



From a RIA project to a product The CAPTAIN story

Evdokimos Konstantinidis

CAPTAIN H2020 Technical Coordinator

CAPTAIN COACH, CEO

Lab of Medical Physics, Aristotle University of Thessaloniki, Greece

evdokimosk@gmail.com



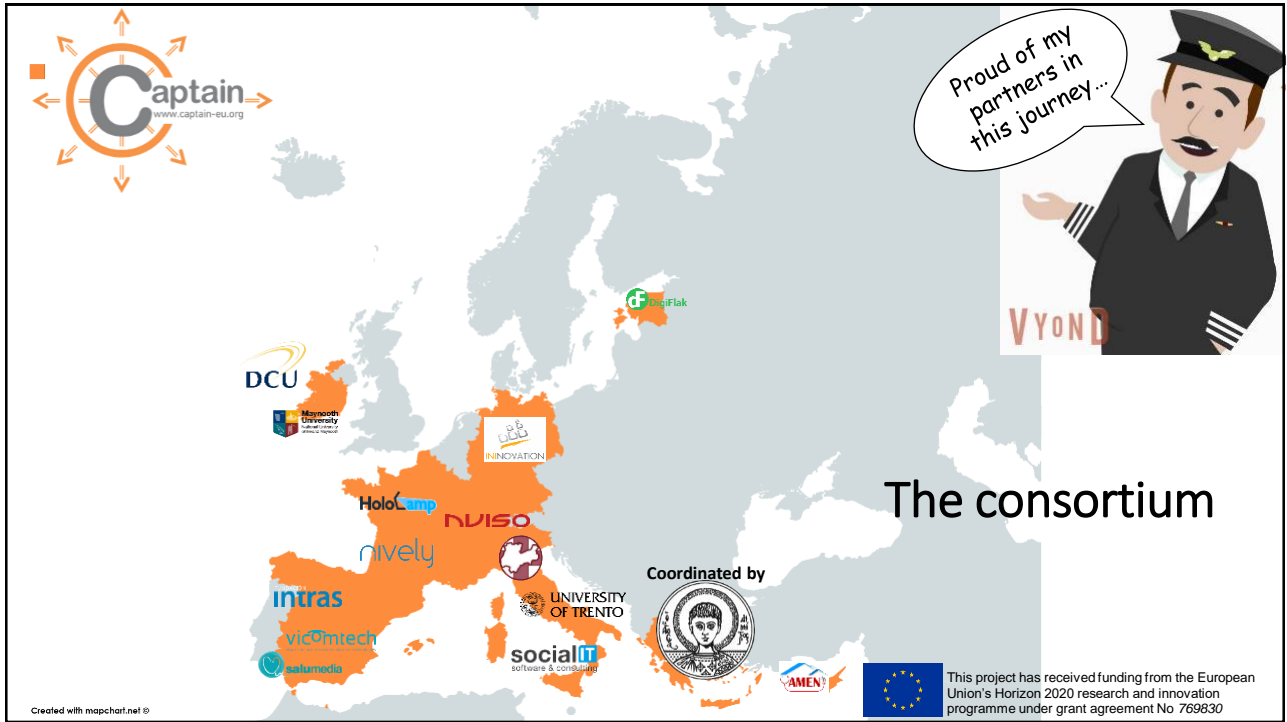
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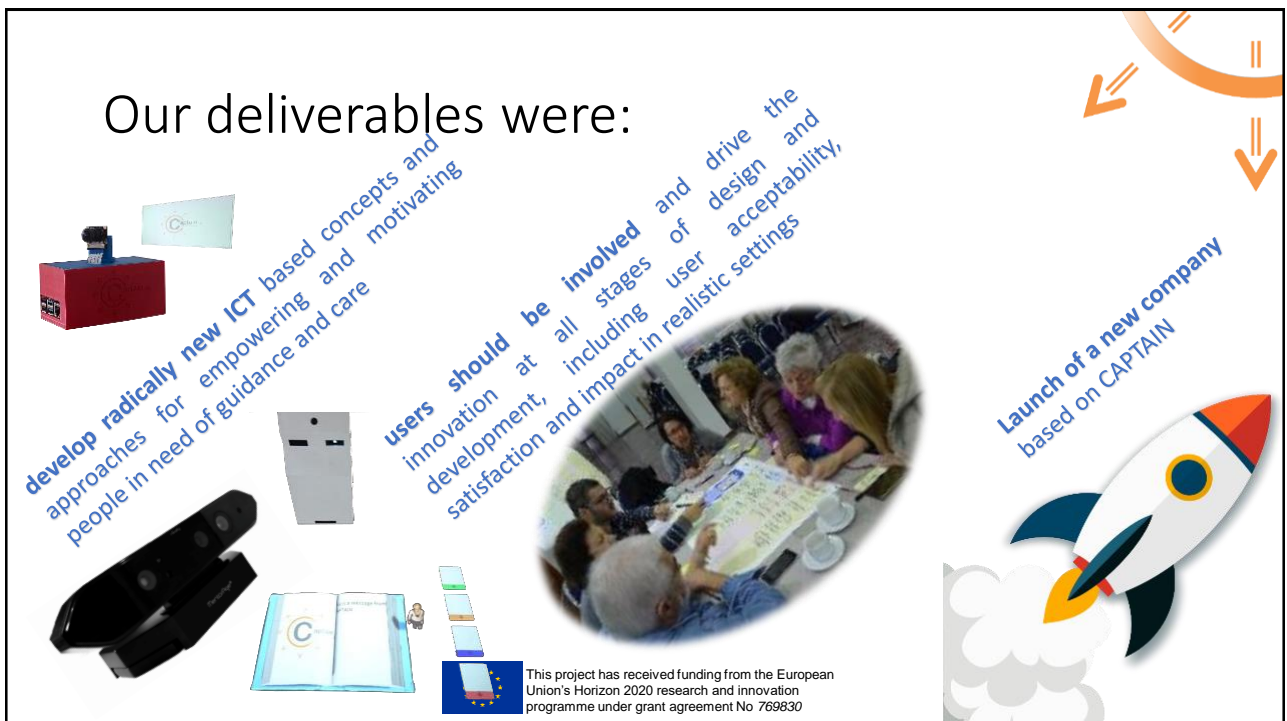


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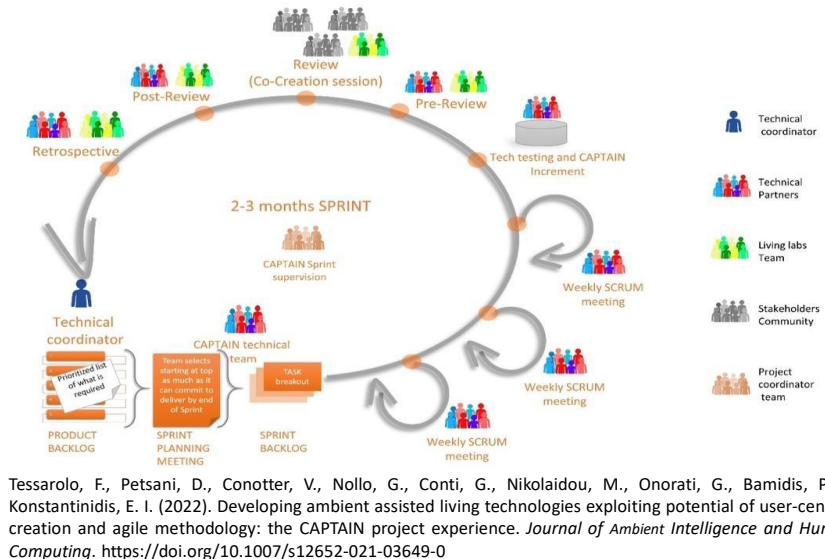


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CAPTAIN methodology



Tessarolo, F., Petsani, D., Conotter, V., Nollo, G., Conti, G., Nikolaidou, M., Onorati, G., Bamidis, P. D., & Konstantinidis, E. I. (2022). Developing ambient assisted living technologies exploiting potential of user-centred co-creation and agile methodology: the CAPTAIN project experience. *Journal of Ambient Intelligence and Humanized Computing*. <https://doi.org/10.1007/s12652-021-03649-0>

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At some point, partners started losing their real interest



The new company vision was communicated to all partners through a workshop from the Exploitation WP partner.

The vision of a new company where partners would keep their IPRs was enough to motivate them to work more effectively.

The technological partners were more motivated compared to the pilot partners.

Different skills are required for the dissemination and exploitation tasks, although most of the times are under the same WP with one WP leader.

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The motivation

Include a deliverable or milestone for launching a new company. At the end of the project, you will have to deliver ;-)

MS7	Definition of business model and business take-up	WP9	4 - INI-Novation	39	Launch of a new company based on CAPTAIN
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LICENSE

Licensing of Intellectual Property Rights (IPR): Business Perspective

KIPG

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The support of the Technology Transfer Office

- We had 3-4 meetings with AUTH's TTO, Legal Support and the Vice Rector for Research and Lifelong Learning
- The TTO and the Legal Support of AUTH went through the Grant Agreement and the Consortium Agreement to make sure everything is fine.
 - The project was ongoing when the company was established, and some conditions should be met
 - They understood our needs for some conditions and they accepted some amendments in the agreement between RC AUTH and the spin-off



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OUR VISION

CAPTAIN COACH vision is to improve the adoption of technology by people in need of care by reshaping the ways of interaction.

CAPTAIN COACH mission is to turn the homes of older adults into a gentle coach within an empowering space, providing intuitive interaction, guidance and help for independent living, whenever and wherever it is needed, leading to physical, cognitive, mental and social well-being.



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Photo by Pexels

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CAPTAIN COACH SYSTEM

RADICALLY NEW USER INTERFACE



Projection



Speech



Tangible



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CAPTAIN COACH

OUR SOLUTION



Radically new technology for empowering and motivating people in need of guidance and care



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Photo by Matthias Zorner from Pexels

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CAPTAIN COACH

VALUE PROPOSITIONS FOR HELPING ELDERLY



AI Movement Analysis

Collection and assessment of data from movement and exercising inside the house



AI Emotion Analysis

Emotion analysis from face and voice



Speech Analysis

Speech analysis and speech generation to provide a multilingual, intuitive user interface



User Modeling

Using AI to model and comprehend user's behavior through non-invasive monitoring



Environmental Monitoring

Sense and adapt to environmental conditions like weather, noise and temperature



AI Behaviour Prediction

Predict everyday life behaviour and activity recognition



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CAPTAIN COACH

KEY CONCEPT

**Set
GOALS**

**Coaching is
delivered**

**Get
feedback**

**Coaching
plan
adaptation**



1. Review goal progress

Goal history: Increase fiber intake



Difficulty: ★★☆☆



Do you want to see weekly progress?

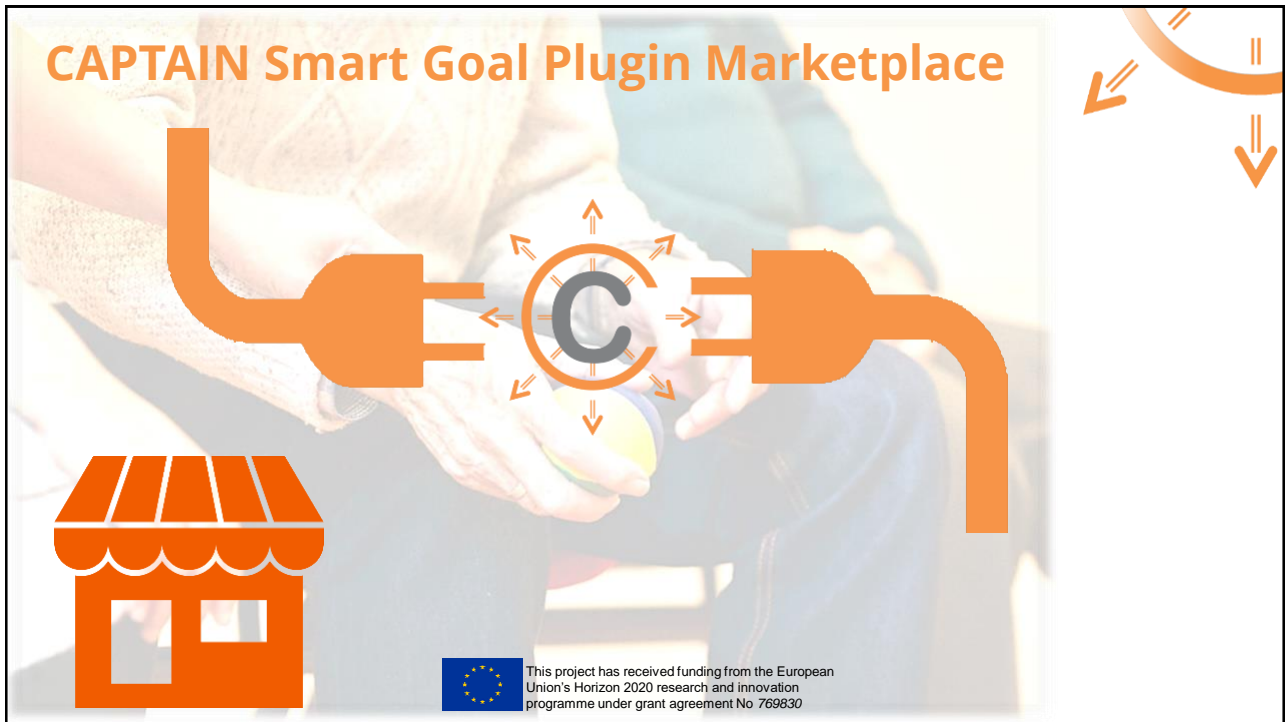


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Photo by Matthias Zomer from Pexels



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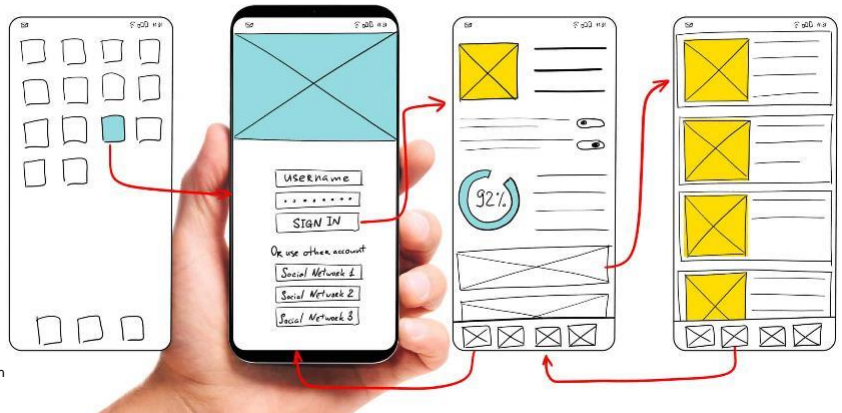
Problem turned into opportunity?

Improved UX for:

- Deployment
- 1st time installation
- Usage
- Simplified manuals



**A project closer
to a product**



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The drawback



Uncertainty for pilots

Evaluation protocol needs to
be substantially amended
(space for innovation though)



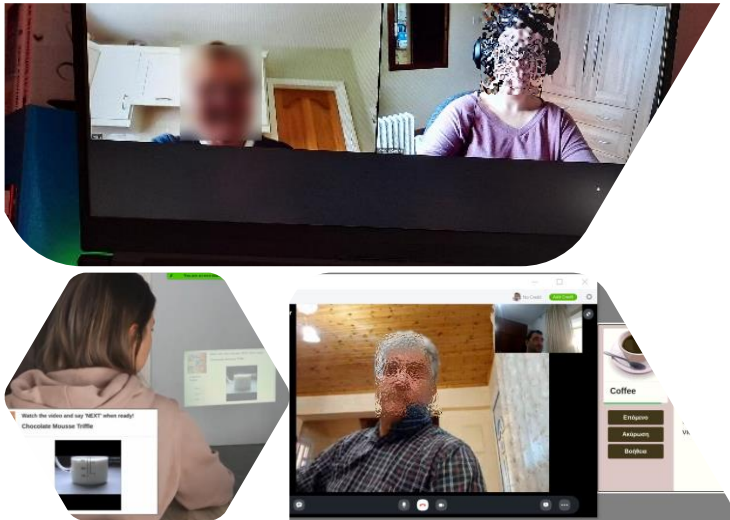
Scientific publications without results???



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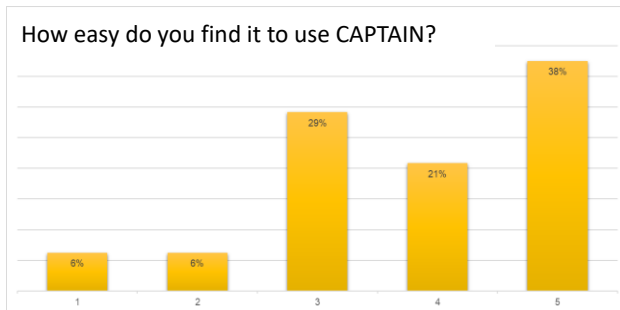
Virtual support and assessment



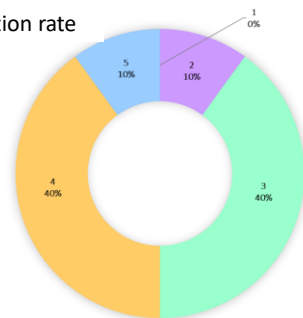
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11 participants used CAPTAIN at their homes

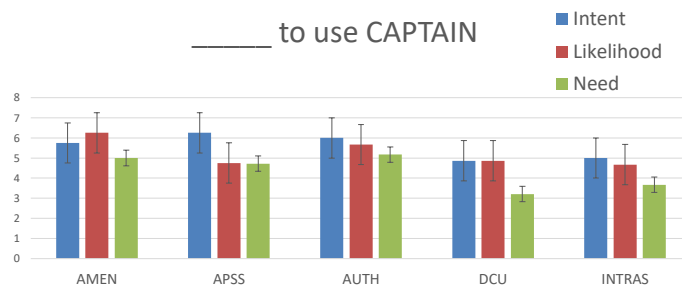
How easy do you find it to use CAPTAIN?



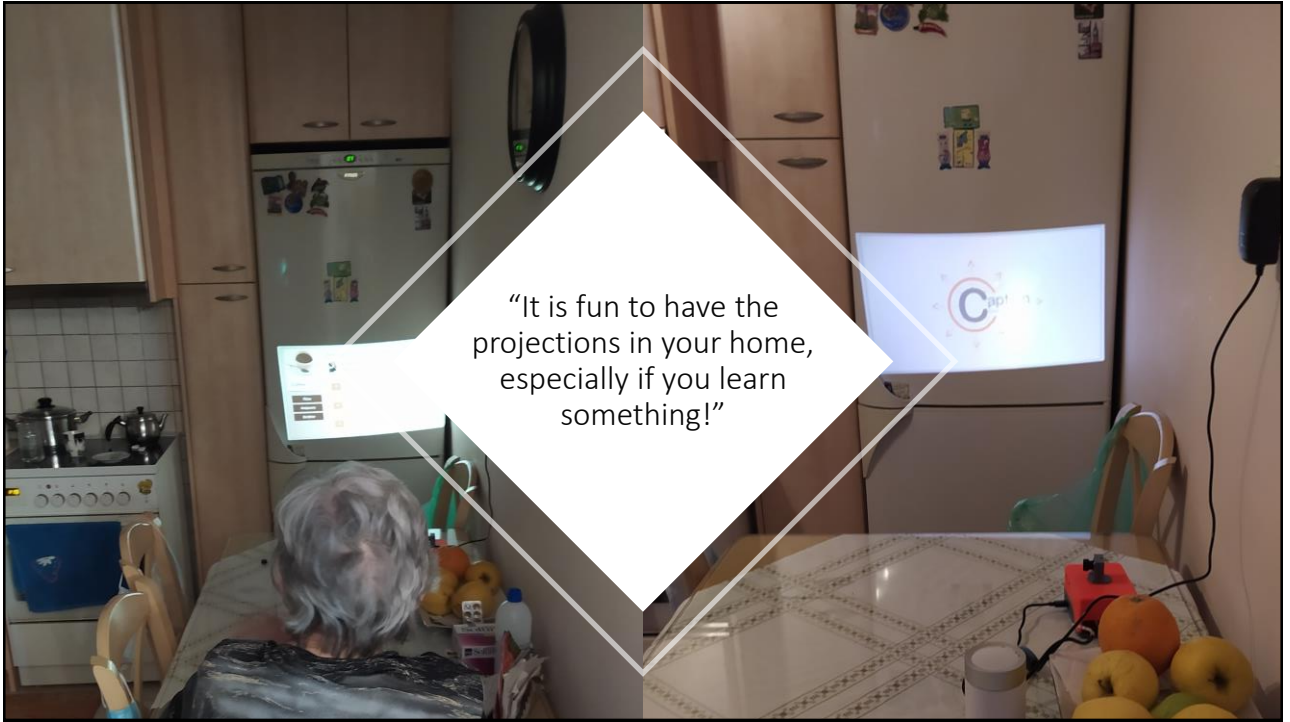
Satisfaction rate



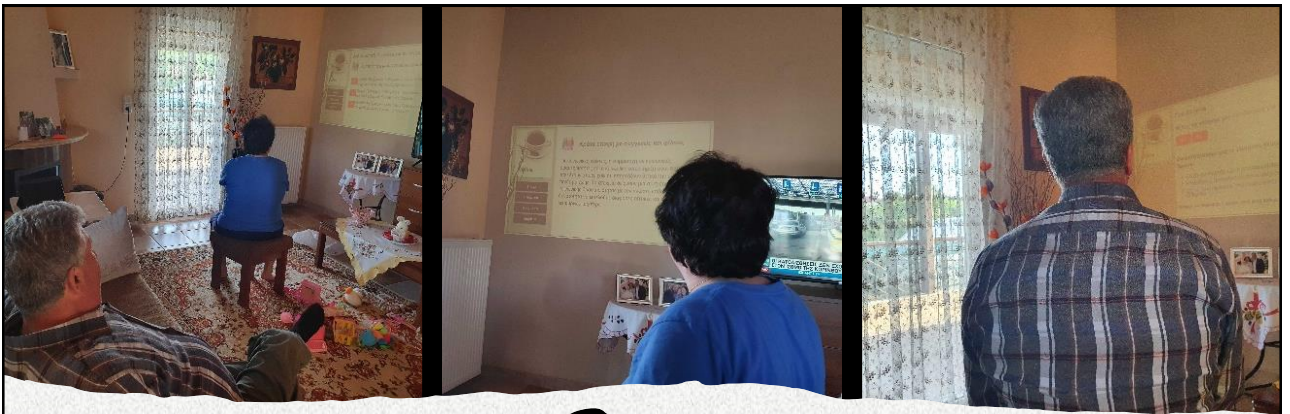
_____ to use CAPTAIN



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"It is nice that when it detects you it starts automatically. Then, out of curiosity, you might read the text"

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PRIZE



FOR A STRONG DIGITAL EUROPE

WINNERS 2020

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EIT Digital Venture Program

[Overview](#)[Partners](#)[Winners 2020](#)[Winners 2019](#)[Winners 2018](#)

WINNERS 2020

REGION 2

Captain Coach

CAPTAIN COACH is a "transparent" technology designed as a ubiquitous assistant for elderly compensating their phy



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CAPTAIN Coach solution for fighting COVID-19

COVID^X OC1 #GameChangers

CAPTAIN-X

CAPTAIN reduces the mental burden of remembering to monitor symptoms as it motivates the user through a coaching and rewarding system that increases adherence. It becomes a gentle companion that helps to put the right patient in the right place.



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PCP Phase 2

The European Commission is supporting pre-commercial procurement to help public procurers and suppliers develop innovative solutions to societal challenges.



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XGain – 5G for deploying in rural areas



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CAPTAIN COACH TEAM



Dr. EVDOKIMOS KONSTANTINIDIS
Chief Executive Officer and Founder



MICHALIS TIMOLEON
Chief Technology Officer



ANGELA IVANOVA
Business Development & Marketing Manager



MIHAIL STANEV
Chief Operating Officer Support



DESPOINA PETSANI
Junior Product Manager



NIKOS ATHANASOPOULOS
Software Engineer



SEBASTIAN KNEJSKI
Programming and User Interaction Support

ADVISORY BOARD



Prof. PANAGIOTIS BAMIDIS
Chairman of the Advisory Board and Founder



Dr. WOLFGANG KNEJSKI
Chairman of the Advisory Board and Founder



Dr. GIUSEPPE CONTI
CEO at WITA Care Multiple Entrepreneur



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