

# 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)

USER NEED		PRODUCT ATTRIBUTE	SPECIFICATION
Relieves the Behavioral and Psychological Symptoms of Dementia (BPSD)	Improvement in communication	Encourages interaction	80% of caregivers indicate improvement in communication
	Raised self-esteem	Provides sense of purpose	An average reduction in Face Score of 2-3 points
	Stress relief	Purring, Tactile and Pressure Stimulation	Decreased cortisol and adrenaline levels, lowered heart rate

Increase of  $\geq$  50% in WIB (Well/ill Being) score using DCM (Dementia Care Mapping) observational tool

CONSUMER NEED	PRODUCT ATTRIBUTE	SPECIFICATION
Affordability	Purchase Price	\$400-\$600
Safety	Electrical protection	Compatible with Pacemakers
	Pinch points	Zero pinch points
Durability	Mechanical/electrical resistance to damage	Maintains full functionality after $\leq$ 6 foot drop
Easy maintenance	Easily cleanable exterior	Removable and machine washable skin
	Rechargeability	Internal battery charges without product disassembly