



Empowerment of Caregivers of Individuals with ASD



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Remo Sugimoto
Paras Sharma

Activities since June



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5 Virtual
Team meetings

1-1 Interviews with
2 Therapists & 1 Parent

Polish Value Offerings and
Plan of Action

Defining Problems

Ideation

Remo Visited Autism
Today Center in
Bulgaria

Literature Review
Market Study
(India-Japan)

Challenges

Therapists
A lack of Consistent
Care and Intervention
Difficult Collaboration
with parents



Individuals with ASD
Challenging Behaviors

Parents
Limited Access to
Resources
Rejection and Social
Isolation

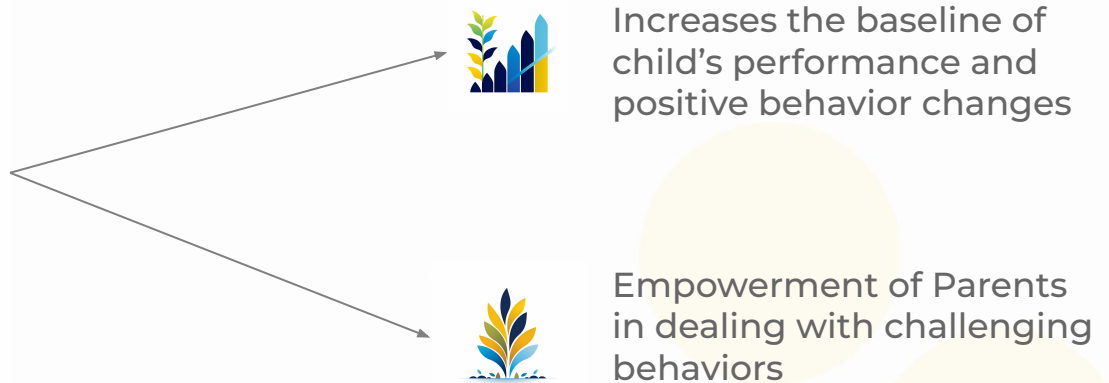
Challenges Identified and Validated with 1-1 Interviews with 3 therapist & Caregivers and secondary research (literature review)

How to Solve?

Train Caregivers and Provide access to resources



Train Parents in conducting ABA based activities at home
(Home-based Intervention)



Source: Home-based intervention leads to parents' growth and child's development (Inoue M & Okamoto K. 2022)

Our Solution

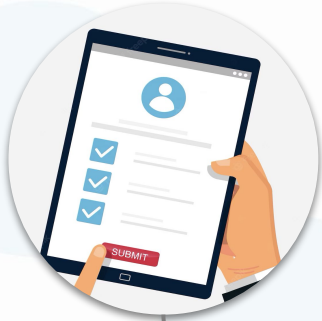


Empowering Caregivers

using Integrated solution that provides personalized
Support, Anytime, Anywhere.

Step 1

Sign up and answer a set of questions to generate Home-based Activities Plan



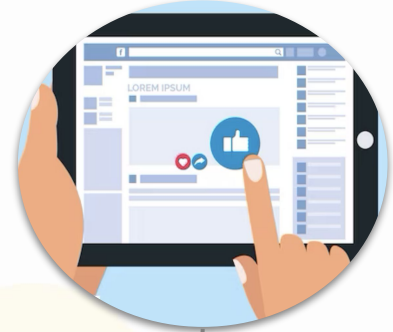
Step 3

Seek help from AI based chatbot and get personalized tips and insights



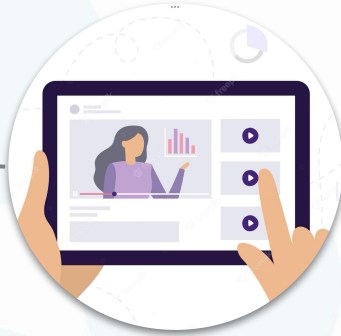
Step 5

Share your learnings and connect with other caregivers



Step 2

Try automatically generated Activities and Track Progress



Step 4

Book 1-1 session with a child care professionals for further support





Share your learning and
connect with other
caregivers



Get tip, insights and
assistance using AI for
24/7



Book 1-1 Sessions with
Professionals



Personalized Activities



Gamified and Engaging
Experience to keep the
users motivated



Value Proposition

Impact Target



\$ 500+ M

\$ 5 M



\$ 126+ M

\$ 2.5 M

5.5 Million

Individuals (0-18) with ASD

100K 
Impact Target

- ASD cases increased by **230%** worldwide in last 2 decades
- Market Size CAGR: 7.9%
- Annual Expenditure per individual of \$15,500 (India + Japan)

Business Model Canvas

Key Activities



1. Content Creation
2. Maintain Pool of Care Professionals
3. Research and Development Marketing
4. Marketing

Key Partners



1. Child therapists
2. Designer/engineer

Key Resources



1. Product Management (Paras)
2. Network of Caregivers in Japan (Remo)

Value Proposition



1. Personalized learning content
2. Connect with therapists + AI Therapist chatbot
3. Tip & Insights about Behaviour
4. Community of Caregivers
5. Gamified Experience

Customer Relationships



1. Network with Japanese autism caregivers
2. Community

Channels



1. Online
2. Social Media
3. Play Store
4. AppStore
5. Affiliate

Customer Segments



1. Parents of children with ASD (0-18 years old) who are in need to learn about how to raise their kids
2. Caregivers/therapists

Cost Structure



1. Human resource
2. Research & Tech Cost
3. Content Development Cost
4. Marketing Cost
5. Admin & Operation Cost

Revenue Streams



1. In-App Purchases
2. Subscription Model

Current Team



Remo Sugimoto

Project leader

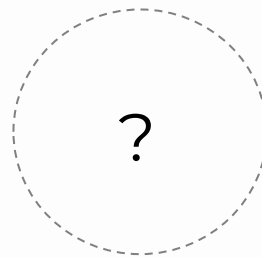
Resp: Team management,
HR, Partnerships



Paras Sharma

Product Manager

Resp: Technology, Research and
Development



Looking for New Team

Members:

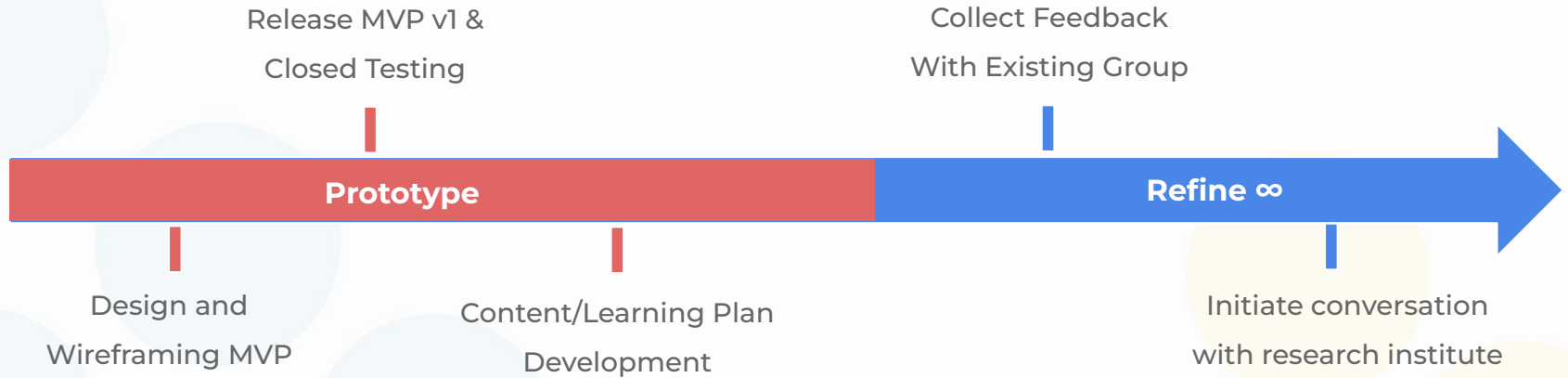
Designers, Researchers,
Therapists

Partners and Supporters



Looking for Strategic
Collaboration with Care
Providers and Academic
Researcher

Roadmap (September - February)





Thanks

Happy to answer your questions