## Product Contract

**Product description:** Affordable interactive therapeutic robot

**Intended user:** Individuals with early stages of dementia  
**Intended customer:** Caregivers, families, or nursing homes who could purchase the product for individuals with dementia  
**Market:** $500 each for 1-2% of individuals with dementia worldwide ($175M-$350M)

<table>
<thead>
<tr>
<th>User Need</th>
<th>Product Attribute</th>
<th>Specification</th>
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</table>
| Relieves the Behavioral and Psychological Symptoms of Dementia (BPSD)  
  • Improvement in well-being  
  • Stress relief  
  • Raised self-esteem  
  • Improvement in communication | Encourages interaction | Average increase of ≥50% in WIB (Well/Ill Being) score using DCM (Dementia Care Mapping) observational tool\(^1\)  
Increase in 17-Ketosteroid sulfate (17-KS-S) levels in urine\(^2\)  
An average reduction in Face Score\(^3\) of 2-3 points  
80% of caregivers indicate improvement in communication |

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<tbody>
<tr>
<td>Financial accessibility</td>
<td>Affordable* retail price</td>
<td>$400-$600</td>
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<tr>
<td>Safety</td>
<td>Electrical protection</td>
<td>Zero shock instances</td>
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<tr>
<td></td>
<td>Pinch points</td>
<td>Zero pinch points</td>
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<tr>
<td>Durability</td>
<td>Mechanical/electrical resistance to damage</td>
<td>Maintains full functionality after ≤6 foot drop</td>
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| Easy maintenance | Easily cleanable exterior | Can be cleaned in ≤15 minutes  
Rechargeability | Internal battery charges without product disassembly |

**Notes:**  
* By “affordable,” we mean approximately 10% of the selling price of existing products on the market  
1. Dementia Care Mapping is an observational tool that is recommended by the U.S. National Library of Medicine  