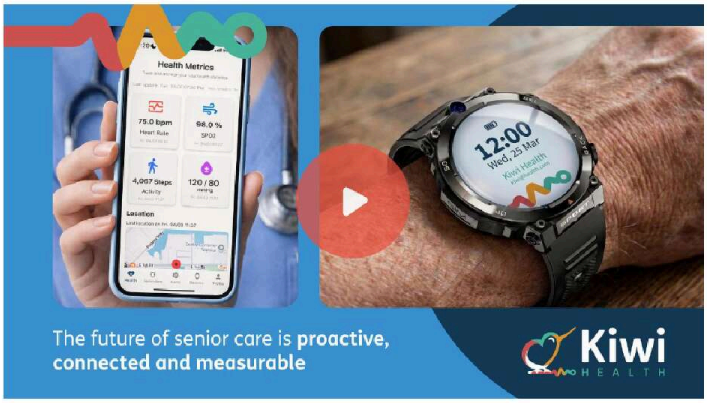
KIWI SENIOR HEALTH

AI-Powered Health Monitoring for Seniors — Catching Risks Before Emergencies



kiwibracelet.com Lexington, MA

Technology | Healthcare | SaaS | Hardware | AI

Highlights

1. Our algorithms are validated across 1,000+ subjects in 3 hospitals with 95% accuracy.
2. Completed pilots in U.S. senior facilities and 3 Indian hospitals.
3. The ONLY senior wearable with continuous vitals, fall detection, and EHR integration.
4. 85% of seniors use no wearable. $15B+ U.S. market, largely untapped.

Team



Don E. Yansen Founder SPV Voting Proxy

MIT alum and serial entrepreneur with 6 startups and 2 exits. After his wife's illness exposed the systemic failures of senior living firsthand, he founded Kiwi to reimagine how families keep aging loved ones safe, connected, and cared for.



Carson Miller Chief of Staff

Dartmouth-trained Mechanical Engineer with experience at DraftKings where he worked with complex data sets in marketing and product analytics



Aryan Mehta Product Manager and Lead Engineer

Lead Product Manager building AI-enabled medical wearables at Kiwi. MIT & Harvard researcher. Nittany AI Challenge winner. Background in IoT, embedded systems, and digital health — from field trials to product launch.



Barbara Sotto Marketing Lead

Marketing Manager experienced in building brand presence and driving growth through strategic marketing initiatives. Leads multi-channel campaigns and content strategies that strengthen brand positioning and support business expansion.

Pitch Deck

KIWI HEALTH

AI-POWERED HEALTH MONITORING FOR SENIORS — CATCHING RISKS BEFORE EMERGENCIES

We're delivering the first all-in-one health monitoring wearable that improves seniors' independence and caregivers' visibility.

April 2026

Memo

Kiwi HEALTH

The First AI-Powered Safety Wearable Built for Seniors

Catching Risks Before Emergencies

$15B
U.S. Senior Werables Market

85%
seniors do not use a Werable

95%
Pilot accuracy rate

Why We Built Kiwi

Too many seniors experience health emergencies that did not have to happen. A fall goes undetected for hours because no one was watching. A gradual drop in SpO2 goes unnoticed until it becomes a hospital visit. A family hundreds of miles away has no idea their parent is not okay.

The technology to prevent these moments exists. Continuous vitals monitoring, automated fall detection, real-time GPS tracking, AI-powered voice assistants — all of it is available in consumer wearables built for younger, tech-savvy users. But none of it has been built for the people who need it most: seniors.

85% of adults over 60 — more than 60 million people in the U.S. alone — use no wearable technology at all. Not because they do not want to be safe, but because the products on the market were never designed for them. The interfaces are too complex. The devices require smartphones. The data goes nowhere useful.

Kiwi was born in a senior living facility, from firsthand observation of these gaps. We are building the health monitoring platform that this population deserves — one that works without a smartphone, speaks their language, and gives families and caregivers the visibility they have been missing.



The Problem

Senior care today is reactive. When something goes wrong, the system responds. Kiwi exists because we believe the system should prevent things from going wrong in the first place.

- 80% of falls among seniors go undetected by current monitoring systems.

- **60M+ seniors** in the U.S. with no wearable health technology.
- **$11.5 trillion** is spent globally on senior care each year — yet seniors remain underserved by technology.
- **32,000 senior living facilities** in the U.S., most relying on manual vitals checks and outdated alert systems.

Seniors face silent risks. Falls and wandering go unnoticed until they become emergencies. A wandering senior may find themselves lost with nothing but a manual emergency button — and even if they press it, caregivers still don't know where they are. By the time help is dispatched, the situation has already escalated.

Caregivers lack continuous visibility. Nurses in senior living facilities still measure vitals manually — walking room to room with a blood pressure cuff and pulse oximeter. This is time-consuming, creates gaps in data, and contributes to burnout in an industry already facing chronic staffing shortages.

Modern technology is inaccessible. The Apple Watch can detect falls and measure heart rate. But it requires an iPhone, expects the user to navigate a touch screen, and its fall detection is tuned for active adults — not the slow, low-impact falls common among elderly populations. For seniors, today's wearables are not an option.



What We're Building

Kiwi is the first all-in-one health monitoring wearable purpose-built for seniors. One device. Every vital. One dashboard for the people who care for them.

The Kiwi wearable continuously tracks heart rate, blood pressure, blood oxygen (SpO_2), skin temperature, activity levels, and GPS location. When something is wrong, it does not wait for the wearer to press a button. It detects the problem automatically and alerts caregivers in real time.

Voice-first design. Seniors interact with Kiwi by speaking, in over 50 languages. No screens to navigate, apps to download, or smartphones required. The device runs on standalone 5G cellular, so it works anywhere — even in areas without Wi-Fi.

AI-powered fall detection. Our algorithms are tuned specifically for senior fall patterns, including the slow, low-impact falls that consumer devices routinely miss. The system personalizes its sensitivity over time, increasing soft-fall detection accuracy.

Caregiver dashboard. A web portal gives families, nurses, and clinical staff real-time and historical views of every resident's health data. It integrates directly with PointClickCare and MatrixCare — the two dominant electronic health record platforms in senior living — so vitals flow into the systems facilities already use.







Where We Are

Kiwi is not a concept. We have a working product, completed pilots, and an active sales pipeline.

Completed pilots in U.S. senior facilities and 3 Indian hospitals. Our India study validated core vitals monitoring technology across 1,000+ subjects with 95% accuracy. In the U.S., we have piloted in senior living environments and collected extensive caregiver feedback.

Active partnership discussions with Carleton Willard, a 441-resident continuing care community in Bedford, Massachusetts. Our sales pipeline includes four additional Massachusetts CCRCs with combined capacity of over 2,400 residents, all with demos scheduled or referrals to decision-makers.

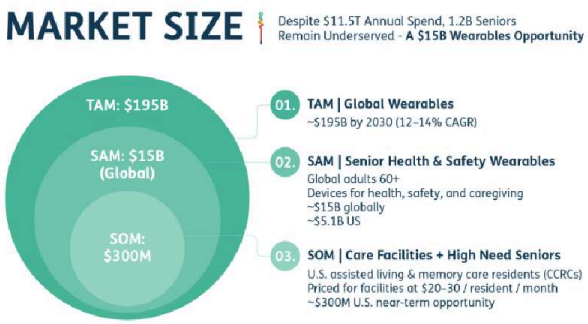
Kiwi 1 launches in Q2 2026. Our first commercial deployment targets 100 units on wrists at a single CCRC partner, with extensive testing and feedback cycles. First paid CCRC sale expected by June 2026.

100-person B2C waitlist. In parallel with the B2B channel, we are validating consumer demand through inbound interest.

2026 deployment target: 1,400 devices on wrists across 3–5 CCRCs.

Market Opportunity

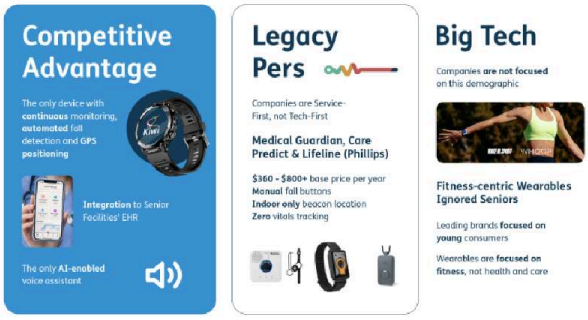
Despite $11.5 trillion in global annual spending on senior care, 1.2 billion seniors remain underserved by the technology that could keep them safe. The wearables market is massive — but almost entirely focused on young, healthy consumers. Kiwi is built for the demographic that needs monitoring most.



The B2B opportunity is especially compelling. There are 32,000 senior homes in the U.S. serving 1.2 million residents. PERS (Personal Emergency Response System) adoption among CCRCs is already at 50% and growing at 8% annually, with 95% resident adoption rates. Facilities currently spend $200–$250 per patient per year on outdated systems. Kiwi replaces that spend with a superior product that also saves money through reduced labor costs and avoided emergency transfers.

Competitive Landscape

Kiwi sits at the intersection of two markets that have failed seniors in different ways.



Kiwi is a device combining continuous medical-grade vitals, automated AI fall detection, GPS positioning, EHR integration, and an AI-enabled voice assistant in a single wearable designed for seniors.

Business Model

Kiwi operates a hardware-plus-subscription model targeting both B2B senior living facilities and B2C families. The economics are strong from day one.

B2C Sales: $250 per device + $40/month subscription per user.

B2B Sales: For facilities, we reduce the cost to to $20–30 per resident per month — competitive with existing PERS spend and justified by measurable ROI.

Clear ROI for facilities. Kiwi delivers measurable financial returns through two levers: labor savings of $150–$250 per patient per year (automated vitals replace manual rounds) and avoided emergency transfers worth $1,000–$2,000 per patient per year. Total economic benefit: $1,200–$2,300 per patient per year.

Structured pilot drives conversion. Month 1 is free for 10% of residents. Month 2 is 50% cost for 50% of residents. This low-risk entry point is designed for high conversion to full-facility deployment.

Your Path to Returns: Why Kiwi Is Built to Be Acquired

The wearable health market is consolidating fast, and the companies being acquired aren't the biggest — they're the ones with the most defensible data and the clearest clinical integration. Kiwi is being built to be exactly that kind of target.

The comparable deals make the thesis concrete. Best Buy paid $800 million for GreatCall in 2018 to own the senior health monitoring relationship. Google paid $2.1 billion for Fitbit in 2021 for the data and AI infrastructure. In March 2026, Oura — valued at $11 billion — acquired a Finnish wearable AI startup specifically to bring proprietary algorithms and an elite AI team in-house. The pattern is consistent: acquirers pay a premium for proprietary algorithms, unique sensing data, and a market position they cannot easily replicate.

Kiwi has all three. Proprietary fall detection AI, a native voice module, and live integrations with PointClickCare and MatrixCare — the two dominant EHR platforms in senior care — would take a large player years to build independently. The natural acquirers span medical device companies like GE HealthCare and Philips, consumer wearable players like Garmin and Oura, health insurers like UnitedHealth and CVS Health who benefit directly from reduced hospitalizations, and telehealth platforms that need an integrated sensing layer. The remote patient monitoring market is projected to grow from $14 billion today to $46 billion by 2035.

Investors coming in at this stage are buying the ground floor of a company that a larger player will eventually decide it cannot afford not to own.

The Team

Kiwi was built by a team with deep experience across startups, healthcare, and engineering. Combined, our founding team brings 8 previous startups, advanced technical credentials, and direct industry knowledge to the problem.

Our founders met through MIT. Don brings six startup cycles and two successful exits to the CTO role. Cristiano combines medical training (MD), management consulting (BCG), and healthcare industry experience (UnitedHealthcare) as CEO. The engineering team spans MIT, NASA, Penn State, Accenture, and Santander — with deep experience in hardware, ML, mobile, and backend systems.

Roadmap & Vision



Regulatory Pathway

Today: Wellness / PERS device. No FDA clearance required. Fastest path to market.

2027: Class II 510(k) Remote Patient Monitoring. Unlocks Medicare RPM CPT reimbursement at $120–$150 per patient per month.

2029+: AI diagnostics expansion. Same hardware, new FDA-cleared algorithms for tremor detection, rhythm irregularities, and gait decline. TAMs: Remote Monitoring $18B, Diagnostics + AI $16B.

Use of Funds

We are raising a seed round to execute our beachhead strategy: prove product-market fit in Massachusetts CCRCs and build the foundation for national scale.

- Pilot execution and on-site deployment at initial CCRC partners
- Manufacturing of 300–500 more Kiwi 1 units (first batch already manufactured)
- Product-market fit iteration period (3–6 months of rapid learning cycles)
- Core engineering and operations support
- Building an outbound sales engine for CCRC expansion

Join Us

Kiwi is raising on Wefunder because we believe the people who care about senior health should have the chance to invest in its future. We are building a company around a simple conviction: proactive senior care should be the standard, not the exception.

Investment Terms

SAFE Note | $10M Valuation Cap | Y Combinator Standard

Every dollar invested goes directly toward putting Kiwi devices on the wrists of seniors who need them. Toward building the platform that gives families peace of mind. Toward proving that technology can serve the people it has overlooked for too long.

Questions? hello@kiwibracelet.com