

The background features several abstract, hand-drawn style elements in shades of orange and brown. In the top left, there are two overlapping circular shapes. In the top right, there is a cluster of small dots and a long, curved line. In the bottom left, there is a wavy line. In the bottom right, there is a large, irregular shape. The text is centered in the middle of the page.

# **Found it**

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# Impact and Relevance

- Have you had a mini heart attack searching for your phone? It's a moment we all laugh about. But imagine if most of your memories and sense of self were fading away. Watching our aging parents struggle to find things, especially while living abroad, leaves me feeling helpless. I aim to create assistive technology that empowers our parents and grandparents to live more independently.
- From a business perspective, this product taps into the expanding market for eldercare technology. It offers a unique combination of AI, ease of use, and cross-generational support, setting it apart from competitors. With potential for partnerships with healthcare providers and senior living facilities, this solution could scale rapidly and address the needs of millions of aging individuals worldwide.



# Design

