

Unaide: the solution that combines human help and technology for homecare support of elderly people

At the crossroads of health and artificial intelligence, Unaide brings serenity to people weakened by age or disability, while allowing them to stay home. Indeed, Unaide developed "Clara", the first technological caregiver, which secures everyday life and prevents loss of autonomy. It is always associated with Unaide's home caregiver service, organized in small autonomous local teams to provide the human attention necessary for aging well.



« Unaide's DNA is part of an approach to supporting autonomy by combining human help and technology in the same structure. This is one of our strengths and a real difference. We advocate a paradigm shift in supporting dependent people in their homes. By trusting home caregivers and providing them with high-performance technological tools, the whole value chain of elderly home care support (Beneficiaries, Family carers, Professional caregivers, Financers, etc.) becomes virtuous. Our first fundraising of 1.3 M€ carried out in October 2019 allows us to start a national deployment starting with Hauts-de-France region, while defining our international development strategy for the years to come. » Mathieu Michiels, President and founder of Unaide.

● ● ● « Clara », the first phygital caregiver

Able to take over from professional and family caregivers, "Clara" looks after beneficiaries 24 hours a day without wearing anything on oneself. A real breakthrough technological innovation in the field of telecare assistance, this phygital caregiver embeds artificial intelligence system incorporating voice recognition for instinctive interaction and reacting as quickly as possible in the event of a fall detection. Thanks to its satellites in the rooms, "Clara" leads to a two-way communication at the closest of the beneficiary, allowing adapted and personalized intervention. "Clara" uses also movement analysis skills to prevent loss of autonomy. Finally, "Clara" gives beneficiaries time landmarks by reminding them the next visits, for example. To carry out all its missions, "Clara" analyses all datasets locally without using an external computing server, thus respecting users' privacy.



● ● ● **Autonomous and revaluated home caregivers**

Convinced that technology is not enough, Unaide associates "Clara" with its home care support service. Unaide organizes small autonomous local teams operating in groups of 3 to 8 home carers, to support about ten beneficiaries within a 10 kilometres radius. Unaide advocates team self-governance. That means there is no leader. Home caregivers are therefore endowed with great freedoms and great responsibilities, but thus benefit from a better appreciation of their major role. Finally, digital and technological tools provided by Unaide allow them to devote themselves to bringing the human attention necessary for ageing well.

● ● ● **« Unaide Connect », digital coordination platform**

To complete this new ecosystem combining technological performance and human attention, Unaide developed "Unaide Connect" application, that brings support to organization of autonomous teams by simplifying all administrative tasks (from caregivers or families). It also facilitates communication between home caregivers, families and Unaide's teams with secure discussions to follow up on services, give news, and share warm memories.

● ● ● **Reasons for a paradigm shift**

There are an estimated 4% of the world's population who are dependent people (around 300 million people). This proportion is expected to almost double by 2050 with global ageing on Earth. However, current eldercare system seems already to be out of breath, since 12 million people are in a situation of "social death" (less than one contact per week with a closed acquaintance) and since falls still lead to 600,000 deaths per year worldwide. In addition, 85% of vulnerable people want to continue living at home.

At the same time, family carers are often exhausted and professional caregivers are questing for meaning, because their activity is painful and poorly recognized. Thus, Unaide's bias is to develop efficient digital and technological tools for our publics, making it possible to impact the entire value chain (Beneficiaries, Family carers, Professional caregivers, Public and private funders).



● ● ● **About Unaide**

Founded at the end of 2017 by Mathieu Michiels and Jeremy Tosolini, Unaide advocates a paradigm shift in supporting vulnerable people at home, in order to bring them serenity and human attention. Our comprehensive solution also allows family caregivers to rest and regain peace of mind. Finally, this ecosystem should make possible revalorization of caregiving profession.

Based in Calais and Lille, Unaide currently has 12 employees and works with 30 home caregivers, for an annual turnover of € 420K in 2019.

More information on www.unaide.com

● ● ● **Press contact**

Unaide: Mathieu Michiels, President and Founder / presse@unaide.com

Unaide at CES 2020: Laurent Massoptier, CTO and Associate / presse@unaide.com / +33 767.418.584