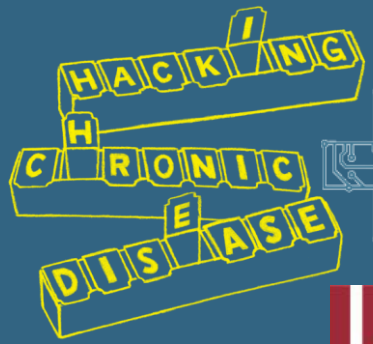
Augmented caRer

#AugmentedReality

A therapeutic technology for patients with Autism Spectrum Disorder (ASD)

Autism is a neurodevelopmental disorder characterized by impaired social interaction, verbal and non-verbal communication, and restricted and repetitive behavior



Massachusetts Institute of Technology

CONTACT

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www.augmentedcarer.com

Autism: Facts

<u>High prevalence</u>: 1 in 45 US Kids (In 2006 the prevalence was 1 in 110)

High costs: $265 billion for 2015, US (Projected will rise >$1 trillion by 2025)

£32 billion a year, UK (> heart disease, cancer & stroke combined)

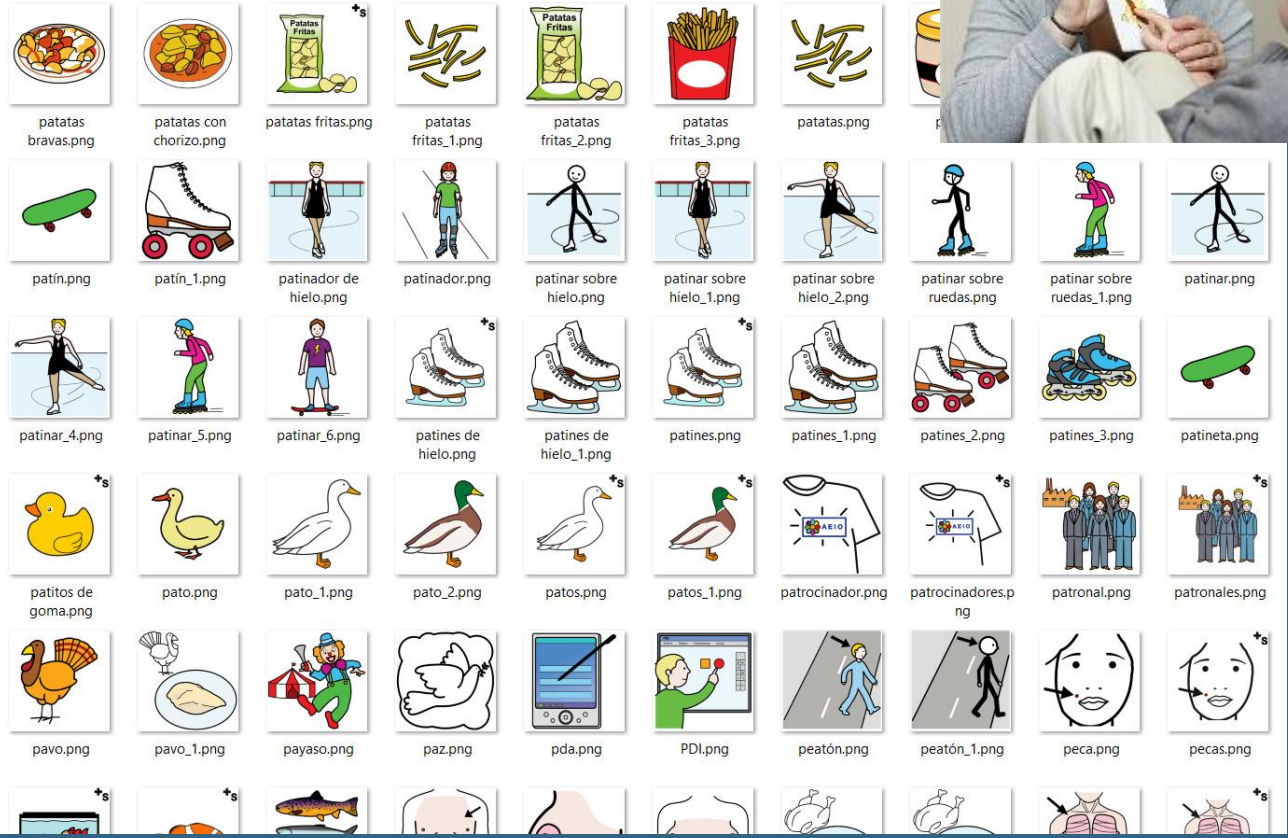
Therapeutics cares & special education.
Average lifetime cost/person with autism over $4 million (Harvard)

Challenge

Communicate and interact with others.
Simple tasks and concepts difficult to grasp.
*2014: 25% don't communicate verbally**

** Ref: Based on a study from London School of Economics and Political Science*

NOW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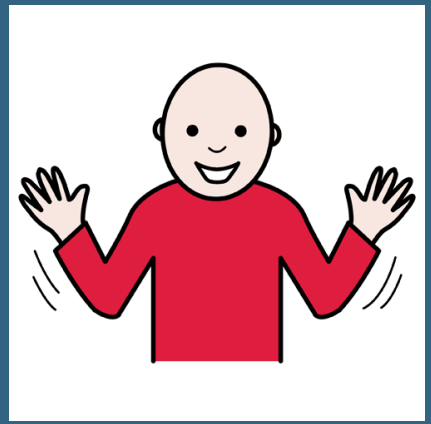
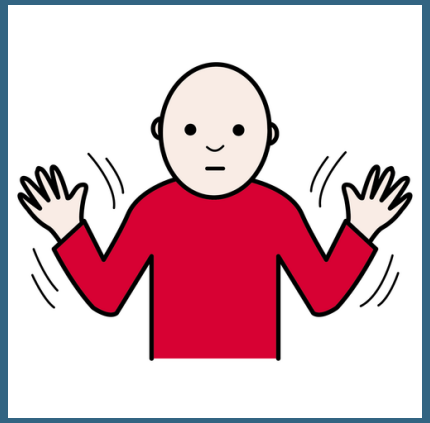
HELLO



HAPPY

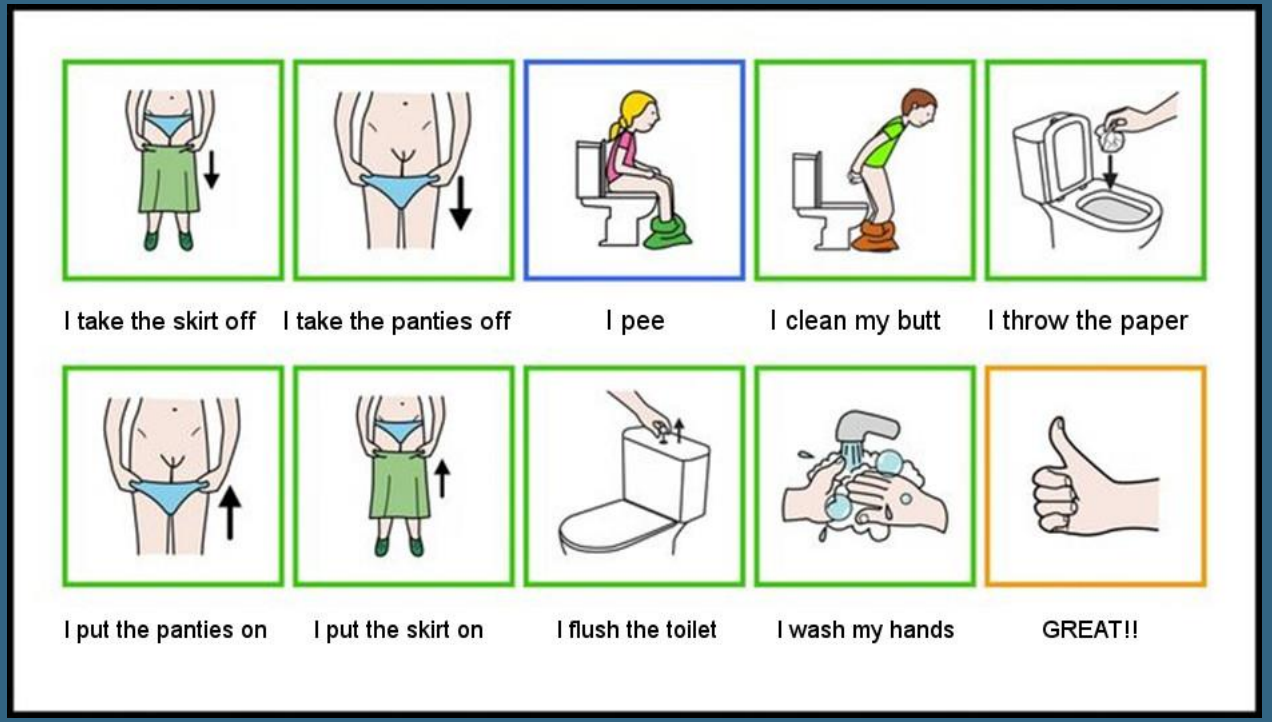


FLAP

MORE THAN 30,000 PICTOGRAMS (AND INCREASING)

"The Great Han–Japanese Dictionary" 50,000 Kanjis

SIMPLE TASK – 10 PICS.



Clinical Need

There is a need to endow autistic children with clearer, more consistent means of non-verbal communication.

Augmented Reality Can Help Children With Autism Tap Into Their Imaginations
UK, 2014

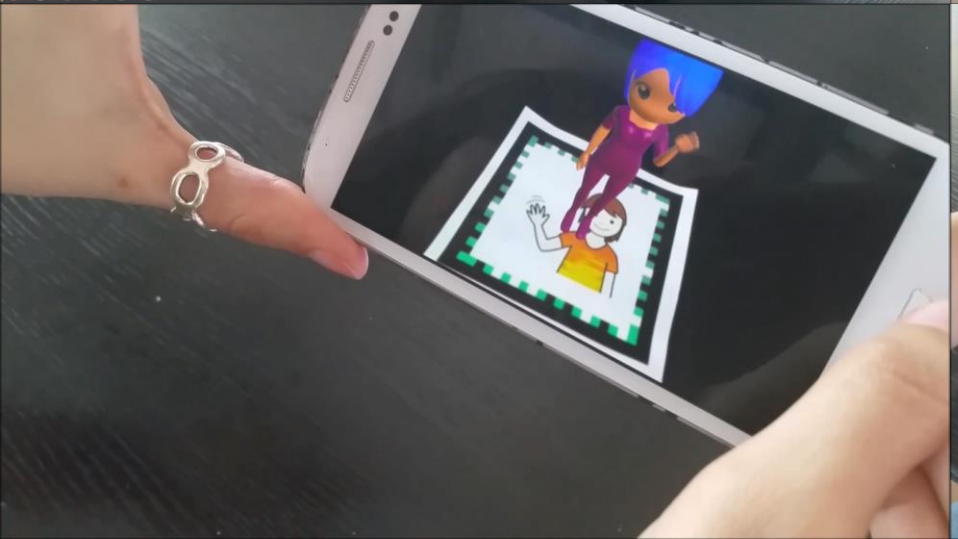
Using Augmented Reality to Elicit Pretend Play for Children with Autism
UK, 2014

Augmented Reality Game Therapy for Children with Autism Spectrum Disorder
Australia, 2014

Using Augmented Reality to Help Children with Autism Stay Focused
Mexico, 2014

The Solution

Pictogramas
INTERACTION
INTERACTION
CONTENT
CONTENT



The User

Autistic patients and direct surroundings (Parents, Family, Carers)

Ongoing pilot study on University of La Rioja (Spain)

Business Model

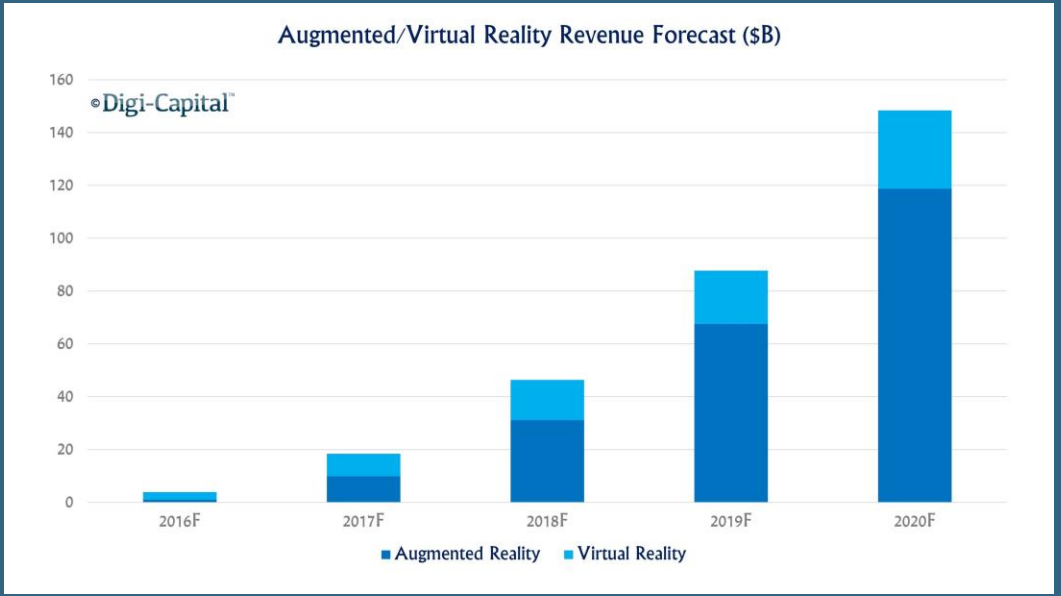
WHO WILL PAY?

Parents

Caregivers, Therapist
Specials Aids Education Centres
Editorials and printer books
Educational content providers

DISSEMINATION AND DISTRIBUTION

Associations of parents of Autistic Children
Special Aids Education Producers



REVENUE BY THE PLATFORM:

FREEMIUM FREE + Pay Per Services

MARKETPLACE Project and contents

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