LUDOCARE

One line pitch:
JOE empowers children suffering from asthma with their daily treatment, he is a reminder, and a teacher.

Market Analysis:
Asthma is a worldwide disease, estimated to 300 million affected individuals. In France, 4 million people are treated from asthma. Among them near 700 000 children from 3 to 12 years represent our first target users. In western lifestyle countries, the prevalence of asthma tends to stabilize to levels from 5 to 10%. It is in constant increase in developing countries.

Value proposition:
Mobile applications dedicated for asthma propose only reminder and information services. Meyko is a connected object under development. It is addressing a younger target. Projects of smart alarm clocks (Bonjour by Holi) and personal assistants (Tapia, Buddy, Jibo) have reminder functions but are not supposed to host health data. Parents and family are looking for help. JOE empowers children suffering from asthma with their daily treatment, he is a reminder, and a teacher. JOE reassures the parents and participates in reducing asthma costs for the society. JOE is a solution consisting in three parts: an object dedicated to the child, an app for the parents and web based services.

Business Model:
Solution price near 20€ / month (validated by customers survey). Gross margin is evaluated to more than 50%. We plan direct sales thru product website, pharmacy resale and distributors focusing on healthcare products.

IP and Regulatory situation:
IP consists in Copyright, Trademarks, and Trade-secret. JOE and LUDOCARE are registered trademarks. JOE logo and design are protected. www related domains are properties of LUDOCARE.

COMPANY PROFILE

• Website: www.projetjoe.com
• Field:
• Contact: LOISEL Elodie contact@projetjoe.com
• Location:

99 rue des Tables Claudiiennes
69001 LYON France

• Founded in: //08/2017
• Employees: 0
• Financial information (€):
  - Company stage: Proof Of Concept
  - Capital raised to date: 0
  - Monthly burn rate:
  - Capital seeking and date: 1000000 in December 2018
• Investors: