



VISION

We help Seniors to live longer, healthier and happier, at home and bring peace of mind to their children who live far away from them.

CRITICAL ISSUES

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While chronic diseases account for 63% of global deaths, **health systems are unadapted** and preformatted to cure rather than prevent illness. A **lack of monitoring and preventive measures** results in a lack of timely and effective care.
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In China, approximately **200 million Seniors above 65 years of age do not have access to private insurance**. At least 50% of healthcare costs are out of pocket leading to a significant financial burden on the families involved.
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An **acute shortage of caregivers** and care facilities for Seniors means a lonely and difficult experience of growing old at home.

HINOUNOU'S SOLUTION

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Connected Wellness Service, DNA genomic testing and an AI enhanced Companion Robot for daily health and biomarker monitoring, early risk identification and proactive advice on lifestyle changes, all in the comfort of one's own home.
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Access to **no-underwriting accident and death insurance** from PingAn and a **24/7 tele-consultation hotline** to medical professionals, in partnership with AXA.
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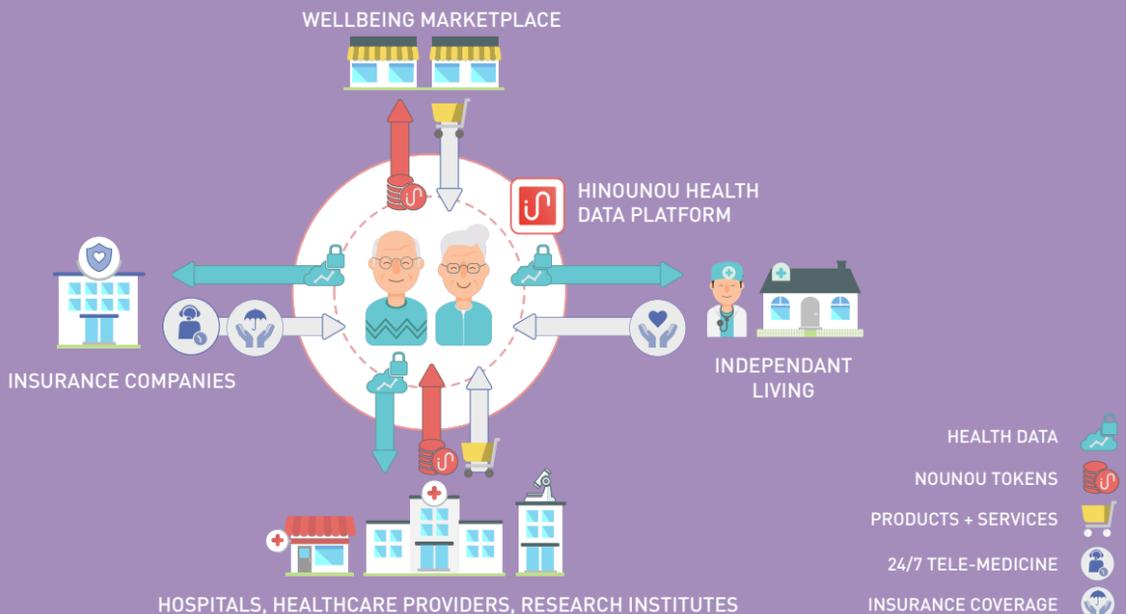
An **intelligent Data Platform** that securely facilitates the storing and sharing of the Seniors' health data **via blockchain**, with individual records stored on side chains to preserve the consumer's rights to privacy and the erasure of data.
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A **token reward system** incentivising Seniors to take control of their health from the comfort of their own home.



THE BUSINESS MODEL

- Seniors are rewarded with **Nounou Tokens** for regular use of the Connected Medical Devices, and for choosing to share their health data with trusted partners such as medical researchers.
- Seniors can spend their Nounou Tokens on products and services offered by our partners through the **Wellbeing Marketplace**. They receive **personalised recommendations** based on insights from their data.



Endorsements:

Named 'Insurtech with Most Transformative Social & Economic Impact' by World's largest insurtech conference DIA Munich

Founder Charles Bark named one of top 3 French AI Entrepreneurs in China by President Macron

Signed Partners:

