



AI-powered fall detection.  
Peace of mind for families.  
Independence for seniors.

The problem is real. The solution is ready.

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36 million seniors fall each year. Most families find out too late.

# The problem

# 36M

**older adults fall each year  
in the United States**

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Falls are the #1 cause of injury-related death among adults 65 and older.

Fear of falling forces seniors out of the homes they love before they are ready to leave.



## Notification fatigue

Existing cameras flood families with alerts. Within days, everyone stops looking.



## Privacy concerns

Cloud-based systems stream footage to third-party servers. Seniors resist this and rightfully so.



## Cost barriers

Proprietary hardware and high monthly fees price out the average family.

# Who we serve

## PRIMARY



### The adult child

Ages 40 to 60. Lives separately from an aging parent. Worried every day. Afraid of getting that phone call.

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*They set it up. They get the alerts.  
They finally sleep at night.*

## SECONDARY



### The senior themselves

Independent, sharp, and determined to age in their own home on their own terms.

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*They buy it for peace of mind.  
On their own terms.*

# Our solution

A local AI platform that detects real falls and alerts the right people instantly. No cloud. No wearables. No noise.



## Privacy first

All AI runs locally. No footage ever leaves the home.



## No wearables

Standard WiFi cameras. Nothing to wear, charge, or remember.



## Zero alert fatigue

Only alerts on a confirmed fall. Not motion. Not shadows.



## Existing hardware

Works on any Windows GPU laptop. No proprietary gear.



## \$25 per month

Up to 8 cameras. Whole-home coverage at an accessible price.



## Instant alerts

Text, email, and app notification the moment it matters.

# How it works

1



## Install

A Windows laptop with NVIDIA GPU is set up in the home. One-time setup.

2



## Place cameras

Standard WiFi cameras placed in key rooms. No rewiring.

3



## AI monitors

Safety Sense runs 24/7, analyzing feeds locally in real time.

4



## Fall detected

A real fall is identified within seconds.

5



## Alert sent

Family gets an instant text, email, and app notification.

# Market opportunity

**57M**

Adults 65+  
in the US today

**88%**

Want to age in their  
own home

**\$50B**

Home health market  
by 2030

**\$25/mo**

Our entry price point

- 1.** Our primary buyer is the **adult child**, ages 40 to 60, living apart from an aging parent and afraid of getting that phone call.
- 2.** Our secondary buyer is **the senior** themselves, independent and determined to stay in their own home on their own terms.

# Where we are. Where we are going.

## Today

- ✓ Working prototype tested in 2 homes
- ✓ Fall detection operational within seconds
- ✓ Text and email alerts fully functional
- ✓ Active and growing Facebook audience
- ✓ Multiple households ready to test
- ✓ Entirely self-funded to this point

## Now

Go live with real households. Begin mobile app development simultaneously.

## Q3 2026

Mobile app live with push notifications. Refine detection accuracy.

## Q4 2026

Channel partnerships with home care agencies and accessibility installers.

## 2027

Daily activity log. B2B offering for home care providers.

# The bigger picture

Fall detection is where we start. It is not where we stop.

**Think of it as a virtual roommate. One that never sleeps.**

A dedicated AI that lives in the home and works for the people who live there. It can tell you the weather, read you the news, help you build a shopping list, book an appointment, or call a ride. It reminds you to take your medication and get your exercise. It knows who is at the door. It watches for fire and smoke. It keeps your family informed. It gives your pets a watchful eye. Each home with its own intelligence, its own presence, its own name.



Fire and smoke detection



Facial recognition and security



Medication reminders



Pet monitoring



Energy management



Appointments and reminders



Daily activity log



Family notifications



Voice assistance



Shopping assistance



Ride and errand help



Wellness monitoring

**The possibilities are endless.**

# What we are looking for

We built the product. We know how to keep building it.  
What we need is the right partner to help us grow it the right way.

## 1 Strategic guidance

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Help us avoid the mistakes we do not know to look for. You have scaled companies from early stage to real traction. We have not done that yet.

## 2 Network and reach

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Introductions to the right people, whether that is distribution partners, home care networks, or others who can help us grow faster than we could alone.

## 3 Go-to-market experience

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How do we get from our first 10 households to our first 1,000? Channel strategy, pricing, and positioning are all areas where experience matters enormously.



# Let's build this together.

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Millions of seniors want to age in their own home.  
Their families want to let them, safely.  
We built the tool that makes both possible.

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