

High Potential Initiatives Profiles

1 Accelerator

FI-C3



2 Project and Organization

AlzhUp
Reta al Alzheimer S.L.

2.1 Country

Spain

2.2 Project Abstract

Today, 47 million people suffer from Alzheimer's or a related dementia worldwide. These figures are expected to triple by 2050, with 7.7 million new cases every year, according to the World Health Organization, with strong physical, social and economical effects on caregivers, families, patients and society. So, today's challenge is not only to cure Alzheimer's, but to identify in the short term how to live with it, how to delay cognitive effects and how to improve the quality of life of both patients and their relatives, and Non Pharmacological Therapies have demonstrated promising results since stimulating cognitive capacities can slow down cognitive impairment.

Reta al Alzheimer S.L., has been working towards this goal since 2013, developing a unique digital social-health service platform for treating dementias and help in active ageing, AlzhUp.

The AlzhUP platform has three main pillars. It is an aggregator of scientifically validated non pharmacological therapies, (not brain games), the first one being the Integral Cognitive Actuation Program, developed along with CRE Salamanca Spain & Castilla y Leon Neuroscience Institute. The Personal Memory Bank supports customisation of therapies for each patient, by cataloguing memories using a scientific mnemonic algorithm that simulates the real behavior of the human brain. Through Gamification, the active participation of the whole family and environment is promoted, providing information to families to support them in dealing with this situation.

AlzhUP is leveraging FIWARE technology. It plans to evolve the platform to include more services and tools to help in daily problems derived from dementias and covering the whole cognitive decline life cycle from the +65 Worried Well until severe cognitive disease.

2.3 Sector

Human Health and Social Work Activities



2.4 Target Market

B2B

2.5 Business Model

As a digital service, AlzhUp business model is based mainly on monthly subscriptions of 12 €/month. AlzhUp targets both B2C and B2B markets. The B2B channel has been developed through channels such as professional associations and insurance companies. The CAC on the B2B segment is around 1.8 €/month while the B2C is higher (near 50€/user). AlzhUp also has other income sources such as a doctor referral model, training to professionals and add-ons on the service.

Since AlzhUP has developed different strategies for the markets it is targeting based on differences in health systems.

European Market: penetration of the EU market has commenced leveraging a B2B strategy. With B2B stakeholders, and agreements already in place, it will be easier to reach a solid base of users. This strategy is backed up by their first contract with the Caser insurance company.

USA Market: There is a big opportunity in the B2C market with 6 M PwAD unified on one single country and with the culture of paying for their health. The first B2C version of AlzhUp has just been released in June 2016.

SMART CITY SOLUTION	NO
CLOUD SOLUTION	YES
SOCIAL MEDIA SOLUTION	NO
MOBILE SOLUTION	NO
BIG DATA/ANALYTICS SOLUTION	YES
IOT	NO

2.6 Website

www.alzhup.com