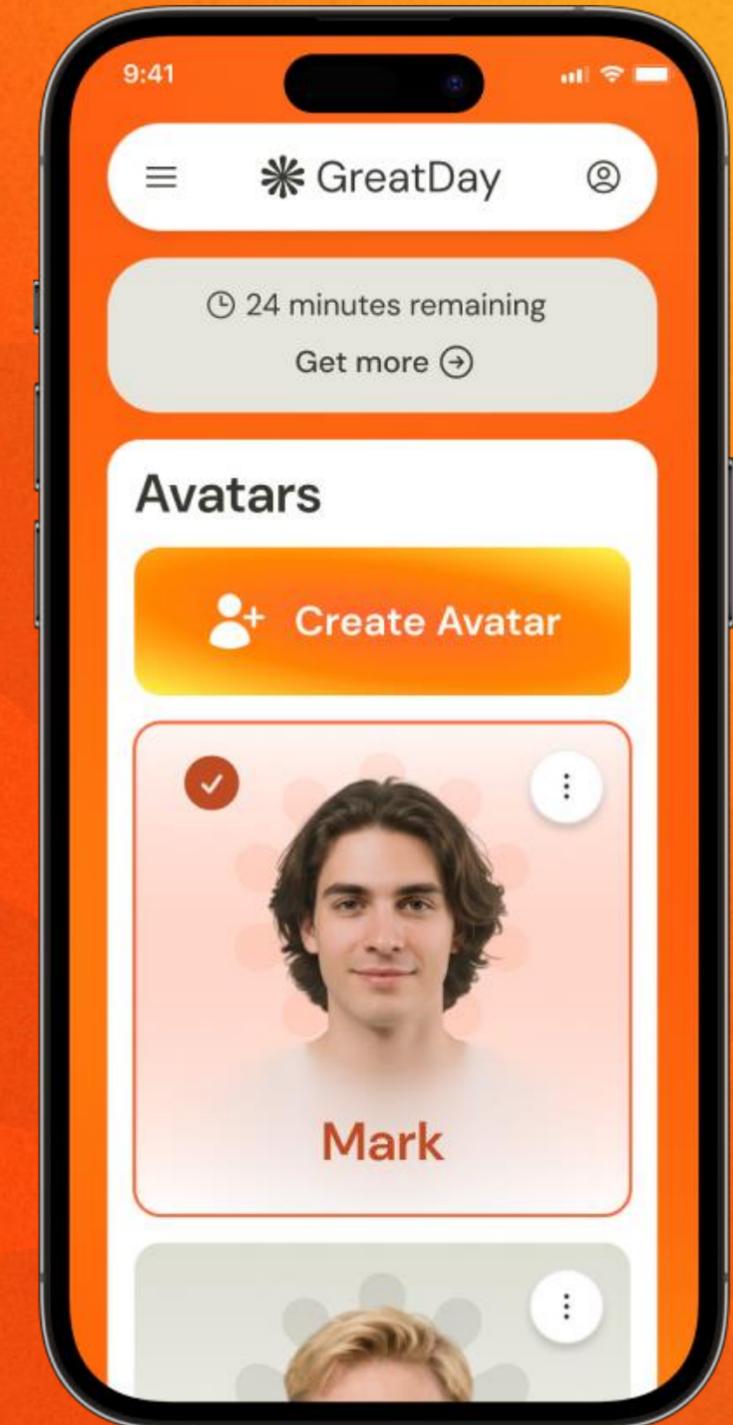
higher risk of hospitalization due to non-adherence – we reduce this, helping users stay home longer.

Long-term

Use of GreatDay helps users remain satisfied at home while mitigating health risks.



From prototype to MVP to scalable platform



Passion for Care & Humanity



Konrad Kogler 

Co-CEO – Health & Operations

- ✓ **30+ years** leading complex organizations
- ✓ **6 years** in healthcare digitalization and cybersecurity
- ✓ **Expert** in scaling regulated operations



Clemens Kirner 

Co-CEO – Product & Growth

- ✓ **20+ years** building and exiting digital ventures
- ✓ Founder with multiple **successful** international **launches**
- ✓ **Deep expertise** in user-centric design and business scaling



Dmytro Lutsenko

Co-CTO – AI & Platform

- ✓ **11+ years** in AI/ML, NLP, and web applications
- ✓ Former **senior software developer** leading distributed teams
- ✓ **Building** the core GreatDay platform and avatar AI



Prof. Dr. Helmut Hlavacs 

Behavioral Science • Univ. of Vienna

- ✓ **20+ years** in gamification, digital health, and engagement research



Dr. Kirsten Tangemann 

Clinical Innovation & Commercialization Behavioral Science • Univ. of Vienna

- ✓ **10+ years** in disease management & healthcare entrepreneurship



Lisa Gettinger 

Health System Operations,

- ✓ Nursing Director at Lower Austrian State Health Agency, **B2G partnerships**



Eva Friessenbichler 

Long-Term Care

- ✓ Head of Care, NOELGA; 10+ yrs leading elder-care facilities

Go-to-Market 2026

Clear Focus. Fast Results.

Regions & Language:

- DACH & USA (high target audience density)
- Initial communication in German & English (later Spanish)

Focus & Target Audience:

- Targeting primarily 65+ users – addressing loneliness with tailored UX/UI
- Paying customers include the users themselves or their relatives

Go-to-Market Strategy:

- **B2C – Social Media & Direct Outreach**
 - Initial focus on Meta platforms
 - Direct engagement with users and their families
 - Multi-stage testing: different messages & target groups → focus on effective outreach
- **B2B – Partners & Networks**
 - Care centers, home care, assisted living, insurance providers
 - **Value proposition:** relieve staff, focus on care cases, reduce costs
 - Commission-based model: partners refer users/families → paying customers



Competitors & GreatDay



Beyond the Usual “Tranquilizer”

Others:

- Focus on entertainment – just another TV
- Promotes isolation
- Standard LLM wrapper
- Sells personal data



GreatDay:

- Focuses on empowerment
- Builds real-life relationships
- Proactively engages users
- Truly knows its users
- Meets the highest privacy standards



License model

Begin effortlessly with our 3 packages — and continue benefiting from GreatDay long-term.

Starter
1 hour / day

\$79 / mo

Attached
40 hours / month

\$99 / mo

Dedicated
120 hours / month

\$279 / mo

All plans include

- ✦ Premium AI companion
- 🎤 High-quality voice
- 🔔 Innovative notification and matching
- 🔒 Trustful data protection

Extensions hours available
(expire after 1 year)

\$4,90 / hour

\$39 / 10 hours





GreatDay

Better. Together

