



Hello,
my name
is *Malin*

When was the last
time you attended a
first aid course?

WHERE IT ALL BEGAN

Back in 2019

Teacher calls ambulance
but didn't perform CPR.
Student is now 100%
disabled.



<50%

of people
performed CPR on
casualties

10 000

lives could be saved each
year if there were 10-20%
more people performing
CPR

People are scared
of doing something
wrong

3-5 mins

our brain's survival time without oxygen

SURVEY (110 PARTICIPANTS)

70%

of the survey participants
don't feel confident
performing first aid

60%

of the survey
participants took their
last first aid course 5
or more years ago

1/3

of the survey participants
are afraid of legal
consequences

Gym teacher

„There are first aid courses available, but these courses often conflict with other courses and are not made priority.“

Emergency nurse

„It’s important to have both hands free. You don’t have the time to read through something.“

A man with dark hair, wearing a brown jacket over a white shirt, is shown from the chest up. He has a surprised or 'aha' expression on his face, with wide eyes and a slightly open mouth. He is standing in an office environment. In the background, there is a window with blinds, a red fire alarm pull station on the wall, and some papers or notices pinned to the wall. The overall lighting is warm and indoor.

aha! moment

Paramedic

„There is over-the-phone first aid. And that works.“

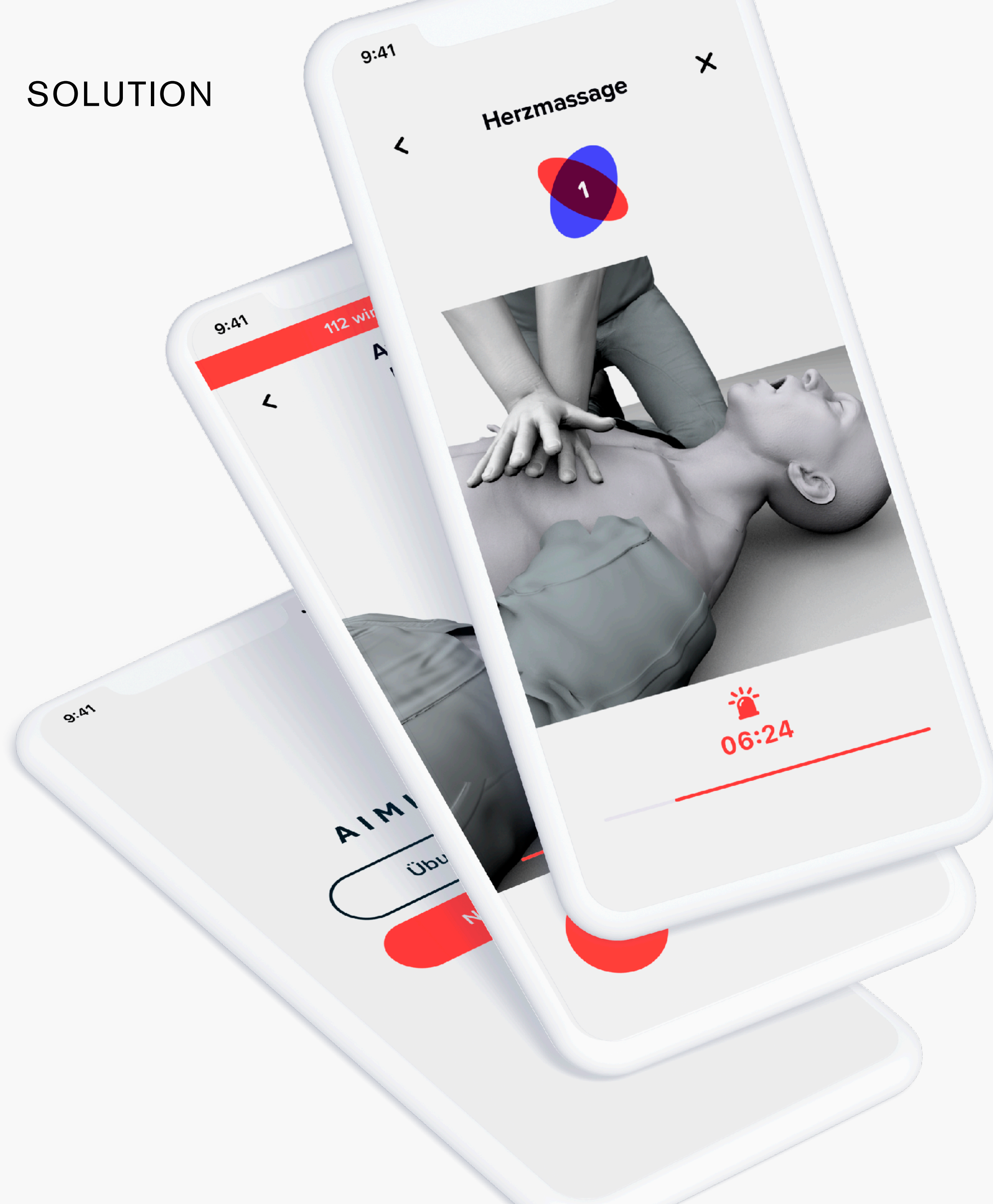


SOLUTION

„Hello, I am Aimie“

Challenge:
How do we remove
peoples' fear?

SOLUTION



Voice assistant

Aimie acts as trustworthy assistant and has a leading role. Artificial intelligence ensures that the correct reactions are taken. Verbal instructions allow for easier information transmission.



First Aid course

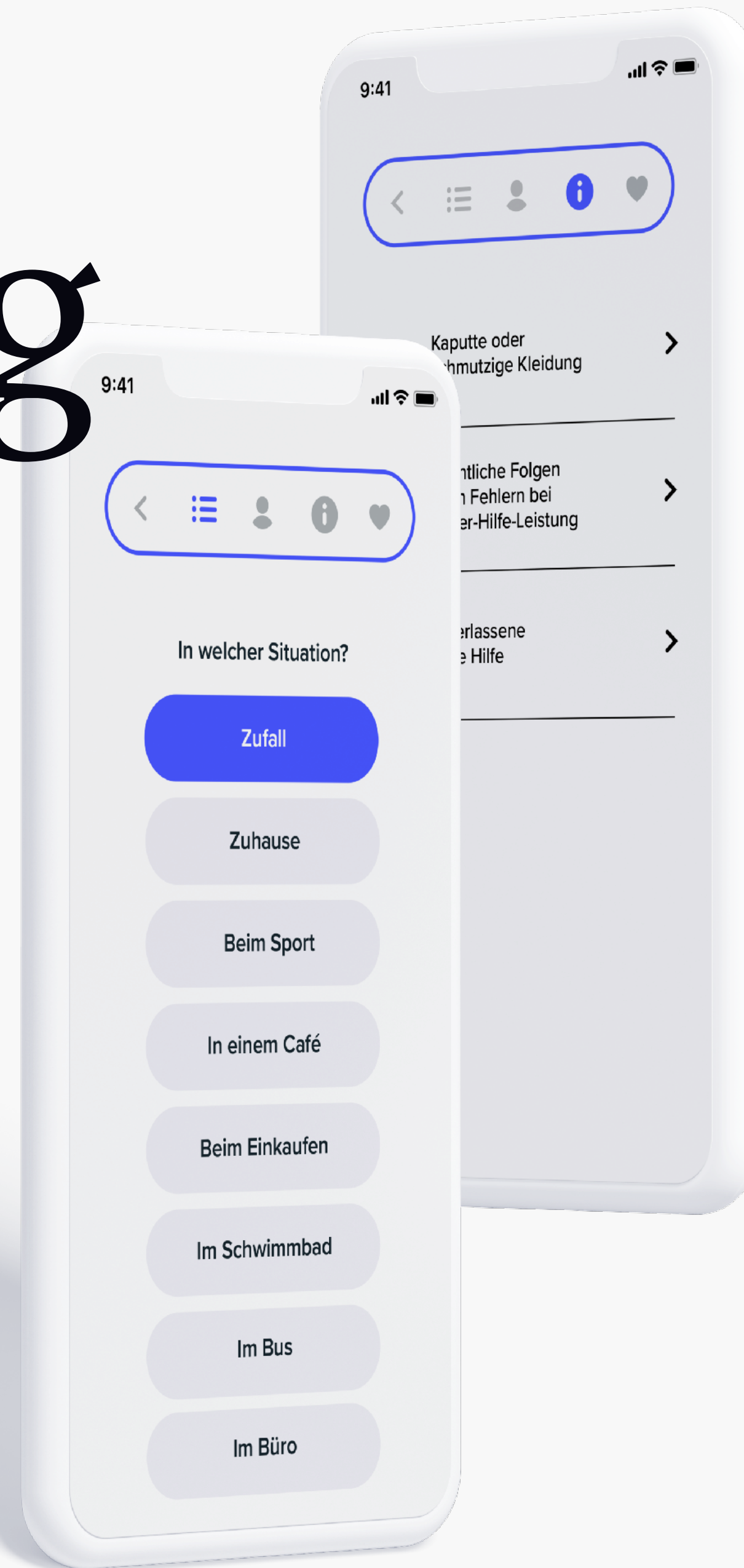
Or how I found out that
Germany is ranked second last
in number of casualties saved.

A man with dark hair, wearing a brown jacket over a white shirt and a dark tie, is shown from the chest up. He has a surprised or 'aha' expression on his face, with wide eyes and a slightly open mouth. The background is an office setting with a window showing a city skyline and some office equipment. The text 'aha-moment!' is overlaid in a white, serif font across the center of the image.

aha-moment!

Back to basics.
*practice, practice,
practice*

Training mode



Training for different scenarios. Useful information and repetition should reduce fear. Also educates user about legal framework.

Challenge:
How do we get people
to practice?



Gamification

Level system rewards user which increases motivation to practice.

SOLUTION





Where is Aimie
now?



Q&A