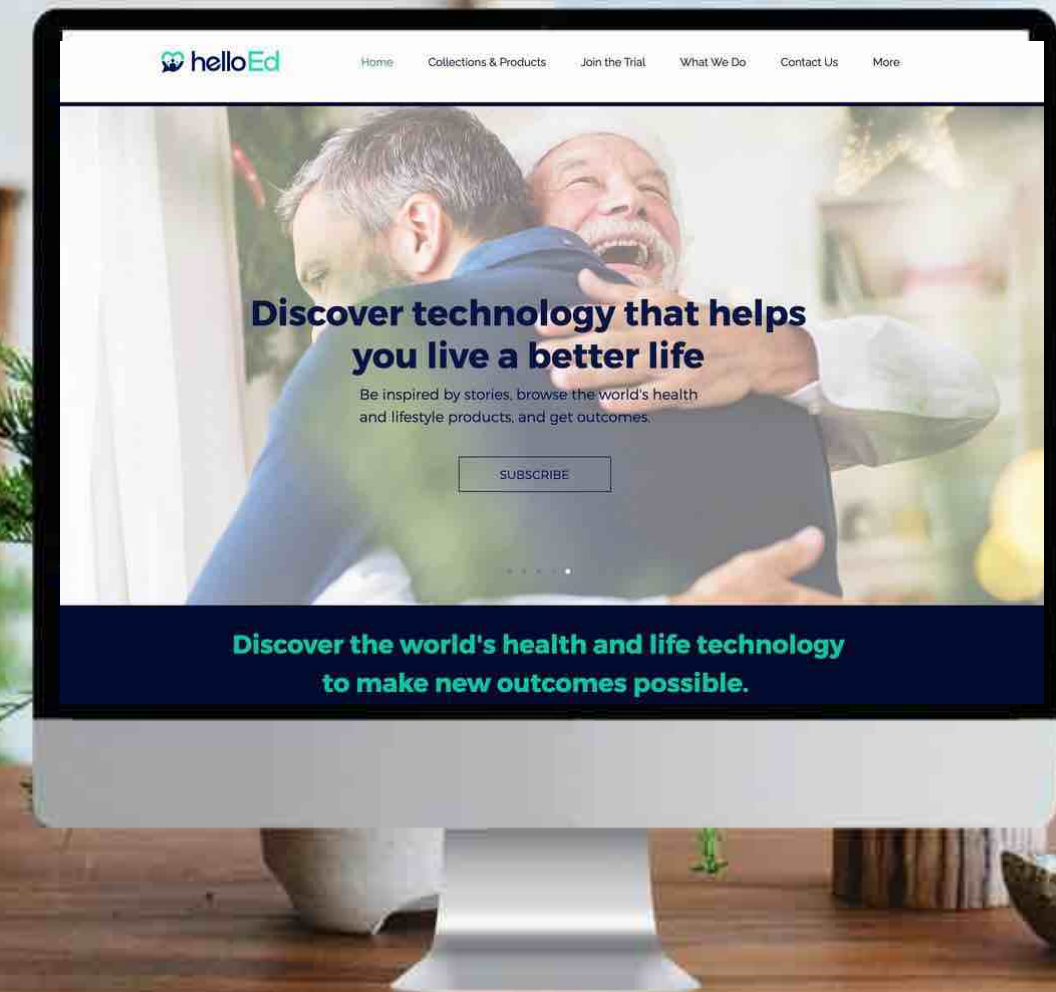


# helloEd

Discover the world's health and  
life technology and make new  
outcomes possible.



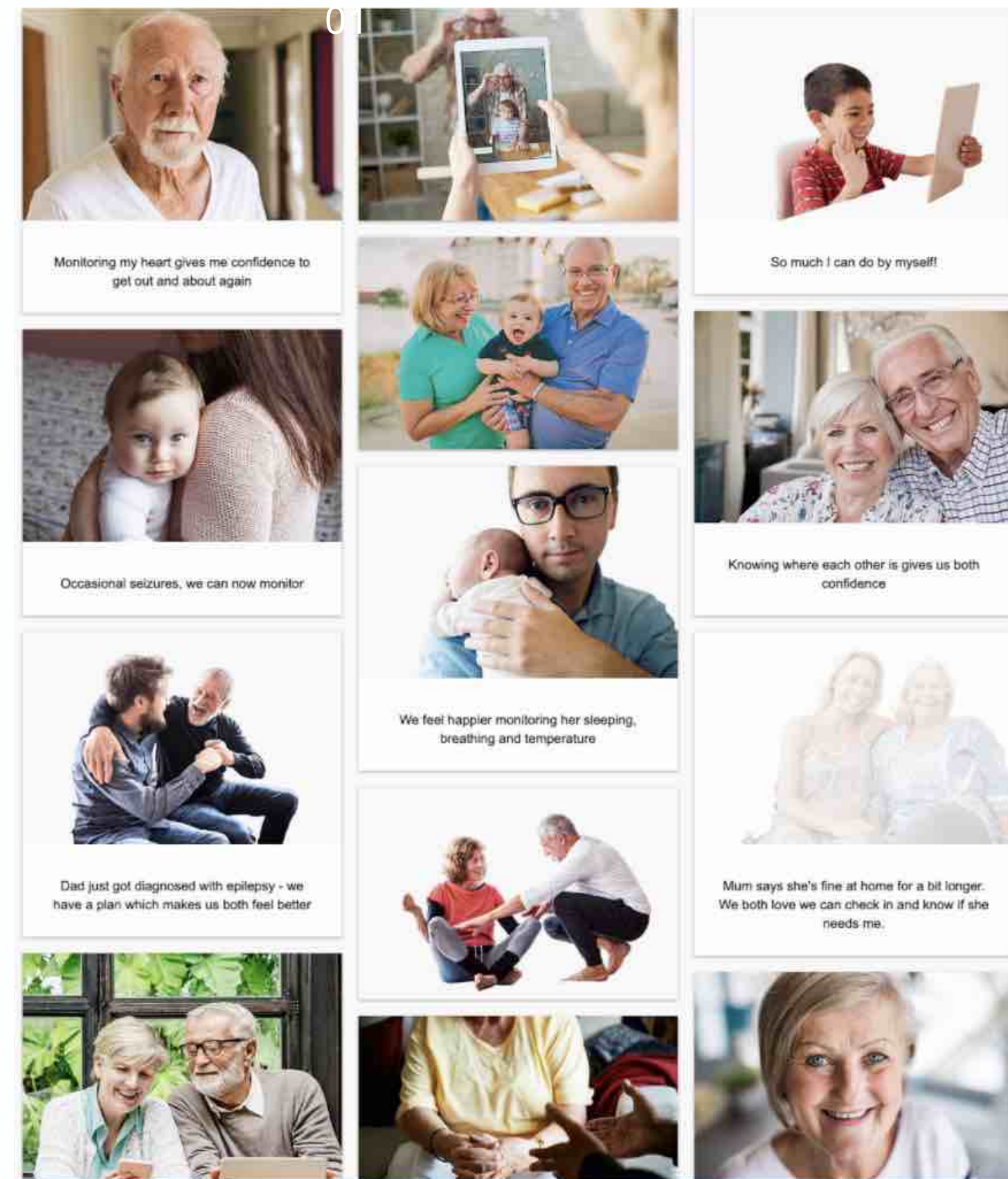




**We believe it's time the world thought differently about what we're capable of at any age or health situation. Combining care, empathy, and the world's technology, extraordinary things become possible.**

**Every day, hundreds of millions of people around the world experience health-related challenges; and many more, striving to be strong, fit, well, and to care for their families, patients, and loved ones.**

**Babies, children, adults and seniors - living with challenges such as dementia, alzheimer's, heart irregularities, diabetes, seizures, stroke, Parkinson's, sleep and respiratory, cerebral palsy, isolation and living alone. Everybody knows someone.**

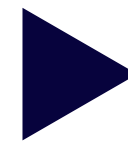




# Be part of something new with us.. here's how we're doing it differently

**Where do you go, when you or someone you love is presented with a health problem? Heart. Dementia. Living alone. Seizures. Mobility help? It's hard to find products or technology in one place.**

Google .. home tech, seniors, falls, dementia, phones, health monitoring, parkinsons, walking aids, breathing, sos alarm.

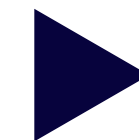


We scan the world and capture the best products across all services, in one place dedicated to health and lifestyle challenges and needs.



**People want to feel positive that there are options, inspirations, ideas and stories that may give them hope, ideas, confidence and empowerment.**

It doesn't need to be depressing. There are plenty of inspirational stories and people out there, great products and beautifully designed ones too. There are people of all ages, young at heart, looking to fill a gap or reduce a worry they have.

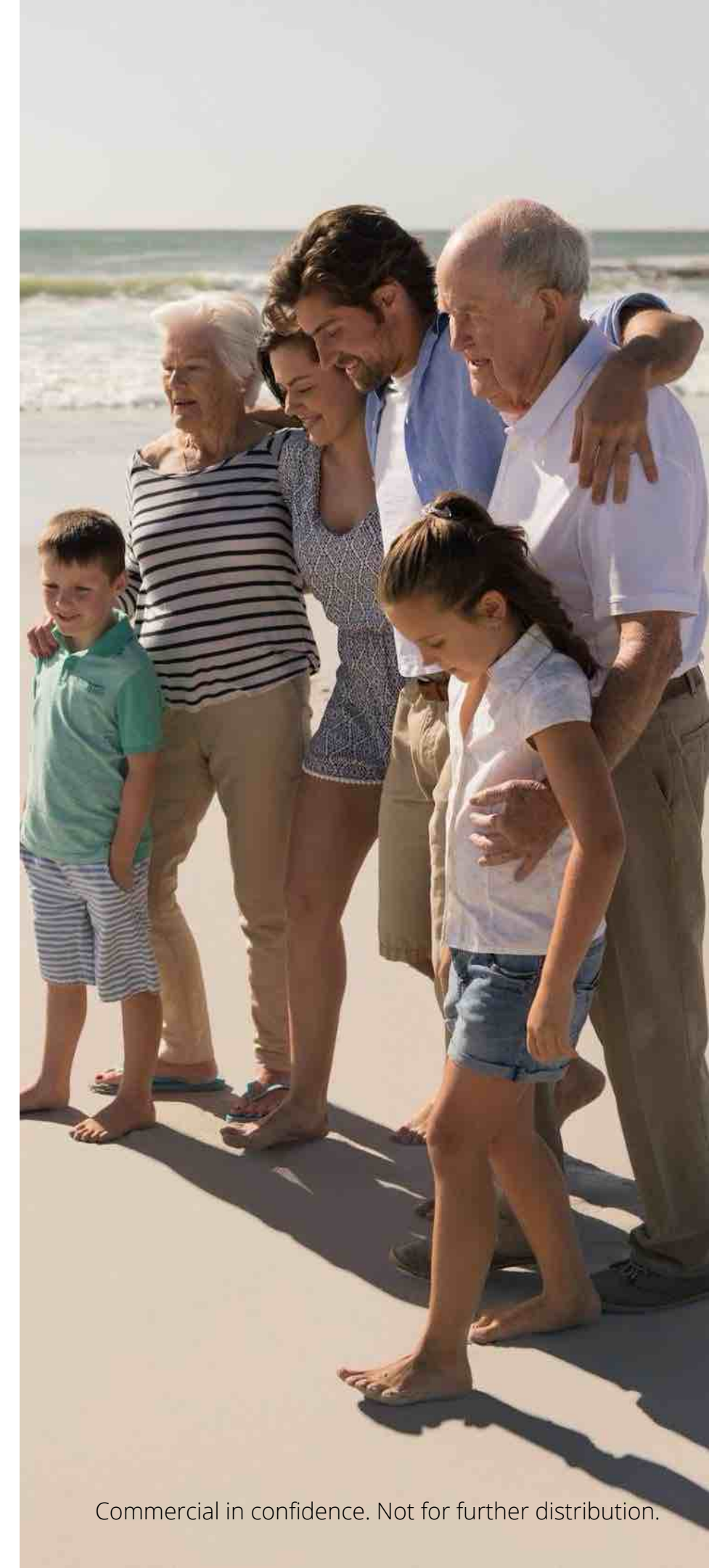


**A large set consumer technology exists that may be helpful, but it not targeted or not discovered by this audience.**

Amazing capabilities of products like voice assistants, smart door locks, movement detection or electric scooters - that don't have the word 'dementia' or 'autism' associated with them.

helloEd shares stories, inspiration and ideas, and collections of products that might suit their situation, or grow with them. There's a focus on benefits and outcomes.

We highlight the health and lifestyle related use cases, eg a voice assistant for dementia, a smart door lock for letting carers in with remote access, or an Apple Watch is not a 44mm titanium - it may help with fall detection, heart, sleep, blood oxygen levels and sharing data with Doctors. As well as the products like blood pressure cuffs, baby monitoring or smart wheelchairs.





# HELLOED EXPERIENCE

A beautifully designed marketplace, underpinned by helloEd intelligent algorithms and human centred design. It's like Amazon for search; and Spotify for discovery of product playlists.



## EMPOWERED & RELIEVED

See what's possible and how it might help you or someone you care about be safer, independent, well and happier. It's visual, exploratory, inspiring and plain speaking.



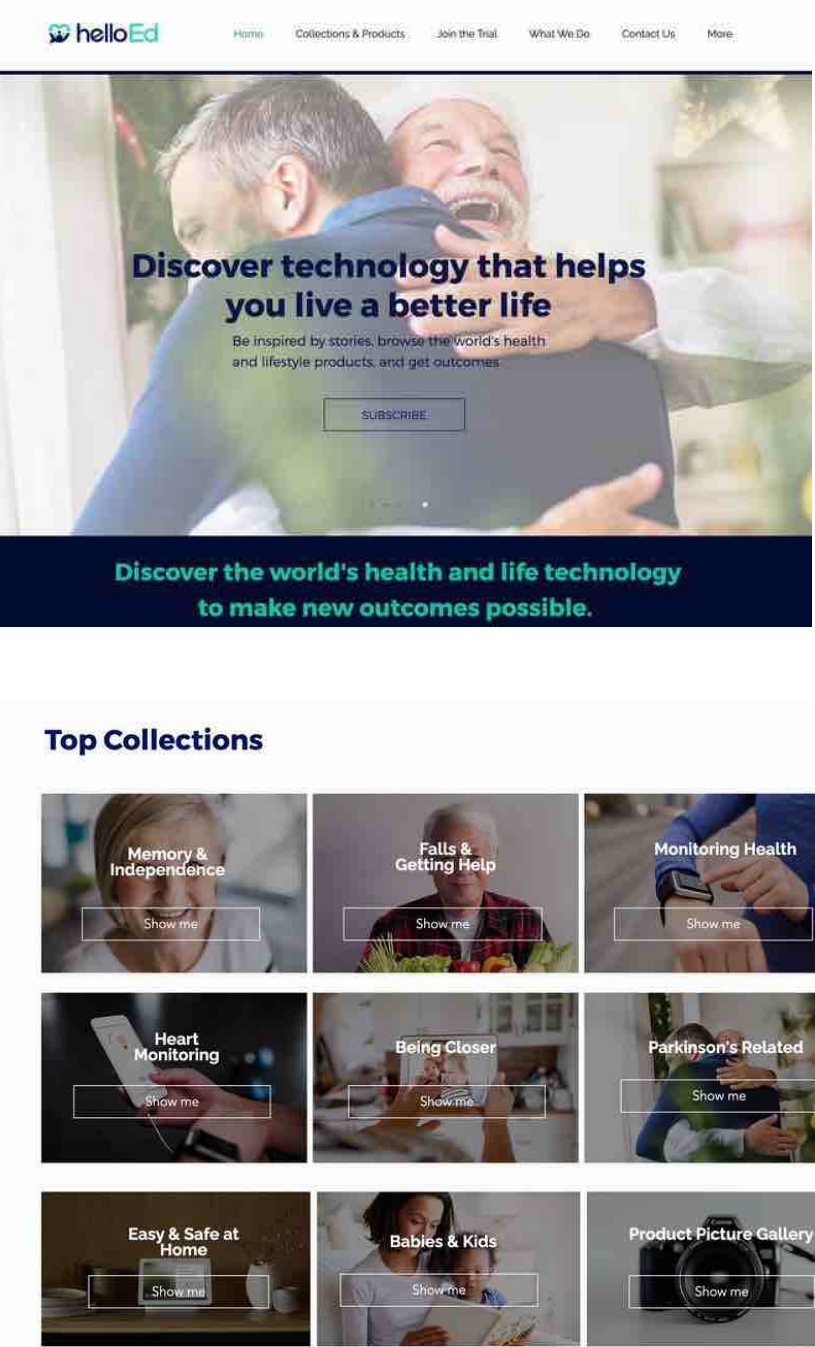
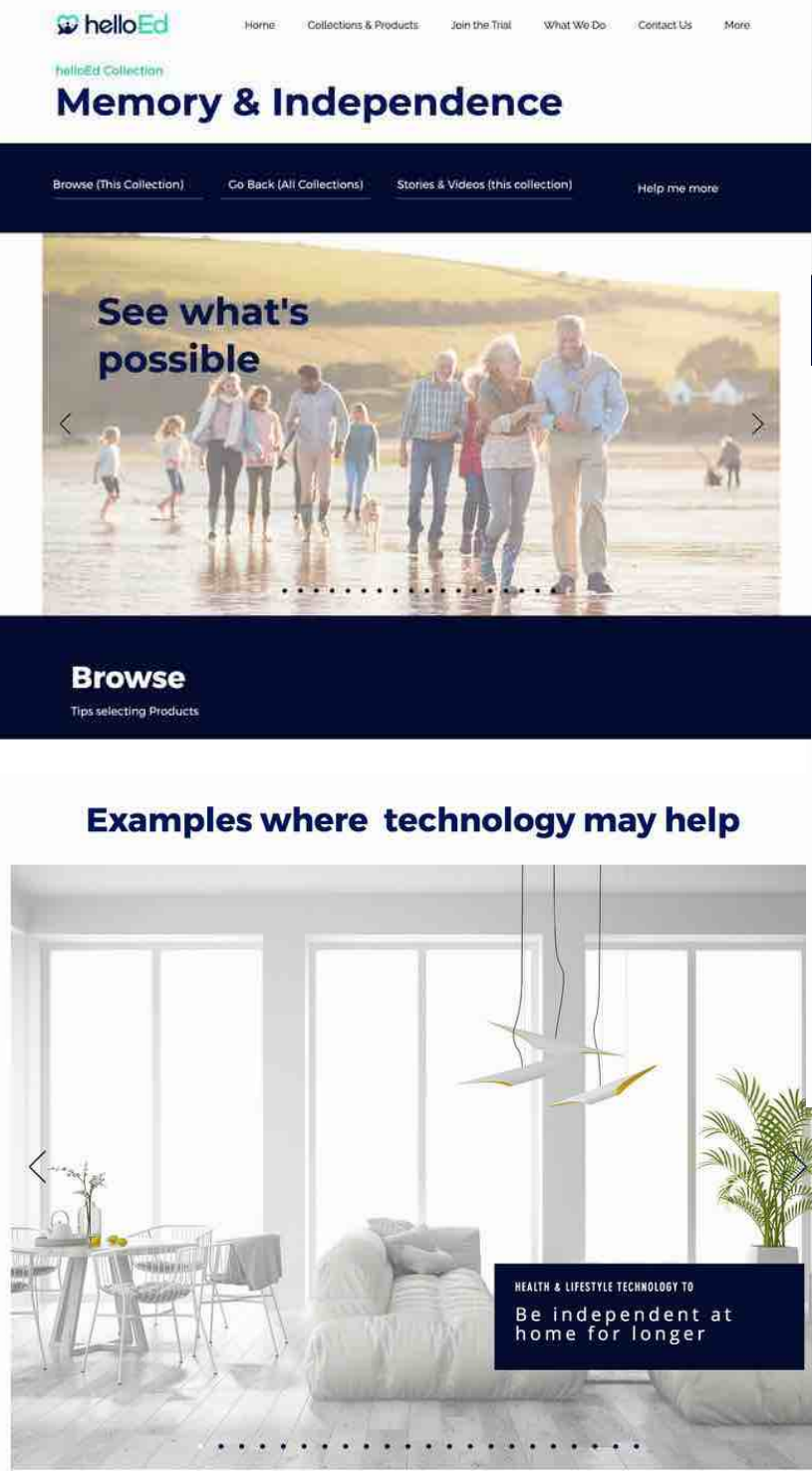
## SAVE TIME

Quickly view playlists, use cases and stories of how technology products might apply to you. We scan the majors like Amazon, Google, Apple, health tech, home tech, med tech, mainstream to niche to breakthrough - it's there on helloEd.



## GET OUTCOMES

Helps with links, guides, tips and a service to set up packages or products, including buy, deliver, finance - grows with you to recommend what's relevant next \*roadmap





# For Technology Providers and Partners - FAQs.

## **We highly value our customers and partners**

Our Customers, Community, and Partnerships with Technology providers and Health Professionals - is everything. We serve and learn from our customers, we work closely with Technology providers to help valuable products be discovered. We're transparent and responsive, and we'll never stop striving for better outcomes for those with health and lifestyle goals and challenges.

## **How do we select Technology Products and ensure quality?**

helloEd uses a combination of experience, intelligent technology, and quality processes to choose what products to make discoverable for our Community. We consider brands, reviews, product range depth, sales channels, research or trials, regions available or, where products are new or breakthrough, the founders, investors, media announcements, and technology approach. For a percentage of products, we purchase and test ourselves, with no assistance from, or incentive by, the providers. We are continually searching, checking for broken links, being alerted to announcements, research, and our own instincts about what else.

## **What can we offer our Partners?**

We are open to working together with Technology providers and Partners in a range of ways, so long as it benefits our Community and has their best interests at heart. Let's know if you'd like to hear our ideas or offer yours. We can help you capture Customers who may not have known your product existed, or may not have considered the health or lifestyle related-use cases we highlight.

We will be responsive, and can be contacted by mail [info@helloed.com.au](mailto:info@helloed.com.au), [kate@helloed.com.au](mailto:kate@helloed.com.au), [peter@helloed.com.au](mailto:peter@helloed.com.au); or WhatsApp or mobile on +61448068600; If you would like a product updated or removed, we will respond in 24 hrs from receiving the request.

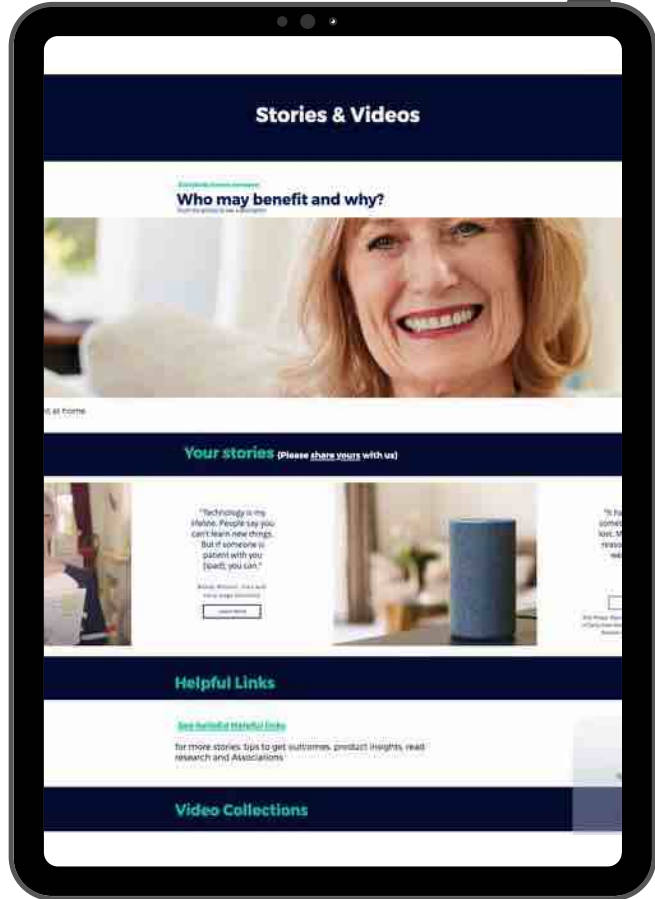
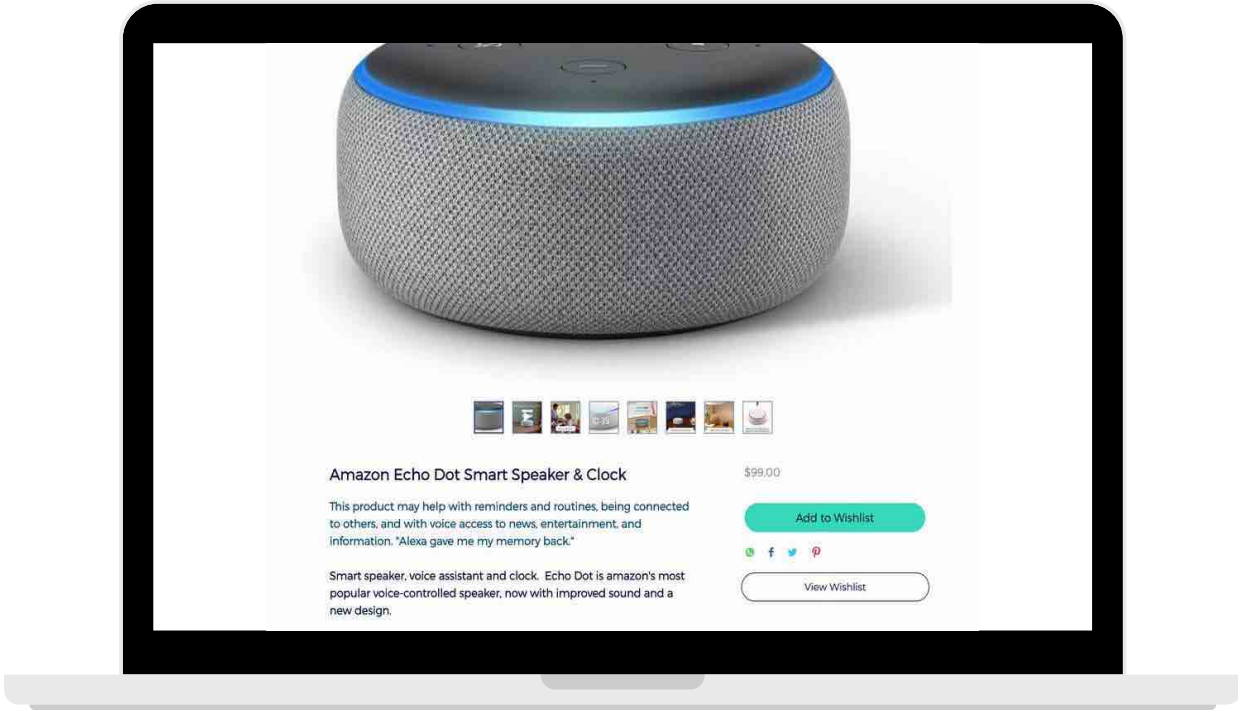
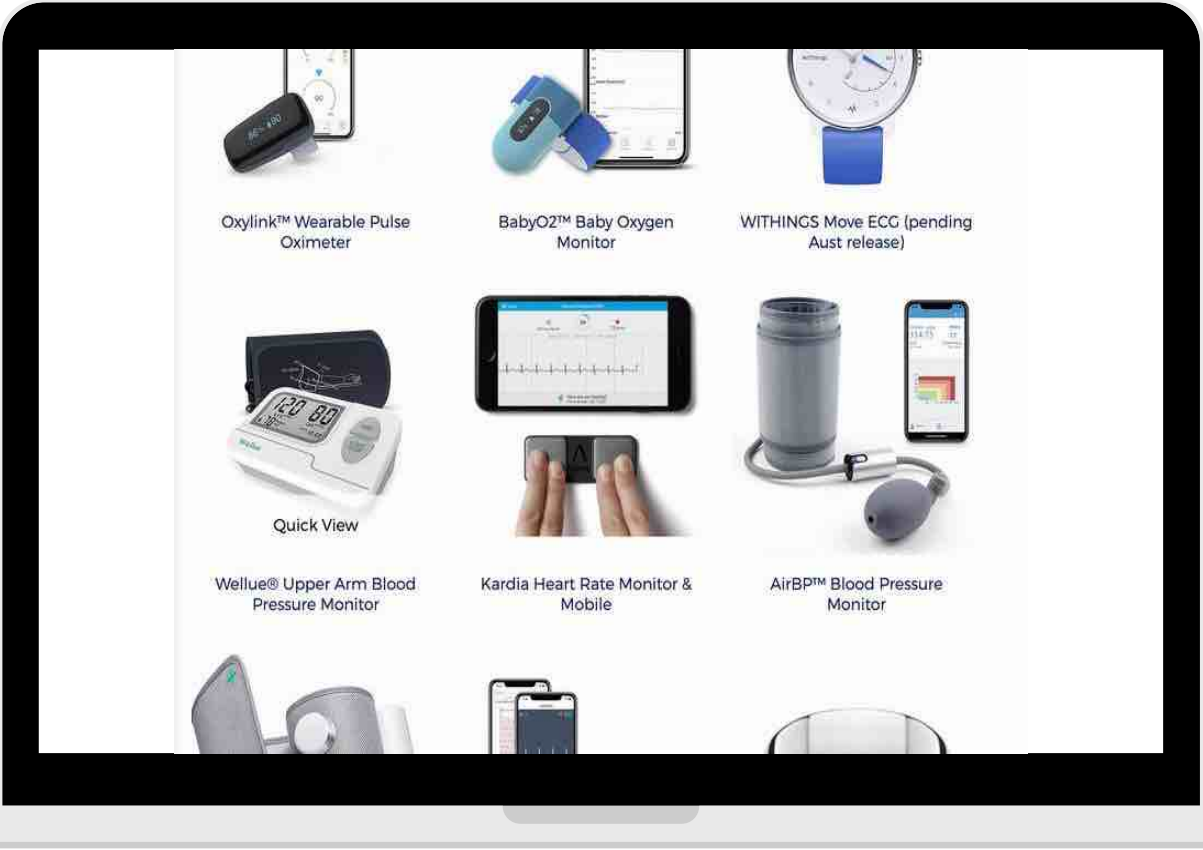
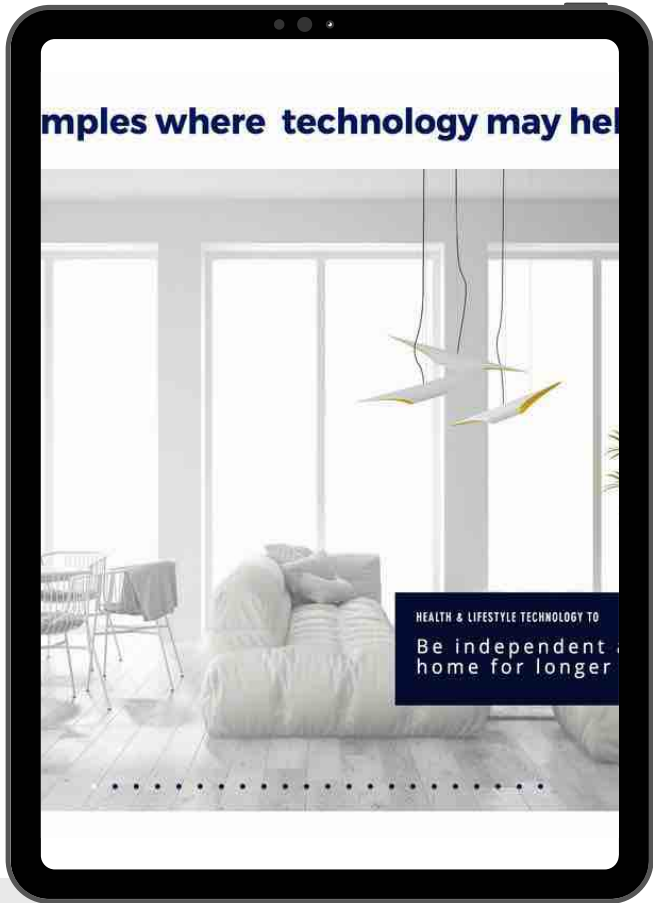
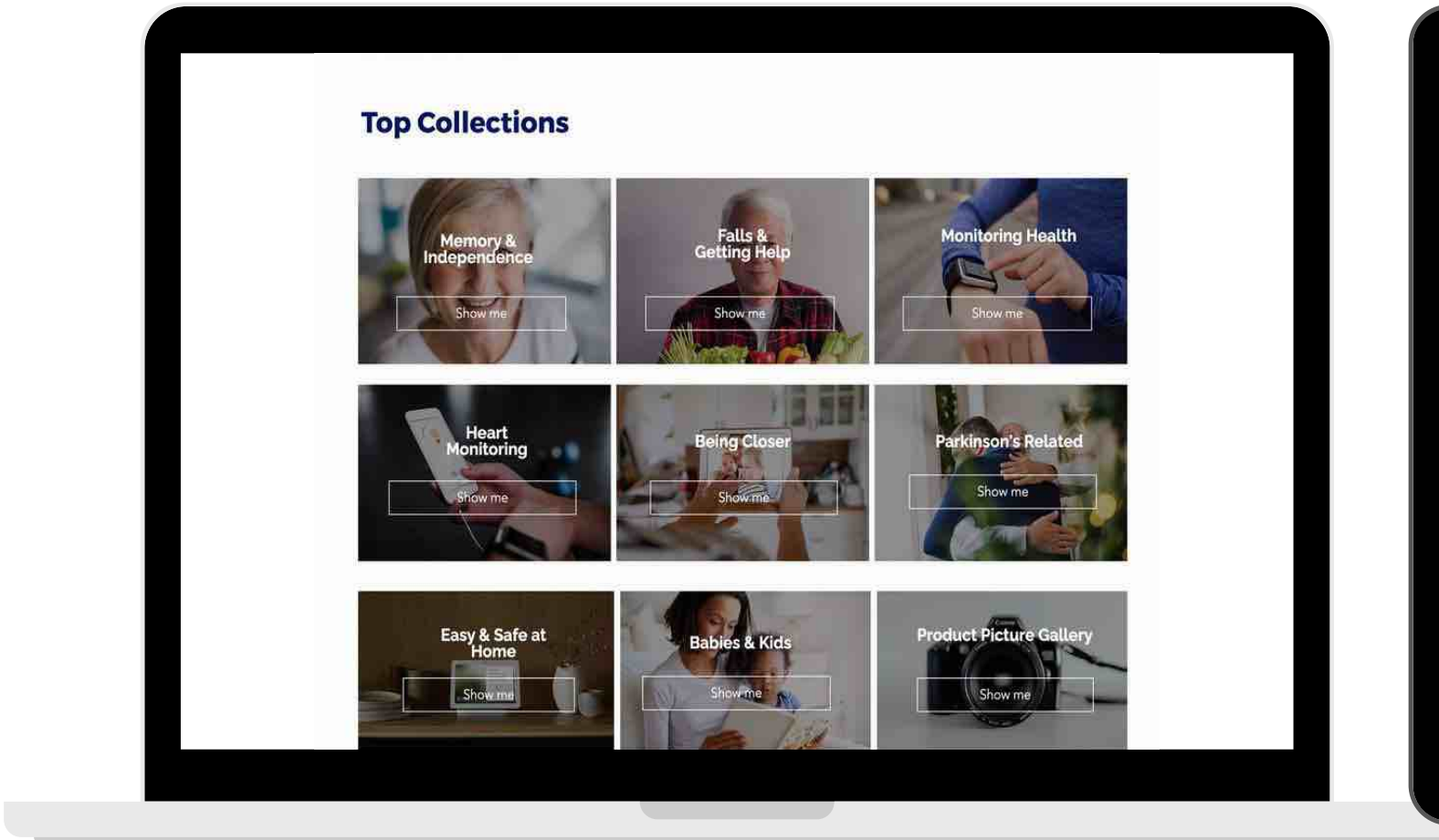
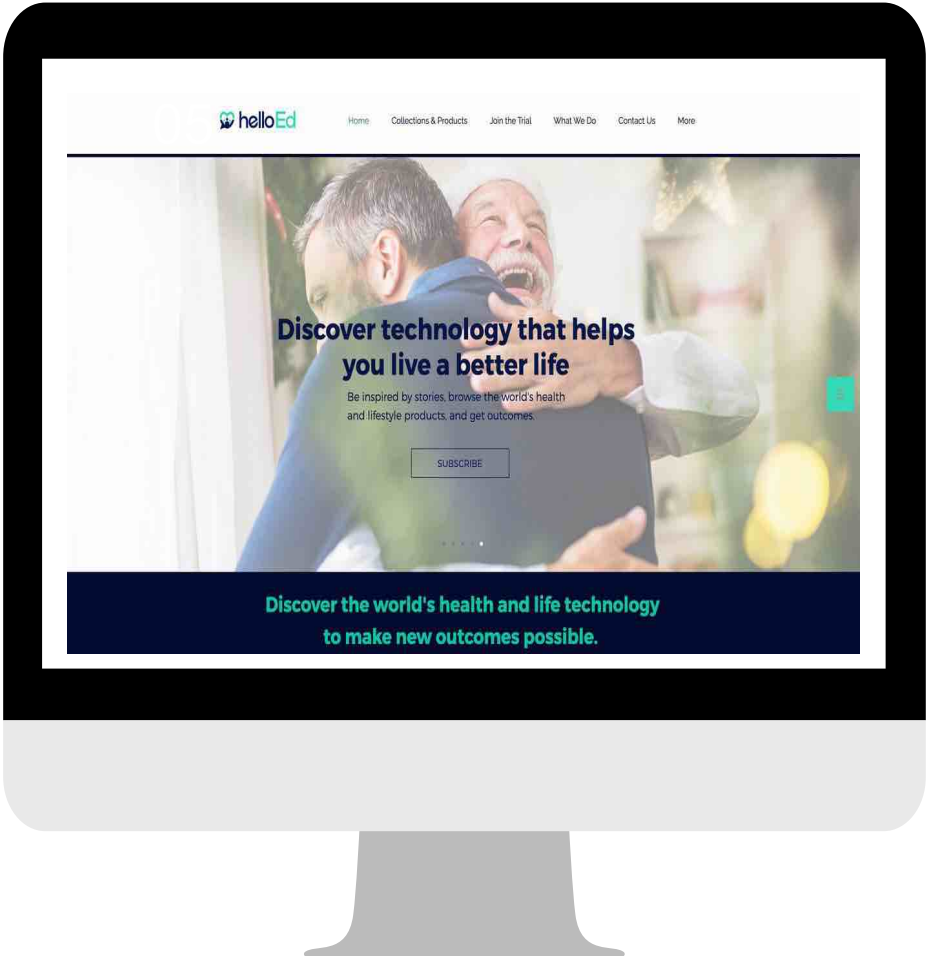
We're new, and we have an ambitious and long-term growth plan and roadmap across the market and globally. We're committed to helping people get back to doing what they love and to discover what technology exists to help.

**We're a registered company, helloed Pty Ltd, A.C.N. 639 878 532, with registered domains [www.helloed.com.au](http://www.helloed.com.au) and [www.helloed.life](http://www.helloed.life).**

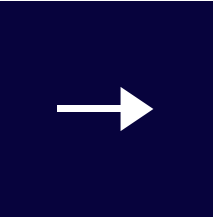
**We comply with all required privacy, GDPR, and security requirements to keep our customers safe.**







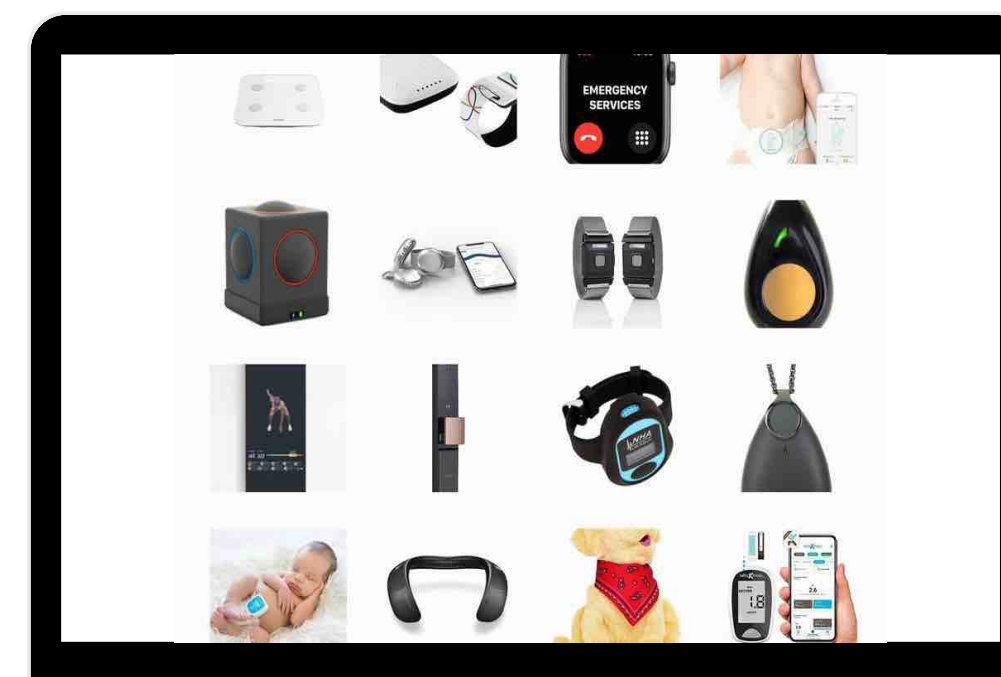
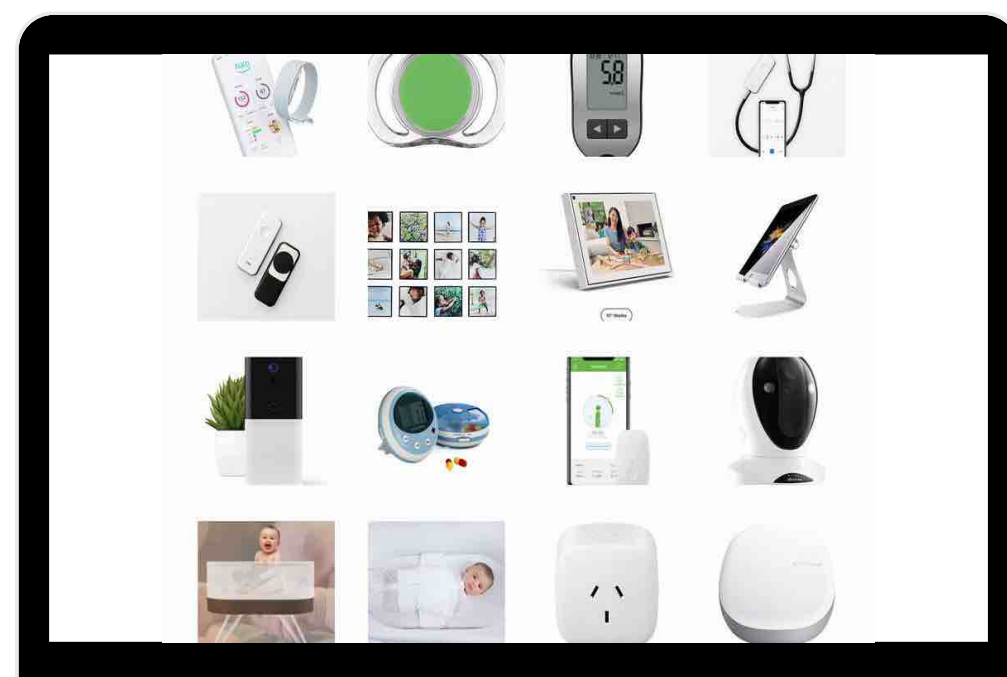
THE PRODUCT







VOICE ASSISTANTS, HEALTH MONITORING, SMART HOME, WEARABLES, COMMUNICATION DEVICES, FALL NOTIFICATIONS AND ALERTS, SMART WALKING STICKS, CAMERAS, ACCESSIBILITY, BABY MONITORING, GPS TRACKING, ASSISTIVE TECHNOLOGY, ELECTRIC TRIKES, AND SMART FURNITURE





How it might look to..

# Combine your product options into new *experiences*





# Partner Contacts

Supported by an experienced team and Advisors in digital, technology and health care



## **Kate Eriksson, Founder**

Experienced across Australia, Sweden & Silicon Valley in emerging technology, experience design and business models including Ericsson & as a Partner at PwC. helloEd is named after my father, a quadriplegic.

[LinkedIn](#)



## **Peter Griffith, Founder**

Experienced across UK, USA, and Australia in Technology, Data, and Analytics. Peter was diagnosed with Parkinson's in 2017 and is keen to help others.

[LinkedIn](#)



## **WEBSITE**

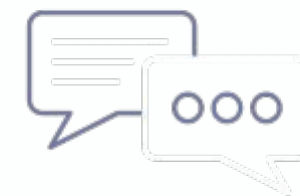
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# Supported by an experienced team and Advisors in digital, technology, design, partnerships and health care



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Digital Innovation & Ventures across  
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Peter Griffith, Data,  
Tech & Analytics  
[LinkedIn](#)



Lisa Manning  
Health Complex  
Care Cases



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Melbourne Hospital



Adnan Jaswal,  
Tech Architect



Lynda O'Grady  
Past Chair Aged Care  
Finance Council