



teleCalm[®]

protecting seniors, empowering caregivers

Tavis Schriefer, CEO

Veteran and Woman
Owned Company



PORTFOLIO
COMPANY



MASSCHALLENGE

2019 DIAMOND

\$100K AWARD

Extremely common problems for those suffering from Alzheimer's

Incoming Calls

Telemarketers
Robocallers
Scammers

Toxic Family
Members



Outgoing Calls

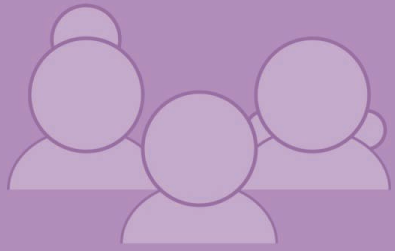
Home Shopping
Donation Sites
TV Advertisers

Late Night Calls

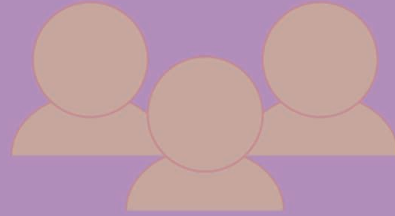
Repeated Calls

911 Abuse

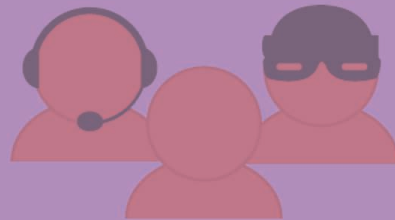
Best Solution for Caregivers and Loved Ones



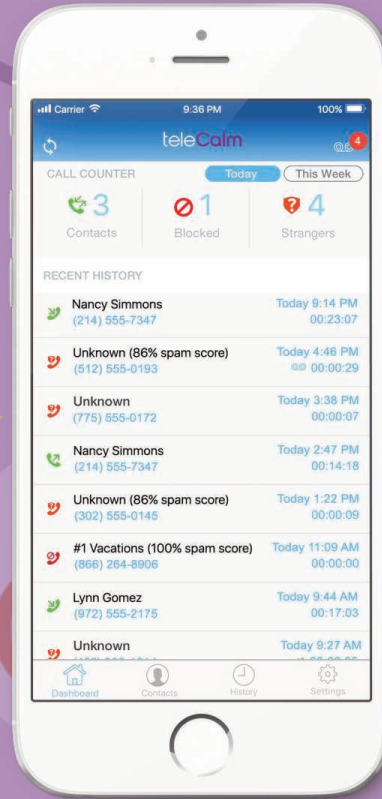
FRIENDS
& FAMILY



SUSPICIOUS
CALLERS



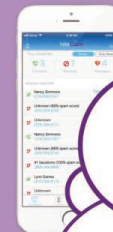
KNOWN BAD
CALLERS



Heart
of the
Service

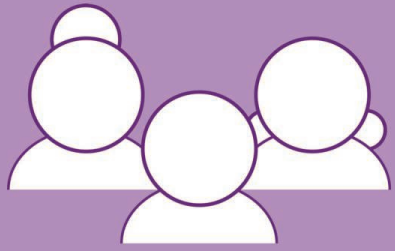


SENIOR

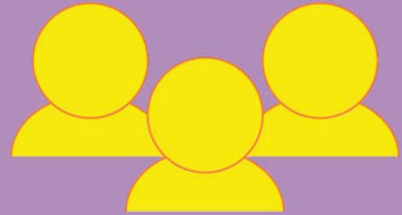


CAREGIVER

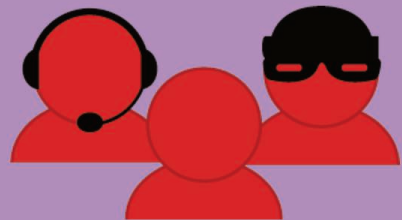
Best Solution for Caregivers and Loved Ones



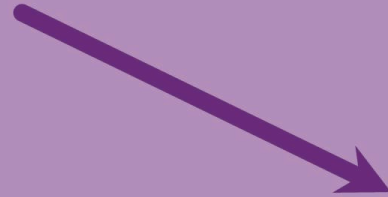
FRIENDS
& FAMILY



SUSPICIOUS
CALLERS



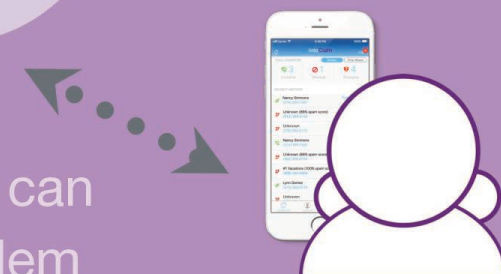
KNOWN BAD
CALLERS



Calls with trusted contacts pass straight through, while suspicious callers and known bad guys are blocked immediately.



SENIOR



CAREGIVER

Using our Caregiver app, family caregivers can prevent 100% of the bad calls – even problem calls the senior makes due to their dementia.



24%

costly unneeded
911 calls



34%

disruptive
late-night calls



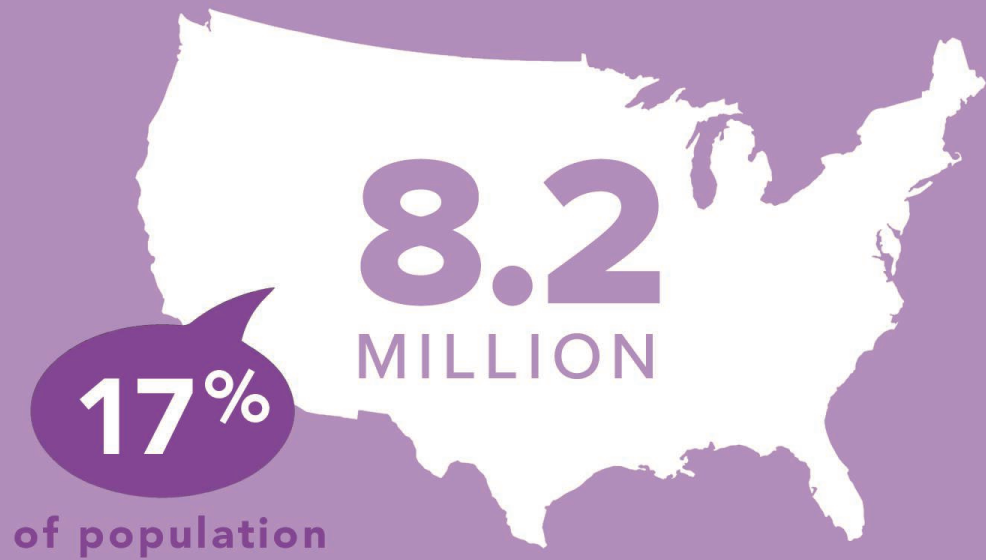
28%

stressful
repeated calls

stops the bad calls

62%↓

reduction in calls



seniors with dementia

1,850+ / Day

10.3M by 2025



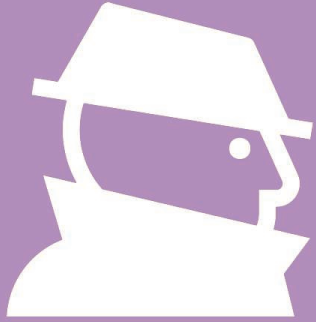
81%

Live at
Home



19% Senior Living
Communities

30K+ Communities in US



\$36
BILLION

Defrauded
annually from
Seniors in US

Economic Benefit from Stopping Bad Calls

70%

Involves the
telephone

18%

Family member
or ex-caregiver

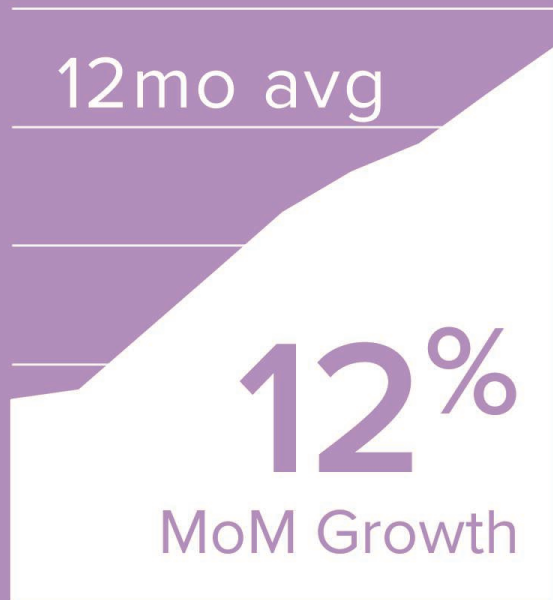
911

False Alarms

Strain to **EMS** resources
resulting in **fines** to families

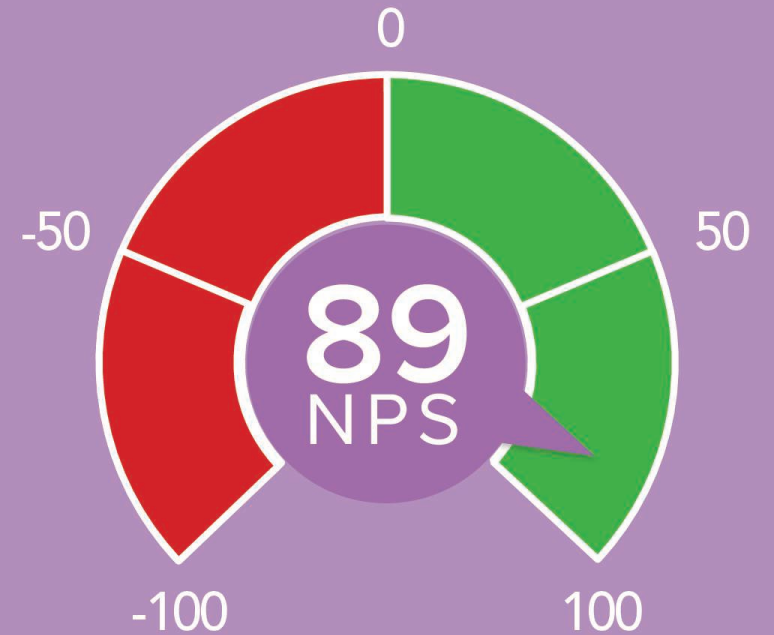
Current Traction

\$19K **+450** **1.5M**
MRR SUBSCRIBERS CALLS



Preferred Service in
16 Senior Living
Communities

The icon consists of three stylized houses with gabled roofs and small square windows. The houses are arranged in a row, with the middle house slightly behind the other two.



4 US & INT'L
PATENTS

The icon is a circular emblem with a gear inside. A ribbon is tied around the bottom of the circle.



Home
Phone



Cell
Phone



No Internet
Required



Scam
Protection



Late-night
Calls



Repeated
Calls



911
Abuse

teleCalm[®]



2020



Patented Protection

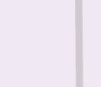
greatcall.
jitterbug



Charter
Spectrum



Vonage[™]



Call Blockers
Nomorobo, Robokiller, etc



BENEFITS

Go To Market



Direct / Affiliate
& teleCalm Mobile

Partnership
Opportunities

Caregivers

*24/7 via web,
Facebook, affiliates,
and senior livings*

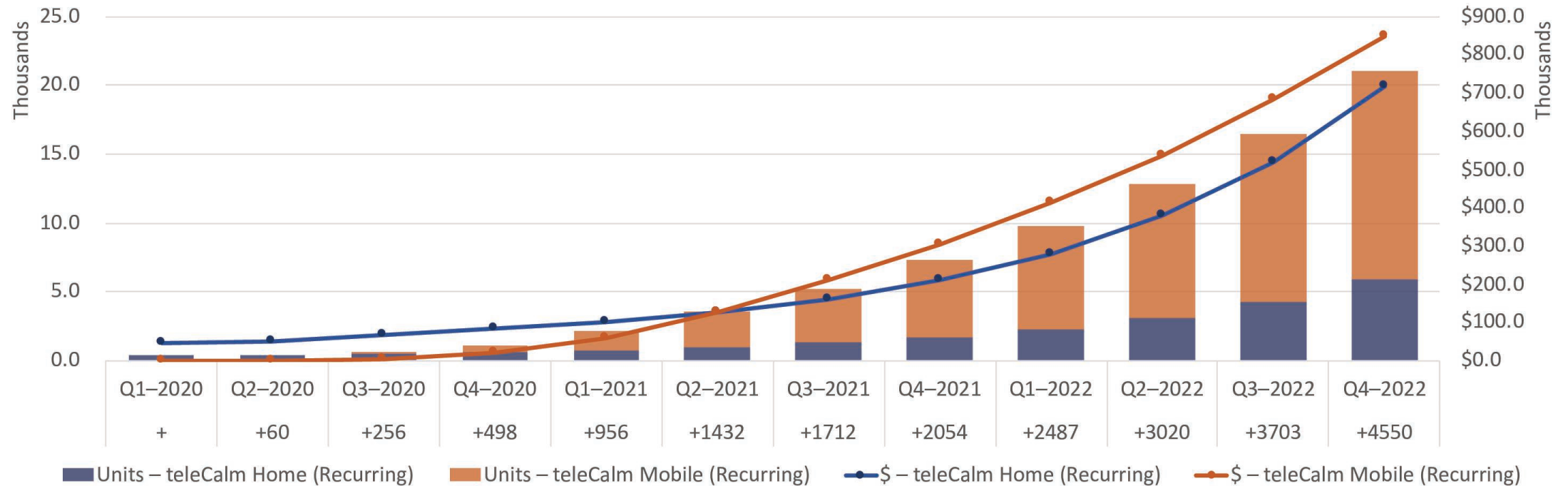
Senior Living
Communities

Caregivers
during move-in

Seniors at Home

Seniors in Communities

teleCalm Unit & Revenue Forecast



2020 ARR: ~ \$475K

- Organic growth from Google search and senior livings. MoM: 10% net.
- Launch teleCalm Mobile MVP in Q3. Ramps to 2-3x of home service units organically (feedback from caregiver and senior livings.)
- Ramp-up awareness and demand generation activities.

2021 ARR: ~ \$2.2M

- Awareness campaigns via paid Google, YouTube, and Facebook ads targeting family caregivers.
- Awareness campaigns on LinkedIn targeting senior living communities.
- Launch teleCalm Mobile v1.
- Move to Amazon fulfillment.

2022 ARR: ~6.8M

- Continue 2021 efforts, plus...
- Build strategic relationships in nationwide home care and senior living operators/owners.
- Build nationwide sales channels with Best Buy or similar.

* Note: These are forward-looking projections that cannot be guaranteed.

FOUNDERS



Tavis Schriefer, CEO

- 2nd Startup
- 11 yrs telecom



Carl Ott, CTO

- 2nd Startup
- 15 yrs cellular R&D



Jill Schriefer, CCO

- 8 yrs telecom
- 13 yrs social good

ADVISORS / INVESTORS



Senior Healthcare

Kathleen Warshawsky

Aging 2.0 / Seniors BlueBook



HealthTech

Arlo Gilbert

Osano / Meta SaaS



SaaS Sales

Brian Land

Lucidworks



Strategic Partnerships

Thorsten Mayer

Southwest Angel Network



Business Advisor

Michael Cope

Capital Factory

INTELLECTUAL PROPERTY



Patent 9,686,392 granted Jun 2017

Patent 10,425,518 granted Sep 2019

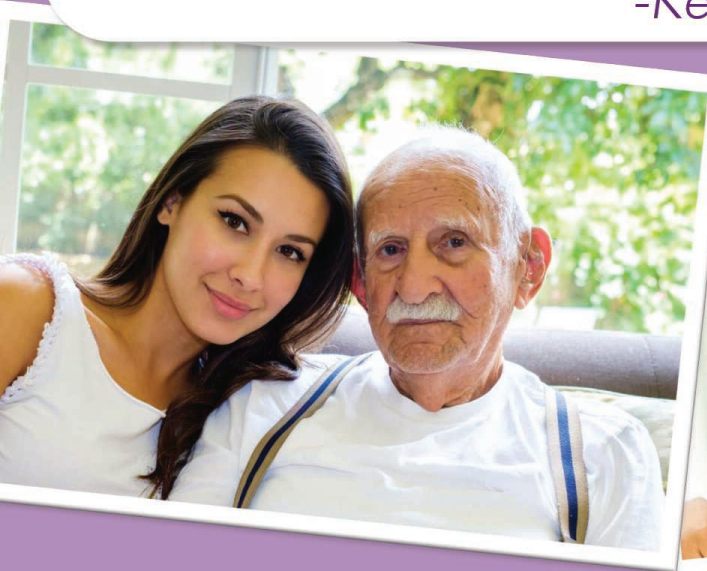
EU Pat No: 3 318 050 DE GB granted Jun 2020



registered trademark granted in May 2017

"It's been an enormous blessing for my dad and our whole family. Such an amazing product!"

-Kelli



"411 is no longer an issue, saving us hundreds of dollars a month!"

-Meredith



"Has definitely helped my sanity. There are days that mom calls up to 20 times. So helpful!"

-Peggy

"I love that the phone does not ring for her if it's not a contact. Thanks for creating such a useful solution to help caregivers!"

-Renee