



## IMPORTANT GUIDELINES NOTICE

*Please note:* The winning written projects from this event are based on the **previous year's competition guidelines**.

While these sample projects serve as valuable references for understanding competition format and expectations, the guidelines have been updated for the current competitive year. The previous 10-page written entry is now a 20-slide pitch deck.

For 2025-2026, all participants must refer to and follow the guidelines in the DECA Guide when preparing their competitive event projects. Using outdated guidelines may result in disqualification or penalty points being deducted.



# KINNECT

**CONNECTING KIN, ONE TAP AT A TIME**

## **START-UP BUSINESS PLAN**

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# I. EXECUTIVE SUMMARY

## WHO ARE WE?



**KINNECT** is an integrated care system designed to strengthen bonds between families, their seniors in care facilities, and caregivers. Through a user-friendly application, an elder-friendly tablet, and a smart watch for caregivers, **KINNECT** fosters meaningful connections. The option to subscribe to the monthly Memory Vault allows for the enhancement and preservation of what were once cherished memories, ensuring every connection becomes a *lasting thread*.

## PROBLEMS

### Communication Challenges for Elderly

Over 1.4 million elderly individuals live in nursing homes, in which communication challenges with families grow, straining the bond.

### Cognitive Decline in Growing Minds

83.1% of elderly living in care facilities are 65+ years old, facing cognitive declines like dementia and emotional isolation.

### Lack of Personal Health Monitoring

Due to the lack of accessible tools, 55% of seniors are noncompliant with their medication and struggle to manage their health.

## SOLUTIONS

### Enhanced Connectivity

**KINNECT** addresses communication issues by providing a user-friendly app, elder-friendly tablets, & smart companion watches for caregivers.

### Personalized Support for Memory Recall

**KINNECT** combats emotional isolation & cognitive decline, offering personalized tools, like the Memory Vault, enhancing memory recall.

### Proactive Care and Med Management

**KINNECT** offers a *personalized care system* that integrates health tracking with pharmacists, caretakers, and families.

## CUSTOMER SEGMENTS

### Primary Market

Families with elderly members in care facilities who are looking to stay connected and engaged.

### Secondary Market

Caregivers at retirement facilities who need more convenient ways to be engaged with their elderly patients.

### Tertiary Market

Healthcare professionals who need tools that enhance communication flow for consistent dose administration to patients.

## CHANNELS



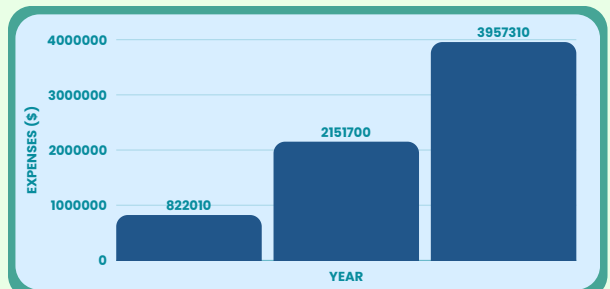
## KEY METRICS



## UNIQUE VALUE PROPOSITION

**KINNECT** is the first application designed to bridge the gap between elderly individuals in retirement homes, their loved ones, and caregivers. Through a centralized platform with compatible devices, **KINNECT** ensures seamless communication, tailored health monitoring, and real-time alerts for medication management that ensure every possible emergency is acknowledged *immediately*.

## COST STRUCTURE

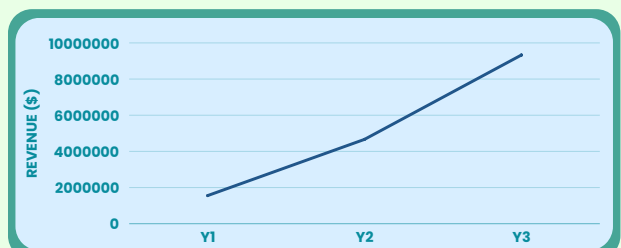


## WHY INVEST?

**KINNECT** is seeking a starting investment of \$830,000 for 10% equity in the company. By the third year, **KINNECT** is projected to produce \$15,548,880 in revenue and a gross profit margin of 55.43%. Your investment will be repaid in full and exceeded during the second year.

**By investing in KINNECT, you are investing in community.**

## REVENUE STREAMS



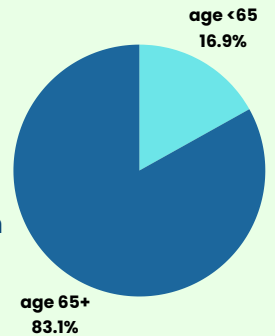
## II. PROBLEM

### Problem One: Rising Challenges of Communication in Retirement Homes

As time progresses, an increasing number of elderly individuals are finding themselves in retirement homes, with more than 1.4 million people living in tens of thousands nursing homes, leading to heightened communication challenges with their families. With aging, seniors start to face health limitations, like Alzheimer's & dementia. In turn, as cognitive functions start to decline, families feel inclined to place them into retirement homes to remove the weight. The consequences of being in a new facility are not limited to these physical problems, however; other factors like loneliness and boredom are exacerbated.

**This communicative and physical separation between seniors and their distant loved ones that widens as a result underscores the *need* for a convenient solution.**

Figure 1: Ratio of Elderly in Retirement Homes (U.S.)



### Problem Two: Cognitive Decline in Growing Minds

As our loved ones age, memory difficulty can come as early as age 50. Memory loss through Alzheimer's and dementia makes it hard for them to remember the pleasant memories made, causing their emotional state to consist of confusion and frustration when those memories slip away. Daily life becomes increasingly difficult, and a blanket of isolation clouds their connection to past memories and experiences. This loss of memories can create a sense of disconnection from loved ones and strains the relationship immensely.

**This is when having a family support system to go through this emotionally-evolving journey becomes crucial.**



### Problem Three: Lack of Personal Health Monitoring

Our growing loved ones often face significant challenges in taking care of their health due to the lack of accessible tools and tailored care plans. Specifically, according to the Department of Health and Human Services, as many as 55% of seniors are "noncompliant with their medication"—they fail or forget to take their prescribed medication. For older individuals, failure to take prescribed medication has, in turn, led to *preventable health complications and hospitalizations*. This issue is exacerbated further by the complexity of managing multiple conditions and medications outside of home with family, in retirement facilities. **This is when proactive and individualized care through collaborations with healthcare professionals, caretakers, and families becomes essential to reduce avoidable health risks for our loved ones.**



# III. CUSTOMER SEGMENTS

## INDIRECT MARKETING CHANNEL

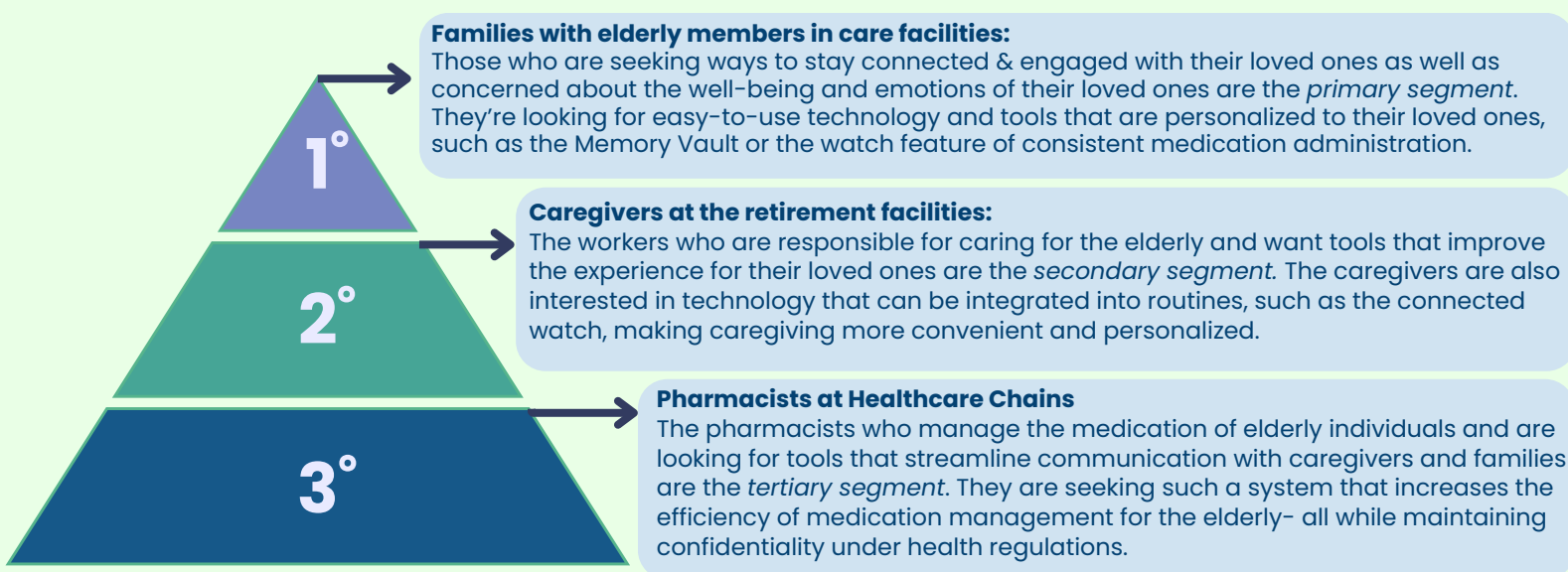
**KINNECT** will establish partnerships with retirement homes and large pharmacy chains, who will advertise and promote the platform to the families of elderly individuals, including those with complex health conditions. These referrals will present **KINNECT** as a valuable tool to enhance communication with their loved ones in elderly homes and make unfamiliar retirement homes feel more like home. Ultimately, this indirect channel guarantees higher demand and recognition of the integrated care system, but more importantly, strengthens trust between families, caregivers, and the healthcare professionals that handle the responsibilities of the elderly individuals.

“Residents in assisted living facilities show better health outcomes and higher satisfaction levels when their families participate in their care.”  
-SeniorSite”

## DIRECT MARKETING CHANNEL

The ideal consumers (users) of **KINNECT** are the elderly individuals in retirement facilities that experience a sense of isolation and disconnectedness from their loved ones, with communicative and geographical barriers emphasizing this problem. **KINNECT** displays its packages through the application, where purchases for the different tiers can be made, from the Basic Subscription to the Ad-Removal- all with direct access and engagement of features. The families can engage with add-ons and more advanced packages directly on the mobile application, soon after purchasing a certain subscription. Direct customer support is also provided to address any additional assistance needed by families using the app.

“Family connectedness through personalised care and visitations reduces loneliness and social isolation.”  
-ScienceDirect”



# IV. UNIQUE VALUE PROPOSITION

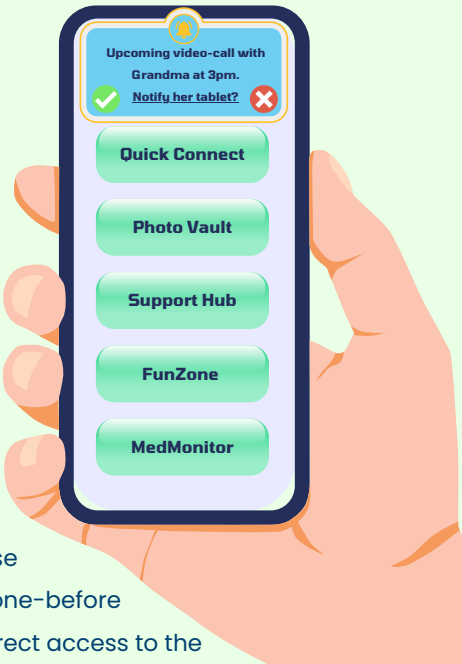
**KINNECT** is an innovative, integrated care system designed to bridge the gap between elderly individuals in retirement homes, their loved ones, and caregivers. All under a centralized application with a highly-accessible tablet, caregiver watch, and additional packages, **KINNECT** provides seamless communication, tailored health monitoring, and real-time alerts for medication administration to ensure every emergency is acknowledged immediately.



# V. SOLUTIONS

## 1 UNIFIED COMMUNICATION HUB

As **KINNECT** aims to reconnect families and their elderly in retirement homes in a seamless way, **the approach is specifically tailored for both the family and their beloved senior(s).** With the advance in modern technology and the difference they have in that knowledge, the tech-savvy families are given the mobile application that they can download directly onto their smartphones while the elderly, who are more traditional, receive a simple tablet, curated solely for this application. The app, used by the families, will give options to *call, message, and schedule calls with their loved one*, as well as *transfer photos* to evoke valuable memories. Additionally, this app provides an *informative section* on how to navigate different cognitive limitations that their loved ones may experience as well as recommendations from certified healthcare specialists for what sensory items to purchase in the memory box, if purchased as an extra feature. Furthermore, **KINNECT** has the never-done-before feature that allows families to, if given written HIPAA authorization by their loved one, have direct access to the *medical aspects* of them, from making sure doses are not missed to contacting the personal pharmacist, **all under a layer of maintained security and confidentiality.**



## 2 ELDER-SMART TABLET

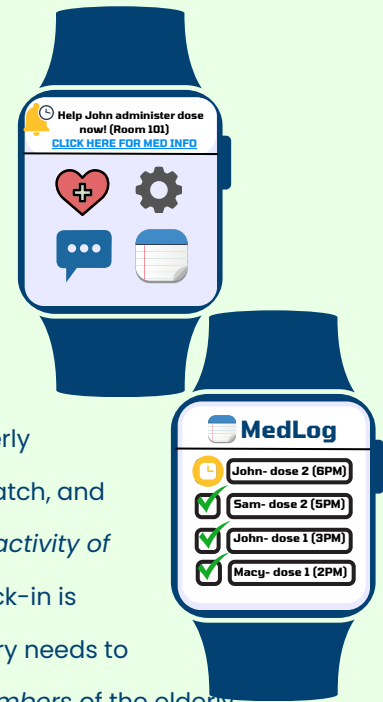
The **KINNECT** Tablet is designed to meet the unique needs of elderly users in retirement facilities, **offering a user-centric experience that prioritizes simplicity over the overcomplicated appearances that other tablets tend to offer.** It features a *large, high-contrast touch screen* and comprehensive buttons, making it easy-to-use for seniors. The accessibility of the tablet is further enhanced with *text-to-speech/speech-to-text* capabilities, *adjustable font sizes*, and *sound compatibility* for those with hearing aids. Pre-installed with **KINNECT's** software, the tablet provides direct access to voice and video calls, messaging, a running photo gallery display of selected photos when the tablet is not in use, as well as a health monitoring section to track medications, virtual appointments, and vital stats.

Built-in support tools like the emergency alert feature, tutorials, and SOS button make sure that the elderly feel confident and secure. Lightweight and durable, the tablets are built to be portable with long-lasting batteries to support daily use; the tablet can also be stationary using its built-in stand. The **KINNECT** Smart Tablet empowers our senior users to **stay connected, entertained, and most importantly, informed.**



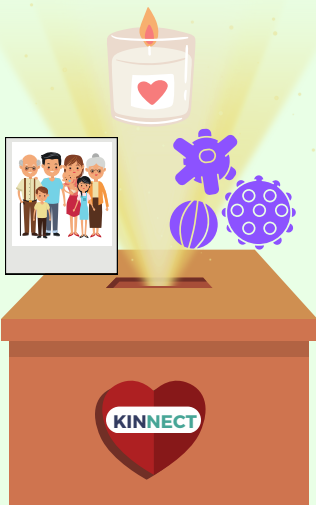
### 3 CAREGIVER SMARTWATCH

The caregiver's smartwatch is an essential tool that is **designed to enhance elderly care through real-time constant updates and seamless communication**. The watch is integrated with the platform to connect caregivers to *prescription information* and *health records* (per HIPAA regulations), ensuring that they have a complete overview of their patients' needs and when certain medications need to be administered. In emergencies in which the elderly hits the SOS button featured on their tablet, the watch receives *instant alerts* to check on them, allowing for *swift* action. In terms of managing medication, the watch provides *timely reminders*, from hours to minutes before a dose needs to be given to their elderly patients, in which the caregiver should then *log those administered doses directly* into their watch, and alerts them a notification if a dose is missed. The smartwatch also *monitors the engagement activity of the elderly's tablet* in the settings, so that if the tablet remains unused for over 24 hours, a check-in is prompted to their caregiver to ensure their safety and the condition of the tablet (i.e. if a battery needs to be replaced). Additionally, the smartwatch supports *quick communication with the family members* of the elderly, allowing them to send urgent messages directly to the watch during emergencies. Ultimately, this watch empowers caregivers to deliver timely but attentive care, all while creating a vital connection from the caregiver to both the elderly and their loved ones.



### 4 MONTHLY MEMORY VAULT

With the mobile application, tablet, and watch system being the focal points of Kinnect, there is an option to make an **additional purchase of a monthly subscription for a curated memory box**, aimed at entertaining the elderly more than just the tablet would be able to. **KINNECT's** team will provide the *box and mailing label*, with *pre-selected sensory items* (scented candles, textured fabrics, etc.) to place in it, and send the box to the family's home. **KINNECT** arranges a *monthly theme* for these boxes,- for example, one month can be set as "Childhood Sport", in which families can participate and put old items, from photographs to a tennis racket, previously belonging to the elderly, which correspond to that theme, and finally *mail the filled box to the elderly's retirement facility*. The caregiver will take the package to give to and allow the loved one to experience the fun while refreshing memories. The box consists of a *monthly subscription fee* and, in correspondence, is *mailed monthly with a new theme*. **KINNECT's** monthly memory vault will be able to **improve seniors' sensory functions** as well as **evoke cherished memories of the past to strengthen the family bond** that may have weakened as a result of the geographic barrier of living in a retirement facility.





# VI. CHANNELS

## Social Media

Direct Market

Indirect Market

Running frequent social media campaigns throughout the year will establish a strong brand identity for **KINNECT** and allows for a thorough understanding of customer specific interests with the ability to give feedback. Application users can engage and use hashtags, such as **#ConnectWithKinnect**; having participating retirement facilities feature the app on their social media pages will help to stimulate brand awareness.



## Print Mail

Direct Market

Indirect Market

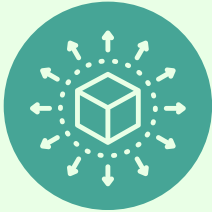
Newspapers and brochures will detail the benefits of the integrated care system as well as the effectiveness of the caregiver's watch in strengthening family bonds. These hand-outs will be directly distributed to the caregivers and elderly at care facilities, and pharmacies will present **KINNECT** brochures at front desks for customers with loved ones in care homes.



## Direct Distribution

Direct Market

The delivery of tablets and watches are facilitated by our sales managers to care homes, ensuring that **KINNECT** reaches its target audience efficiently while building trusted partnerships with institutions. This direct approach not only fosters immediate adoption but also allows for the seamless integration into care routines to be recognized.



## Word-of-mouth

Indirect Market

Positive feedback in the reviews of our app and experiences shared by families and caregivers will naturally promote the integrated care system of **KINNECT**. Word-of-mouth serves as a powerful and effective tool to expand awareness and encourage investing in **KINNECT** within communities, ultimately amplifying the app's impact through personal recommendations.



# DISTRIBUTION CHANNELS

- By utilizing Social Media Marketing, Print Advertisement, Direct Distribution, and Word-Of-Mouth marketing, **KINNECT** will connect with potential customers and invite them to download the app on their mobile device, laptop, or tablet, along with printing brochures to inform the seniors and caregivers of this innovative and seamless design
- For families, **KINNECT** is available to download on the Apple App Store, Google Play Store, and Microsoft Store
- Care facilities can include **KINNECT** in their catalogs & daily newspapers to allow both the elderly and families learn about the unique features of the application

# VII. REVENUE STREAMS

**KINNECT** has two main streams of revenue:

Family Subscription and App Advertisement. Families can purchase the application, and if they see fit, can unlock added benefits through several tiers of subscription.

## 1 FAMILY SUBSCRIPTION

**Tier 1:  
Basic Plan**

- **\$24.99/month**
- 4,000 total plans
- 100% of total

**Tier 2:  
Memory Box**

- **+ \$9.99/month**
- 1,600 total plans
- 40% of total

**Tier 3:  
Ad-Removal**

- **+ \$4.99/month**
- 2,000 total plans
- 50% of total

Over 40% of users for health-based applications pay for a monthly subscription, and “the numbers are only rising” (Statistica). We project that in **Year 1, 4,000 families** will invest in **KINNECT**’s basic plan, **40%** of plans will upgrade and purchase the Memory Vault, and **50%** of plans will unlock ad-removal on the application.

## 2 APP ADVERTISEMENT

- **KINNECT** will utilize a **cost-per-impression** advertising structure in the application, in which companies will sign advertisement contracts with **KINNECT** on the condition that the advertiser pays **\$3.00 per 1,000 impressions** .
- **KINNECT** can expect to contract a total of **5 companies** to run advertisement campaigns, with a projected revenue of **\$43,800 in year 1** (~ 14.4 mil total views).

### GROSS LIFETIME VALUES

**Basic Subscription**  
Average Subscription Length: 3 years  
Projected CLV: \$924.67

**Memory Vault Add-On**  
Average Subscription Length: 3 years  
Projected CLV: \$1,308.55

**Ad-Removal**  
Average Subscription Length: 3 years  
Projected CLV: \$1,079.28

Values calculated based on industry research.

### GROSS PROFIT MARGIN

55%

\*Calculations are based on a projected 4,000 first-year users, with the user base growing exponentially by 20% on a monthly (Y1-Y3). This growth is driven by targeting marketing strategies, with an anticipation of contracting 5 advertising companies in the first year. This creates an additional revenue stream and ultimately maximizes user engagement.

Profits	Y1	Y2	Y3
Revenue	\$1,554,888	\$4,664,664	\$9,329,328
CoGS	\$822,010	\$2,151,700	\$3,957,310
Profit Margin	49.13%	53.87%	57.58%

Revenue*	Y1	Y2	Y3
Tier 1	\$1,199,520	\$3,598,560	\$7,197,120
Tier 2	\$191,808	\$575,424	\$1,150,848
Tier 3	\$119,760	\$359,280	\$718,560
Subscription	\$151,088	\$4,533,264	\$9,066,528
Advertisement	\$43,800	\$131,400	\$262,800
Total Revenue	\$1,554,888	\$4,664,664	\$9,329,328

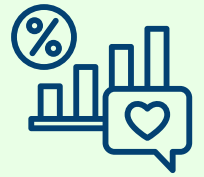
# VIII. COST STRUCTURE

CONSUMER ACQUISITION COSTS	CAC Projected	Year 1		Year 2		Year 3	
	Social Media	\$22,000		\$15,000		\$15,000	
	SEO	\$35,000		\$35,000		\$35,000	
	Print Advertising	\$3,000		\$1,500		\$1,500	
DISTRIBUTION COSTS	Distribution Projected	Year 1		Year 2		Year 3	
	Apple Store Fee	\$125		\$125		\$125	
	Google Play Fee	\$25		\$25		\$25	
	Microsoft Store Fee	\$100		\$100		\$100	
	App Development	\$25,000					
HUMAN RESOURCE COSTS	HRC Projected	Emp.	Year 1	Emp.	Year 2	Emp.	Year 3
	Software Developer	1	\$60,000	1	\$60,000	1	\$60,000
	Sales Manager	1	\$75,000	1	\$75,000	1	\$75,000
	Marketing Manager	1	\$80,000	2	\$160,000	2	\$160,000
ADDITIONAL COSTS	Additional Costs Proj.	Year 1		Year 2		Year 3	
	Tablets	\$360,000		\$1,200,000		\$2,400,000	
	Watches	\$160,000		\$600,000		\$1,200,000	
	Boxes	\$1,120		\$3,150		\$6,720	
	Sensory Items	\$640		\$1,800		\$3,840	

# IX. KEY METRICS

## ENGAGEMENT RATE

Engagement rate for **KINNECT** will be evaluated through key metrics like daily app usage from the families' end, scheduled video calls (aiming for 5 calls per week), and feature interactions, like the tablet's running photo display and watch utilization. Extra purchases, like the Memory Vault, and user feedback (aiming for a 4.5-star and higher average rating) will further determine **KINNECT**'s success.



## SALES REVENUE

With **KINNECT**, we have envisioned the revenue we expect to produce in the next three years (section VII), with the first year bringing in \$1,554,888. **KINNECT**'s success will be evaluated based on whether we reach or exceed this goal. In order to confirm our profitability, we will measure the sales revenue on a quarterly basis.



## LIFETIME VALUE

Given the average stay of an elderly resident in a retirement facility is approximately 3 years, and with the average subscription priced at \$32.45, the lifetime revenue per user is estimated at \$2,264.60 over the three years. **KINNECT**'s success will be evaluated by tracking revenue on a quarterly basis to ensure we reach or exceed these goals.



# X. COMPETITIVE ADVANTAGE

## INNOVATIVE TECHNOLOGY INTEGRATION

**KINNECT** gains a competitive edge through its seamless integration of user-centric modern technology. The smart tablet provided to the elderly connects effortlessly to the family's more advanced application, while the caregiver's smartwatch bridges the two parties. This *ecosystem* ensures that all users have a personalized and efficient communication experience.

## ENHANCED MEMORY AND WELL-BEING

**KINNECT** introduces the additional purchase of a personalized subscription box featuring sensory items curated specifically for seniors. These sensory items aim to improve cognitive health and provide an emotionally-evoking experience, improving the overall value of the app and its features for families and facilities.

## UNIQUE MARKET POSITION

**KINNECT** is a revolutionary tool in digital communication for care facilities. Unlike platforms such as Google Meet or FaceTime, **KINNECT** focuses on bridging social barriers between families and their loved ones while providing specific features to address memory care. This "one-stop" tailored approach reduces the stress that comes along with missing in-person visits due to busy schedules.

## RIVALRIES AND COMPETITIVE ADVANTAGE

**KINNECT** faces competition from traditional memory care services, common video-calling platforms, and shifting consumer preferences such as favoring digital-free alternatives. However, its fully-integrated caregiving system, make it **unmatched in the market**. The never-done-before technological combinations and features that **KINNECT** presents places it ahead of competitors, revolutionizing connections.

# XI. CONCLUSION

**KINNECT IS SEEKING AN INITIAL INVESTMENT OF  
\$830,000 FOR 10% EQUITY.**

This is given from the evaluation of the company's 8.3 million dollar worth. This investment will allow **KINNECT** to cover start-up costs and serves as a buffer for operational needs & opportunities. By the third year, **KINNECT** is projected to produce \$15,548,880 in revenue with roughly 24,000 families invested in the system, and a gross profit margin of 55.43%. Your investment of \$830,000 will be repaid in full during the second year. With your investment in the revolutionary platform of **KINNECT**, together we can **connect kin in our community, one tap at a time.**



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