



Breakthrough medical device

bpi**france**

 **CHAMBRE
DE COMMERCE
ET D'INDUSTRIE**

 **ATLANPOLE**
Land of innovation

JEI
jeune
entreprise
innovante

 **IMT Atlantique**
Bretagne-Pays de la Loire
École Mines-Télécom

**LE
VILLAGE**
by 

The application that makes anyone over 60
happier and preserves their loved ones!

Seniors are our heroes... With Mementop, they
benefit from a powerful and fun application,
with an elegant and simple interface.

smart**Macadam**!
Sustainable autonomy





MAIN TARGET

People over 60 years old

Autonomous or at the beginning of loss of autonomy (GIR 6, 5 and 4).

18 M French people (21 M in 2030)

2.4 M in a situation of loss of autonomy (3 M in 2030)

Solution adapted to specific situations :

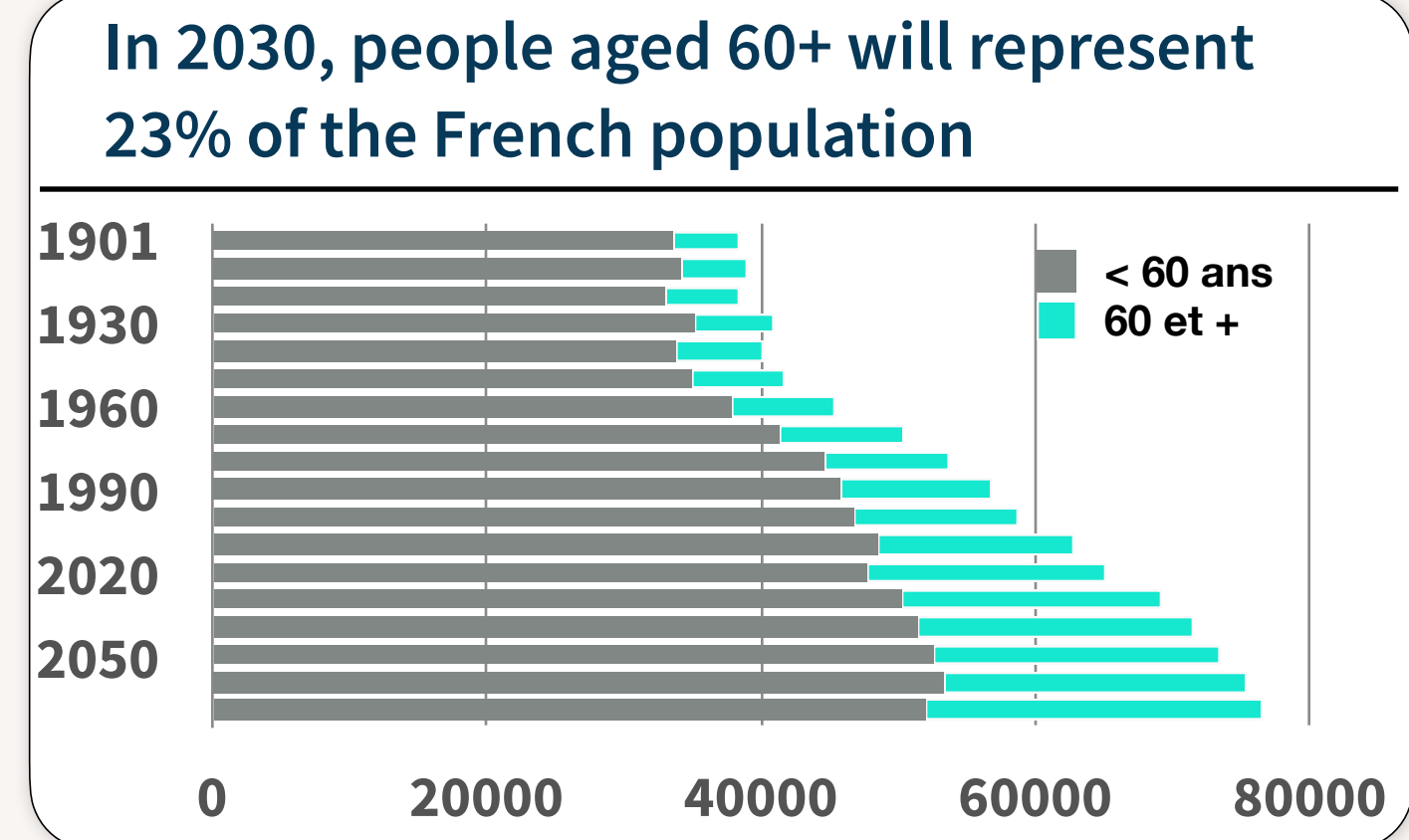
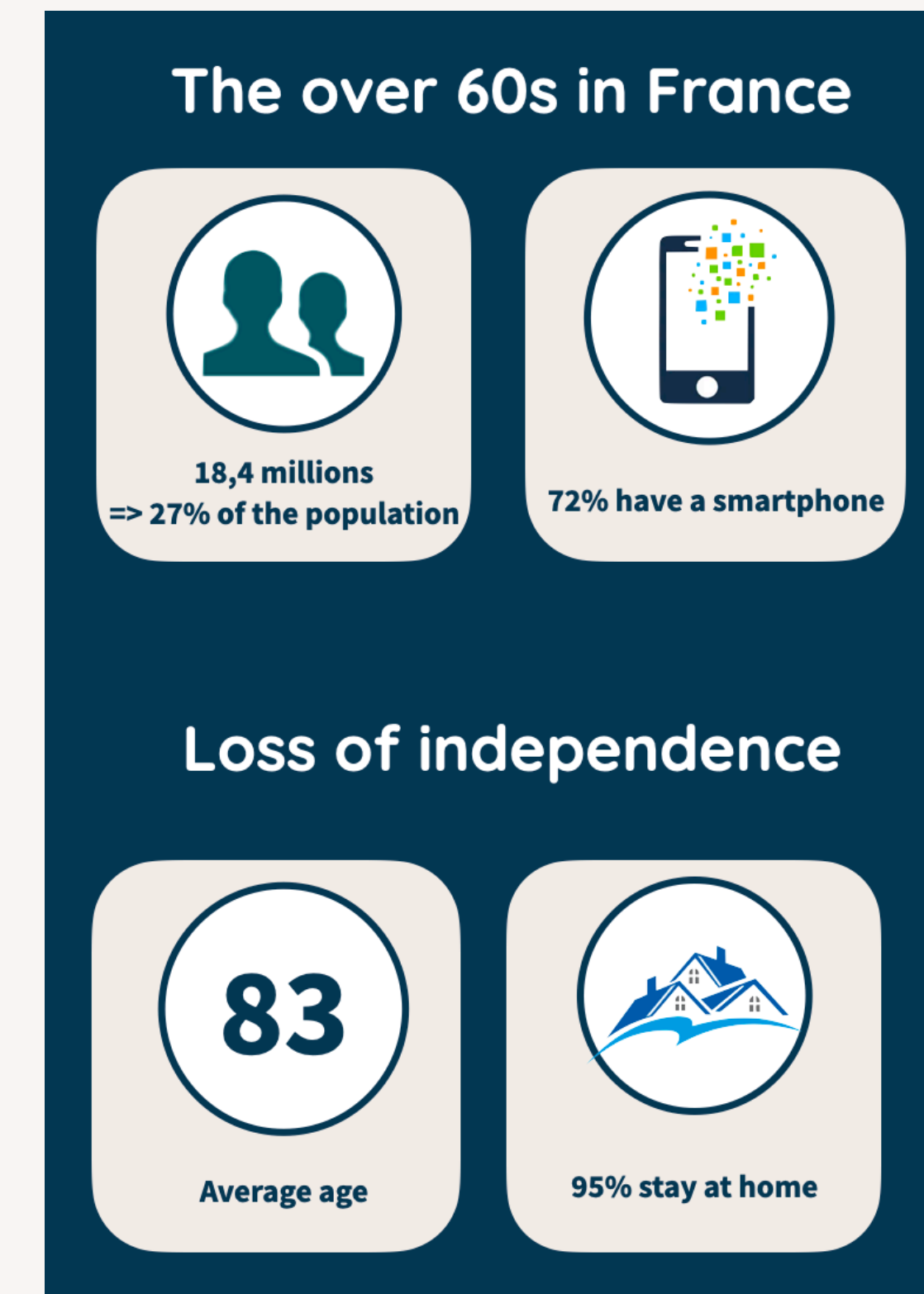
- Beginning of a neuro-evolutionary disease (Alzheimer's, Parkinson's, etc.): 1.3 million people in France ;
- Cognitive difficulties following a stroke: 480 K people in France.



SECONDARY TARGET

Relatives and caregivers of such persons

Family, friends, neighbors.



To become the reference solution in terms of home support for people over 60,
by harnessing the most innovative technologies

Mementop.

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graph TD; Mementop[Mementop.] --> People[For people over 60 years old]; Mementop --> Relatives[For relatives and caregivers]; Mementop --> Impact[Social and economic impact];
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**For people
over 60 years old**

- Preserve and increase independence at home ;
- Preventing dependency ;
- To compensate for cognitive loss ;
- Preserve social ties.

**For relatives
and caregivers**

- Reduce mental load ;
- Inform, reassure about the senior ;
- Advise, accompany...

**Social and
economic impact**

- Reduce induced costs ;
- Prevent risks ;
- Participate in data collection.

Mementop, an innovative, easy, fun, practical and user-friendly solution



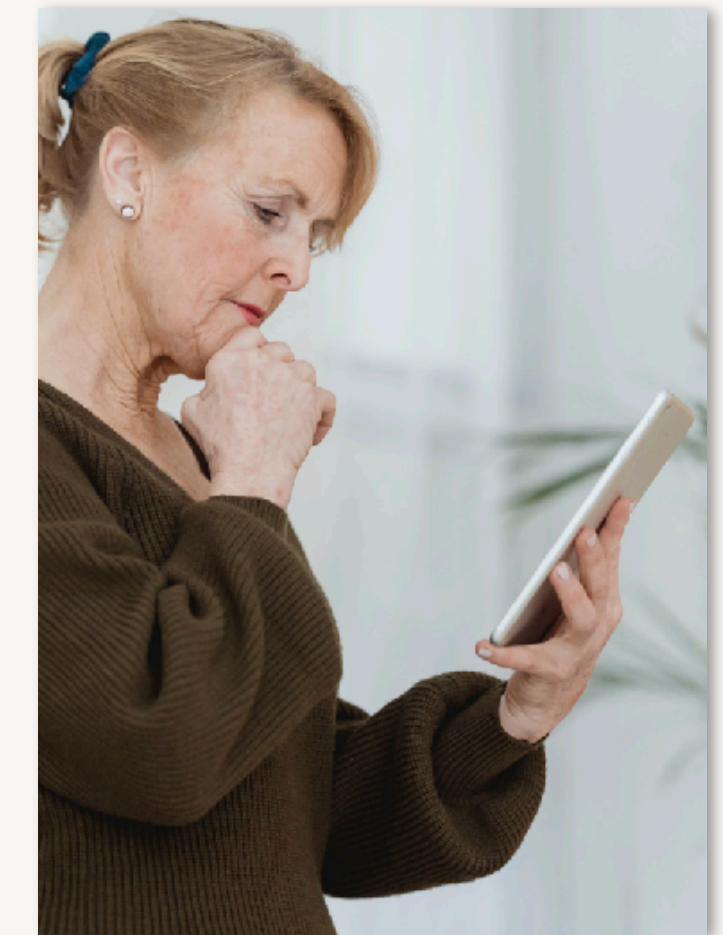
**A digital companion for
everyday life**

The application



**An exciting and
personalized gazette**





The newspaper

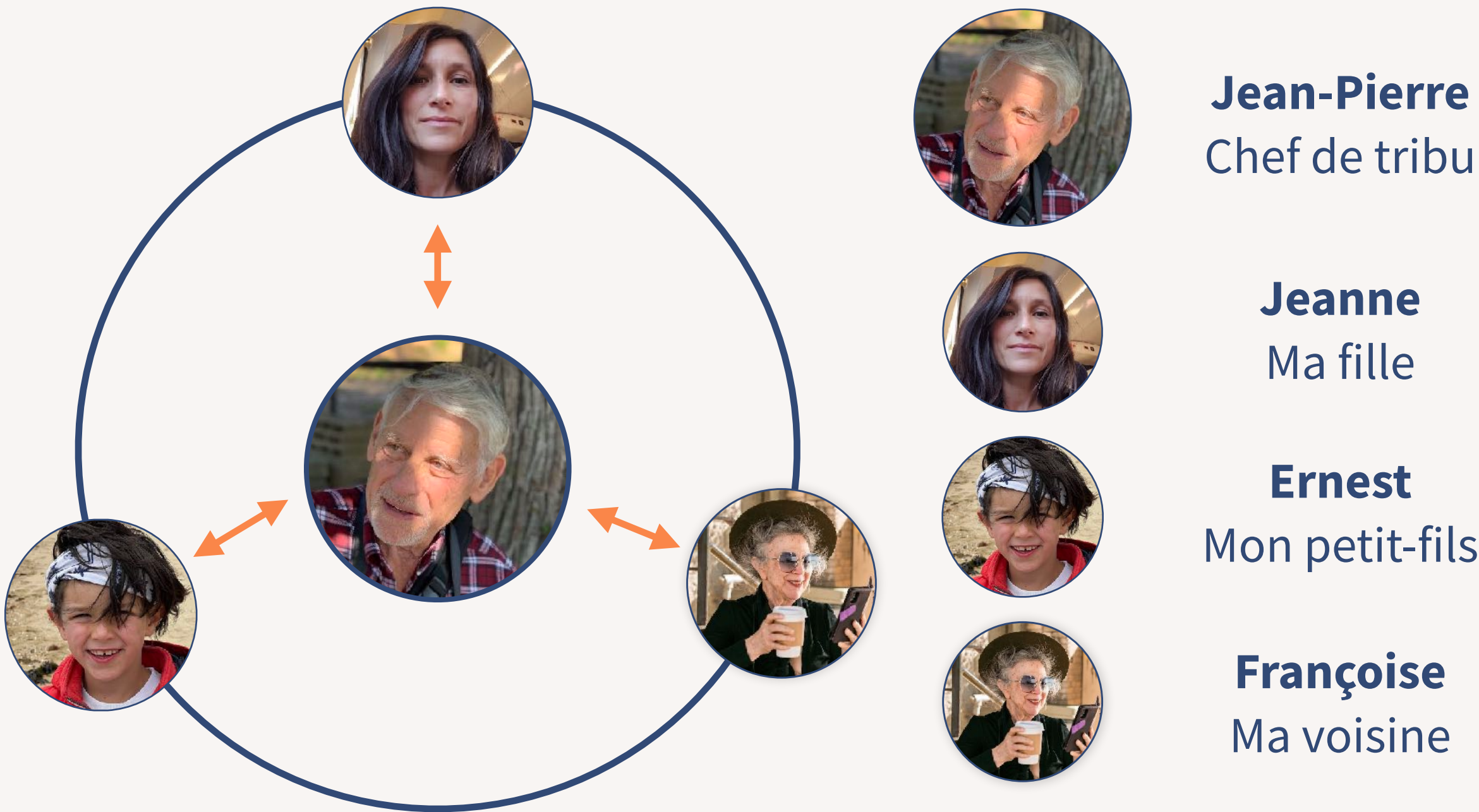


**A dedicated and
benevolent listening**

A help desk

Hours of fun to share with loved ones

-  Remember everything
Remind
-  Get organized
Plan
-  Exchanging with friends and family
Share
-  Relax and stimulate memory
Play



« *within my tribe, I share what I want, when I want, with whom I want...* »

Mementop is for everyone !

For the head of tribe

A single application,
4 key functions :



Remind

Remember everything



Plan

Get organized



Share

Exchanging with friends
and family



Play

Relax and stimulate
memory

Efficiency, seriousness, performance, reliability



Simplicity and pleasure

Adapted ergonomics

Co-designed by seniors for seniors

Stimulating games



Security and privacy

A companion for everyday life

Making life easier for :

Organization, memory, orientation...



Sharing, social link...

Communicate with loved ones

Share memories

Experience beautiful emotions together



An exciting and personalized newspaper

Emotions, pleasure, culture and sharing

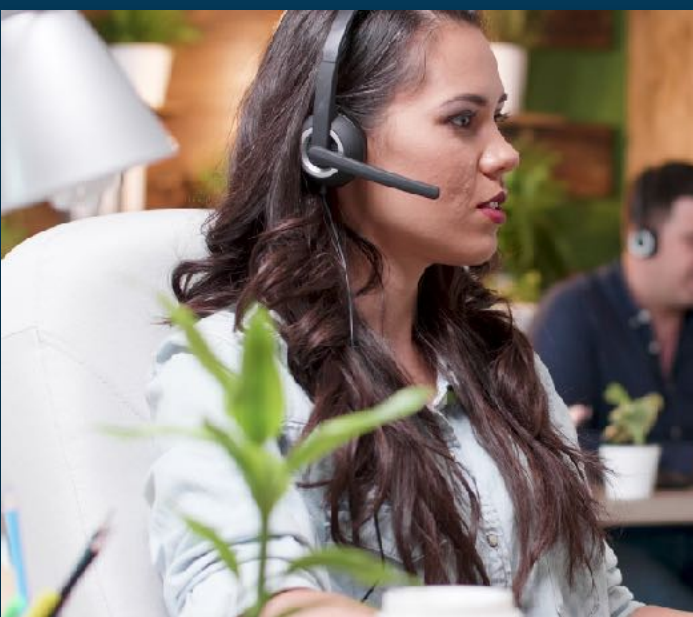


An exciting, lively press product... and easily customizable by the subscriber's family.

Photos, souvenirs, printed agenda, fun activities around an exciting theme...

A helpdesk, ready to listen to all users

Advice, listening, support



Trained, attentive, available people

Contactable by phone and e-mail

A forum dedicated to the Mementop user community

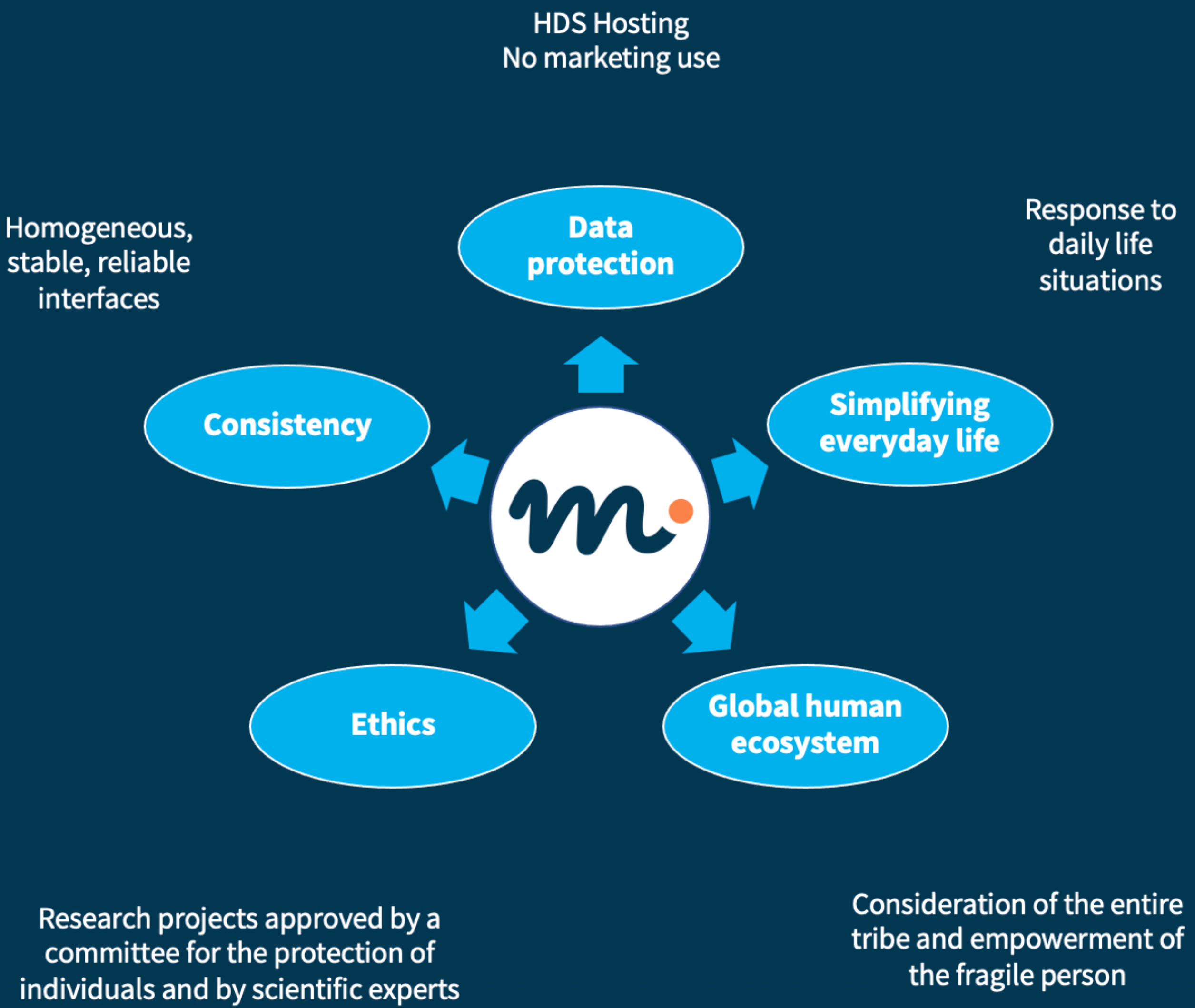
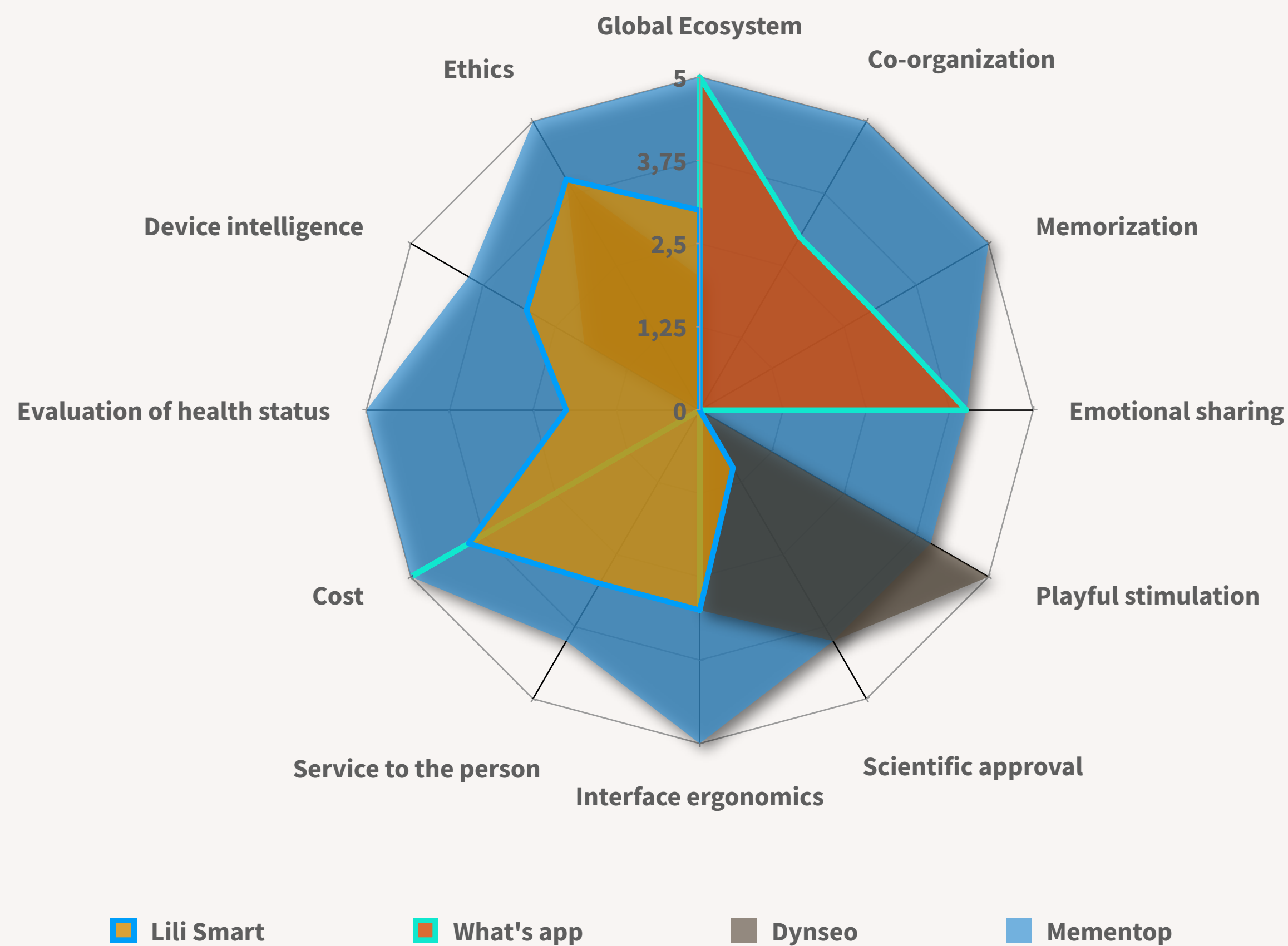
Autonomy and happiness of the 60+ are key issues



- Preserve health
- Preserve the social link with the tribe
- Preserve memory
- Stay active, make plans
- Stay safe
- Preserve self-esteem

Innovative App				Newspaper
				
✓	✓		✓	
✓		✓	✓	✓
✓	✓	✓	✓	✓
✓	✓			✓
✓	✓			
✓	✓	✓	✓	✓

Vectors of differentiation



The company

smartMacadam!

French Ltd (SAS), founded in 2018

R&D Partnerships



Operational partnerships



Support, Mentoring, Incubators



Missions / Strategy

Use the most innovative technologies to improve the quality of life of people made vulnerable by age, illness or disability

Develop digital solutions that can be used in several contexts ~ Use Applied Research where expertise is not sufficient ~ Valorise the fruits of R&D as quickly as possible to create market value



Laurent MAURY - CEO

Mathematician (PhD)

Founder of 01net.com and telecharger.com websites, and a

former executive at Vivendi Universal,

Laurent was also director of Libé.fr. A pioneer in the field of consumer behavioural analysis, he has accompanied several start-ups (My Little Paris, Dataiku) and ETIs (Exalead, Dassault Systems, Euroconsumers, Informix, etc.).



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MEMENTOP TEAM





Anthony LAURENCE
Technical Director



Rodolphe D.
UX-UI



David T.
Software
Engineer



Fred T.
Software
Engineer



Nelson P.
Software
Engineer

Production IT

CRM & business



Frédéric JOZEAU
Director of Operations



Carole J.
Sales



Isabelle D.
User Support
Management



Laurent MAURY
CEO



Sophie PEF
Office Manager
RH / Admin

**Communication
& Marketing**



Ophéline T.

Research



Dr Julie GOLLIOT
Chief Scientist Officer



Charlotte J.
Neuropsychologist



Helmi B.R.
UX

Laurent MAURY, 57 years old - CEO



Mathematician (PhD) and founder of the leading websites 01net.com and télécharger.com, Laurent was a senior executive at Vivendi Universal. There he developed new approaches to marketing digital B2C offers. As head of the Libé.fr website, he was one of the pioneers in consumer behavioral analysis and made several key contributions to GESTE (group of online press publishers). He accompanied several startups (My Little Paris, Dataiku, Newsily) and ETI (Euroconsumers, UFC Que Choisir, Exalead). As a consultant to the President of the deeptech company Exalead, he was mandated to redefine the strategic direction of the company, until its sale to Dassault Systèmes for 135 M€. He founded several startups: MusikAngels (now MyMajorCompany), FanShake, Mobile Paranoia and Smart Macadam.

Julie Golliot, 30 years old - Chief Scientist Officer



Convinced that technologies are a formidable tool to help any person in a fragile or handicapped situation, Julie Golliot followed an engineering course specializing in cognitics articulating Digital Technologies and Human and Social Sciences. She led R&D projects in France and Canada on autism and cognitive rehabilitation. During her thesis (with a re-education clinic) in a laboratory in Information and Communication Sciences, she studied the cognitive mechanisms of learning, commitment and intrinsic motivation. She designed a playful device with an impact on cognition, financed by the rehabilitation clinic and sold to an external company to be commercialized.



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GO TO MARKET



Solution adapted to any person in GIR 6, 5 or 4 => 14 million French people.

Distribution & integration strategy

BtoB targets

- Mutual Insurance Companies ;
- Housing companies for the elderly (100,000 residences in 2021, 150,000 estimated in 2030) ;
- Service providers for seniors ;
- Rehabilitation centers.

The B2B customer allows its members to benefit from the Mementop solution as part of one of its offers. Smart Macadam invoices them directly on the basis of a defined number of accounts.

BtoBtoC targets

- Mutual insurance companies ;
- Catering companies ;
- Associations ;
- Health professionals.

The B2B client allows its members to benefit from a negotiated rate to use the Mementop solution. A business referral fee is also required by some partners. Billing is done by Smart Macadam on the basis of active accounts identification.

=> Commercial launch: 02/2022

=> 04/2022: 300 active subscriber tribes, no dropouts noted;

=> 5 partnerships under negotiation

Estimated turnover :
360 K€ in 2022 and 1.7 M€ in 2023



Mementop with BtoB(toC)

Application



iOS and Android
Activation code associated with
the organization / residence

Newspaper



Personalization of the choice :
- By the tribe ;
- By the organization.

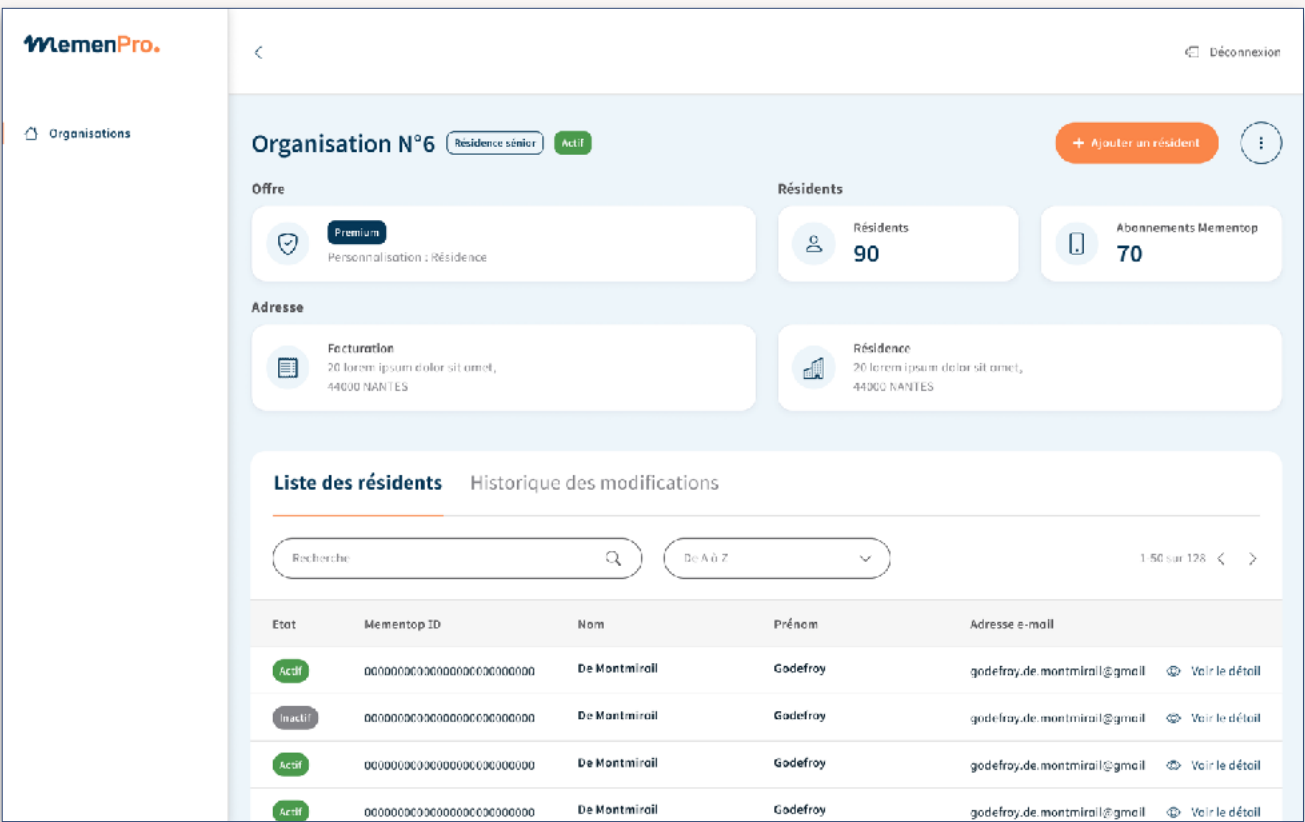
Helpdesk



Free access for all members of
the tribe.

Access to the web platform **MemenPro.**

- Organization Management ;
- Subscriber Management ;
- Monthly billing information ;
- Data export, statistics, reports.



Secure and intuitive

Two offers :
- Optima
- Premium

Monthly billing of active accounts

Mementop with BtoC

Produit	Tarif et formule
Mementop app (smartphone and tablet)	12 € TTC (monthly subscription)
Mementop newspaper	12 € TTC (e-commerce, monthly or annual subscription)

Application innovante



Available on the Apple and Google stores

Free *freemium* app for 2 weeks
Monthly subscription : **12 € per tribe**
Free for all caregivers

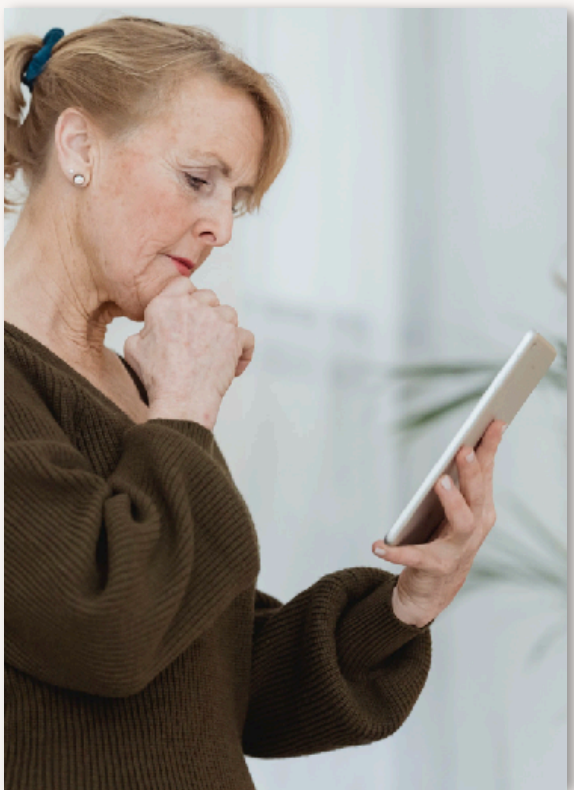
Customizable newspaper



Subscription from the Mementop application

2 editions / month : **12 € per tribe**
Paper delivery to the tribe leader's home
PDF delivery for caregivers
Personalization included

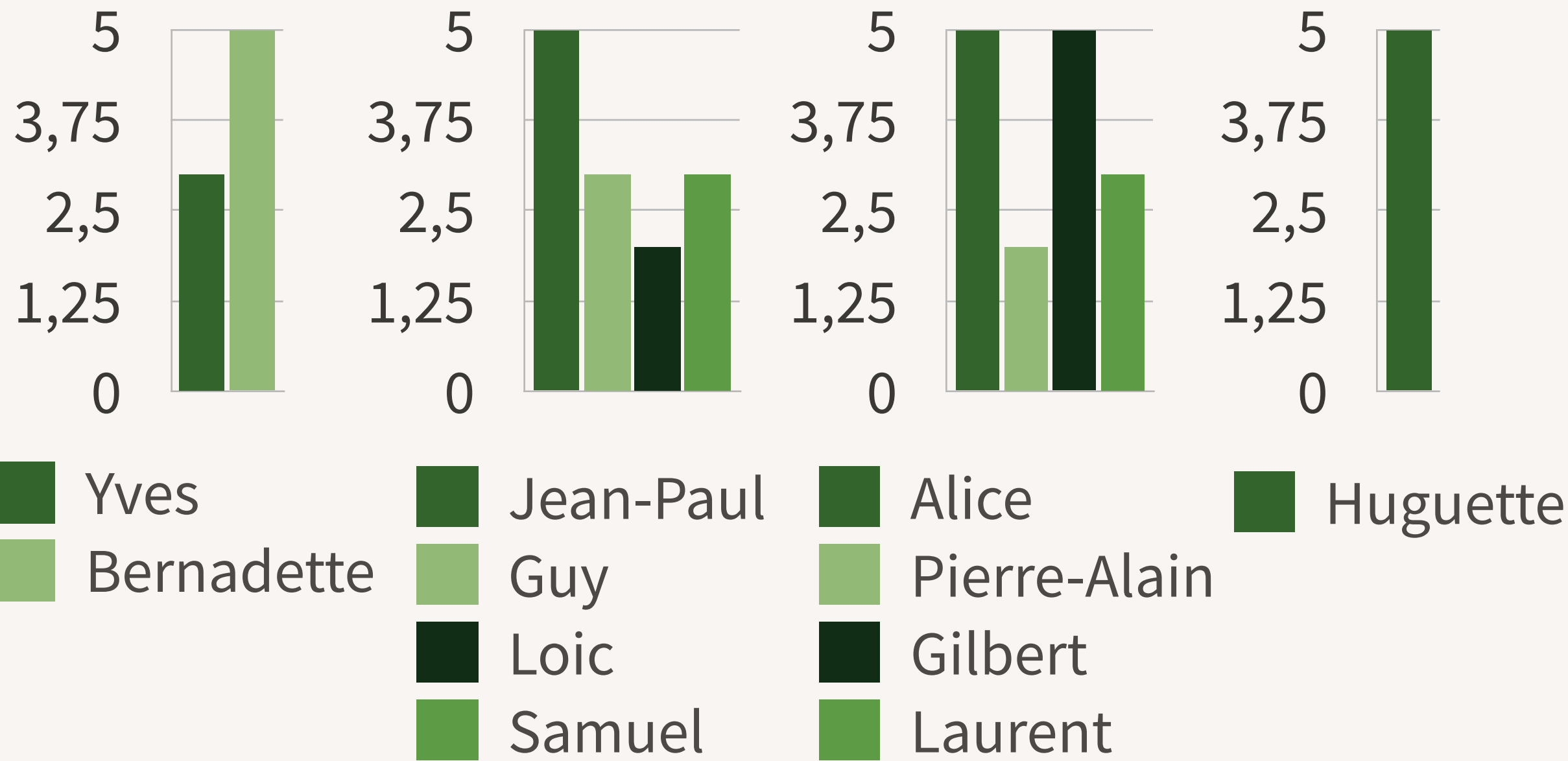
Helpdesk



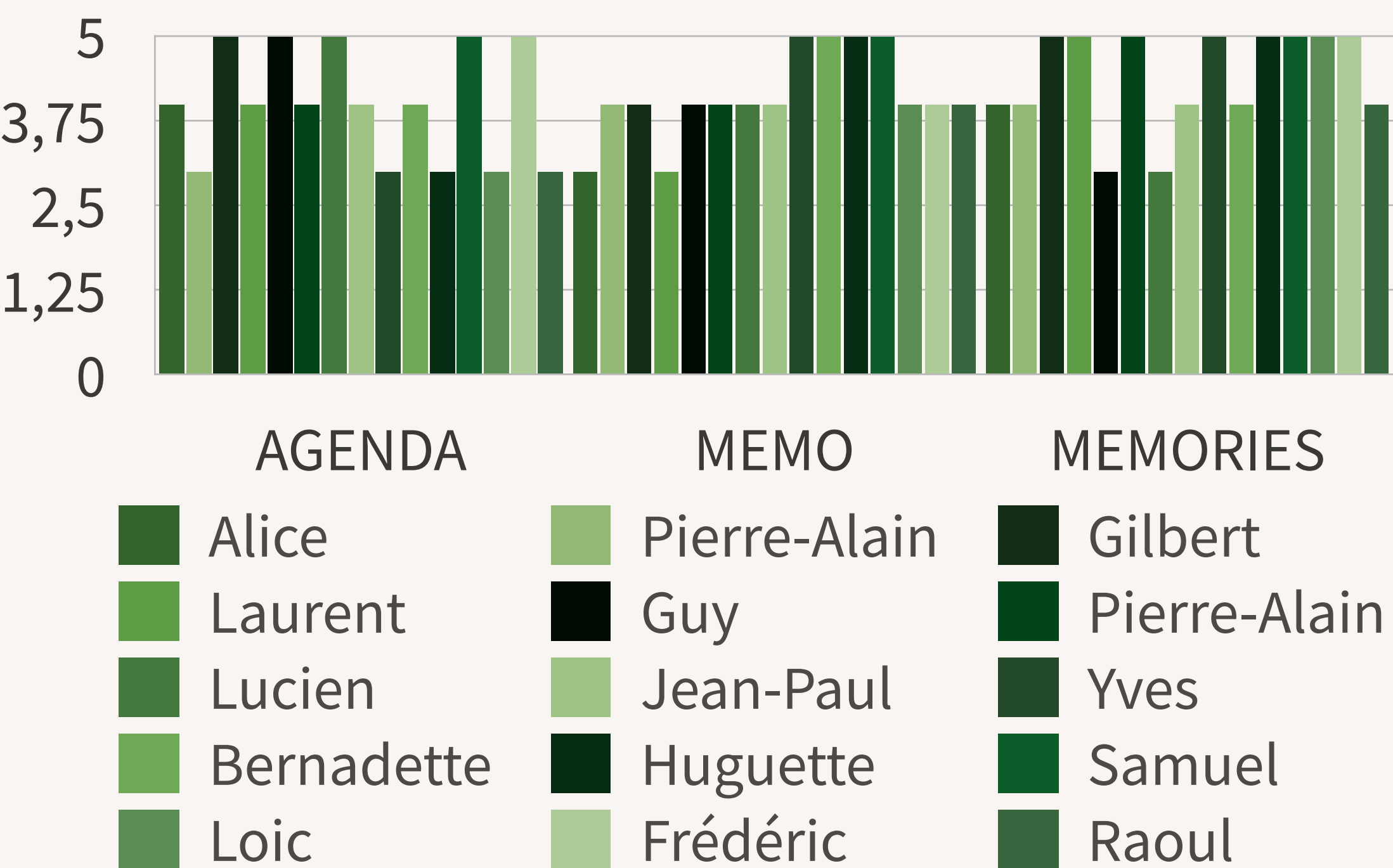
Free access for any subscription

Mementop. First tests of the device (17 dyads) - Pays de la Loire

Subscription intentions: 60% of tested users*.



Key functions, perceived value of the Mementop device



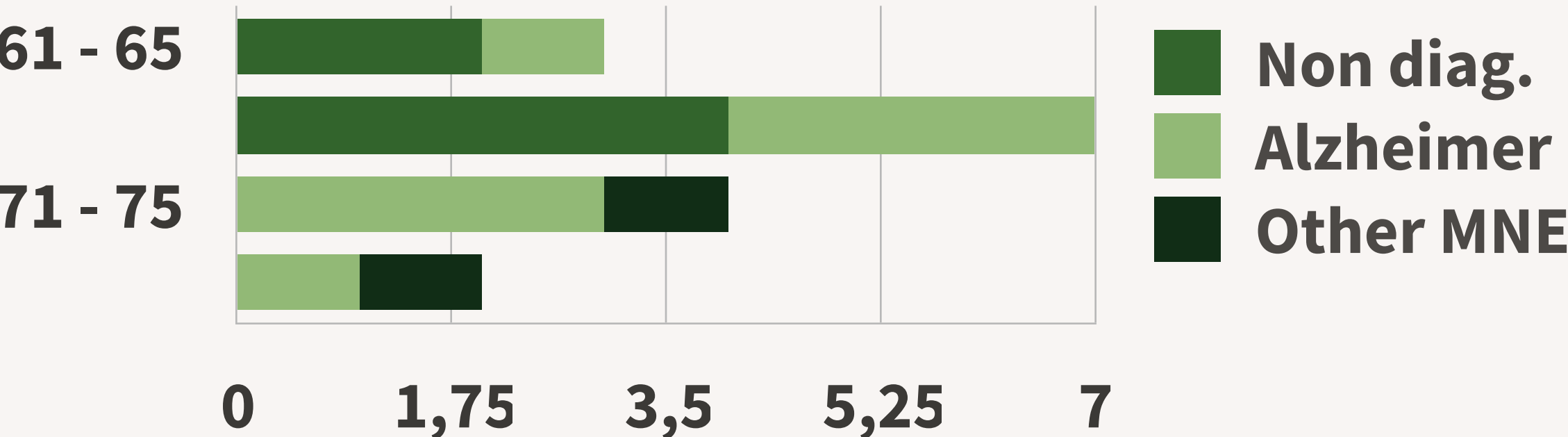
Average score: 3.75/5 (senior) - 4.65/5 (caregivers)*

Conversion rate: 10/17, or 60%*.

Price acceptance: 14/17, or 82%.

* after 3 weeks of using the Mementop app on an iPhone

Pathologies of the tested users



Faire rayonner la solution Mementop

Media communication

- Laurent (CEO) on BFM Business - Tech & Co - [Link](#) ;
- Laurent Maury - CEO on Télénantes - program « Bien Vieillir - Mode d'emploi » - [Link](#) ;
- Press articles :
 - Nantes & St-Nazaire Développement - [Link](#) ;
 - Pleine vie - [Link](#).



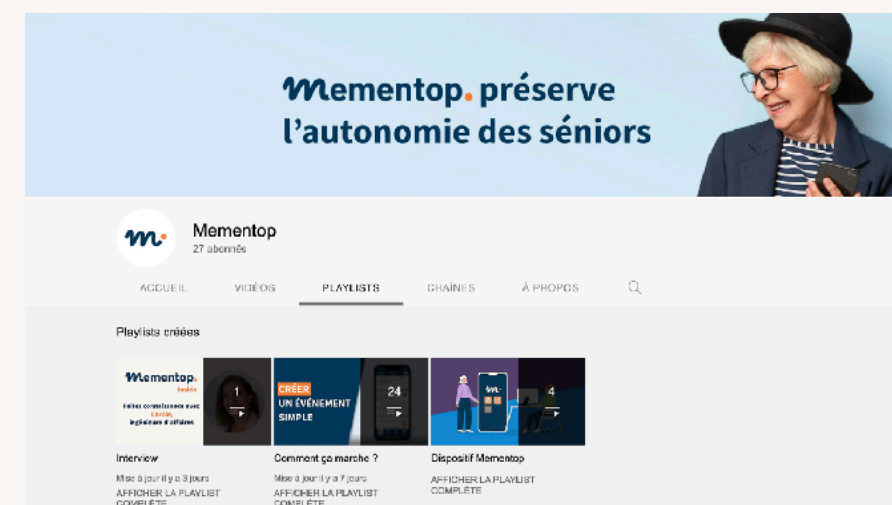
Exhibitions and events

- VIVATECHNOLOGY 2021 ;
- CES Las Vegas 2022 ;
- Seniors' Forum 2022 ;
- VIVATECHNOLOGY 2022.



Presence on digital social networks

- [Facebook](#) ;
- [Linkedin](#) ;
- Channel [YouTube](#).



Other communication actions

- Back Cover - « Directeurs » Magazine ;
- Posters and flyers distributed in doctors' offices, pharmacies, associations' offices, town halls...





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DEVELOPMENT AXES



2-year business outlook

2022 - Deployment in France - BtoB and BtoBtoC (distribution and VAR). Turnover : 360 K€

2023 - Turnover : 1.7 M€ in France;

- Deployment in Europe :
 - Distribution partnerships (Belgium, Spain, Portugal and Italy) ;
 - Creation of dedicated subsidiaries (Germany, Switzerland, England).

2024 - 30.000 paying accounts (active tribes) in France.

End of 2022 - Mementop 2.0 including a chatbot, inter-tribal stimulation activities and urban mobility assistance. Additional presence on TV and connected watches.

Listing in the Digital Health Space ;

January 2023 - National clinical study quantifying the medico-economic impacts of Mementop 2.0, with the support of the BPI, Atlanpole Biothérapies and the Union Nationale France Alzheimer ;

Fall 2023 - Mementop 3.0 including an AI detecting the risks of loss of autonomy and able to establish a differentiated diagnosis. Validation of sensitive data related to a risk for the user ;

Early 2024 - Solution for monitoring the care pathway of an elderly oncology patient with the support of the BPI, the Nantes University Hospital and Nantes St-Nazaire Development.



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