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Make dementia a choice! At HILDA GmbH we give our everyday best to offer state of the art digitized dementia prevention for healthy people of 55 and older.

Stage: Seed, Series A

Industry: e-Health // Lifestyle

Number of Employees: 8 (Q1/'22)

Market Size: \$ 800 bil.

Investment Opportunity: € 2.6 mil.

Use of Funds: Certification as a medical product (DiGA) to enable further accelerated growth; Team; Marketing; Internationalization (DACH)

Problem

Nowadays every third person is going to be affected by dementia. No other disease causes more suffering to the affected and their loved ones. Dementia is the main driver for the need of care and for the nursing crisis - the most important problem in the western world.

Solution

A daily 15-minutes conversation with our artificial personality HILDA. In order to delay dementia HILDA combines the methods of the most successful dementia studies with additional scientific findings. During your conversation you will be asked about your biography and life while listening to music. To achieve the best results HILDA will then ask you at the end of every session details about the music you just heard (dual-task method).

Management Team



Thomas Marek
Founder, CEO
Founding Experience, Expert in Digitalization and IT Projectmanagement



Alexander Stierl, MSc
CFO
Founding Experience, Expert in Strategic Management and Corporate Finance.

Market

Worldwide spendings for the caring of dementia patients currently add up to over \$ 800 billion every year. More than for any other disease. While we can't reduce that in the short-term, we can reduce it in the long-term by providing the newest preventive measures - a hardly explored market.

Competitive Landscape

There is clearly too little precaution against dementia. The only prevention that is publicly known is to live a healthy lifestyle and to use your brain. There are countless apps that help with health, fitness or brain training. However, they all have in common that they do not follow scientific methods to prevent dementia and thus their non-effectiveness has been proven.

Traction to Date / Revenue Forecast

No capital requirements as lifestyle app.
Break-Even Q4/2023. Revenue forecast as certified medical product (in mil.):

2022	2023	2024	2025	2026
€ 0.08	€ 1.1	€ 3.2	€ 8.5	€ 18.5

Business Model

B2C Subscription Model: € 24,90 p.m. (incl. VAT, Tablet & Headset). Customer aquisition through direct marketing and sales partners (e.g. doctors; nursing homes; etc.).