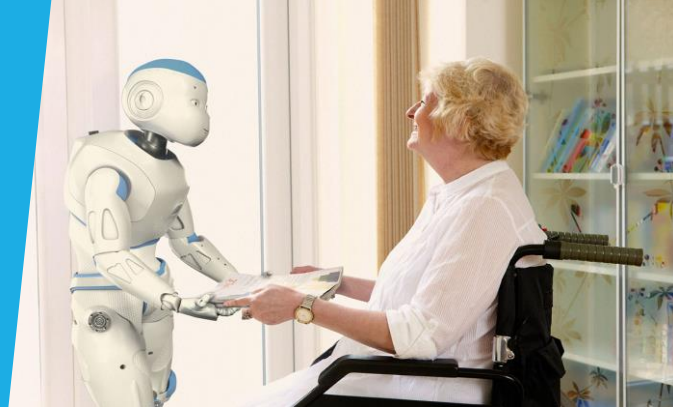


MASTER THESIS (STARTUP PROJECT)

SUPPORT FOR ELDERLY AND PATIENTS: EXPLORE THE POTENTIAL OF AI AND IOT




People's Democratic Republic of Algeria
Ministry of Higher Education and Scientific Research
University of Guelma May 8, 1945

Faculty of Mathematics, Computer Science and Material Sciences
Computer Science department

Title:

AI- driven Smart Home Assistant

A project to obtain a master degree with certificate for a startup establishment
within the framework of Ministerial Decision 1275

Trade Name	Brand image
<p>AISHA</p>	

Information sheet

About the supervision team and the work team

The supervisory team

Supervisor	Speciality
Dr. Khaled HALIMI	Computer science

Work team

Student	Speciality
Dhiya Eddine Azzedine	Computer science

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I. INTRODUCTION

In a global context marked by an aging population and increasing challenges related to the health and quality of life of elderly people, the "Aisha: AI-driven Smart Home Assistant" project presents itself as an innovative and promising solution. By integrating Internet of Things (IoT) and Artificial Intelligence (AI) technologies, this project aims to offer personalized health solutions and continuous assistance to the elderly, thereby improving their overall well-being.

The "Aisha" project does not merely offer an advanced technological solution; it is designed to evolve into an ambitious startup capable of becoming a leader in the smart healthcare market. By leveraging the capabilities of IoT sensors for real-time monitoring of vital parameters and environmental conditions, combined with AI data analysis to detect trends and anomalies, "Aisha" positions itself as a holistic response to the complex needs of the elderly. The system's ability to interact naturally with users via voice or text enhances its accessibility and user-friendliness, promoting wider adoption.

The choice of the name "Aisha" resonates particularly in the Algerian cultural context, evoking qualities of warmth, care, and vitality, essential for gaining users' trust and ensuring rapid adoption. This cultural approach, combined with cutting-edge technologies, allows "Aisha" to stand out in the market and offer a truly innovative solution.

In creating this startup, we aim not only to transform the healthcare sector for the elderly but also to generate significant opportunities for young people in the labor market. The "Aisha" startup will attract young talents specializing in AI, IoT, and user experience design, offering jobs and professional development opportunities in a rapidly growing sector. Moreover, the economic prospects of this project are promising, with significant potential financial returns due to the increased adoption of smart home healthcare technologies, attracting investors and opening up new horizons for strategic partnerships.

The "Aisha" project embodies an ambitious and innovative vision for the future of healthcare. By creating a startup dedicated to improving the quality of life for the elderly, we provide a technological response to the challenges of aging, while stimulating economic growth and creating opportunities for youth.

II. PROJECT DISPLAY

1. The project idea (proposed solution)

The project is located in the field of modern services and applications, with a particular focus on Internet of Things (IoT) and Artificial Intelligence (AI) technologies. It specifically aims to offer personalized health solutions for older adults, integrating advanced technologies to improve their quality of life and overall well-being. By leveraging the capabilities of IoT sensors, the system can monitor vital parameters and environmental conditions in real time, providing continuous and proactive monitoring.

AI plays a key role in analyzing collected data, helping to detect trends and anomalies that could indicate health issues. This information is then used to provide personalized recommendations and tailored medical interventions. In addition, the project includes features to promote communication between patients, their families and healthcare professionals, thus ensuring global and integrated support.

An innovative aspect of the project is the possibility for elderly people to communicate directly with the intelligent system either by voice or text. With advanced voice recognition, users can ask questions, request information about their health, or report symptoms simply by speaking. Alternatively, those who prefer to write can use user-friendly text interfaces to interact with the system. This flexibility in communication modes aims to make technology accessible and easy to use for all users, regardless of their technical skills. This project promises to transform the health sector by providing innovative and personalized solutions for an aging population, thus improving their autonomy and quality of life.

The name "Aisha" is a thoughtful and culturally resonant choice for this project. In Algerian culture, "Aisha" is a well-known and respected name, often associated with life, vitality and nurturing – qualities that align perfectly with a healthcare assistant. Additionally, the name "Aisha" carries a sense of warmth and familiarity, making it approachable and comforting for users.

Cultural Significance In the Algerian context, the name "Aisha" is significant not only because of its meaning - life or living - but also because it is a common and cherished name. It evokes a feeling of care and attention, which is essential in a healthcare setting. This connection can help users feel more comfortable and trust the technology because it embodies the qualities of a caring and attentive companion. **Empowerment and care** Naming the system "Aisha" also highlights the role of women in health care and care. In many cultures, women are often seen as the primary caregivers, and the name "Aisha" pays homage to this tradition. It symbolizes an intelligent, AI-driven assistant who embodies the developmental and supportive roles traditionally associated with women, providing personalized care and assistance to older adults.

2. The origins and development of the idea

The idea for this project was born from observing the growing challenges faced by older people, particularly in terms of health and loneliness. As the world's population ages, it has become imperative to find innovative solutions to provide adequate support. Seeing the rapid evolution of IoT and AI technologies, we saw a unique opportunity to use them to create an integrated system of assistance and companionship for older adults.

Older adults face many challenges, such as managing chronic illnesses, monitoring their health, and maintaining an active social life. These challenges are often exacerbated by loneliness and social isolation, which can have detrimental effects on their mental and emotional well-being. In response to these challenges, our project aims to develop a comprehensive and integrated solution that not only monitors and improves their physical health, but also provides them with emotional and social support.

Our proposed system uses IoT technologies to collect real-time data on various aspects of users' health, such as heart rate, blood pressure, and sleep patterns. This data is then analyzed by sophisticated AI algorithms, which can detect anomalies and provide personalized recommendations. For example, the system can alert users to the need to take their medication, consult a doctor, or adjust their diet and exercise routine.

In addition to health monitoring features, our system integrates advanced communication tools to combat loneliness. Users can interact with the system through voice or text, ask questions, or simply chat for comfort and companionship. The system can also facilitate communication with family members and healthcare professionals, creating a strong and responsive support network.

By combining these elements, we believe that our project can transform the lives of older people, offering them a better quality of life, greater autonomy, and constant and reliable support. This holistic approach not only treats physical symptoms, but also addresses the emotional and social aspects of aging, creating a comprehensive, integrated solution for a healthier, happier future for older adults.

3. What are we going to do?

We will develop an innovative solution that combines Artificial Intelligence (AI), including the Gemini language model, and the Internet of Things (IoT) to provide personalized assistance and companionship to older adults. This solution aims to transform the way older adults interact with technology, making healthcare and emotional support more accessible and effective.

1. Advanced Voice Interaction:

- **Natural Communication:** Using the Gemini language model, users will be able to interact with the system using natural voice commands. They will be able to ask questions, obtain information about their state of health, or simply chat to feel less alone. Speech recognition technology will enable accurate and rapid understanding of user requests, ensuring a smooth and user-friendly experience.
- **Real-Time Assistance:** The system will provide instant responses tailored to user needs, whether it be medication reminders, health advice, or notifications about upcoming medical appointments.

2. Anomaly Detection:

- **Continuous Monitoring:** Using IoT sensors placed in users' environment and worn on their body, the system will continuously monitor vital parameters such as heart rate, blood pressure, and sleep patterns.
- **Predictive Analysis:** AI will analyze this data to detect unusual trends or anomalies that could indicate potential health issues. For example, a sudden increase in heart rate could trigger an alert to check the user's status.
- **Automatic Notifications:** If anomalies are detected, the system will automatically send notifications to users, their loved ones, or healthcare professionals, allowing rapid and appropriate intervention.

3. Personalized Reminders:

- **Medication Management:** The system will be able to send personalized reminders for taking medications, ensuring that users do not miss any doses. These reminders can be adjusted according to user preferences, for example in the form of voice or text notifications.
- **Daily Activities:** In addition to medical reminders, the system will also be able to send notifications to encourage regular physical activities, cognitive exercises, or social appointments, thus contributing to a balanced and healthy daily routine.

4. Emergency Responses:

- **Emergency Detection:** In the event of emergency situations, such as a fall or sudden deterioration in health, the system will be able to automatically detect the incident and trigger an emergency response.
- **Rapid Response:** The system will immediately contact emergency services, family members, or caregivers, providing crucial information on the user's condition and precise location, ensuring rapid and effective intervention.

4. How would this happen?

The system will be implemented by integrating various IoT sensors into users' living environment to monitor parameters like temperature, movement, door activities, as well as vital signs such as heart rate, blood pressure, oxygen saturation and stress levels. This technological infrastructure will enable comprehensive and continuous monitoring, ensuring the safety and well-being of older adults in a non-intrusive and efficient manner.

The temperature sensors will monitor the ambient temperature in the different rooms of the house in real time, ensuring an environment that is always comfortable and safe for users. Motion sensors, installed in main living areas, will detect user movements, spotting unusual behaviors such as prolonged immobility which could indicate a fall or discomfort. Additionally, door opening sensors will monitor door and window usage, helping to prevent potentially dangerous situations like unsupervised nighttime outings or intrusion attempts.

Specific sensors will be used to monitor users' vital signs. These sensors will measure heart rate, blood pressure, oxygen saturation and stress levels, providing valuable data on users' health status. The data collected by these sensors will be transmitted to a centralized platform where it will be analyzed by AI algorithms. This analysis will make it possible to detect trends, anomalies and risky behaviors. Based on the analyzed data, the AI will provide personalized

recommendations to users, such as suggesting increasing the temperature in a specific room if it is too cold, or reminding the user to stay hydrated during hot periods.

The system will also send regular reminders for important daily activities, such as taking medication, medical appointments, or exercising. If an anomaly is detected, such as a fall or prolonged absence of movement, a real-time alert will be sent to allow rapid intervention. Additionally, if the sensors detect abnormalities in vital signs, such as an irregular heartbeat or a drop in oxygen saturation, the system will immediately alert caregivers or healthcare professionals.

The system will be able to automatically detect emergency situations, such as falls, sudden medical crises or fires. Motion and temperature sensors, as well as those monitoring vital signs, will play a crucial role in this detection. In the event of an emergency, the system will immediately send notifications to caregivers, family members, and healthcare professionals, including detailed information about the incident and the user's location, enabling rapid and targeted intervention. In certain situations, the system will also be able to activate automated responses, such as sounding an audible alarm to alert neighbors or calling emergency services directly.

This integrated AI and IoT solution aims to create a safe and sporty living environment for older people, using advanced technologies to meet their specific needs and improve their quality of life. Continuous monitoring and proactive data analysis will quickly identify risky situations, ensuring rapid and appropriate intervention. Personalized recommendations and reminders will help users maintain a healthy daily routine, contributing to their overall well-being. By providing constant support and facilitating communication with caregivers, the system will help reduce loneliness and social isolation among older people. Caregivers will benefit from reliable remote monitoring and real-time alerts, reducing the stress and workload associated with caring for older adults.

5. Who will accomplish this?

The project team will be made up of AI and IoT developers, geriatric health experts, and user interaction specialists. Each team member will play a crucial role in the development, integration and deployment of the system, ensuring seamless collaboration and maximum efficiency.

5.1. Team Composition and Roles:

1. AI developers:

- **Algorithm Design:** AI developers will be responsible for the design and implementation of artificial intelligence algorithms that will analyze the data collected by IoT sensors. They will work on predictive models to detect anomalies and trends, as well as personalized recommendation systems.
- **Performance Optimization:** They will ensure that algorithms are optimized for fast and accurate performance, enabling real-time analyses and immediate responses to critical situations.
- **Technology Integration:** They will integrate speech recognition and natural language processing technologies, such as the Gemini language model, to ensure smooth and natural interaction with users.

2. IoT developers:

- **Deployment:** IoT developers will be responsible for the selection, installation and configuration of the various sensors necessary for monitoring the environment and users' vital signs. They will ensure that the sensors work optimally and are properly integrated into the central system.
 - **Management:** They will develop systems for the collection, storage and secure transmission of data from sensors to the AI-based analysis platform.
 - **Maintenance and Technical Support:** They will ensure regular maintenance of sensors and IoT infrastructure, and provide technical support to quickly resolve any hardware or software issues.
3. **Geriatric Health Experts:**
- **Medical Consultation and Advice :** Experts in geriatric health will provide their expertise to define the specific needs of older people in terms of health and well-being. They will work closely with developers to ensure the system meets medical standards and best practices in geriatric care.
 - **Algorithm Validation :** They will participate in the validation of AI algorithms, ensuring that the recommendations and alerts generated are clinically relevant and tailored to user needs.
 - **Training and Awareness :** They will play a key role in training users and caregivers, making them aware of the use of the system and explaining the benefits and limitations of the technologies deployed.
4. **User Interaction Specialists :**
- **User Interface Design :** User interaction specialists will be responsible for designing user-friendly and intuitive interfaces, adapted to the abilities and preferences of older adults. They will ensure that the interface is accessible and easy to use, even for users unfamiliar with technology.
 - **Usability Testing :** They will conduct usability testing to evaluate effectiveness and user satisfaction, making continuous improvements based on user feedback.
 - **User Assistance and Support :** They will develop guides and support resources to help users navigate the system and resolve common issues. They will also offer ongoing support to answer user questions and concerns.

The project team will be coordinated by an experienced project manager, responsible for overall project management, task planning and progress monitoring. Regular meetings and brainstorming sessions will promote communication and collaboration between different disciplines, ensuring that all aspects of development, integration and deployment are aligned with the project objectives.

The diversity of skills and roles within the team will enable the development of an innovative and comprehensive solution, integrating advanced AI and IoT technologies to meet the specific needs of older people, while ensuring an optimal user experience and appropriate medical support.

6. Where will it be accomplished?

The project will initially be implemented in retirement homes and homes equipped with IoT technology. This pilot phase will test the system in a controlled environment and collect valuable data on its operation in real conditions. Selected residences and homes in several regions will be

equipped with IoT sensors and developed user interfaces to monitor vital and environmental parameters, analyze data in real time and provide personalized recommendations and alerts.

During this pilot phase, AI and IoT developers will work closely with geriatric health experts to refine the system's algorithms and functionality. User interaction specialists will conduct usability testing to ensure the interface is user-friendly and meets user needs. Feedback from residents, caregivers and healthcare professionals will be continually collected to identify areas for improvement and adjust the system accordingly.

This phased approach will quickly detect and resolve potential issues, improve system performance, and ensure an optimal user experience. The results of the pilots will be analyzed to assess the effectiveness of the system, user satisfaction and the impact on the quality of life of older people.

Once the pilot tests are successful, the system will be deployed on a larger scale. Lessons learned from the pilots will help refine deployment strategies and ensure effective and smooth implementation in other residences and homes. This phased rollout will ensure the system is robust, reliable and capable of providing personalized support and quality companionship to a growing number of older people, helping to improve their everyday well-being and safety.

7. Proposed Values

Modernity

The project offers an innovative solution in the field of assistance to the elderly, combining advanced Internet of Things (IoT) and Artificial Intelligence (AI) technologies. It addresses entirely new needs for which similar offerings did not exist before, including real-time health monitoring and intelligent companionship.

Performance

The performance of our solution is designed to exceed customer expectations. Features such as anomaly detection, personalized reminders, and real-time emergency responses ensure effective monitoring and immediate assistance. Additionally, the AI uses the Gemini language model to provide natural and intuitive interaction with users, improving their overall experience.

Flexibility

Our solution is flexible and adaptable to individual user needs. Sensors and IoT devices can be adjusted and configured to the specifics of each home environment, and system functionality can be customized based on user preferences and needs, including reminders and alerts.

Accomplishment of Tasks

The system helps users complete specific tasks such as taking medications, managing medical appointments, and tracking exercise routines. These features are particularly useful for older adults who may have difficulty managing these aspects of their daily lives independently.

Design

Our solution design is user-centered, making interactions consistent with customer expectations and context. The user interface is intuitive and easy to use, even for people with little experience with technology. Additionally, IoT devices are integrated discreetly and seamlessly into the home environment.

Cost reduction

By integrating advanced technologies and optimizing production and installation processes, we aim to reduce the costs of our solution. This allows us to offer a high quality service at an accessible price, making monitoring and assistive technology more affordable for more older people.

Risk Reduction

Our system reduces risk exposure for older adults by monitoring environmental conditions in real time and detecting dangerous situations, such as falls. Proactive alerts and real-time notifications enable rapid intervention, reducing the risks associated with medical emergencies.

Accessibility

By making our solution accessible to a wider population, we are enabling people who previously did not have access to monitoring and assistive technologies to benefit from these services. Our goal is to democratize access to personalized healthcare and high-quality assistance.

Ease of use

Ease of use is at the heart of our design. We ensure that products are simple to use, with clear interfaces and intuitive voice interactions. This allows users, even those who are not familiar with the technology, to take full advantage of the benefits of our system without difficulty.

8. Work team

- **Supervisor (Dr. Khaled HALIM):** General project coordination, resource management, supervision of development stages, and main interface with stakeholders.
- **Health Expert (Dr. Amel KIRATI):** Medical advice and supervision, validation of health-related functionalities, and development of intervention protocols.
- **Developer (Dhiya eddine Azzedine):** Development and integration of AI algorithms, natural language modeling with Gemini, and analysis of collected data. Development and implementation of IoT infrastructure, sensor integration, and management of sensor networks. Design of user interfaces, creation of graphic elements, and optimization of the user experience.

9. Modes of Interaction and Communication

- **Meetings :** The team meets weekly to discuss the progress of the project, resolve any issues, and plan upcoming tasks.

- Management Tools : Using platforms like Trello or Asana to track the progress of tasks, assign responsibilities, and manage deadlines.
- Communication : Using Slack for quick, daily communication between team members.
- Documents : Use Google Drive or OneDrive for sharing documents, progress reports, and common resources.
- Meetings : Ad hoc meetings for specific issues requiring attention, involving relevant team members.
- Feedback and Reviews: Regular feedback sessions to evaluate prototypes and intermediate versions, allowing for continuous adjustments and improvements.

10. Project Implementation Schedule

Dividing the final project objective into partial tasks is a strategic approach to project management that enhances clarity, efficiency, and productivity. By breaking down a comprehensive goal into smaller, manageable tasks, it becomes easier to allocate resources, assign responsibilities, and set achievable milestones. This method allows team members to focus on specific areas, reducing the risk of oversight and ensuring a more organized workflow. It also facilitates progress tracking, making it simpler to identify potential issues and implement corrective actions promptly. Overall, this approach promotes a structured progression towards the project's ultimate objective, fostering a sense of accomplishment and momentum as each partial task is completed:

1. Project registration
 - Duration : December
 - Key Result : Project officially registered.
2. Preliminary acceptance of the project
 - Duration : January
 - Key Result : Initial acceptance of the project by the authorized body .
3. Appearance before the incubation committee
 - Duration : February
 - Key Result : Project presented to the incubation committee for evaluation.
4. Final acceptance of the project
 - Duration : February
 - Key Result : Final validation and acceptance of the project.
5. Collecting project information
 - Duration : February to April
 - Key Result : Complete and detailed project information gathered.
6. Writing and organizing information
 - Duration : April to May
 - Key Result : Well-structured and documented information.
7. Start of production of the project prototype
 - Duration : May to June
 - Key Result : Functional prototype ready for testing and validation.
8. Project evaluation
 - Duration : June

- Key Result : Continuous evaluation and adjustments of the ongoing project.

Table 1. Project Implementation Schedule

Tasks	Dec.	Jan.	Feb.	March	Apr.	May	June
Project registration	✓						
Preliminary acceptance of the project		✓					
Appearance before the incubation committee			✓				
Final acceptance of the project			✓				
Collecting project information			✓	✓	✓		
Writing and organizing information					✓	✓	
Start of prototype production						✓	✓
Presentation of the project (Defense)							✓

This schedule divides the end goal into partial tasks with specific deadlines and identifiable key results for each task, ensuring effective management and structured progress toward project completion.

III. INNOVATIVE ASPECTS

1. Nature of Innovations

To evaluate the nature of the innovations adopted in the project, we can refer to the different categories of innovations represented in the following diagram:

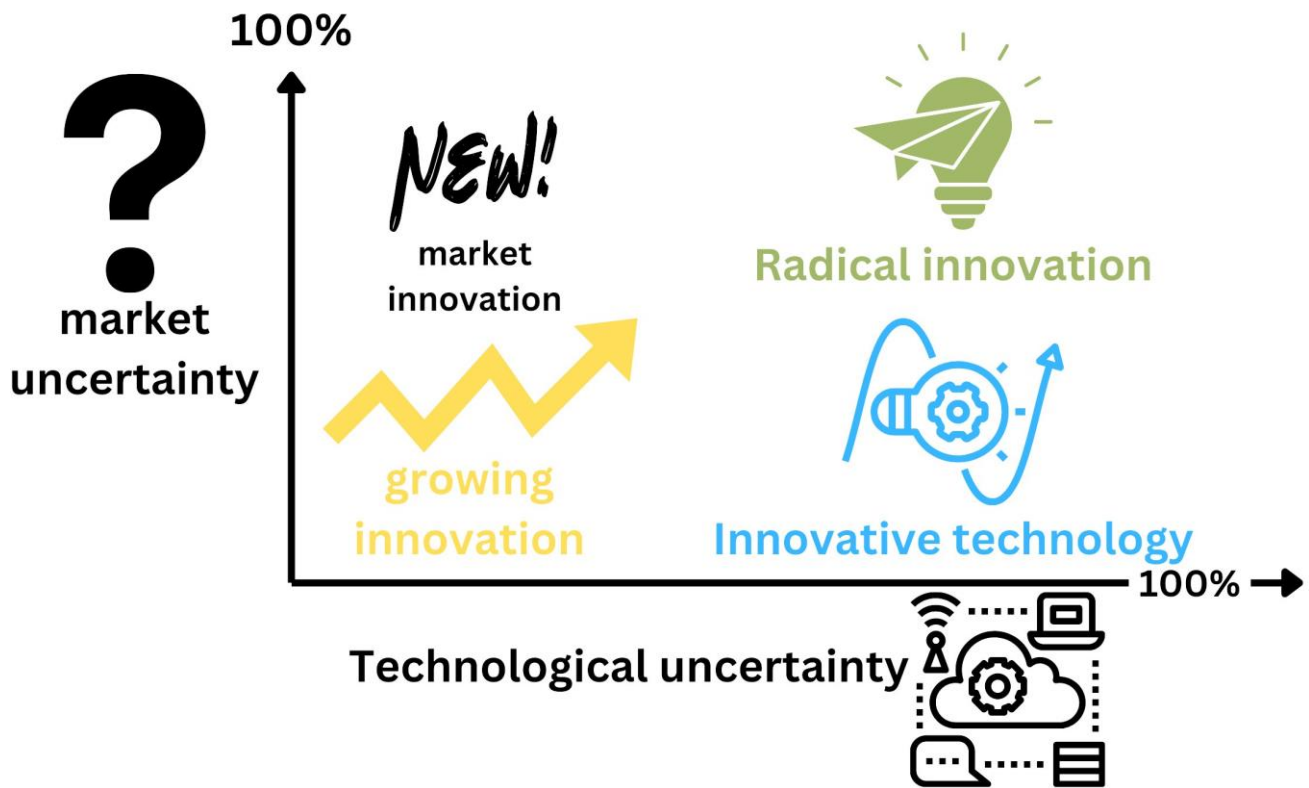


Figure 1. Innovation Categories.

1. Growing Innovations:

- **Description:** These innovations represent incremental or incremental improvements to existing products or services. They are often implemented to address known needs and improve current functionality.
- **Application in the Project:** In our project, the application of increasing innovations plays a crucial role in improving the efficiency and usefulness of monitoring and assistance systems. For example, personalized reminders, which are automatic notifications set to alert users about specific tasks or important events, help maintain an organized routine and reduce the risk of forgetting, particularly for older adults or those with needs. specific to health. Using machine learning algorithms, the system can analyze user habits and adjust reminders based on their preferences and schedule, providing a personalized and tailored experience.

Additionally, voice interaction integration allows users to interact with the system via voice commands. This feature uses voice recognition and natural language processing technologies to understand and respond to user requests, making the system more accessible, especially for people who have difficulty with traditional interfaces or for those who prefer hands-free interactions. By integrating voice assistants, users can ask questions, set reminders, control connected devices and receive real-time information simply by voice.

Finally, emergency responses, designed to quickly detect and react to critical situations such as falls or health crises, improve user safety by providing rapid assistance and minimizing response times. By integrating advanced sensors and instant communication technologies, the system can automatically detect emergency situations and alert loved ones or emergency services. Additionally, intelligent algorithms can analyze sensor data to distinguish serious incidents from false alarms, ensuring an appropriate and effective response.

2. Market Innovations:

- **Description:** Market innovations involve new products or services that address unmet needs or open up new market segments. They are often geared toward meeting customer needs in innovative ways.
- **Application in the Project:** Our IoT/AI solution for elderly assistance is specifically designed to target a rapidly expanding market segment, characterized by unique and specific needs that are not yet fully satisfied by existing solutions. The senior population is constantly increasing, and with it, the demand for personalized care and quality companionship is also increasing. However, current solutions often fall short in terms of customization and responsiveness to individual needs.

In response to this growing demand, our IoT/AI solution stands out for its innovative and user-centric approach. It combines Internet of Things (IoT) and Artificial Intelligence (AI) technologies to offer care and monitoring services that precisely adapt to the needs of older people. This customization is essential to effectively meet the expectations of this market segment, which is looking for more sophisticated and intuitive solutions.

3. Technological innovations:

- **Description:** These innovations involve the adoption of new technologies or the innovative application of existing technologies to create new solutions. They often require advanced technical development and a deep understanding of technological capabilities.
- **Application in the Project:** The use of the Gemini language model to offer natural and intuitive interactions, as well as the integration of advanced IoT sensors for real-time monitoring, are examples of technological innovations in our project. These advanced technologies significantly improve the efficiency and utility of the system.

4. Radical Innovations:

- **Description:** Radical innovations are major breakthroughs that create new paradigms or fundamentally change the way things are done. They can revolutionize entire industries and are often associated with high levels of uncertainty and risk.
- **Application in the Project:** Although our project incorporates significant innovative elements, it does not reach the level of radical innovation. However, by combining advanced technologies in new ways, we are moving closer to this category by bringing a substantial improvement in the field of elderly care.

5. Market Uncertainty and Technological Uncertainty:

- **Description:** These aspects concern the levels of uncertainty associated with innovations, whether market acceptance or technological challenges. High uncertainty often requires risk management strategies and continuous validations.

- **Application in the Project:** Market uncertainty for our IoT/AI solution for seniors is moderate, as the need for personalized care and companionship for seniors is well identified and growing. This growing market segment, characterized by gaps in current solutions, provides a solid foundation for our project. However, technological uncertainty remains higher due to challenges in integrating advanced technologies like AI and IoT, which require sophisticated infrastructure and reliable compatibility.

To mitigate these uncertainties, we implement pilot tests and adopt an iterative methodology. Pilot tests allow us to deploy our solution in controlled environments, evaluate its performance and collect feedback. Iteration phases allow us to make continuous improvements based on the data collected, ensuring our product remains at the forefront of innovation. This structured approach allows us to validate and refine our solution, ensuring a reliable and efficient response to the needs of older people while minimizing technological risks.

2. Nature of Innovations

As indicated previously, the nature of the innovations in our project can be classified according to the following categories:

- **Growing Innovations:** Incremental improvements to existing monitoring and support systems.
- **Market Innovations:** Response to the specific needs of the elderly, a growing market segment.
- **Technological Innovations:** Integration of the Gemini language model and IoT sensors for real-time monitoring and natural interactions.
- **Radical Innovations:** Potential revolution in elderly care through the adoption of advanced technologies.

3. Areas of Innovation

The innovation in our project can be examined across several key areas:

1. **New Processes:**
 - **Description:** Improve profitability by increasing operational efficiency.
 - **Application:** Using IoT sensors for real-time monitoring, enabling proactive management and rapid intervention when needed. This reduces healthcare costs by avoiding unnecessary hospitalizations and optimizing healthcare resources.
2. **New features :**
 - **Description:** Offering improved products or services.
 - **Application:** The system offers advanced features such as personalized reminders, alerts in the event of dangerous situations, and natural voice interactions using AI. These improvements increase the autonomy of older people and improve their quality of life.

3. New customers :
 - Description: Offer the usual range of products or services for new customer segments.
 - Application: The project is specifically aimed at the elderly, a customer segment often neglected by technological innovations. By offering solutions tailored to their needs, we expand our base of potential customers.
4. New Offers:
 - Description: Offering innovative products.
 - Application: Development of an integrated solution that combines IoT and AI to create a unique product on the market. This new offering meets the monitoring, assistance and companionship needs of elderly people, while integrating cutting-edge technologies.
5. New Models:
 - Description: Modification of the business model, adoption of a new value creation system.
 - Application: The business model is based on a monthly subscription for access to monitoring and support services, as well as the sale of IoT devices. This allows for recurring revenue generation and an ongoing relationship with customers, while ensuring technical support and regular updates.

Our project is distinguished by a combination of growing, technological and market innovations, with potential for radical innovations. Areas of innovation cover new processes, new features, new customers, new offerings and new business models. This integrated approach ensures not only the efficiency and profitability of the project, but also a significant improvement in the quality of life of the elderly, our main customer segment.

IV. STRATEGIC MARKET ANALYSIS

1. The Market Segment

Market segmenting represents an essential part of business strategy because it allows a company to effectively target its efforts and resources. Market segmentation involves dividing a larger market into subgroups of consumers who share common characteristics, such as needs, preferences, behaviors, or demographics. This approach makes it possible to develop specific offers adapted to the expectations of each segment, thus increasing the chances of success. By clearly identifying the market segment, a company can personalize its products or services, refine its marketing messages and improve customer satisfaction and loyalty. Additionally, it facilitates a more judicious allocation of resources, focusing on the most profitable segments and maximizing return on investment. A thorough understanding of the market segment also helps anticipate trends and changes in consumer preferences, ensuring better responsiveness to market developments.

1.1. The Potential Market

The potential market consists of groups of individuals and institutions who request or are likely to request our products or services to satisfy their needs. Here is a detailed analysis:

- Who buys our products? Our products are mainly purchased by elderly people and their families, as well as elderly care institutions, such as nursing homes and home care services.
- Who and what motivated them to do so? Buyers are motivated by the need to monitor and improve the quality of life of older adults. Families are looking for solutions to ensure the safety and well-being of their loved ones, while healthcare institutions want to improve the efficiency of their services and reduce the costs associated with monitoring and medical interventions.
- Where are they located? Our potential customers are located mainly in Algeria, but there is also potential for expansion into other regions of the Maghreb and North Africa.
- How many are they ? In Algeria, the population aged over 60 represents around 10% of the total population, or around 4 million people. Additionally, there are many senior care institutions that could benefit from our solutions.

1.2. The Target Market (the segment)

The target market represents the group of individuals or institutions to whom we offer or offer our products. For our project, the target market consists of two main segments:

1. Elderly people living at home:

- This segment includes individuals aged over 60 living independently or with the help of their families.
- This group is looking for solutions to improve their safety, autonomy and quality of life.

2. Elderly care institutions:

- This segment includes retirement homes, home care services and other care institutions.
- These institutions seek to improve the efficiency of their services and reduce costs while providing better monitoring and assistance to their residents.

1.3. Why did we choose this target market?

- Relevance of needs: Elderly people and care institutions have specific monitoring, security and assistance needs, which our solution can effectively meet.
- Market Size: With a growing aging population, this market presents a significant opportunity in terms of the number of potential customers.
- Technology adoption capacity: Healthcare institutions are increasingly open to adopting new technologies to improve their services, while families are ready to invest in solutions for the safety and well-being of their loved ones.
 - a. Possibility of concluding purchase contracts

1.4. Potential Important Customers

The potential market and target market of our project show a growing need for innovative solutions for monitoring and assisting the elderly. By specifically targeting the elderly and healthcare institutions, we can respond to a pressing need while capitalizing on a significant market opportunity in Algeria:

- Retirement homes and senior living communities: These institutions can sign contracts to equip their facilities with our IoT/AI solutions, ensuring continuous monitoring and personalized assistance.
- Home Care Services: Companies offering home care services can integrate our solution to provide added value to their customers.
- Government and Public Institutions: The Ministry of Health and other government agencies may be interested in contracts to deploy our solution in public health programs for older adults.

2. Measuring Competition Intensity

Measuring the intensity of competition is a crucial element in understanding the dynamics of the market in which a company operates. It makes it possible to assess the degree of rivalry between the players present, as well as the strategies used to gain market share. This analysis involves examining several factors, such as the number of competitors, their relative size, positioning, and barriers to entry and exit from the market. It also requires an evaluation of pricing strategies, the quality of products or services offered, marketing and innovation efforts, and customer loyalty. Understanding the intensity of competition helps the company identify its competitive advantages, anticipate competitors' moves, and adjust its own strategies accordingly. By continually

monitoring these elements, a business can not only survive in a competitive environment, but also position itself to grow and thrive.

2.1. Determination of Direct and Indirect Competitors

2.1.1. Direct Competitors

Direct competitors are those that offer solutions similar to ours, i.e. monitoring and assistance systems for the elderly. These systems are not necessarily used in Algeria, but they can be real competitors

1. CarePredict
 - Description: Provides monitoring solutions for elderly people at home and in institutions.
 - Market share: Estimated at 10% of the elderly monitoring market in Algeria.
2. LifeAlert
 - Description: Offers emergency alert systems for seniors, with wearable devices and home sensors.
 - Market share: Estimated at 8% of the elderly monitoring market in Algeria.
3. HomeGuardian
 - Description: Home monitoring system for seniors using sensors and AI analysis.
 - Market share: Estimated at 5% of the elderly monitoring market in Algeria.

2.1.2. Indirect Competitors

Indirect competitors are those who offer products or services that can substitute or complement our solution.

1. Telemedicine applications
 - Description: Provide remote medical consultations, reducing the need for continuous monitoring.
 - Examples: DabaDoc , Vezeeta
 - Cumulative market share: Around 15% of the digital health market.
2. Portable medical devices
 - Description: Smart watches and other wearable devices that monitor vital signs and can alert if there is a problem.
 - Examples : Samsung Watches, Apple Watch, Fitbit, etc.
 - Cumulative market share: Around 20% of the connected health device market.

Table 2. Number and Market Shares of Competitors

Direct Competitors	Number	Market share
CarePredict	1	10%
LifeAlert	1	8%
HomeGuardian	1	5%
Indirect Competitors	Number	Market share

Telemedicine applications	2	15%
Portable medical devices	2	20%

2.2. Identification of Competitor Strengths and Weaknesses

2.2.1. Direct Competitors

Competition in the market for monitoring and assistance to the elderly in Algeria is present in both direct and indirect form. Our direct competitors like CarePredict , LifeAlert and HomeGuardian offer similar solutions with some limitations, particularly in terms of cost and complexity. Indirect competitors like telemedicine apps and wearable medical devices provide complementary services but do not fully address the specific needs for continuous monitoring and active support.

Our project stands out for a unique combination of IoT and AI technologies, offering an integrated and personalized solution that overcomes many weaknesses of current competitors:

1. CarePredict

- Strengths :
 - Advanced behavior detection technology.
 - Good reputation and strong market presence.
- Weaknesses:
 - High costs of services.
 - Complexity of installation and maintenance.

2. LifeAlert

- Strengths :
 - Proven and reliable warning systems.
 - Strong brand recognition.
- Weaknesses:
 - Limited functionality aside from emergency alerts.
 - Less integrated technology compared to our IoT/AI solutions.

3. HomeGuardian

- Strengths :
 - Friendly user interface.
 - Competitive prices.
- Weaknesses:
 - Fewer advanced features.
 - Low market share and limited recognition.

2.2.2. Indirect Competitors

1. Telemedicine applications (DabaDoc , Vezeeta)

- Strengths :
 - Ease of access to health services.
 - Growing usage during the COVID-19 pandemic.
- Weaknesses:
 - Does not provide continuous monitoring.
 - Dependence on a stable internet connection.

2. Wearable medical devices (Apple Watch, Fitbit)
 - Strengths :
 - High adoption and popularity.
 - Accurate monitoring of vital signs.
 - Weaknesses:
 - Limited to basic monitoring functionality.
 - Relatively high costs for users.

3. Marketing Strategy

Marketing strategy is essential to raise awareness among potential customers and encourage them to purchase our products. Here is a detailed plan of our marketing strategy, taking into account our financial resources and aiming to balance the marketing mix to guarantee success.

3.1. Planning an Effective Strategy

Planning an effective strategy is essential to ensure the success and sustainability of any organization. It involves an in-depth analysis of short, medium and long-term objectives, as well as available resources and external constraints. A well-designed strategy must be flexible to adapt to market developments and technological changes. It also requires a clear understanding of stakeholder needs and expectations, as well as regular performance assessment to adjust actions accordingly. By integrating innovative approaches and anticipating future challenges, strategic planning helps seize opportunities and overcome obstacles, thereby ensuring sustainable growth and increased competitiveness.

3.2. SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)

To develop our strategy, we will use SWOT analysis, an essential tool that allows us to evaluate the strengths (Strengths), weaknesses (Weaknesses), opportunities (Opportunities) and threats (Threats) of our project. This method will help us identify our strengths and leverage them to strengthen our market position, while becoming aware of our weaknesses in order to correct or mitigate them. At the same time, analyzing opportunities will allow us to spot trends and changes in the external environment that we could transform into competitive advantages. Additionally, by anticipating potential threats, we will be able to develop contingency plans to minimize risks. By integrating SWOT analysis into our strategic planning process, we will be able to design a robust and well-balanced strategy capable of meeting current and future challenges.

- Strengths :
 - Innovative technology combining AI and IoT.
 - Growing market for services for the elderly.
 - Personalized and user-friendly solution.
- Weaknesses:
 - High initial development and integration costs.
 - Need for market awareness and education.
- Opportunities :

- Possible expansion into international markets.
- Partnerships with health institutions.
- Threat :
 - Increased competition.
 - Rapid changes in technologies and regulations.

3.3. Marketing Objectives

- Increase brand and product awareness.
- Achieve a high conversion rate among prospects.
- Establish strategic partnerships with health institutions and retirement homes.
- Ensure customer satisfaction and loyalty.
-

3.4. Marketing Mix (4Ps)

The Marketing Mix, also known as the 4Ps, is an essential framework for implementing and optimizing a company's marketing strategy. The 4Ps include Product, Price, Promotion and Place (distribution), each playing a key role in meeting consumer needs and achieving business objectives.

1. Product

- Description: Integrated monitoring and assistance solution using AI and IoT for older adults.
- Features: Voice interaction, anomaly detection, personalized reminders, emergency responses.
- Advantages: Improved security, autonomy and quality of life for users.

2. Price

- Pricing Strategy: Adopting a competitive and flexible pricing strategy, offering monthly or annual subscriptions.
- Price tiering: Pricing based on additional features and services.
- Promotional offers: Discounts for first-time users and long-term contracts with institutions.

3. Place (Distribution)

- Distribution channels: Direct online sales via a dedicated website, partnerships with distributors specializing in medical technologies.
- Distribution networks: Collaboration with retirement homes, home care services, and pharmacies.

4. Promotion (Promotion)

- Advertising: Targeted advertising campaigns on social networks, Google Ads , and local media.
- Content Marketing: Creation of blogs, explainer videos, webinars, and case studies to educate potential customers on the benefits of our solution.

- Public relations: Press articles, interviews, and participation in conferences and trade fairs on technology and health.
- Partnerships: Collaboration with influencers, health organizations, and senior citizen associations to promote our product.
- Events: Organization of product demonstrations, open days, and training sessions for users and healthcare professionals.

3.4.1. Balancing the Marketing Mix

To ensure balance in our marketing mix, we must:

1. Allocate financial resources effectively:
 - Prioritize the most effective marketing channels based on our budget.
 - Regularly measure the return on investment (ROI) of each marketing initiative.
2. Adopt a customer-centric approach:
 - Collect and analyze customer feedback to continually improve our offering.
 - Maintain open communication with customers and partners.
3. Integrate technology into our strategy:
 - Use data analysis tools to target marketing campaigns and measure their effectiveness.
 - Leverage digital media and online platforms to reach a wider audience at a lower cost.
4. Ensure message consistency:
 - Develop a strong and unified brand identity.
 - Communicate consistently across all marketing channels.

Our marketing strategy aims to maximize awareness and adoption of our innovative solution for older adults. By carefully balancing the marketing mix and using our resources strategically, we ensure we meet the needs of our clients while ensuring the viability and success of our project.

V. PRODUCTION AND ORGANIZATION PLAN

1. The Production Process

The production process of our innovative solution for the elderly follows several key steps to guarantee the quality of the product produced. Here is a detailed description of each step, accompanied by an explanatory diagram.

Step 1: Purchase of Raw Materials

- Description :
 - Acquisition of IoT sensors, communication devices, electronic components, and software necessary for the operation of our solution.
 - Selection of reliable suppliers to guarantee quality and compatibility of components.
- Objective :
 - Ensure availability of all raw materials required for product development and assembly.

Step 2: Manufacturing

- Description :
 - Assembly of IoT sensors and electronic devices according to technical specifications.
 - Software development and integration, including Gemini-based AI and data processing algorithms.
 - Functionality and performance tests for each component before final integration.
- Objective :
 - Produce functional and reliable devices that meet technical and quality requirements.

Step 3: Packaging the Product

- Description :
 - Verification and calibration of assembled devices.
 - Installation and configuration of software on devices.
 - Packaging of the devices in suitable boxes with the necessary accessories (cables, user guides, etc.).
- Objective :
 - Prepare products for distribution while ensuring their protection and proper functioning.

Step 4: Packaging

- Description :

- Use of ecological and resistant packaging to protect products during transport and storage.
- Marking of packaging with necessary information (product name, getting started instructions, contact information for technical support).
- Objective :
 - Guarantee that products arrive in good condition to customers and that they have all the necessary information for installation and use.

Each step of the production process is designed to maximize efficiency and ensure the quality of finished products. By following these steps rigorously, we ensure that each product is ready to provide reliable assistance and monitoring to older adults, meeting their specific needs and improving their quality of life.

2. Supply

Procurement is a crucial aspect of a company's value chain, ensuring that raw materials, components and other resources needed for production are available in sufficient quantities and at the right time. Effective supply management helps maintain continuity of operations, reduce costs and improve the quality of finished products.

2.1. Raw materials :

- Description :
 - Raw materials include IoT sensors, electronic components, communication devices, and specific software.
 - Procurement from reliable suppliers to ensure component quality and compatibility.
- Purchasing Policy:
 - Quality: Priority given to the quality and compliance of materials with technical specifications.
 - Cost: Finding suppliers offering competitive prices without compromising quality.
 - Sustainability: Preference for suppliers meeting strict environmental standards.

2.2. Materials and Supplies

- Description :
 - Includes packaging boxes, cables, user guides, and other accessories needed for the final product.
- Purchasing Policy:
 - Reliability: Choice of robust and ecological materials to ensure protection and durability.
 - Availability: Selection of suppliers capable of delivering on time to avoid production delays.

Equipment

- Description :
 - Machines and tools required for assembly and testing of IoT devices and AI systems.
- Purchasing Policy:

- Advanced Technology: Acquisition of cutting-edge equipment to guarantee the precision and efficiency of production processes.
- Maintenance: Choice of equipment with maintenance and technical support options to ensure continued operation.

2.3. Most Important Suppliers

IoT Sensors and Electronic Components:

- Suppliers:
 - Digi -Key Electronics
 - Mouser Electronics
- Reason for Choice:
 - Large catalog of components.
 - Reputation for quality and reliability.

2.4. Communication Devices:

- Suppliers:
 - Cisco Systems
 - Huawei Technologies
- Reason for Choice:
 - Cutting-edge technology and robust technical support.
 - Proven solutions for IoT communication.

2.5. AI Software and Licenses:

- Suppliers:
 - Google for the Gemini model
 - OpenAI for ChatGPT
 - Microsoft Azure AI
- Reason for Choice:
 - Advanced processing capacity and cloud infrastructure.
 - Regular support and updates.

2.6. Packaging Materials and Supplies:

- Suppliers:
 - International Paper
 - Sealed Air Corporation
- Reason for Choice:
 - Commitment to sustainable practices.
 - High quality materials guaranteeing product protection.

3. Payment Policy and Receipt Times

Payment policy and receipt times are essential elements of supply management, having a direct impact on the financial health of the company and the fluidity of the supply chain. A well-defined policy helps maintain good relationships with suppliers while optimizing cash management.

- Terms and conditions :
 - Negotiation of favorable payment terms with suppliers, such as installment payments or extended payment terms (30 to 60 days).
 - Using letters of credit to secure international transactions.
- Discounts:
 - Negotiating discounts for early payments or bulk purchases.

Delivery times:

- Raw Materials and Components:
 - IoT Sensors and Electronic Components: 2 to 4 weeks, depending on availability and location of the supplier.
 - Communication Devices: 4-6 weeks, with express shipping options for rush orders.
- Packaging Materials:
 - Receipt times: 1 to 2 weeks for standard orders, with the possibility of storage to avoid stock shortages.
- Equipment:
 - Delivery times: 6 to 8 weeks, including installation and calibration time.

A well-defined procurement policy is crucial to ensure the quality and availability of raw materials, materials, and equipment necessary for our production process. By carefully choosing our suppliers and negotiating favorable payment terms, we can optimize our supply chain and ensure the continuity and reliability of our production.

4. Labor

Workforce is a central pillar of any organization, playing a crucial role in achieving strategic and operational objectives. Effective workforce management involves not only hiring and training, but also motivating and retaining employees to ensure optimal performance and sustainable competitive advantage.

4.1. Number of Positions Created by the Project

The project will create several positions distributed in different functional categories to ensure the development, production, and management of our IoT/AI solution for the elderly. Here is an estimate of the positions created:

1. Development and Engineering:
 - IoT engineers: 3 positions
 - AI developers: 2 positions
 - Software developers: 2 positions
 - Electronics technicians: 3 positions
2. Production and Logistics:
 - Production operators: 4 positions
 - Maintenance technicians: 2 positions
 - Supply Chain Managers: 1 position
3. Support and Customer Service:

- Technical support agents: 3 positions
 - Customer Service Representatives: 2 positions
4. Sales and Marketing :
 - Marketing managers: 2 positions
 - Salespeople: 3 positions
 5. Administration and Management:
 - Project managers: 1 position
 - Accountants: 1 position
 - Human resources: 1 position

The project plans to create 30 diverse positions, ranging from engineers and technicians to salespeople and administrators, to ensure the development, production, and management of our IoT/AI solution. By integrating both internal and external material handling labor, we optimize the efficiency and quality of our operations while strategically managing costs.

4.2. Nature and Type of Labor

1. Development and Engineering:
 - Nature: Qualified engineers and technicians.
 - Skills: Knowledge of IoT, AI, software development, and electronics.
 - Location: Central office or production workshop.
2. Production and Logistics:
 - Nature: Production operators and technicians.
 - Skills: Experience in electronic production, device assembly, and maintenance.
 - Location: Production workshop.
3. Support and Customer Service:
 - Nature: Support agents and representatives.
 - Skills: Communication skills, basic technical knowledge, and customer service.
 - Location: Central office or support center.
4. Sales and Marketing :
 - Nature: Marketing and sales professionals.
 - Skills: Marketing strategy, sales, public relations.
 - Location: Central office with possible travel for salespeople.
5. Administration and Management:
 - Nature: Managers and administrators.
 - Skills: Project management, accounting, human resources.
 - Location: Central Office.

4.3. Possibility of resorting to Handling

Internal Handling:

- Use of internal personnel for handling, mainly in production and logistics stages.
- Advantages: Direct control over quality and materials management. Specific training to meet production needs.

External Handling:

- Use of external service providers for heavy or specialized handling operations.
- Benefits: Reduced costs and risks associated with purchasing and maintaining specialized material handling equipment. Access to specialized expertise and additional resources.

4.4. Main Partners

4.4.1. Suppliers:

- Role: Provide raw materials, materials, and equipment necessary for production.
- Examples:
 - Digi-Key Electronics, Mouser Electronics for electronic components.
 - Cisco Systems, Huawei Technologies for communication devices.
 - OpenAI for AI and software licensing.

4.4.2. Communities and Public Institutions:

- Role: Support the project with subsidies, financial aid, and infrastructure.
- Examples:
 - Ministry of Health for public health partnerships.
 - Local authorities for the provision of premises and resources.

Laboratories and Research Centers:

- Role: Collaborate on the research and development of advanced technologies.
- Examples:
 - University laboratories specializing in IoT and AI.
 - Health technology research centers.

4.4.3. Banks and Financial Institutions:

- Role: Provide financing and loans to support project development and expansion.
- Examples:
 - Local and international banks offering loans for startups.
 - Microfinance institutions for specific aid to small businesses.

Incubators and Accelerators:

- Role: Provide logistical support, advice, and resources for the development of the project.
- Examples:
 - University incubators to support the project from the initial phase.
 - Accelerators specializing in health technologies and technological innovations.

Strategic partnerships with suppliers, communities, laboratories, banks and incubators will play a crucial role in the realization and success of our project. By identifying and leveraging these relationships, we can ensure efficient sourcing, a skilled workforce, and comprehensive support for the development and expansion of our innovative solution for seniors.

VI. THE FINANCIAL PLAN

The financial plan is a vital component of business management, serving as a guide for strategic decision-making and ensuring long-term viability. It provides an overview of financing needs, financial projections and financial resource management strategies. A well-developed financial plan helps plan investments, manage financial risks and ensure sustainable growth.

1. Costs and Charges

To accurately assess the costs and investments required for our project, we will divide the expenses into several main categories:

Development Costs:

- Software and AI development:
 - AI and Data Analytics Developers. (Salaries): 80,000.00 DZD
 - Licenses and development tools: 10 0 000.00 DZD
- IoT development:
 - IoT engineers (salaries): 80,000.00 DZD
 - Purchase of sensors and electronic components: 500,000.00 DZD

Production costs :

- Equipment and Infrastructure:
 - Production equipment: 500,000.00 DZD
 - Installation and calibration of equipment: 100,000.00 DZD
- Materials and Supplies:
 - Raw materials and supplies: 300,000.00 DZD
 - Packaging and accessories: 100,000.00 DZD

Costs of Marketing and Distribution :

- Advertising and Promotions:
 - Advertising campaigns: 50,000.00 DZD
 - Creation of marketing content: 20,000.00 DZD
- Distribution :
 - Distribution and logistics network: 200,000.00 DZD

Costs Management and Administration:

- Administrative staff :
 - Salaries of managers and administrators: 120,000.00 DZD
- Other Administrative Costs:
 - Rent and utilities: 30,000.00 DZD

- General and miscellaneous costs: 10,000.00 DZD

The total costs and investments for the first year, taking into account the specified annual recurring costs and one-time costs is: DZD 5,710,000.00 .

For the second year, taking into account only the specified annual recurring costs, the total costs and investments amount to 3,840,000.00 DZD

2. Methods and Sources of Obtaining Financing

To finance the project, we will consider several sources of financing:

1. Own Investments:
 - Initial contribution from the founders: 1,000,000.00 DZD
2. Bank Loans:
 - Loans at preferential rates from local banks: 2,000,000.00 DZD
3. Subsidies and Public Aid:
 - Government subsidies for innovation and startups: 2,000,000.00 DZD
 - Aid from local authorities and business support programs: 500,000.00 DZD
4. External Investments:
 - Private investors: 1,000,000.00 DZD

Here is a table of expected payments for loan and investment repayments, based on a 5-year period.

Table 3. Expected payments for loan and investment repayments

Categories	Year 1	Year 2	Year 3	Year 4	Year 5
Development Costs - AI and Data Analytics Developers (Salaries)	960000	960000	960000	960000	960000
Development Costs - Licenses and development tools	100000	0	0	0	0
Development Costs - IoT Engineers (Salaries)	960000	960000	960000	960000	960000
Development Costs - Purchase of sensors and electronic components	500000	0	0	0	0
Production Costs - production equipment	500000	0	0	0	0
Production Costs - Installation and calibration of equipment	100000	0	0	0	0
Production Costs - Raw Materials and Supplies	300000	300000	300000	300000	300000
Production Costs - Packaging and accessories	100000	100000	100000	100000	100000

Marketing and Distribution Costs - Advertising Campaigns	50000	50000	50000	50000	50000
Marketing and Distribution Costs - Marketing Content Creation	20000	20000	20000	20000	20000
Marketing and Distribution Costs - Distribution and logistics network	200000	200000	200000	200000	200000
Management and Administration Costs - Salaries of managers and administrators	1440000	1440000	1440000	1440000	1440000
Management and Administration Costs - Rent and Utilities	360000	360000	360000	360000	360000
Management and Administration Costs - General and Miscellaneous Costs	120000	120000	120000	120000	120000
Own Investments - Initial contribution from the founders	1000000	0	0	0	0
Bank Loans - Loans at preferential rates from local banks	2000000	0	0	0	0
Subsidies and Public Aid - Government subsidies for innovation and startups	2000000	0	0	0	0
Subsidies and Public Aid - Aid from local authorities and business support programs	500000	0	0	0	0
External Investments - Private Investors	1000000	0	0	0	0

The detailed financial plan covers all costs and investments necessary for the development and production of our innovative solution. By combining several sources of financing, we ensure the financial viability of the project while establishing a clear plan for loan repayment. This plan allows us to effectively manage financial resources and ensure the long-term success of the project.

3. Estimated monthly income

To estimate monthly income, we need to take into account the different potential sources of income and their respective rates. Here is a structured approach to estimate these revenues:

1. Types of Ranges Offered :
 - Free: Limited access to basic features
 - Standard Subscription: Full access to basic features
 - Premium Subscription: Full access to advanced features
2. Monthly Rates :
 - Free: 0 DZD
 - Standard: 1,000 DZD per user
 - Premium: 2,000 DZD per user
3. Number of Potential Users per Segment :
 - Individual elderly people

- Retreat centers
- Families
- Health organizations

3.1. Estimated Number of Users

For this estimate, we make the following assumptions regarding the number of users per segment at startup:

1. Individual elderly people :
 - Free: 500 users
 - Standard: 200 users
 - Premium: 100 users
2. Retreat centers :
 - Standard: 20 centers with 10 users each
 - Premium: 10 centers with 10 users each
3. Families :
 - Standard: 50 families with 2 users each
 - Premium: 30 families with 2 users each
4. Health organizations :
 - Standard: 5 organizations with 20 users each
 - Premium: 3 organizations with 20 users each

3.2. Calculation of Monthly Income

1. Income of Individual Elderly People

- Free: $500 \times 0 = 0$ DZD
- Standard: $200 \times 1000 = 200,000$ DZD
- Premium: $100 \times 2000 = 200,000$ DZD

2. Retirement Center Income

- Standard: $20 \times 10 \times 1000 = 200,000$ DZD
- Premium: $10 \times 10 \times 2000 = 200,000$ DZD

3. Family Income

- Standard: $50 \times 2 \times 1000 = 100,000$ DZD
- Premium: $30 \times 2 \times 2000 = 120,000$ DZD

4. Revenues from Health Organizations

- Standard: $5 \times 20 \times 1000 = 100,000$ DZD

- Premium: $3 \times 20 \times 2000 = 120,000$ DZD

The estimate of monthly revenues, taking into account the different ranges offered and the targeted market segments, amounts to 1,240,000.00 DZD

5. Turnover

Turnover represents the total sales of products and services resulting from the activities carried out. To forecast revenue, we consider two scenarios: an optimistic scenario and a pessimistic scenario. Here is a detailed estimate for the first five years (N+1 to N+5) of our startup.

5.1. Optimistic Scenario

- ✓ Annual growth in the number of users :
 - Year N+1: +20%
 - Year N+2: +25%
 - Year N+3: +30%
 - Year N+4: +35%
 - Year N+5: +40%
1. Year N+1 :
 - Monthly income : $1,240,000 \times 1.20 = 1,488,000$ DZD
 - Annual turnover : $1,488,000 \times 12 = 17,856,000$ DZD
 2. Year N+2 :
 - Monthly income : $1,488,000 \times 1.25 = 1,860,000$ DZD
 - Annual turnover: $1,860,000 \times 12 = 22,320,000$ DZD
 3. Year N+3 :
 - Monthly income : $1,860,000 \times 1.30 = 2,418,000$ DZD
 - Annual turnover: $2,418,000 \times 12 = 29,016,000$ DZD
 4. Year N+4 :
 - Monthly income : $2,418,000 \times 1.35 = 3,264,300$ DZD
 - Annual turnover: $3,264,300 \times 12 = 39,171,600$ DZD
 5. Year N+5 :
 - Monthly income: $3,264,300 \times 1.40 = 4,569,200$ DZD
 - Annual turnover: $4,569,200 \times 12 = 54,830,400$ DZD

Note: In the calculation for year N+1, the factor 1.20 represents an increase of 20% compared to the monthly income of the previous year. This factor is used to estimate monthly revenue growth based on an optimistic growth assumption.

5.2. Pessimistic Scenario

- ✓ Annual growth in the number of users :
 - Year N+1: +5%
 - Year N+2: +10%
 - Year N+3: +15%

- Year N+4: +20%
- Year N+5: +25%

1. Year N+1 :

- Monthly income : $1,240,000 \times 1.05 = 1,302,000$ DZD
- Annual turnover: $1,302,000 \times 12 = 15,624,000$ DZD

2. Year N+2 :

- Monthly income: $1,302,000 \times 1.10 = 1,432,200$ DZD
- Annual turnover: $1,432,200 \times 12 = 17,186,400$ DZD

3. Year N+3 :

- Monthly income : $1,432,200 \times 1.15 = 1,647,030$ DZD
- Annual turnover: $1,647,030 \times 12 = 19,764,360$ DZD

4. Year N+4 :

- Monthly income : $1,647,030 \times 1.20 = 1,976,436$ DZD
- Annual turnover: $1,976,436 \times 12 = 23,717,232$ DZD

5. Year N+5 :

- Monthly income : $1,976,436 \times 1.25 = 2,470,545$ DZD
- Annual turnover: $2,470,545 \times 12 = 29,646,540$ DZD

Table 4. Summary table

Year	Optimistic Scenario (DZD)	Pessimistic Scenario (DZD)
N+1	17,856,000	15,624,000
N+2	22,320,000	17,186,400
N+3	29,016,000	19,764,360
N+4	39,171,600	23,717,232
N+5	54,830,400	29,646,540

This table summarizes the estimated annual revenues for the first five years in the optimistic and pessimistic scenarios.

The forecast turnover for our startup, based on the optimistic and pessimistic scenarios, allows us to visualize the potential sales growth over the first five years. These projections will help plan financial and operational strategies, thereby ensuring effective management of resources and alignment with the company's growth objectives.

The detailed financial plan includes costs, sources of financing, expected turnover according to two scenarios, expected income statements, and calculation of WCR. This plan ensures effective management of financial resources and guarantees the long-term viability and success of the project.

VII. CASH PLAN

To create a cash flow plan, we need to identify monthly income and expenses. Here's how we can structure this:

1. Monthly Recipes

1. Product A Sales : Based on previously estimated monthly revenue.
2. Subsidies and public assistance : Divided by month if received monthly, otherwise added to the month of receipt.
3. External investments : Added to the month of receipt.
4. Bank loans : Added to the month of receipt.

2. Monthly Expenses

1. Development costs :
 - Developer salaries (monthly)
 - Licenses and development tools (can be annualized)
2. Production costs :
 - Equipment (can be annualized)
 - Raw materials and supplies (monthly)
3. Marketing and distribution costs :
 - Advertising and promotions (monthly)
 - Distribution network and logistics (monthly)
4. Management and administration costs :
 - Salaries of managers and administrators (monthly)
 - Rent and utilities (monthly)
 - General and miscellaneous expenses (monthly)
5. Loan repayment :
 - Estimate based on a monthly repayment plan.

3. Estimated Monthly Income and Expenses

3.1. Monthly Recipes

1. Sales of product A : 1,240,000 DZD
2. Subsidies and public aid : 2,500,000 DZD (spread over the first months)
3. External investments : 1,000,000 DZD (reception at the beginning of the year)
4. Bank loans : 2,000,000 DZD (receipt at the beginning of the year)

3.2. Monthly Expenses

1. Development costs :
 - Developer salaries: 80,000 DZD
 - Licenses and development tools: 100,000 DZD (spread over the year)
2. Production costs :
 - Equipment: 500,000 DZD (reception at the beginning of the year)
 - Raw materials and supplies: 300,000 DZD
3. Marketing and distribution costs :
 - Advertising and promotions: 70,000 DZD
 - Distribution and logistics network: 200,000 DZD
4. Management and administration costs :
 - Salaries of managers and administrators: 120,000 DZD
 - Rent and utilities: 30,000 DZD
 - General and miscellaneous costs: 10,000 DZD
5. Loan repayment :
 - Estimate: 166,667 DZD (monthly over 12 months for a loan of 2,000,000 DZD)

3.3. Monthly Calculation

We will now calculate the monthly cash flow plan:

Table 5. Cash Flow Plan for the First Year

Month	Recipes	Expenses	Monthly balance	Cumulative balance
Jan	1698333	1026667	671667	671667
Feb	1698333	1026667	671667	1343333
Mar	1698333	1026667	671667	2015000
Apr	1698333	1026667	671667	2686667
May	1698333	1026667	671667	3358333
Jun	1698333	1026667	671667	4030000
Jul	1698333	1026667	671667	4701667
Aug	1698333	1026667	671667	5373333
Sep	1698333	1026667	671667	6045000
Oct	1698333	1026667	671667	6716667
Nov	1698333	1026667	671667	7388333
Dec	1698333	1026667	671667	8060000

The detailed cash flow plan presents monthly revenues and expenses for the first year of activity. This document allows you to visualize cash flows, anticipate financial needs and ensure effective

resource management. The forecast shows a need for additional financing to cover expenses and achieve financial balance over time.

4. Predicting the Future of Startup

4.1. Consolidation and Initial Expansion

Year N+1 :

- Objective : Achieve operational stability and improve the product based on feedback from early users.
- Actions :
 - Strengthening development and customer support teams.
 - Development of new features based on emerging technologies.
 - Strengthening partnerships with retirement centers and health organizations.
 - Launching targeted marketing campaigns to increase user base.

Year N+2 :

- Objective : National expansion and process optimization.
- Actions :
 - Opening of new offices in the main cities of the country.
 - Implementation of a training program for retirement centers and families on the use of the platform.
 - Introducing flexible subscription models to attract a wider range of users.
 - Optimization of production costs and improvement of the supply chain.

Year N+3 :

- Objective : International expansion and diversification of services.
- Actions :
 - Entry into foreign markets (North Africa, Europe).
 - Adaptation of the platform to regulations and the specific needs of new markets.
 - Diversification of services with the introduction of telemedicine and online consultation modules.
 - Strengthening the technological infrastructure to ensure scalability and security.

Year N+4 :

- Objective : Become the market leader and continuously innovate.
- Actions :
 - ✓ Acquisition of complementary startups to integrate new technologies and skills.
 - ✓ Launch of a research and development program to explore new technologies such as augmented reality for senior health.
 - ✓ Expanding online support and assistance services to ensure optimal customer satisfaction.

- ✓ Strengthening social responsibility initiatives and partnerships with governments to improve the living conditions of older people.

Year N+5 :

- Objective : Maintain a leadership position and explore new horizons.
- Actions :
 - ✓ Launch of an integrated care platform that combines health monitoring, telemedicine, and social networking for seniors.
 - ✓ Exploring new market verticals such as home care for people with disabilities and palliative care.
 - ✓ Implementation of educational programs to raise awareness among the population of the benefits of using technologies for the well-being of seniors.
 - ✓ Participation in international research projects on aging and technological care.

4.2. Long-term vision

In the long term, our startup aims to transform the way elderly care is perceived and administered. By integrating cutting-edge technologies and placing the user at the center of our strategy, we aim to become a global reference in the field of health technologies for seniors. Our objective is to significantly improve the quality of life of elderly people by offering them innovative, accessible solutions adapted to their specific needs.

4.3. Societal Impact

In addition, our startup aspires to have a major societal impact by:

- Reducing the isolation of seniors through companionship and social media platforms.
- Improving access to care through telemedicine and online consultations.
- Raising awareness among the general public and policy makers of the importance of technologies in the field of senior health.
- Creating jobs and training opportunities in the technology and healthcare sector.

In summary, our vision is to create a future where every senior can live independently, safely and with dignity, thanks to advanced technologies and a caring ecosystem of support.

VIII. EXPERIMENTAL PROTOTYPE

The experimental prototype is an initial version of our IoT/AI solution for elderly care. This prototype serves as a basis for developing the final version which will be placed on the market. Here's how we developed and presented this prototype.

1. Tangible Presentation

Tangible Prototype: We have developed a tangible prototype including the following elements:

1. IoT device Simulation : Temperature, motion, and door sensors integrated into a compact package.
2. Communication Module : Wireless communication device to transmit sensor data.
3. User Interface : Interactive screen showing real-time data and allowing settings to be configured.
4. Surveillance Software : Mobile and web application to track data and receive alerts.

Presentation to the Jury:

- Physical Prototype: The tangible prototype will be presented to the jury to demonstrate its operation.
- Photos and Videos: A set of shots and a video demonstrating the different functionalities of the prototype will also be provided.

Prototype Creation Steps

1. Design and Planning:

- Identification of needs and technical specifications.
- Initial design of hardware and software modules.

2. Component Development:

- Material :
 - Selection and acquisition of IoT sensors and communication modules.
 - Design of printed circuits and integration of components.
- Software :
 - Development of data processing software and mobile application.
 - Gemini AI model integration for voice interactions and data analysis.

3. Assembly and Integration:

- Assembly of sensors and communication modules in the housing.
- Integration of software with hardware to provide real-time communication and monitoring.

4. Test and Validation:

- Carrying out functional tests to verify the proper functioning of sensors and communication.
- Usage testing to ensure the user interface and alerts work as expected.
- Adjustments and corrections based on test feedback.

5. Documentation and Presentation:

- Writing documentation detailing specifications, the development process, and test results.
- Preparation of the presentation for the jury, including photos, videos, and a live demonstration.

Digital Prototype

For digital application and platform projects, we have also developed a digital version of the prototype:

1. Mobile and Web Application:

- Demonstration of the user interface of the mobile and web application.
- Overview of main features: real-time monitoring, alerts, parameter configuration, etc.

2. Operation Simulation:

- Using simulated data to demonstrate how the application works in real time.
- Demo videos and screenshots showing the different features of the app.

3. Technical Documentation:

- Detailed explanation of software architecture.
- Description of the algorithms and technologies used.

The experimental prototype of our IoT/AI solution for elderly care includes both a tangible and a digital version. This prototype serves as the basis for the development of the final version of the product. The implementation stages, tangible demonstrations, and digital presentations are designed to convince the jury of the viability and effectiveness of our innovative solution.

2. System Implementation

The first page when you open our website is what called the home page, it may differ from a site to another yet the main concept will stay the same which is a log-in and sing-in option with some description and details on the website content.

2.1. Main Page

The first page to appear one entering the web-site, you shall tap on the get started button in order to Log-in or Sing-in

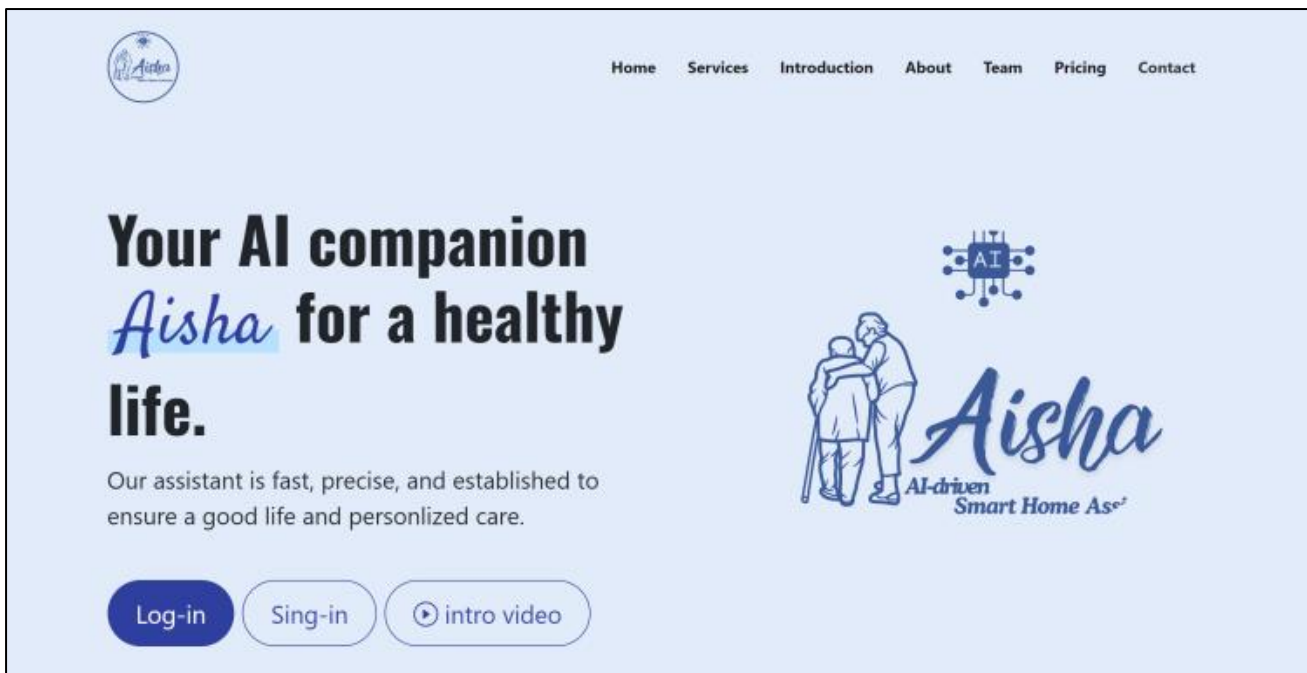



Figure 2. Home Page

2.2. Services Page

This section contains the different services that we provide alongside their benefits to the user.


You will get an
unforgettable
experience
with our care services.



Text, Talk

Experience seamless interaction with our smart assistant through Text & Speech, allowing you to communicate effortlessly in the way that suits you best.


[Learn More →](#)



Emotion Analysis

Leveraging advanced systems, our Aisha performs emotional analysis on both Voice and Text inputs, ensuring a personalized and empathetic response for every interaction.


[Learn More →](#)



Real-time Feedback

Enjoy limitless options with our assistant, seamlessly integrating with your devices to provide instant feedback and enhanced control for your connected home and sensors.

[Learn More →](#)



Medical Analysis

Daily routine analysis from the collected data to help predict any anomaly or disease and also providing your respected doctor with a 24/7 health watch and medicine reminders.

[Learn More →](#)

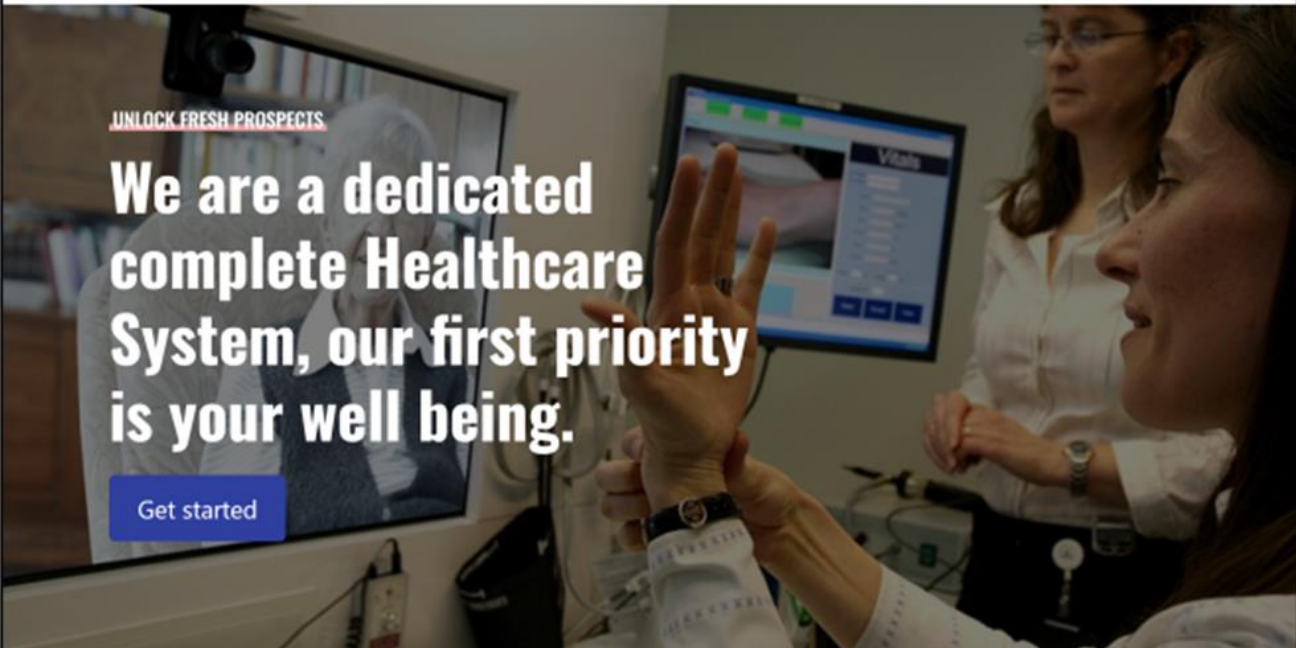


Figure 3. Services Page

2.3. User Home Page

the user can check his doctors' notes and messages and remarks

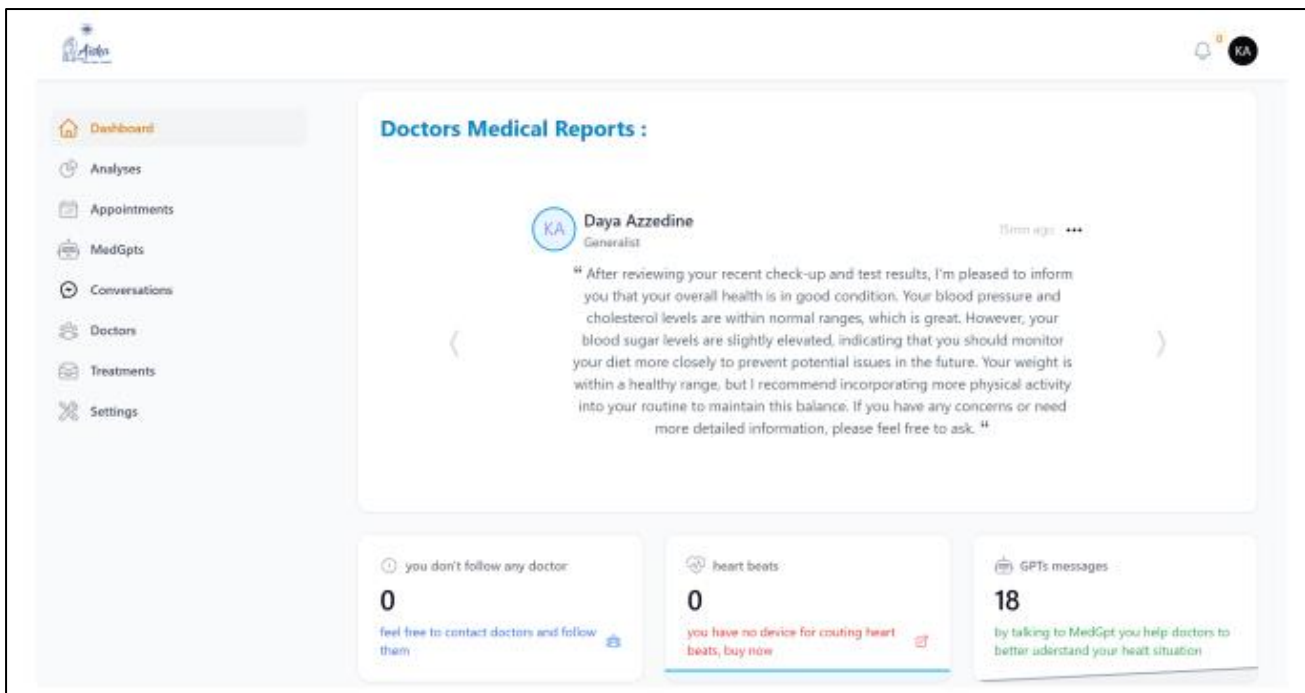


Figure 4. User Home page.

2.4. User Query

The user can ask or discuss with Aisha using Voice or Text, providing freedom in the posting of the query.

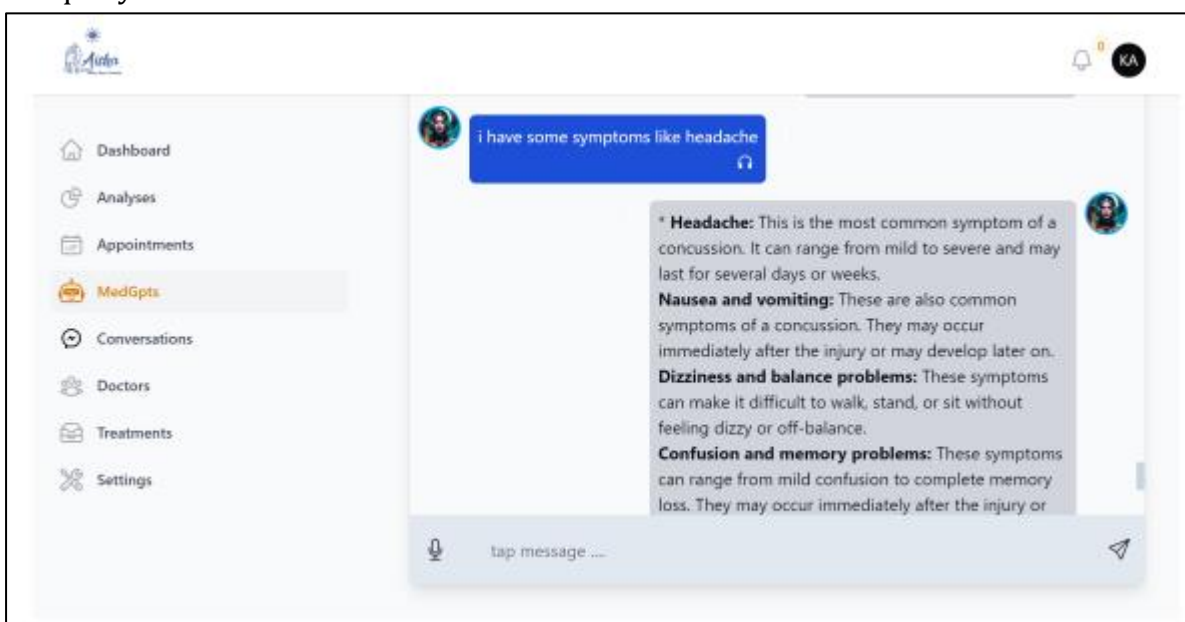


Figure 5. Queries sent by user to Aisha.

2.5. IOT Data Visualization

this section shows the user vital data from the Iot devices at sensors integrated Within the home and his own body.

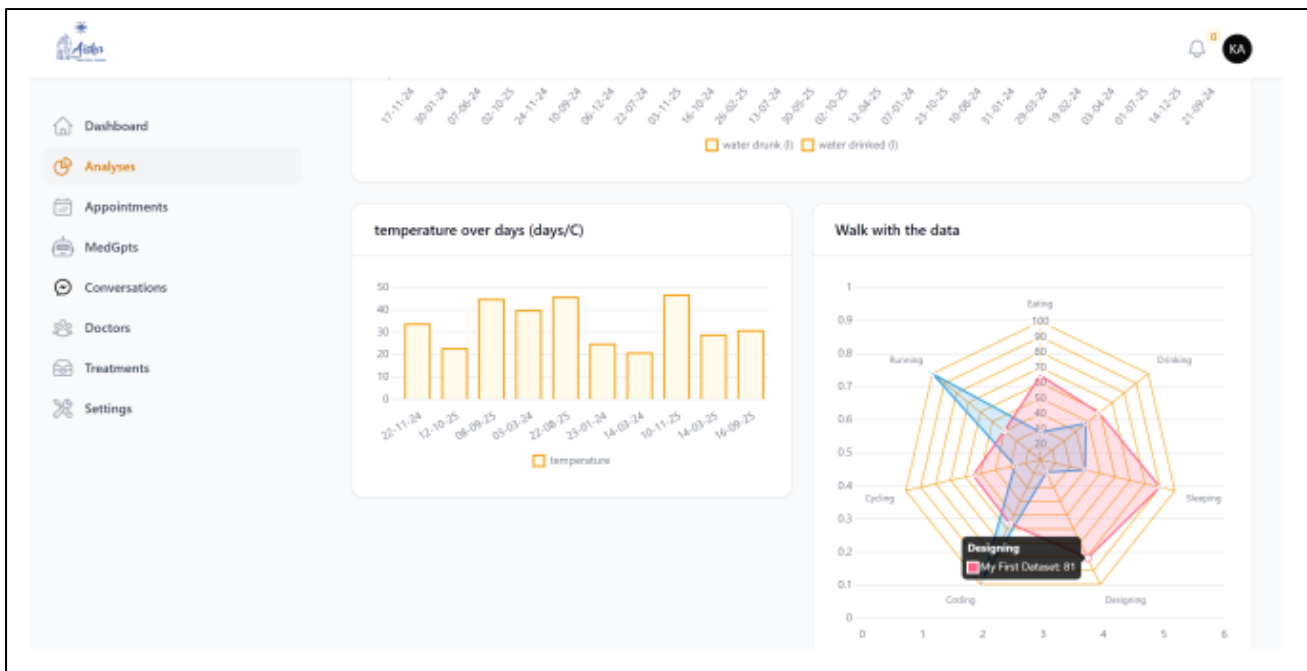


Figure 6. IOT Data Visualization

Doctors Section

in this part we will be showing the doctors side of the system in addition to the options and actions that they are able to do and perform, also the features that are provided with.

4.5.1 Doctor Home Page

this page shows the doctor dashboard or what we call the homepage.

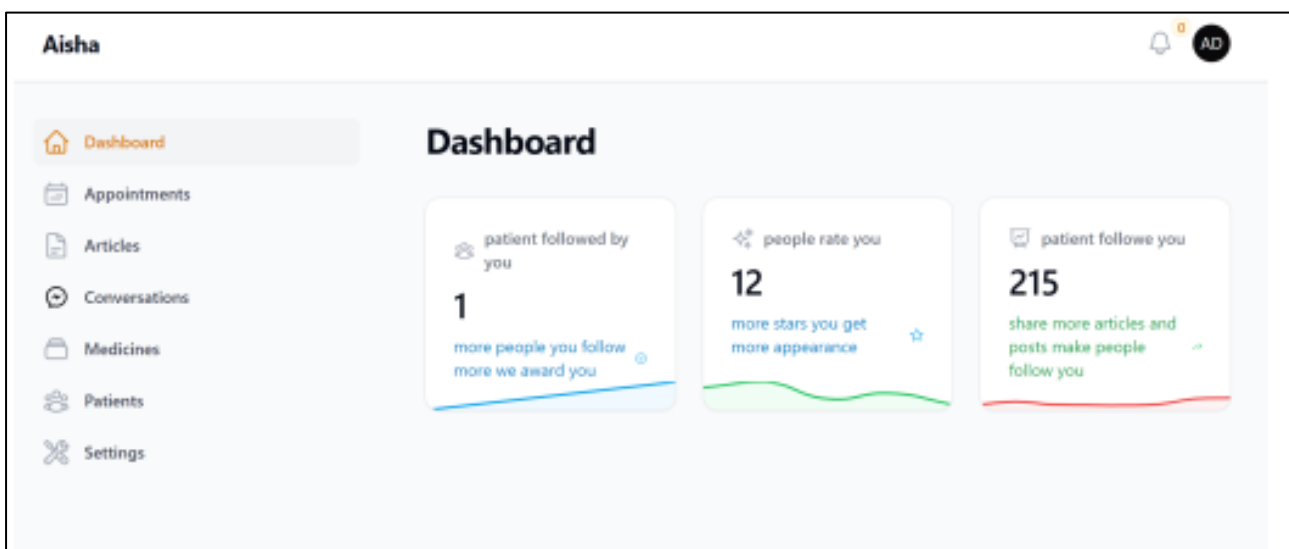


Figure 7. Doctor Dashboard.

IX. STARTUP BUSINESS MODEL CANVAS (BMC)

The detailed business model provides a comprehensive overview of our startup, highlighting customer segments, channels, customer relationships, revenue sources, key resources, core activities, core partnerships, and structure costs. This model is essential to understanding how our business creates, delivers, and captures value in the marketplace.

1. Customer Segments

- Elderly : End users who benefit from health monitoring, reminders, and companionship services.
- Retirement centers : Institutions that seek to improve the quality of care and safety of residents.
- Families of the elderly : Close to seniors who want to ensure their well-being and safety.
- Healthcare Organizations : Hospitals, clinics, and other medical institutions that can use the platform to monitor patients remotely.
- Governments and local authorities : For partnerships aimed at improving public health services for seniors.

2. Value Propositions

- Personalized Care : Personalized health monitoring and reminder services for seniors.
- Real-time security and assistance : Emergency detection and rapid responses.
- Voice interaction and companionship : Intuitive interaction via voice commands and companionate platforms.
- Telemedicine : Online consultation with health professionals.
- Ease of use : Friendly user interface suitable for seniors.

3. Channels

- Online platform : Website and mobile application to access services.
- Partnerships with retirement centers : Integration of services into institutions.
- Digital marketing campaigns : Online advertising and social media to attract users.
- Events and conferences : Participation in health and technology trade fairs and conferences.
- Partnerships with health organizations : Collaboration with hospitals and clinics.

4. Customer Relationships

- 24/7 Customer Support : Assistance available at any time for users.
- Online Community : Forums and discussion groups for users and their families.
- Training and Education : Training programs for retirement centers and families.
- Continuous feedback : Regular collection of user opinions to improve services.

5. Revenue Streams

- Subscriptions : Standard and premium subscription models for individual users.
- Service fees for retirement centers : Prices for the integration and use of the platform in institutions.
- Telemedicine consultations : Fees for online consultations.
- Subsidies and public assistance : Government funding for health innovations.
- Partnerships and Sponsors : Revenue generated by strategic partnerships and sponsors.

6. Key Resources

- Development team : Developers, AI and IoT engineers, and UX/UI designers.
- Technology : Online platform, IoT infrastructure, and AI systems.
- Strategic partnerships : Collaborations with retirement centers, health organizations, and government institutions.
- Financing : External investments, grants, and bank loans.
- Infrastructure : Offices, servers, and production equipment.

7. Key Activities

- Development and maintenance of the platform : Continuous improvement of the technology.
- Research and development : Innovation in AI, IoT, and telemedicine.
- Marketing and customer acquisition : Marketing campaigns and growth strategies.
- User Support and Assistance : Customer support services and technical assistance.
- Training and education : Training programs for users and partners.

8. Key Partners

- Retirement and care centers : Institutions that integrate and use the platform.
- Health organizations : Partner hospitals and clinics.
- Technology providers : Companies providing sensors, IoT components, and software.
- Governments and local communities : Partnerships for public health programs.
- Investors and sponsors : Financial partners to support growth.

9. Cost Structure

- Development costs : Developer salaries, licenses and development tools.
- Production costs : Equipment, raw materials, and supplies.
- Marketing and distribution costs : Advertising campaigns and logistics.
- Management and administration costs : Salaries, rent, utilities, and miscellaneous expenses.
- R&D : Research and development spending for continuous innovation.
- Customer Support : Costs related to assistance and technical support.

This Business Model Canvas provides an overview of your startup, highlighting the key aspects necessary for its operation and growth.

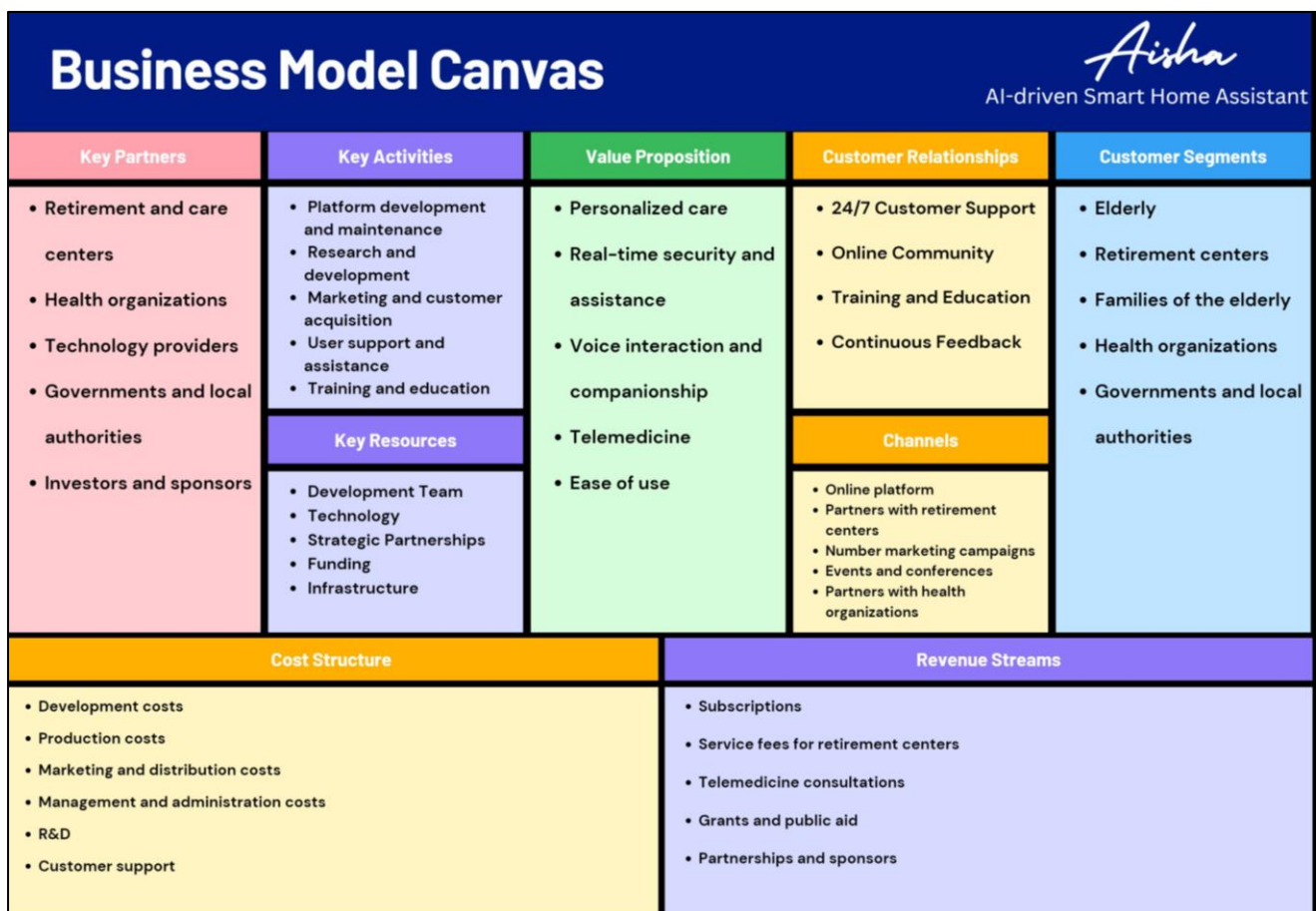


Figure 8. Business Model Canvas.

X. CONCLUSION

The "Aisha: Artificial Intelligence Smart Home Assistant" project represents a significant advancement in the realm of modern services and applications, integrating Internet of Things (IoT) and Artificial Intelligence (AI) technologies to provide personalized healthcare solutions for the elderly. By combining continuous monitoring of vital parameters through IoT sensors with sophisticated AI data analysis, this project enables the rapid detection and response to health issues, offering personalized recommendations to enhance the users' quality of life and well-being. The system's natural communication capabilities, via voice and text, ensure accessibility and user-friendliness, promoting broader adoption among the elderly. Additionally, the choice of the name "Aisha" not only resonates culturally but also embodies qualities of warmth, care, and vitality, which are crucial in a healthcare setting.

This project has the potential to grow into an ambitious startup that can become a leader in the market. By addressing the pressing needs of an aging population, "Aisha" can carve out a significant niche in the healthcare technology sector. The scalable nature of IoT and AI solutions allows for continuous innovation and expansion into new markets, both domestically and internationally. As the demand for eldercare solutions grows, "Aisha" can lead the way with its innovative approach, setting industry standards and influencing future developments in smart home healthcare technology.

Moreover, "Aisha" can create numerous opportunities for youth in the labor market. By fostering a culture of innovation and entrepreneurship, the startup can attract young professionals specializing in AI, IoT, healthcare, and user experience design. These opportunities will not only provide employment but also promote skill development and career growth among the youth, contributing to the overall economic development.

From an economic perspective, the "Aisha" project promises substantial financial returns in the coming years. The increasing adoption of smart home healthcare solutions can drive revenue growth, attract investors, and open up new streams of income through partnerships and collaborations with healthcare providers, insurance companies, and tech firms. As the startup scales, it can significantly contribute to wealth generation, making it a valuable player in the market.

"Aisha" is not just a smart home assistant; it is an innovative and comprehensive solution poised to revolutionize eldercare. By meeting the complex needs of an aging population and leveraging cutting-edge technology, it can establish itself as a market leader, create significant employment opportunities for the youth, and deliver substantial economic returns, thus transforming both the healthcare landscape and the market economy.