



# KindWatch

Smart Sensor Safety & Monitoring for Seniors

Privacy-First · No Cameras · Local System

# The Problem



## Safety Concerns

Seniors living alone face risks from medical events, accidents, and hazardous situations — often undetected for hours.



## Privacy Barriers

Families want monitoring, but seniors reject camera-based systems. Dignity and privacy must be preserved.



## Complex & Costly Solutions

Existing solutions are either too simple (SOS buttons) or too expensive and complex (full home automation).

# Introducing KindWatch

A customizable, privacy-first sensor monitoring platform that keeps seniors safe without cameras — giving families peace of mind and seniors their dignity.



## Motion & Occupancy Sensors

Activity patterns, room presence



## Water Leak Sensors

Flood & pipe burst detection



## Door & Window Sensors

Entry monitoring, security alerts



## Smoke & CO Detectors

Real-time hazard alerts



## Medication Reminders

Smart routine monitoring



## Geo-Location Tracking

Phone-based location for peace of mind

# How KindWatch Works



## Unified Platform

All sensor types in one system — managed through a single dashboard with full visibility.



## Local-First System

All devices connected through a private encrypted network we operate, built on WireGuard — the same technology trusted by major VPN providers. No customer data routes through any third-party cloud.



## Smart Alert Rules

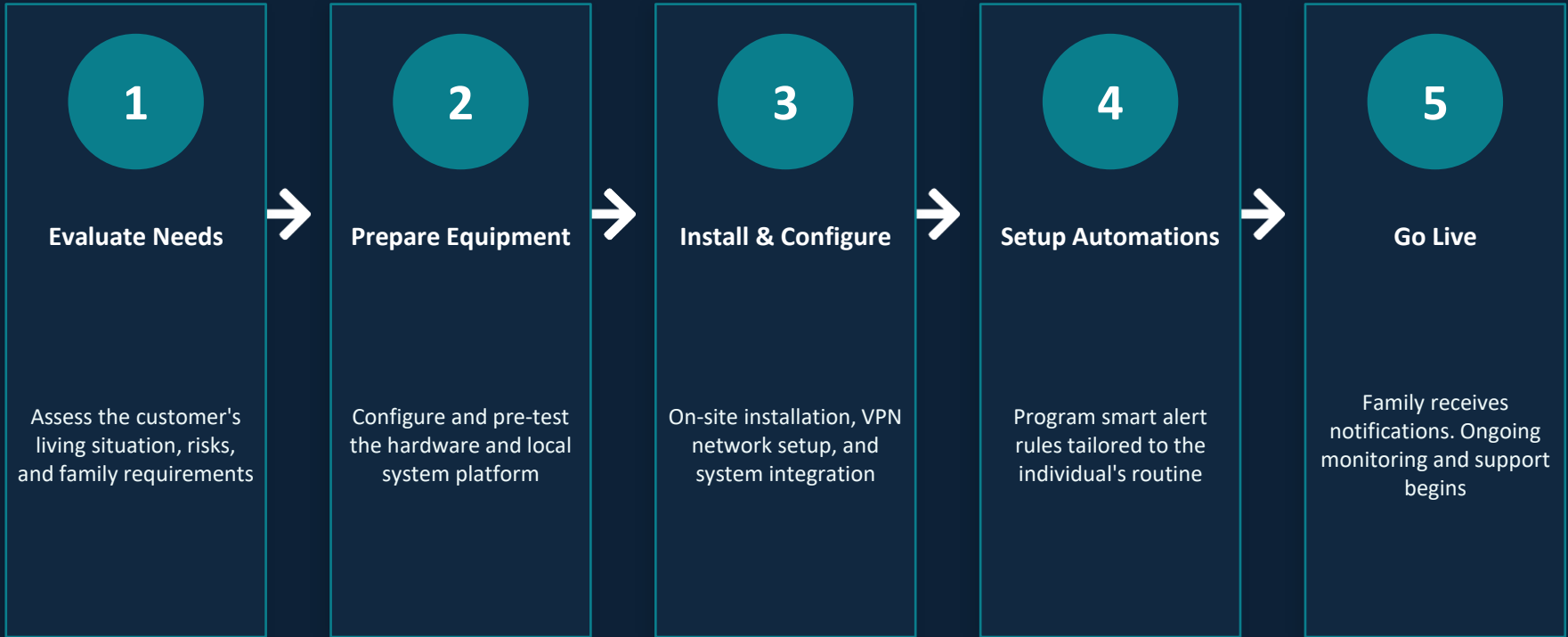
Fully configurable automations. E.g. "If no movement by 10 AM → notify family." Zero coding required.



## Optional Remote Access

Securely access the system remotely when needed, with privacy safeguards always in place.

# Our Process – From Needs to Notifications



# Market Opportunity

**1 in 6**

People will be 60+  
by 2030 globally

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A rapidly growing need  
for home-based care technology



Families with elderly relatives



Seniors living alone



Home care providers



Small care facilities

# Competitive Landscape & Our Advantages

## Existing Solutions

- Wearable devices – require constant wearing
- SOS buttons – reactive only, no monitoring
- Home automation companies – large & costly installs
- Closed ready-to-use devices – not customizable, vendor-locked

## KindWatch Advantages



**Privacy-first — no cameras required**



**Fully customizable per customer needs**



**Vendor-independent — open platform**



**WireGuard-based private network — no third-party cloud**

# Business Model & Revenue Streams



## Installation Fee

One-time setup covering hardware configuration, on-site installation, VPN network setup, and automation programming.



## Monthly Subscription

**Basic** €19/mo

Core monitoring & alerts

**Standard** €39/mo

Extended automations & support



## Additional Revenue

- ✓ Custom sensor upgrades
- ✓ Advanced automation packages
- ✓ Priority support contracts

# About the Founder



Founder & Lead Engineer



20+ years in IT – infrastructure, administration & integrations



Team leadership & end-user support across complex environments



Deep expertise in system integrations and IT project delivery



First-hand caregiving experience with elderly relatives — this is personal



## Our Ask

We are looking for mentors, advisors, and early investors to help scale KindWatch to more families.

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## Next Steps



### Acquire Pilot Customers

Partner with families and small care facilities for real-world deployments and case studies.



### Self-Install Product

Develop a ready-to-plug kit customers can install themselves — reducing setup time and costs.



### Scale & Grow

Expand to home care providers and grow recurring subscription revenue.

# Early Traction

First pilot is live. More customers are ready to move forward.



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**Conversations**

Active discussions with families and seniors



2

**Pilot Interest**

Households confirmed ready to proceed as pilot customers



1

**Live Pilots**

First customer live — real-world validation underway

*\* First pilot customer live. Pipeline reflects confirmed interest as of Q2 2026.*

# Go-to-Market Strategy



## Direct to Families

Phase 1

Word of mouth, local community groups, and targeted social media reaching families with elderly relatives.



## Home Care Partnerships

Phase 2

Partner with home care agencies who can recommend KindWatch to client families as a complementary service.



## Small Care Facilities

Phase 2

Approach small residential care homes needing affordable, flexible monitoring without large infrastructure.



## Self-Install Channel

Phase 3

Ready-to-plug product sold online, opening a scalable lower-touch revenue stream beyond local installations.

# Pricing Rationale

How KindWatch compares to existing alternatives

Solution	Monthly Cost	Privacy	Customizable	Local System
SOS Button	€5 – 15	Yes	No	No
Wearable Device	€15 – 40	Partial	No	No
Home Automation Co.	€50 – 200+	Partial	Partial	Varies
Closed IoT Platform	€20 – 60	No (cloud)	No	No
<b>KindWatch</b>	<b>€19 – 39</b>	<b>Yes — no cameras</b>	<b>Yes — full</b>	<b>Yes — always</b>



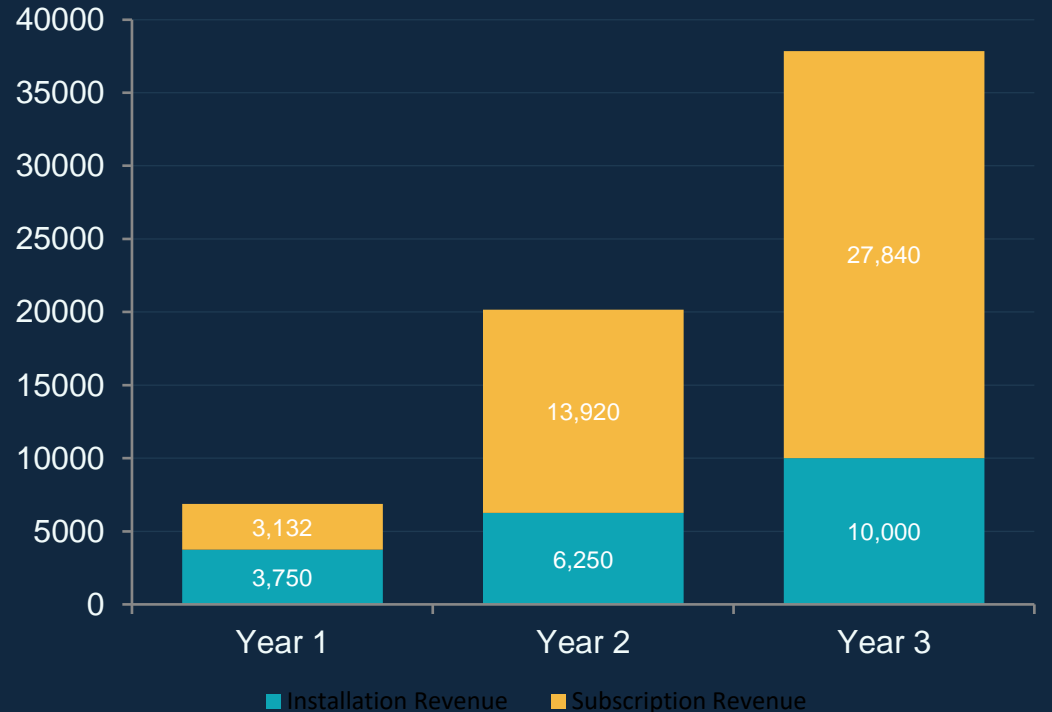
**KindWatch delivers the most complete solution at a mid-market price — with privacy and customisation no competitor can match.**

# Financial Projections (Conservative)

Based on bottom-up assumptions. Intended to illustrate the revenue model, not to guarantee outcomes.

## Key Assumptions

- Avg subscription: €29/mo (Basic + Standard mix)
- Installation fee: €250 one-time per customer
- Year 1: 15 customers by year-end
- Year 2: 40 total customers
- Year 3: 80 total customers
- Monthly churn: ~3%
- Solo operator — no staff costs yet



Year 1 ~€6.9k total

Year 2 ~€20.2k total

Year 3 ~€37.8k total

# 12-Month Roadmap

## Q3 2026

- Launch pilot program
- First 3 paid installs
- Refine automation templates

## Q1 2027

- Self-install kit MVP
- 15+ customers
- Standard plan upsells

## Q4 2026

- Reach 10 active customers
- Publish first case study
- Care agency outreach

## Q2 2027

- Launch self-install
- First care facility
- Target 25+ customers



## Our Vision

*"Every senior should be able to live independently, with dignity —  
and their family should sleep soundly."*



Become the trusted privacy-first monitoring platform for senior care across the Baltics and beyond



Offer a self-install product any family can set up in under an hour — no technician needed



Build a sustainable recurring-revenue business that grows alongside the aging population