MXAND
TECHNOLOGY THAT AMPLIFIES PEOPLE

AURA

Pre-Seed

AURA helps older parents handle everyday tasks by voice, and brings family in, with their consent, when help is needed.

THE PROBLEM

Adult children become the default organizer and tech helper. Parents want independence; families want less load and clear next steps.

WHAT AURA DOES · TARGET PRODUCT

COMMUNICATE
Companion · family joins with consent · daily check-in

LANGUAGES
Voice translator · live translation of speech and messages · multilingual

CONCIERGE
coordinates the family's time · deliveries, repairs, shopping

EVERYDAY LIFE
Taxi, weather, YouTube · smart home

MEMORIES
Photo gallery with tags, conversation memory · family photos

HEALTH
Doctor visit · medication reminders · diagnostics after review

INSTITUTIONS BY VOICE
banks, health fund, insurers · government, medical centers · reads documents

SAFETY AT HOME
location for family · too quiet / loud alerts · call for help, falls

SCAM PROTECTION
CallGuard (live) · message detection

COGNITIVE ACTIVITY
Games, reading aloud · reminiscence

CONSENT AND PRIVACY
Family sees only what the parent agrees to

ALL BY VOICE
No standard interface · one memory across tasks

Bold: ready today (demo MVP; CallGuard live). Grey: planned.

MARKET AND AMBITION · NORTH AMERICA + EUROPE, 2030

OUR AMBITION
10% of the market: ~US$3.8B a year in North America + Europe, ~US$22M a year in Israel.

~US$38B	~US$11B	US$114M
TAM	SAM	SOM, 5-year target

Annual revenue potential: ~168M potential family subscriptions × US$228 a year (US$19 a month, a pricing hypothesis). SOM is 0.5M families. Israel, the pilot and home market, is shown separately: ~US$224M TAM.

BUSINESS MODEL

US$19 / month

Family subscription paid by the adult child. Pricing hypothesis for the pilot and international planning.

After the pilot. B2B strategic partners give broad market reach on special terms, so we reach our revenue and market-share goals faster.

STATUS

100+ family members interviewed. Collaboration with University of Haifa researchers. Voice-first Android MVP ready for demo: translator, taxi, weather, YouTube, photo gallery and conversation memory, all by voice with no standard interface. CallGuard anti-scam app is live on Google Play.

TEAM

Andrey Demin, CEO: 20+ years scaling tech businesses

Max Kristal, Research & Product Design: 15+ years in behavioural systems, psychology and technology

Vitaly Chernobelsky: strategy and business, 35+ years building companies

THE ASK

US$500,000 Pre-Seed · 12 months from demo MVP to a paid pilot

12-month target: a pilot with real target families, first paying customers, and initial retention and payment data.

Vitaly Chernobelsky · **info@mxand.com** · +972-54-4848254