

skyjoy.

improving the lives of  
people living with dementia,  
their carers and families.

circadian lighting  
intelligent sensing  
cloud based AI



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# dementia

**850,000** people in the UK are living with dementia, costing the economy **£34.7 billion** per year.

There are more than **6 million** in the US costing the US economy **\$345 billion**.  
By 2050 this could rise to **\$1 trillion**.  
It affects carers and families.

There is no cure.



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# vision

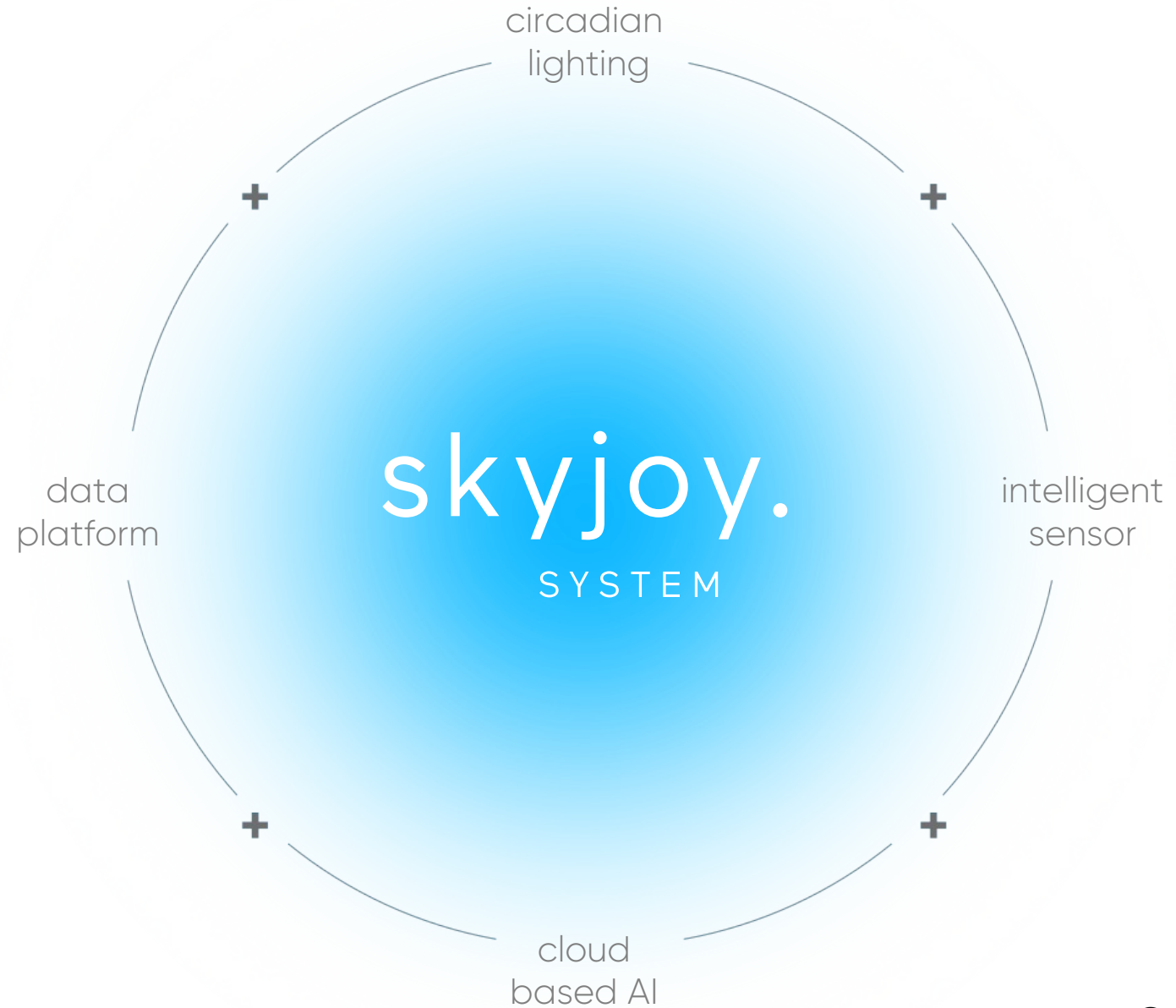
skyjoy will transform lives.

We will become the gold standard for intelligent circadian lighting. Our behavioural data will be the benchmark for designers and professionals in healthcare, education and business environments.



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A technology solution to help people with dementia experience a more natural, safer day to day life.



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# what makes us different?

## circadian lighting

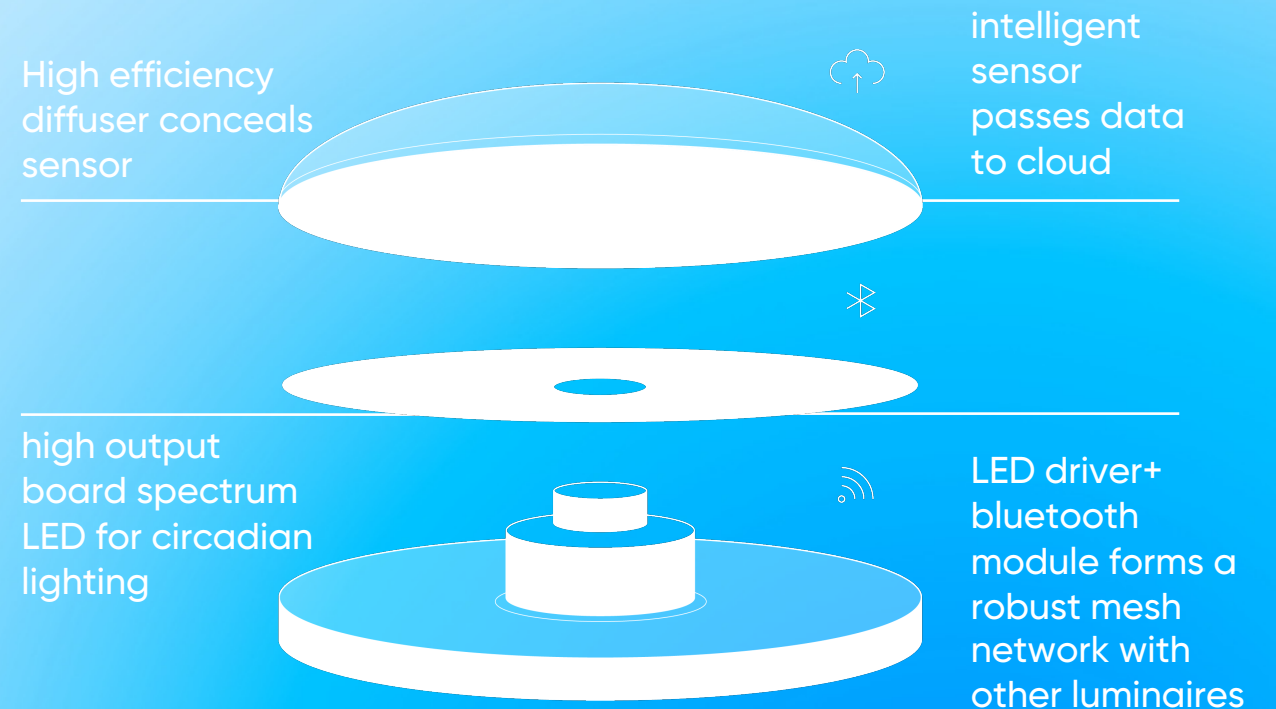
Human-centric lighting to entrain the body's own internal clock reduces stress/anxiety, slows loss of function, improves wellbeing for residents and staff.

## innovation

The unique internal sensor and cloud based AI allows us to learn dementia behaviour patterns and improve care. Modular design allows for mid-life upgrades as technology develops.

## data for insight

The collective data can be used to improve care practices and provide insight to transform dementia care.



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# what makes us different?

## people effects

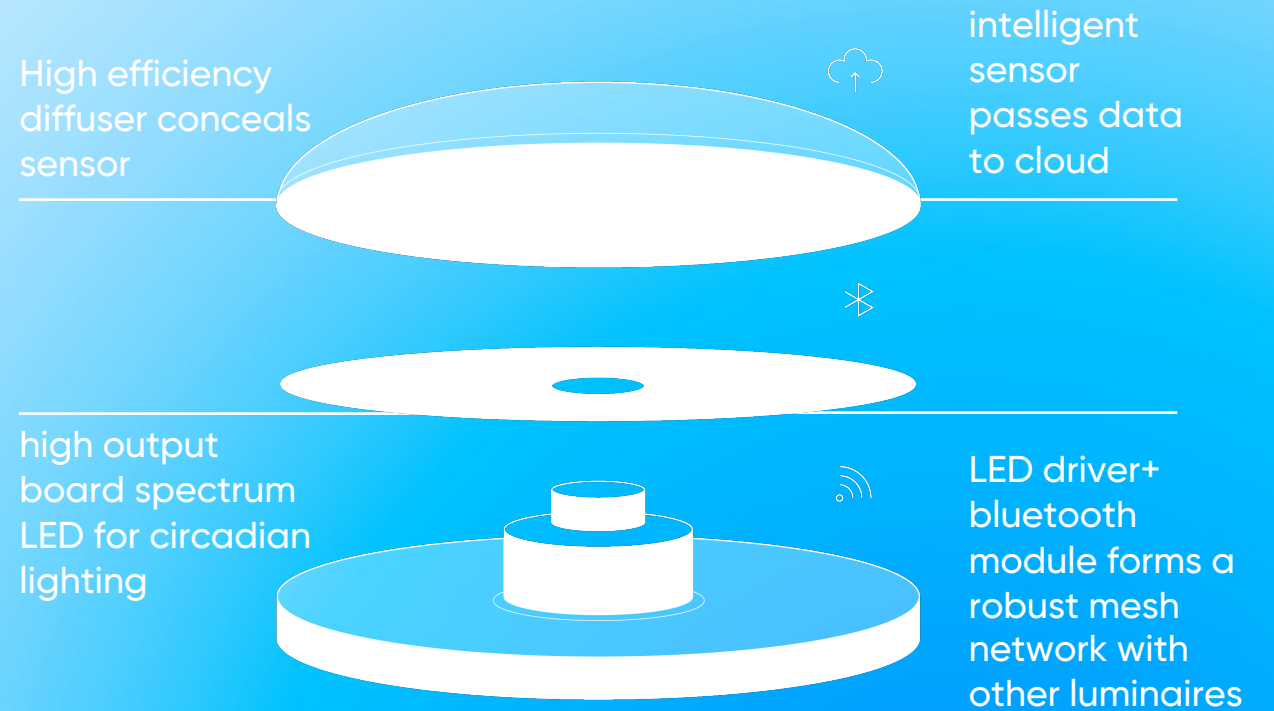
Reduced stress and anxiety, improved well-being, sleep patterns and quality of life.

Faster response to potential falls for residents.

Better management- reduced stress on staff reduces costs/turnover/recruiting.

Dr Pamela Topping is a globally recognised thought leader in dementia design, Lloyd Crawford has decades of experience in lighting for healthcare.

We've already proved the technology in trials, patent applications are well underway in UK, EU and US.

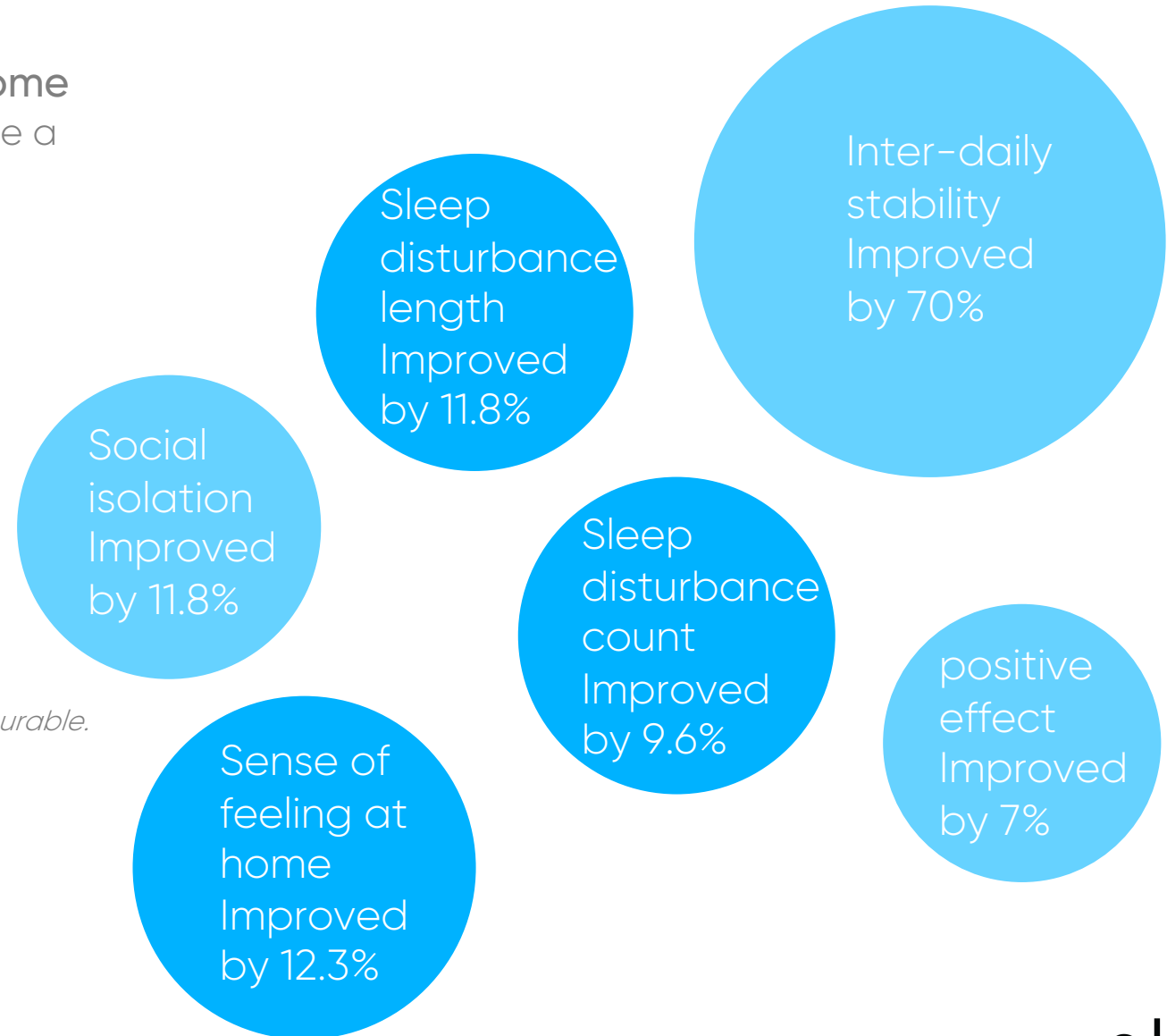


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# proof of concept

## trial at Kirk House Residential Care Home

Kirk House trial will be extended to become a long term study. Second trial ongoing at Elm Court Belfast.



*Even after 10 weeks positive indicators are clearly measurable.*





# proof of concept

costs of dementia to nation/state

| market | population | approx number living with dementia | cost to nation/state p.a. | notes                                  |
|--------|------------|------------------------------------|---------------------------|--|
| UK     | 68.7M      | 0.9M                               | £34.7bn                   | (estimated to rise to 1.6M by 2040)    |
| EU     | 448.4M     | 7.8M                               | €165bn                    | More than 20% of population is over 65 |
| US     | 334.2M     | 6.7M                               | \$345bn                   | Estimated to be 13M by 2050            |

Sources: Alzheimer's Society UK - Alzheimer Europe - University of Oxford Press

UK care home market value **£7.7bn.**

Demand for beds has **increased since Covid 19.**

Staff costs are **57.6%** of care home running costs.



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# competitors

|             | circadian lighting | intelligent sensor | proven wireless network                    | data capture and analysis  | privacy                                |
|-------------|--------------------|--------------------|--|----------------------------|--|
| Skyjoy      | yes                | yes                | Bluetooth – reliable, proven open API      | Yes – using cloud based AI | Doesn't record images                  |
| Circadacare | yes                | no                 | hard wired – uses proprietary smart driver | no                         | not applicable                         |
| Nobi        | yes                | no – uses camera   | uses wifi – risks exposure to security     | unknown                    | records images – potentially intrusive |

Circadian lighting is well recognised in the lighting industry intelligent sensing and artificial intelligence less so.

We are using reliable technologies in a new, innovative way and the data we gather has great value to care providers, developers, architects, clinicians, insurance companies



# dr. pamela topping

Thought leader, consultant  
and academic educator in  
dementia design.

Pamela began her career as a nurse changing direction to become a Consultant specialising in Dementia Design. Pamela completed a B.Des (Hons) Degree in 3D Design, MA MDDD, PhD and is Associate Fellow of The Higher Education Academy. Pamela cultivates dual expertise as a design consultant and healthcare professional and collaborates on dementia design with other thought leaders in Canada, US, Netherlands and Australia.



# lloyd crawford

Co-founder of Chroma Lighting, an experienced commercial lighting designer for the built environment.

Chroma Lighting is an award winning company celebrating 25 years of professional lighting design. A Fellow of the Society of Light and Lighting, Lloyd has developed several bespoke luminaires for healthcare environments and maintains strong connections with lighting manufacturers throughout Europe.



# future development

## STAFF

Expand our team with 2 new staff in manufacturing and software positions

## TOOLING

Purchase production resources to allow manufacture at scale initially for UK market.

## SUPPORT

Skyjoy system uses trusted technologies, we will create a service and support model that is accessible.

## STRATEGY

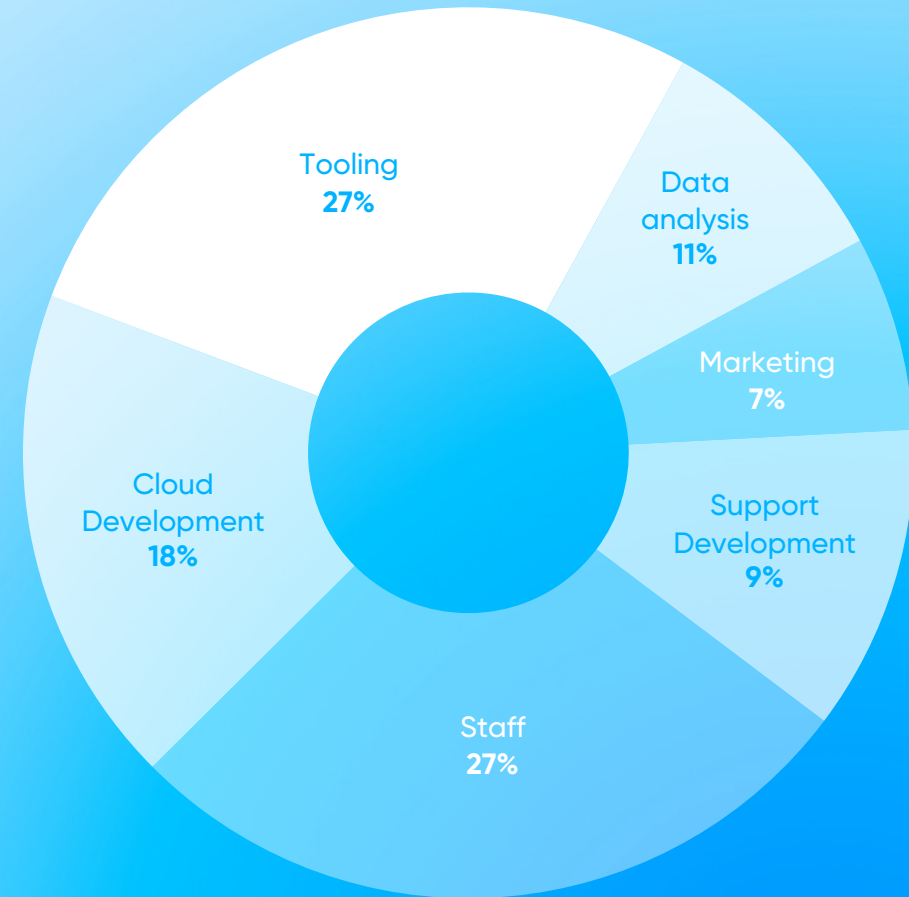
Large scale trial in UK to deliver larger data sets- reinforces trust in the system

## AI DEVELOPMENT

Further AI development and app design - already in progress. This will ensure accessibility and scalability.

## MARKETING

Data analytics will provide valuable knowledge and insight for different customer bases. We will investigate how to target potential customer bases.



*Pre-seed investment division- based on £500,000*



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## the ask: £500K pre-seed

followed by £1,500,000 to bring the system to UK, EU and US markets.

## how we sell:

hardware sales, annual service contract, data pattern analysis

|   | 2024     | 2025         | 2026            | 2027            | 2028        | 2029        |
|---|----------|--------------|-----------------|-----------------|-------------|-------------|
|   | UK Trial | UK/Rol Sales | EU Market Entry | US Market Entry | >           | >           |
| Gross income - hardware                     | £171,720 | £686,880     | £1,717,200      | £6,824,000      | £11,953,200 | £18,440,000 |
| Gross margin (see luminaire cost breakdown) | 43.2%    | 43.2%        | 43.2%           | 43.2%           | 43.2%       | 43.2%       |
| Support contract (est.)                     | £3,000   | £12,000      | £30,000         | £120,000        | £210,000    | £320,000    |
| Data monetisation (est.)                    |          | £12,000      | £36,000         | £168,000        | £315,000    | £480,000    |
| Gross profit                                | £77,263  | £321,053     | £808,633        | £3,239,158      | £5,694,371  | £8,774,701  |
| Profit after tax                            | -£18,189 | £64,843      | £1,166,907      | £1,871,327      | £3,755,497  | £6,059,761  |
| Investment                                  | £500,000 |              | £1,500,000      |                 |             |             |

Sales projection – 6 years



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# invest now

## dementia

- A global problem
- Growing rapidly with ageing population
- Care costs are increasing rapidly
- **There is no cure**

## Skyjoy system

- **Will improve quality of life for potentially millions worldwide**
- Improve care, faster response, better care planning
- Reduced staff costs for operators
- Language free
- Transparent in use
- Easy to install

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£500K pre-seed to bring the system to UK and EU followed by £1,500,00 to exploit US markets & develop next generation technology

## Revenue streams

- hardware sales
- service contract
- data sales/leasing



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