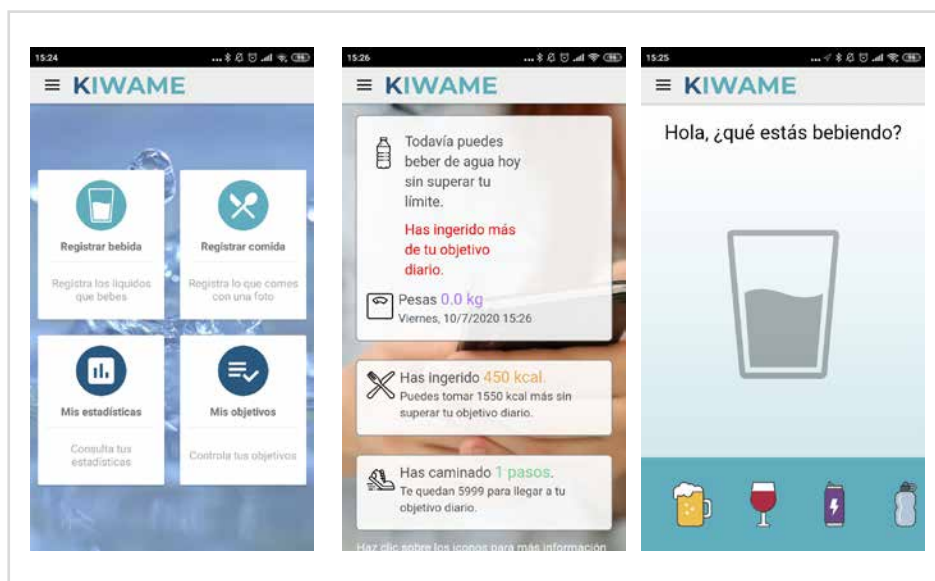


Digital Wellbeing KIWAME



STARTUP CREATION

PARTNERS: UPM (Spain), Telefonica (Spain), Engineering (Italy)



Your care everywhere

10% of the population worldwide is affected by chronic kidney disease (CKD) and that's why KIWAME was born: a tailor-made monitoring kit to assess the body water volume, the nutrition and the daily activity.

The significant lack of information on overhydration and the communication barrier between health professionals and patients make it difficult to evaluate the impact of the patients' daily habits. Here we see technology as a bridge - regardless of time and space. The KIWAME ecosystem is a set of services that leverage data from multiple sources (e.g. wearables, swivels and food pictures).

By analysing the patient's condition, its added value is twofold: On the one hand, the institutions' resources are optimised and on the other hand, the users' quality of life is improved as they are empowered to better manage their health status and treatment adherence.



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Competitive Advantages

- Accessibility and availability
- Centralized information
- Elimination of the communication barrier
- Impact assessment of meals ingestion
- Intuitive and unobtrusive technology based on existing consumer electronic devices
- Significant citizen empowerment & adherence

Target Markets

Segments

- CKD patients (B2C): 15.11% in Spain (> 7 million persons)
- Persons with an overhydration risk: suffering from e.g. CVD, liver diseases, diabetes, hormonal disorders
- Hospitals (B2B)
- Healthcare Providers (B2B)

Markets

- Europe: Spain, later: Italy, Germany, France and beyond
- America: US, Brazil, Mexico

Status/ Traction

- Validation program with 300 patients
- Real-condition testing in Hospital 12 Octubre Madrid
- Contact with Healthcare assistant providers as prospective buyers
- KIWAME consortium is composed by 3 partners that can play the business: Telefónica I+D, Engineering and UPM through a Spin-off

Road Map

July-December 2020

- Development of a first integrated prototype (MVP) by September; trial with the Hospital "12 de octubre" in Madrid.
- Commercialisation of the solution in Europe and Latin America.

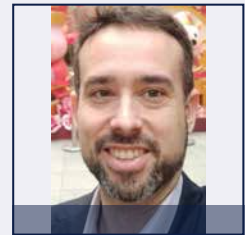
Perspectives for 2021-2022:

- Commercialisation of the solution outside Europe, especially on the US market.
- Client base growth and focus on regulatory compliance.

Leveraged Technologies

KIWAME involves multiple technologies to collect data: the smartband to extract bio-measurements and food via mobile camera and platform events. The use every month of swivel to extract the Body Max Index, Fat Mass, Water percentage, bone mass and weight is recommended. DSS will orchestrate data analysis through validated clinical models. EHRs database (HL7 FHIR standard). We have background in sensing solutions for personalized health & coaching services based on behavior tracking (DayMe)

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KIWAME is an innovation activity proudly supported by EIT Digital.

EIT Digital supports entrepreneurial teams from research and business organisations in launching new startups and new products in agile 12-month projects called innovation activities. These activities are embedded in EIT Digital's European ecosystem and receive a financial co-investment to package their technology, sign up customers and attract investors.