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Fall Risk Assessment

IST 322

**Technological Innovation and
Entrepreneurship
FALL 2021**

**Final Project Report: The Fall Risk Assessment
App**

Team members:

- 1. Clement Aladi**
- 2. Oke Onwuka**
- 3. Traci Rivera**

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Executive Summary

This paper I found : [Healthcare | Free Full-Text | Sensor-Based Fall Risk Assessment: A Survey | HTML \(mdpi.com\)](#)

Fall detection aims at detecting the occurrence of fall event in time so that treatment or protection during fall (e.g., **air cells at waist**) can be carried out right away. It is an “afterwards approach”. Unlike fall detection, fall risk assessment is a “beforehand approach”. It tries to identify elderly people at high fall risk. Then targeted preventive measures can be taken before the “real fall” happens. This kind of technology has a remarkable social and economic worth. It has received growing attention due to the great progress of sensing, communication and data processing technologies in recent years.

Fall risk assessment is a complicated process based on detection and analysis of factors leading to falls. There are many factors leading to falls, and they have been divided into two categories: external and internal [2]. **External factors refer to environmental factors such as room layout, road conditions, to name but a few.** Existing studies focus more on internal factors. Internal factors refer to self-status, including physical, cognitive and psychological. Older age has been shown to be related to falls, because aging can lead to instability in walking posture [3]. Sarcopenia is a syndrome highly relevant to falls [4].

According to the Centers for Disease control and prevention, CDC, **falls are the leading cause of injury related death among persons 65 years and above.**^[1] To address the need to hedge against falls, especially in the elderly, we created a Mobile application called the *Fall Risk Assessment*. This app is primarily designed, amongst other functionalities, to identify and classify external fall risk factors, and generate recommendations to eliminate extrinsic fall risk factors in a home. The app is targeted towards both the elderly and their caretakers, who are usually healthcare professionals (e.g., occupational therapists, Geriatric nurses etc.) who are tasked

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with the duties of ensuring a fall free environment for the elderly to live in. Our app's main competitive strategy and advantage is in its differentiation. First, it utilizes our propriety fall risk classification technology, which automatically assigns a risk score to everyday household objects, based on fall probability. Next, our premium offering is expandable to include *intrinsic* fall risk factors of our customers, which when combined with identified extrinsic fall risk factors generates a complete and comprehensive *universal* fall risk score. Both functionalities are made possible through our proprietary machine learning models. The app is available for and downloadable free in the IOS app IOS apps stores, from which users can upgrade to incorporate premium features at a cost of \$35 a month.

Access to these various demographics include conventions, and government affiliations. Since we operate in the healthcare space, impedances exist in the form of regulations.

Our initial approach to marketing our app is centered around both placement of content about our product on our website as well as outbound marketing of the app through paid ads in mainstream geriatric blogs and occupational therapist online resources.

Our team comprises 2 developers, 1 designer and 2 managers. However, this workforce excludes our 3 founders, Traci, Oke and Clement. Traci is IT professional with 20+ years of experience, Oke is an engineer with expertise on falls and Clement is an academic scholar and businessperson with experience in commerce.

^[1] https://www.cdc.gov/mmwr/volumes/67/wr/mm6718a1.htm?s_cid=mm6718a1_w

Part 1: Idea

1. Customers

- a. Baby Boomers 54 million in U.S.

1.1. Market Segment

1.1.1.

There are 2 broad categories under which our target audience falls:

- a. Elderly/Senior Citizens

Gender: Male and female

Age: 65+

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Relationship: Single, Married, Divorced, Widowed

Industry: All

Occupation: Retired

Income: Not applicable. Payments covered by Medicare

Race: N/A

Cameron is a senior citizen who has recently suffered a fall. Reduced ambulation resulting from the fall has resulted in both a reduction in quality of life as well as placing her at elevated risk for another fall. As part of her rehabilitation program, there needs to be constant monitoring of her/his environment to ensure fall risk hazards are eliminated. This results in a reduced possibility of falls as well as translates to a reduction in hospital re-admissions.

b. Occupational Therapists

Gender: Male and female

Age: 20-65

Relationship: Single, Married, Divorced, Widowed

Industry: Healthcare

Occupation: Occupational therapist

Income: \$86,000

Race: N/A

Sam is an occupational therapist who would like to automate his tasks when working with individuals who are considered high risk for falls. He/She desires an app that will automatically record, log and identify high risk areas in the residences of his/her patients.

1.1.2. Market size

- 141,000 occupational therapists in the US.

<https://www.zippia.com/occupational-therapist-jobs/demographics/>

- 54.1 Million older Americans in the US
- A quarter of older American's fall each year

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<https://www.ncoa.org/article/get-the-facts-on-falls-prevention>

1.2. Channels (i.e., customer access)

1.2.1.

Occupational therapist conventions, O.T schools, insurance, government affiliated programs for the elderly.

1.2.2.

Government regulations and policies, HIPPA laws, etc

2. Value Creation

2.1 The problem to resolve is having an intuitive app designed to get end users a fall risk assessment the at-risk person's living environment. The Fall Risk Assessment App provides tool for end users to better help them to assess the physical living situation of a person at risk of falling. The mobile application will allow a user to create a profile for the at-risk individual and provide check lists based on the user demographic. For example, an Alzheimer's patient has different risks vs. a cognitively well senior citizen. It will also utilize photo, video and measurement capability built into smartphones.

From the photos taken, the AI algorithm, and the intrinsic fall risk assessment, the app will make recommendations on what changes need to be made. In Paid mode, it will allow multiple profiles to be created. The value is giving an all-in-one fall risk assessment tool for people 65 years old and above, adult care giver (amateur) of an at-risk individual or experienced professional inspectors or occupational therapist. For the amateur user it could empower them to make a quick assessment of the at-risk individual and go ahead and make simple changes that are within their means, or it could give them information about what might be required by a professional.

2.2 There is some emotional need or desire to keep our parents, grandparents and loved ones safe from falls

3. Product: Mobile app that uses built-in iOS camera features to scan home environment, gather intrinsic information such as age, previous falls and proprietary ai algorithms to determine fall risks.

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3.1 Primary Function and Core Competencies

Software Features:

Scan Home:

By giving the application access to your phone's camera, the FRA App can take pictures and videos to capture the current state of residential quarters, including the position of various household items. In addition to this, Augmented Reality (AR) dimensioning and measurements can be superimposed onto the recorded media for logging and further analysis of items captured. This feature is part of the freemium package.

View Analytics

Machine learning models implemented on the captured media provide detailed analysis of potential hazards in the residential quarters. This includes the categorization of hazards according to their risk of initiating falls. This is implemented through multiclass classification. This is a premium feature.

View Recommendations

Through image classification and what we call "perfect model deviation", the FRA App implements analysis that generates recommendations to improve the current state of the residence. The perfect model deviation is modelled after the fact that an environment that is free of clutter (say an empty room) has the least propensity to initiate a fall. Based on this, anything else added to the room incrementally increases the risk of falling, therefore creating more hazards. Recommendations are made based on this model. This is a premium feature.

Request Changes

Based on the user's location and the optimized recommendations, the App can contact the nearest home improvement technicians to get quotations on pricing needed to execute the suggested recommendation. This is also a premium feature.

Remote monitoring (This feature won't be available for the MVP)

When combined with approved remote monitoring accessories, this feature provides a portal where clients can be monitored to ensure home safety. This feature also serves as a evaluation mechanism for the recommendations implemented as it provides real time feedback to either validate or invalidate the executed structural recommendations. This is a premium feature.

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View Recent Risks

As the name implies, recent changes to the observed space/quarters can be viewed here. A history or timeline of the implemented recommendation can also be played back using this feature. This is a freemium feature.

3.1.2. How it meets the needs of the customer

Provides scanning, checklists, profile creation, analytics, recommendations, and change request opportunities

3.1.3. Switching cost, learning curve, and ease of integration

There are not any apps on the market that target fall risk assessments using AI, iOS camera for at home use.

4.1 The Team

Oke Onwuka (Hacker /Hustler)

Personality type: ENTJ

Education: Electrical & Electronics Engineering (BSc) and Robotics (MSc).

Experience: He Consults for arine.io in the capacity of a Product/Project Manager

Oke has the subject matter expertise and has done research on this subject prior to the startup ideation

Traci Rivera (Hacker)

Personality type: ENTP

Education: B.A. in Psychology and Religious Studies

Experience: 20 + years experience in IT (Information Technology). She has worked for Wells Fargo Bank, IBM, and is currently working for L3Harris. She supports a software called Deltek.

Traci has the competency and technical skills to deliver the product

Clement C. Aladi (Hacker/Hustler)

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Personality type: ENTJ

Education: B.A in Art, B.Phil. in Philosophy, B.Th. in Theology and M.Sc. in Systems Engineering

Experience: Religious worker, Teaching, IT support and computer, Technician.

Clement has the competency to deliver the product and access to the elderly due to his job

4.2 Partnerships

An agreement among the three co-founders.

Roles and contribution:

Oke: Spearheads funds raising, contact with investors, adverts, and marketing channels

Traci: Manages app updates and day to day customer service

Clement: Contributes time in operations and field surveys as well as gathering data about the app.

The three co-founders shall raise seed funds for the development and deployment of the app.

Vesting Period 4 years no equity shared in the first year of the partnership. Then the following years, then only 40% of profits will be shared based on continued fulfilment of duty until the completion of the 4th year. **Liquidation:** If a partner chooses to leave the partnership at the completion of the 4th year, the company will buy back the equity from him or her. **No new partners accepted**, no equity dilution. This contract is “**complete and severable**”.

4.2.1 Providers

Our app will leverage the existing sensors on smartphones and the default RGB camera and IMU, allowing the measurement of data from the environment and the trajectory followed by the operator. For the software development, coding and testing of the software will be outsourced to 3 developers hired from India through www.usemultiplier.com. Our software will need the integration of 3D

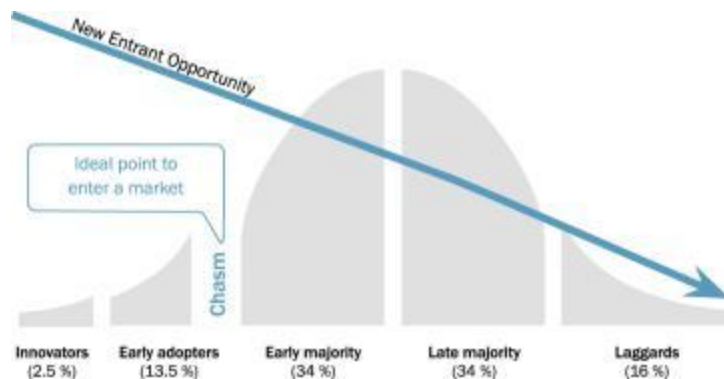
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Mapping API (Application Programming Interface) sourced from any of these three companies: Metropix, Magnasoft , or WRLD for higher accuracy.

AI for image recognition and analytics integrated into our software for greater assessment accuracy from fractal analytics or amazon AWS.

5.1 Timing



Our startup is at the earlier majority stage because the adoption of this app would depend so much on its practical benefits to the elderly population and not about their social status or coolness of the app. The ubiquity of mobile apps on Play store and App store has made it difficult for users to decide what App is best for them, so there is a practical concern for utility.

6. Pricing:

6.1 Pricing model:

We may need to begin with MVP (no IoT (Internet of Things) cameras integration for the app)

Offer freemium (free downloads)

Free features: Free download, free 3D scanning and risk analytics viewing.

Premium features: View recent risks, View recommendations, Request changes.

Others not included in the MVP are: Remote monitoring (integrated with existing IoT cameras such as ring, Arlo etc.) Fall risk alert, SOS Caregiver, numbers on list or paramedic alert Premium features will be a one-time purchase

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Projected price: \$35/month \$420 yearly

6.2 Projected Sunk cost: cost of Software development, API's, = \$42,500

Platform (iOS), Design, Development, Testing

North Americans development are around \$50 to \$150 per hour, Eastern Europeans earn between \$30 to \$50 per hour and Indians work for \$25 to \$50 per hour.

Based on hourly rate of Indians \$25 to \$50 per hour. Estimated 1500 hours (about 2 months) = \$37,000 to launch

If our 1,000,000 monthly calls are made through a REST or HTTP API, our first 12 months will be free—if your calls don't exceed that threshold. This is great, but if we scale further, we'll have to pay tiered rates. . [Here are those prices](#): Amazon API Gateway API call charges = 5 million * \$3.50/million = \$17.50

Total size of data transfers = 3 KB * 5 million = 15 million/KB = 14.3 GB

Amazon API Gateway data transfer charges = 14.3 GB * \$0.09 = \$1.29

Total Amazon API Gateway charges = \$17.50 + \$1.29 = \$18.79

API's (2 API image/assessment + 3D mapping cost = \$800 per year

SEM (PPC) budget = \$5000 (\$1000 per month for 5 months)

If we outsource part of the software development the agile method might be compromised so we might need to think about upfront documentation of waterfall method. Initial deployment with focus on MVP features.

6.3 Projected Operational Cost: living expenses, admins, = \$2000

6.4 Projected Revenue: For 100 users per month in 12 months by \$35/ month = \$42,000

6.5 Funding plan – We shall use crowdfunding to raise the initial seed fund from friends and family and we also are applying for NIA Entrepreneurial Development Funding.

Seed Capital (sum needed to startup the company and implement the MVP) = \$55,000

Series A early funding that secures product optimization based on first adopters and Angel investor's feedback.

Part 2: Competitive Strategy

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1. Competitor Analysis

1.1. Find competitors

1.1.1. Top 3 Competitors

Safety Culture

Ocuvera

Kinetica labs

1.2. Keyword Research

1.2.1. Top 5 keywords

- Safety Culture:
 - Gmp
 - Create forms for science data online
 - Create check list online
 - Make a check list
 - Haccp plan
- Ocuvera.com:
 - Fall ai technology
 - Fall prevention
 - Artificial intelligence fall reduction
 - Fall prevention AI
 - Artificial intelligence fall prevention
- Kineticalabs.com:
 - cam app that captures motion
 - the humantech system
 - humantech address
 - capture app
 - motion capture webcam app

1.3. Profile Your Competitors

1.3.1. Comparison of Competitors

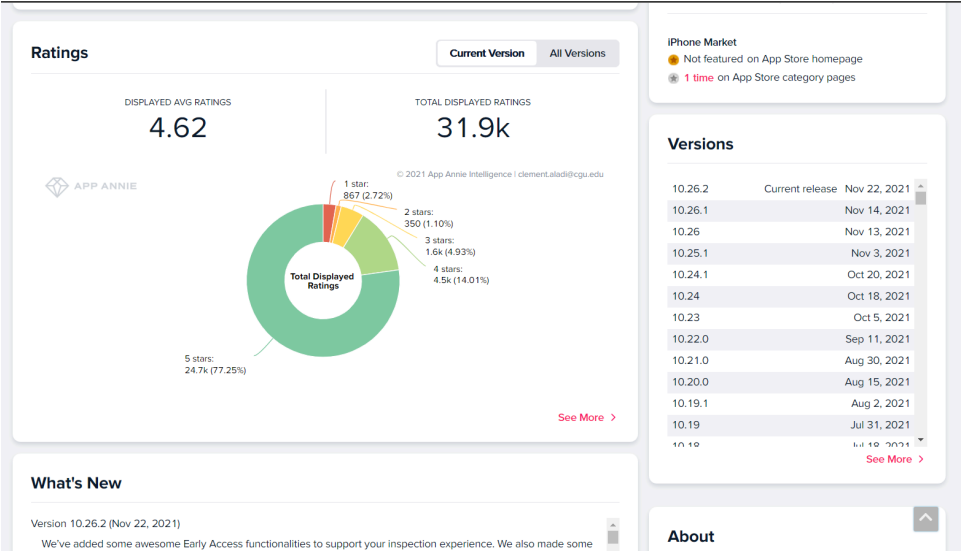
Competitor Names	Safety Culture	Ocuvera	Kinetica labs
Competitor Background	SafetyCulture Website: SafetyCulture.com Established: March 21, 2004. Launched: 2019 Location: Queensland Australia Founder: Luke Anear	Ocuvera Website: www.ocuvera.com Established: 2013 Launched: 2019 Location: Lincoln, Nebraska, United States Founder: Lucas	Kinetica labs Website: https://kineticalabs.com/ Established: 2016 Launched: 2020 Founder: Dr SangHyun Lee, University of

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	# Employees 31 Provides risk assessment and prevention solutions for teams across the world. " Downloads per Month: 3400 Users: 1.5 million	Sabalka Employees: 1-10 Private	Michigan. Acquired by Velocity EHS in 2021 for undisclosed amount Employees: 1-10
Target Customer	Teams working in high safety risk areas. 18 yrs and above. Channels: SEO, Ads, social media mostly YouTube	Patients inside hospital settings	Physical therapists, Insurance companies, Risk Control Consultants, Corporate Ergonomists
Value Creation	Automates manual checklists. iAuditor's web analytics platform to give you a quick overview of your safety-critical areas.	Healthcare technology company that uses computer vision to predict and prevent inpatient falls by using a predictive algorithm that alerts appropriate care staff prior to a patient attempting to exit their bed. This alert provides the staff with approximately two minutes of warning that allows the clinical staff to intervene and prevent unattended bed exits	Deployment of A.I algorithms on raw videos captured by any device evaluate posture/ergonomic risk through the use of motion capture technology
Product	Wearable devices, mobile fall risk assessment App	Provides fall risk assessment of patients in their hospital rooms	Ergonomic risk assessment app/ Motion capture app: Web, IOS, Android

Marketing Strategy	The app is free for up to 10 users and they have a premium subscription at \$19 and an Enterprise for business that want next level service and support. Porter's Strategy: Bargaining Power as a supplier. Offer a free download and free up to 10 users to prevent customers from switching to other suppliers.	Most customer leads have been inbound. Ocuvera's commercialization strategy focuses on targeted marketing to acute care facilities. Within these facilities, Ocuvera specifically markets to leaders in organization, nursing and patient experience, and technology. The company's straightforward sales approach enables an understanding of potential clients' needs through discussions of groups' current strategies or desires. Ocuvera has also developed relationships with some of the top technology and health care device companies in the world. Ocuvera offers six-month pilot leases to hospitals, after which they can purchase the system and continue to use it under a software-as-a-service (SaaS) model.	Partner integrations- they can customize or update client software with ergonomic risk assessment functionality, Marketing of their API, and SAAS: subscription model – Standard (\$125/month), High Volume (\$500/month) and custom (Enterprise plans)
Timing	Early Adopters	Early adopters	Early Adopters
Finance Performance	Series D funding 3 May 2021 \$223 Million	Ocuvera has received \$0.8 million in grants from NIH SBIR, USDA SBIR, and the State of Nebraska Department of Economic Development for completed and ongoing work. Ocuvera has also received \$5.1 million in	Acquired by Velocity EHS for undisclosed amount



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Site	Ranking Keywords	Top Positions	Page Authority	Domain Authority
● ocuvera.com	12	0 keywords in #1-3 4 keywords in #4-10	27	27

Top Ranking Keywords ➤

Keyword	● ocuvera.com	Difficulty ⁱ	Monthly Volume ⁱ
fall ai technology	#6 ⁱ	18	2
ai fall prevention	#7 ⁱ	13	3
artificial intelligence fall reduction	#9 ⁱ	16	3
fall prevention ai	#9 ⁱ	15	1
artificial intelligence fall prevention	#12 ⁱ	16	5

Web Traffic by SEMrush

Traffic

Engagement

Monthly Visits

1,149

Monthly Visits Growth

-48.15%

Ocuvera is ranked 4,815,823 among websites globally based on its 1,149 monthly web visitors.

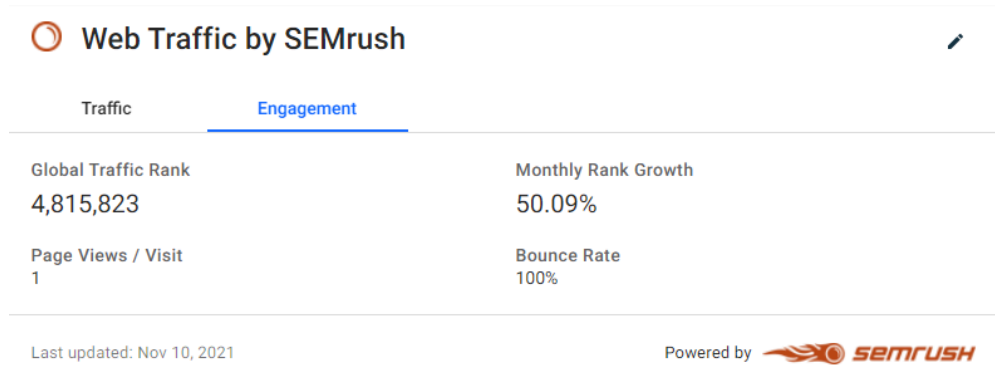
Site's traffic by country:

Country	Share of Monthly Visits	Monthly Visits Growth	Site's Rank i
United States	100%	-12.22%	

Last updated: Nov 10, 2021

Powered by  SEMRUSH

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- Market Strategy
 - o Our competitors use differentiation focus as fall risk in the elderly is a niche market

2. Competitive Strategy

Our competitive strategy lies in our **differentiation** of this software product which focuses on elder fall risk assessment. Unlike Cost leaders that are based on inputs from checklists manual and automated, our software leverages AI analytics and 3D indoor imaging to capture and analyze the environment and based of algorithmic assessment of risk level and factors, AI makes recommendation which is also augmented by human decisions. Our differentiation also lies in remote monitoring and risk alerts integrated into our software and cameras. The warfare metaphor is Flanking because we choose areas that are not yet controlled by existing brands (AI and 3D indoor mapping and remote monitoring and risk alert)

2.1. Commoditization

2.1.1. Commoditization or emerging markets

This is still an emerging market. Cost leaders focus more on general risk assessment, but our niche focus is on elderly fall risk assessment.

2.2. Competitive Advantage

2.2.1. Strengths and differentiation from competitors

Other competitors rely on manual and automated checklists, but our app will use indoor 3D mapping and Ai algorithms to assess the physical environment to understand risk factors and level.

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<https://medium.com/authority-magazine/the-future-is-now-now-we-have-an-app-that-can-assess-the-safety-of-every-room-and-prevent-falls-e442374eafdf>

<https://appadvice.com/app/ifallcept/1394521769>

<https://conductscience.com/effectiveness-of-digital-tools-for-researching-fall-risk-factors/>

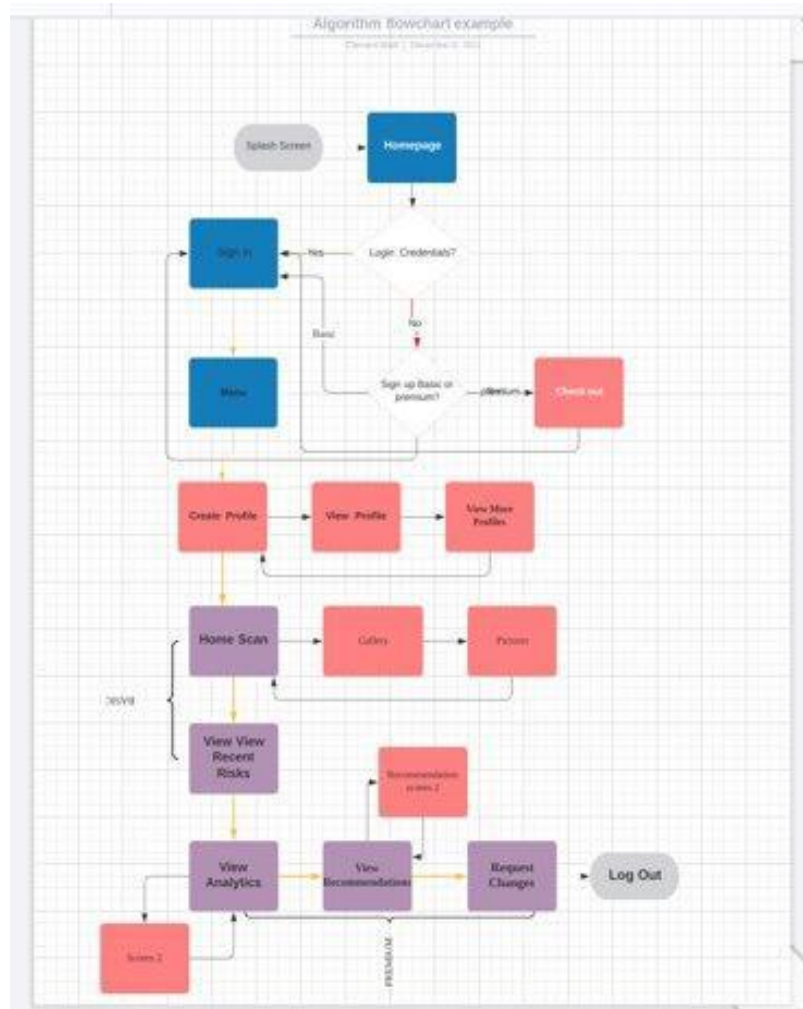
<https://socialwork.utexas.edu/a-gamified-exercise-app-helps-older-adults-reduce-risk-for-falls/>

<https://mhealth.jmir.org/2018/3/e75/>

Project Milestone #2 –Product Prototype

1. Product Feature List

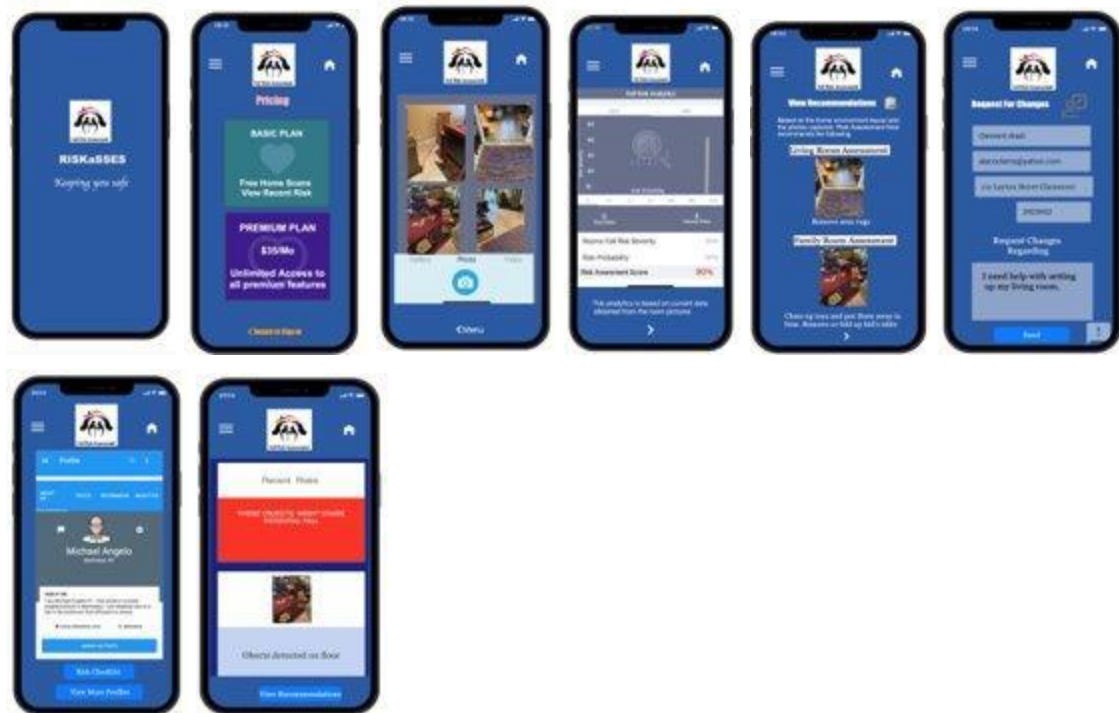
- Photo Scanning using iOS camera and/or video
- Ai algorithms to determine fall risks based on intrinsic and extrinsic factors
- Recommendations based on above
- Reporting Analytics
- Profile creation
- Multiple profiles for paid users
- Request for changes that will use API calls to partnering sites such as Angi's.



3. Prototype

a. <https://share.proto.io/LVJEAE/>

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Milestone 3

1. Marketing

o Inbound

- We plan to use SEM as the main strategy
- We plan to market our app to prospective customers that are in the home health and inspection industry, by attending home health care conferences and fairs. Embedding links about our app with elder care sites such as



<https://www.caregiver.org/research-policy/program-development/>,

- <https://www.usaging.org/>,

- <https://eldercare.acl.gov/Public/Index.aspx>

- We will provide a percentage commission for all users who purchase app from said sites.

o Outbound

- We plan to spend \$1000 per month for 5 months in a PPC scheme using Google Ad Words

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- Outbound marketing plan
 - We will offer a freemium version of the app to get folks interested in our app.
 - We can focus on longer keyword searches in our PPC scheme, like keywords such as “technology to prevent elderly falls in homes” or “new technology to prevent elderly falls”.
 - Utilize push notifications to remind users to make new assessments at a frequency they designate. Weekly, monthly...etc
- 2. Finance – estimate your financial performance in the context of your startup.
 - Cost
 - Capital cost – estimate sunk cost such as designer, developer, hardware, software etc. for developing the initial product.
 - Estimate from <http://howmuchtomakeanapp.com> is \$42,400. Breakdown
 - IOS app - \$10,200
 - Email login - \$2,000
 - Personal profile required - \$3,000
 - In-app purchases - \$3,000
 - Beautiful interface - \$13,400
 - App icon - \$5,300

Resource	Number	Hourly rate (\$)	Number of hours	Total	
Product Manager	1	0	500	0	
Project Manager	1	0	500	0	
Developer	2	30	750	45,000	

- Operation cost - \$2000
- Revenue
 - Price model
 - Freemium

Some features for free, but not multiple profiles
 - Premium

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Rate to start with is \$35 per month and only 1 tier. Later as more features are added, we can add a professional version that would cater to Inspectors or home health aides who want to provide an all in one service.

▪ Conversion rate

- Estimated number of downloads and conversion rate

200 paid users is what we are shooting for in the 1st 12 months. Based on AppTweak.com Between January 1, 2021, and October 31, 2021, AppTweak found that the average conversion rate across categories in the US was 30.3% on the App Store. Safety Culture has 1.5 million users total. They started in 2012 that is 9 years to present. we estimate that they on average have 13,888.88 downloads per month. 30 % average conversion rate would give them approx. 4166 converted users per month. We understand that apps in the beginning are not going to have that high of a conversion rate. We are conservatively estimating 100 paid users per month. We were unable to find download rate for Kinetica Labs. Ocuvera is not a mobile app, but uses similar technology to our app. They have a physical product, whereas we utilize user's mobile camera and video features.

Conversion Rate Estimation	Total App downloads	Months since launch	Average monthly download	Ave Conversion Rate per Month iOS Based on AppTweak.com
				30.30%
SafetyCulture (iAuditor)	1,500,000	108	13,889	4,208
Fall Risk Assessment App	7992	12	666	202

Conversion Rate Estimation Fall Risk Assessment						5 Yr Goal Total Users
Y1	Y2	Y3	Y4	Y5		
Total App downloads						1500000 approx. 2.77% of 65+ population
	7992	75000	200,000	400,000	817,008	

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Average monthly download	666	6,250	16,667	33,333	68,084
Ave Conversion Rate per Month iOS	202	1,894	5,050	10,100	20,629

- Profit

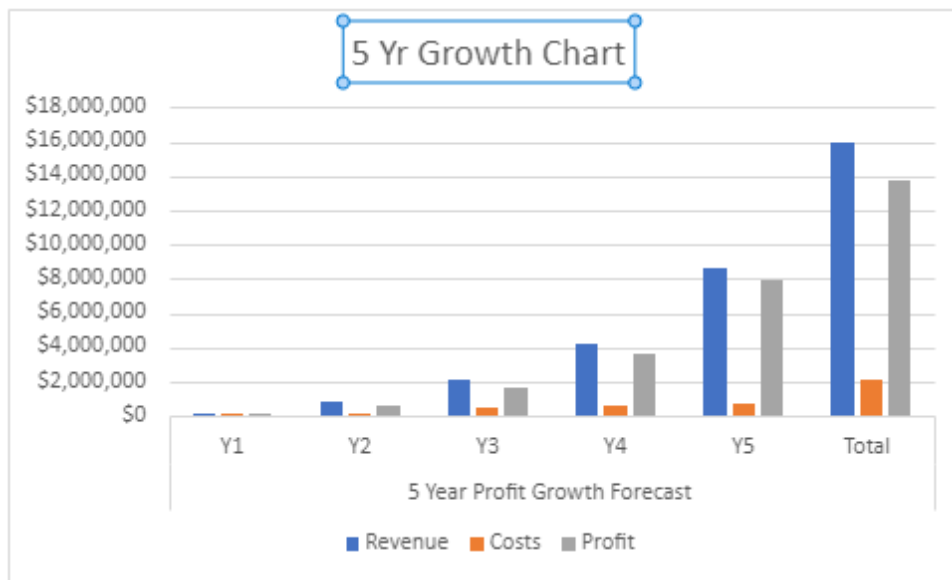
- Estimate profit

Total Revenue: \$84,755 (200 paid users*\$35)*12 - Operational Cost \$52,800= \$31,955

5 Year Profit Growth Forecast

	Y1	Y2	Y3	Y4	Y5	Total
Revenue	\$84,755	\$795,375	\$2,121,000	\$4,242,000	\$8,664,370	\$15,907,500
Costs	\$52,800	\$200,000	\$505,000	\$600,000	\$750,000	\$2,107,800
Profit	\$31,955	\$595,375	\$1,616,000	\$3,642,000	\$7,914,370	\$13,799,700

- Growth Chart



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