



# ***ASSISTO***

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The Complete Tech Companion for Senior Citizens

## Problem: Service Marketplace in 2022



Less **Connectivity** with  
Service Offering Side



**Complex** User Interface



No **Safety** Measurements



**Conventional** System  
(no specialized method for  
elderly)

## Solution

Assisto is a simple application made for the senior citizens to get services and emergency help



### Simple App

A simple application with minimal UI to request services, specially made for elderly



### Sign Up and Use

People >60 can register using their ID



### 1-click Request

AI Technology finds the best service for you



### On your Location

Agent\* comes on your doorsteps to provide service



### Emergency Help

Contact directly with your trusted contact or nearby police station

\*An **agent** is a verified individual who provides service to the elderly

## Our Solution: **ERRC** Grid

### **Eliminate**

Complex service  
requesting process

### **Raise**

Focus on elderly,  
Simple technology,  
AI Implementation,  
Emergency Helps for  
Senior Citizens

### **Reduce**

Time Consumptions,  
Service from expensive  
companies

### **Create**

Elderly Specialized  
service,  
Locating Tracking for  
Safety



## Features



Service request through phone call and SMS (for those who don't have smartphones)



Emergency Help Request



Latest Web and Mobile App Technology

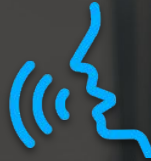


Feedback and Ratings

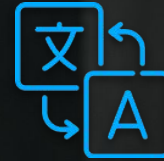


GPS Tracking and Locating Sharing with Trusted Contact

- Directly Send your location to law enforcement agencies



Voice Command Functionality



Language Support:  
English and Bengali.  
Extension to Arabic, Spanish and Portuguese soon

## Targeted Customers



60+

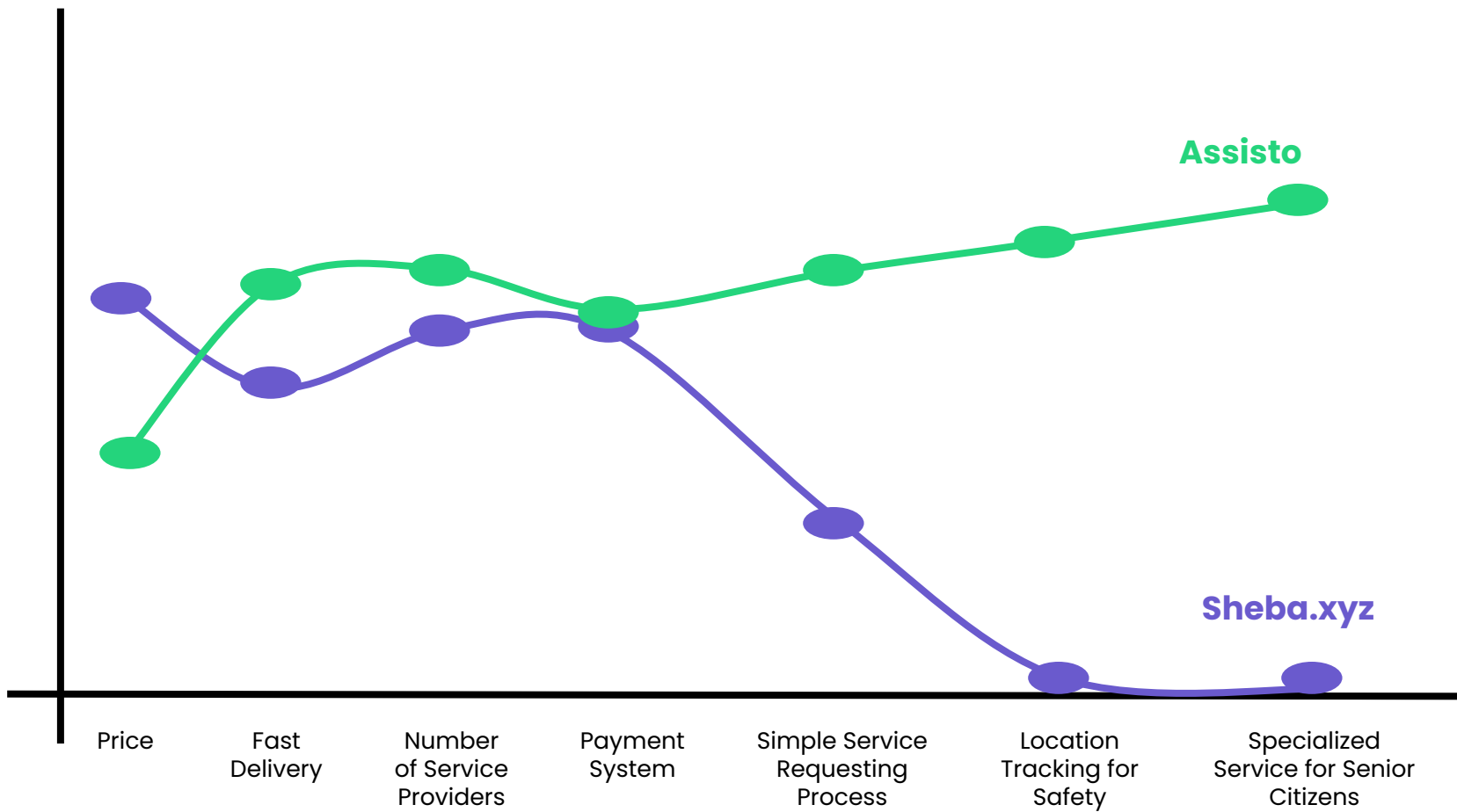
People over the age of 60 (senior citizens) are our targeted customers



<60

People aged 60 or below can use the app as trusted contacts

## Competitive Analysis: Sheba.xyz vs Assisto



# Expansion Plan

Phase 1: January 2022 - December 2022

Phase 2: January 2023 - December 2024

Phase 3: January 2025 - beyond

## Phase 1

Launching our app for the Pilot Stage

Covering up the Pilot Stage with the response from app among 20 people by October

Making it available for the ultimate Public services in the Google Play Store

## Phase 2

Putting up the Marketing Strategy and SEO for getting much credibility

Partnering with Health Ministry and High-officials

Giving it a try to extend beyond the Bangladesh border, focusing on the South-asian countries; where problems are so common

## Phase 3

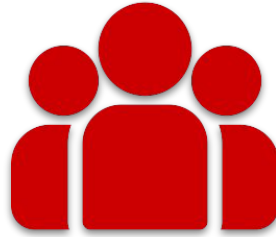
Expanding Globally gradually with this small but intensified scales globally with the aim of SDGs



## OUR **PROGRESS**

15+

Helped over 15 Senior Citizens as  
Pre-revenue and Pilot Project



Partnered with 2 social business: Old  
Age Support Foundation (OASF), and  
Learn To Code Foundation\*

3000+

Reached 3000+ People  
through our Workshops and  
Projects of OASF

\*Old Age Support Foundation provides help in reaching the senior citizens.  
Learn To Code Foundation provides technological support to Assisto

## Team

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Ahnaf Ilman



Azraf Khan Zarif



Shah Md Rafael Rashid



Sagufta Rahman Anchal



Ahnaf Tausif Nehal