

THIAK Clear Go-to-Market Strategy

Real-Time Recognition for Real-Life Care

Dementia is not just a cognitive disorder; it is a crisis that plagues millions of families across the world. Over 55 million people live with dementia, and that number is projected to grow to 139 million by 2050.¹ Most will spend their later years at home, cared for by family members who often have other responsibilities to juggle. In the United States alone, unpaid caregivers, mostly friends and family, provided up to 19 billion hours of care in 2024.²

THIAK Clear is a pair of smart glasses that uses deep-learning facial recognition technology to remind dementia patients of who they're looking at. The device pairs with a companion app to further increase cognitive engagement. In the app, caregivers can upload photos of the dementia patient's loved ones, which automatically syncs with the physical glasses. When someone is recognized by the glasses, the patient hears an audio signal announcing the person's name and their relationship to the patient. THIAK Clear is not trying to cure dementia, but to restore autonomy for the patient and to relieve some stress caregivers face daily. Through a combination of recognition support and interactive memory games, THIAK Clear fosters real-time and long-term cognitive support.

THIAK Clear Targets Familial Caregivers

THIAK Clear Relieves the Emotional Toll of Recognition Loss

The loss of recognition capabilities causes patients to feel confused and anxious as they are unaware of who is speaking to them. This is a slippery slope as stress worsens the patient's cognitive ability until they are forced to seek 24/7 care,³ which ultimately results in harm for both the patient and caregivers' health.⁴ While no product can completely halt dementia, things like social interaction, cognitive therapy, and daily structure can make a meaningful difference in dementia's early to middle stages. THIAK Clear attempts to take advantage of these techniques by providing patients with real-time and long-term support through consistent, personalized memory engagement.

¹ "Adi - Dementia Statistics." Alzheimer's Disease International (ADI), www.alzint.org/about/dementia-facts-figures/dementia-statistics/. Accessed 21 July 2025.

² Ibid.

³ KC Home "What Point Do Dementia Patients Need 24-Hour Care?" *Kchomecare.com*, 2022, www.kchomecare.com/topics/dementia-care/at-what-point-do-dementia-patients-need-24-hour-care. Accessed 25 July 2025.

⁴ Wolfe, Sarah E, et al. "The Meaning of Autonomy When Living with Dementia: A Q-Method Investigation." *Dementia*, vol. 20, no. 6, 2020, p. 147130122097306, journals.sagepub.com/doi/full/10.1177/1471301220973067, <https://doi.org/10.1177/1471301220973067>.

THIAK Clear Targets a Large and Undersupplied Market

Over 80% of dementia patients in the United States live at home.⁵ Rather than having an external caregiver, their care is typically managed by family members who juggle work, children, and elder care. These individuals, often in their 30s to 50s (see Exhibit A), represent the “sandwich generation,” a group facing both emotional and financial strain.⁶ However, only a very few tools are available that support both patients and caregivers in an affordable manner. Apps such as MindMate or Lumosity offer reminders and games, but lack any real-world interaction.⁷ On the other end, wearables like GPS and SmartSole provide safety features but little to no support for cognitive tracking. THIAK Clear bridges that gap using assistive technology and memory reinforcement to be the one-stop shop to fight dementia.

A Smart Glasses System Built for Dementia Care

A Lightweight, Real-Time Wearable Designed for Dementia Use

THIAK Clear is constructed as a lightweight, everyday wearable, usable in any setting. The frame contains a GC0307 camera module that continuously captures faces within the user’s field of view. A TPU Hailo chip, custom PCB, and onboard CPU processes the image and performs facial recognition directly on the device, without the need for cloud-based AI (See Exhibit B), preserving privacy and increasing processing speed. Once the AI has recognized a face, an audio response is triggered via bone conduction speakers. This allows sound to travel through the bones of the skull to the inner ear (See Exhibit C), bypassing outer ear issues common in older adults.⁸

Real-Time Recognition Enabled by Seamless App Integration

The system starts with the mobile app, where caregivers upload photos of the dementia patient’s loved ones and assign names and relationships to them. From there, it syncs to a file with all the data, which the AI model pulls from for its facial recognition technology. Everything is stored locally ensuring

⁵ “Caregivers of a Person with Alzheimer’s Disease or a Related Dementia.” *Centers for Disease Control and Prevention*, Centers for Disease Control and Prevention, www.cdc.gov/caregiving/about/index.html#:~:text=Overview,for%20four%20years%20or%20more. Accessed 24 July 2025.

⁶ Lei, Lianlian et al. “A national profile of sandwich generation caregivers providing care to both older adults and children.” *Journal of the American Geriatrics Society* vol. 71,3 (2023): 799-809. doi:10.1111/jgs.18138

⁷ “Alzheimer’s Family Center | Blog.” *Alzheimer’s Family Services Center*, 16 July 2019, afscenter.org/dementia-phone-apps/.

⁸ Bene, Modesta, et al. “Trial of Affordable Bone Conduction Headphones to Support a Deaf Child’s Education in Malawi.” *Journal of Patient Experience*, vol. 10, no. 37799575, 1 Jan. 2023, [pmc.ncbi.nlm.nih.gov/articles/PMC10548791/](https://doi.org/10.1177/23743735231202654), <https://doi.org/10.1177/23743735231202654>.

fast and private performance even without internet access (see flow chart on Exhibit D). The synchronization is constant, so the glasses are always up to date. Caregivers can also review user performance, allowing them to customize training techniques based on the results.

Companion App and Cognitive Engagement

Cognitive Support Through a Simple, Therapeutic App Experience

The THIAK Clear app includes four main sections, all accessible from the dashboard and navigation bar. The first section is the face gallery, as mentioned before, which is where caregivers are able to add people in the database to be recognized. The second section contains structured memory matching games designed uniquely for dementia care, with a face, object, and mixed mode. The third section is a journal that allows the dementia patient to log observations and notable events. Finally, the progress tab offers visual data on engagement trends, helping caregivers adjust routines or identify patterns. This system turns the glasses from a one-way assistive tool into a two-way therapeutic system.

THIAK Clear Delivers Affordable and Targeted Functionality

Smart glasses in today's market are expensive for most families, often costing between \$500 and \$2500 per unit. These products, including Vuzix, are not designed with dementia in mind and offer unnecessary and very generic features.⁹ THIAK Clear retails at \$149.99 to be affordable to a wider base of dementia patients. In a survey conducted with 34 caregivers, 71% of surveyed individuals believed this was a reasonable price for the product (see Exhibit E). This inexpensive cost comes from the product's focus on people with dementia, and not investing in unnecessary features like augmented reality displays. THIAK Clear remains affordable without compromising functionality.

Freemium Pricing Encourages Low-Friction Adoption

The business model blends a one-time hardware purchase with an optional premium subscription. All users receive access to facial recognition and the companion app, limited to 20 saved profiles. For \$14.99/month or \$179.88/year, users can store unlimited faces, unlock additional therapy games, and access detailed analytics. This freemium structure reduces barriers to adoption while allowing families to upgrade based on their evolving needs. It also supports long-term sustainability for THIAK Clear by generating ongoing revenue without forcing upfront commitments.

⁹ "Vuzix M400TM Smart Glasses." Vuzix Corporation, www.vuzix.com/products/m400-smart-glasses. Accessed 24 July 2025.

Strong Margins and CAC Efficiency Drive Financial Sustainability

With a product cost of \$23.84 and a selling price of \$149.99, the unit has a gross profit margin of 97.5 percent. Assuming a 4.5-year average user lifetime, the estimated lifetime value (LTV) per paying customer is \$959.95. Additionally, customer acquisition cost (CAC) starts at \$297.27 and is expected to drop to \$219.56 by Year 6 due to brand familiarity and referral growth. These figures yield a greater than 3:1 LTV:CAC ratio, aligning with benchmarks for healthy medtech and SaaS ventures.

Marketing Strategy and Customer Acquisition

Structured Acquisition Pipeline From Awareness to Subscription

THIAK Clear's customer journey begins with digital ads on Facebook, Instagram, and Amazon targeting caregivers seeking memory support for loved ones (see Exhibit G). To ensure our ads are delivered directly to our target market, we will use Facebook insights, Think with Google, and paid versions of Survey Monkey¹⁰. Interested users are directed to a clean landing page where they can explore the product and opt into an email sequence. The sequence introduces the product through testimonials, use cases, and video walkthroughs, followed by purchase nudges and optional promotions. We project 1.0% CTR from ads, 2% opt-in from the landing page, 1% email conversion, and 65% upgrade to premium, a funnel designed for steady and scalable growth.

Emotion-Driven Messaging Reaches Caregivers Where They Already Are

Our campaign targets include caregivers aged 34–65+, identified by their interactions with dementia-related content, caregiving communities, and medical supply interest. Facebook and Instagram remain primary platforms due to high usage among caregivers, while Google Search Ads target high-intent queries like “tech for Alzheimer’s” or “apps to help parents remember faces.” THIAK Clear’s messaging centers on emotion, not tech: helping loved ones remember names, recognizing faces again, and easing caregiver exhaustion. Real user testimonials and before/after stories will ground the campaign in trust.

Referrals Build Trust, Lower CAC, and Strengthen Community

THIAK Clear will launch an incentivized referral program offering one month of premium to both referrer and referee. Caregiver communities, whether in Facebook groups, senior care organizations,

¹⁰ Barnard, Elliot. “11 Customer Profiling Tools for Insightful Marketers.” Attest, 7 Oct. 2022, www.askattest.com/blog/articles/customer-profiling-software#think-with-google. Accessed 25 July 2025.

or church networks, are powerful distribution channels through word of mouth. Referral-based users are 37% more likely to remain active and show higher LTV.¹¹ This strategy will also build a support-based brand identity, emphasizing trust and community over sales.

Expansion Plan and Long-Term Vision

Calming Music and Game Design Encourage Consistent Cognitive Practice

Beyond momentary reminders, THIAK Clear aims to build long-term cognitive reinforcement through games and music. All memory games will be paired with our original AI-generated tracks designed to induce calm and reduce anxiety. In discussions with Raj Amin, CEO of Arcade Therapeutics, he emphasized the importance of music therapy as a well-studied area within psychology. Music therapy has been shown to reduce reliance on medications and improve emotional response in dementia patients.¹² By combining soothing audio with recognition-based games, the product creates a routine that supports consistency and relaxation. Engaging the brain while calming emotional agitation helps keep patients interested in the app so that they can maximize their learning.

Smartwatch Integration Will Enable Personalized, Responsive Therapy

To gather more understanding of the true cognitive effect of our games and music, THIAK Clear plans to integrate smartwatch biometric data tracking. By monitoring heart rate, movement, and engagement during memory sessions, the app can provide actionable data for caregivers to customize therapy to the patients' preferences.

THIAK Clear's Long-Term Vision Is to Support Aging at Home

As THIAK Clear looks to expand its platform, we plan expanding to target broader elder care needs. As the majority of seniors face challenges with medication, mobility, and safety, we plan to implement new features to evolve THIAK Clear into a comprehensive support tool for elder care in general, whether that's memory, hearing, or cognition. THIAK Clear's mission is to build an affordable, personalized caregiver support device that helps elders regain autonomy and freedom.

¹¹ Kimmerly, Emma. "54+ Referral Marketing Statistics That Every Business Should Know | Friendbuy." *Friendbuy.com*, 2023, <https://www.friendbuy.com/blog/referral-marketing-statistics>

¹² Ridder, Hanne Mette O et al. "Individual music therapy for agitation in dementia: an exploratory randomized controlled trial." *Aging & mental health* vol. 17,6 (2013): 667-78. doi:10.1080/13607863.2013.790926

Appendix:

Exhibit A: Qualtrics Responses to Prompt “What’s Your Age?”

What's your age? 32 ⓘ

Q2 - What's your age?

	Count	Count
Under 25	9%	3
25-34	3%	1
35-44	16%	5
45-54	47%	15
55-64	13%	4
65+	13%	4

Exhibit B: THIAK Clear Prototype Design



Exhibit C: Bone-Conduction Headphone Usage

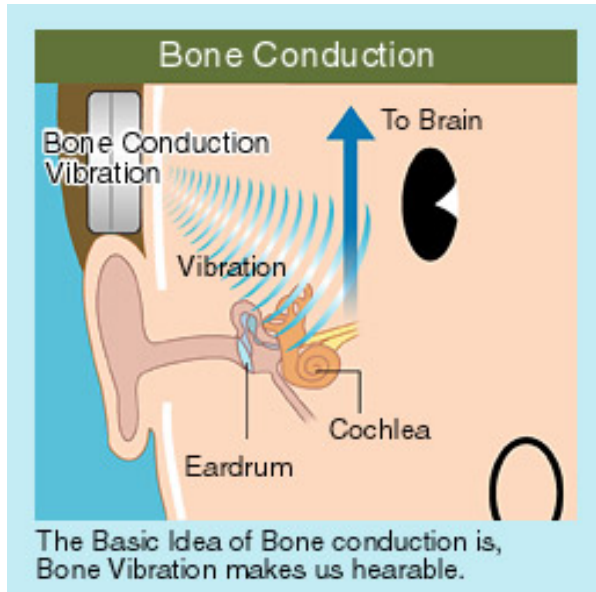


Exhibit D: Flow Chart

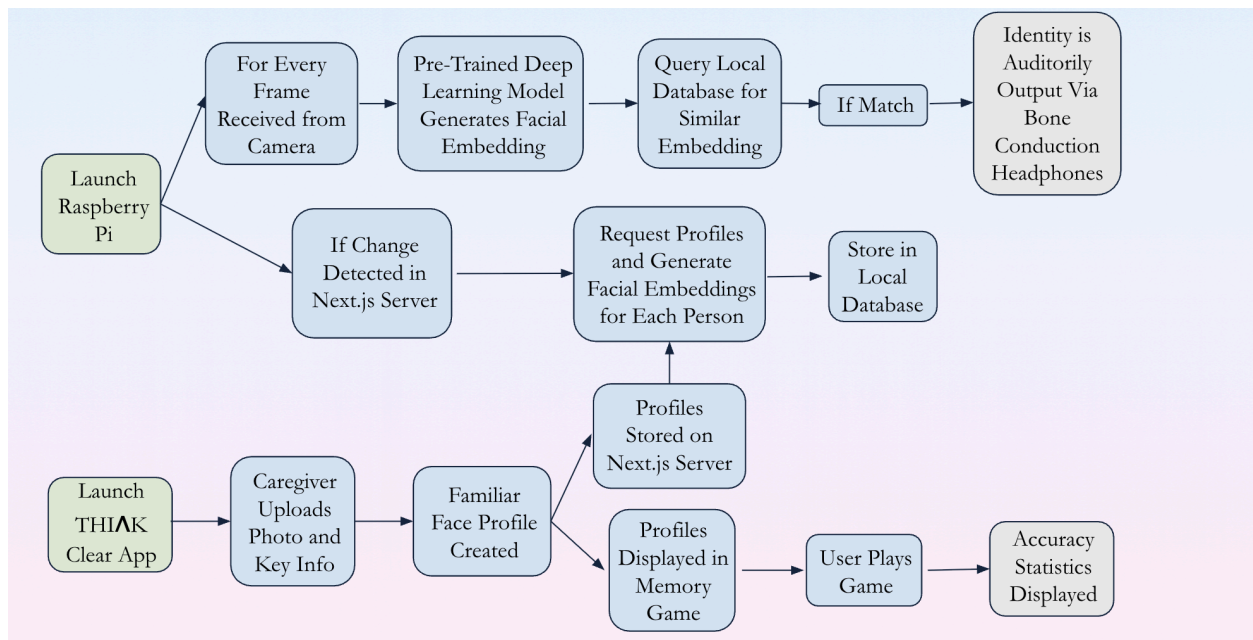


Exhibit E: Survey Research on Pricing

How likely would you be to purchase THINK Clear for a loved one or patient if it were available in the market today for \$150? 34 ⓘ ...

Q0 - How likely would you be to purchase THINK Clear for a loved one or patient if it were available in the market today for \$150?	Count	Count
Definetly would	71%	24
Would for a cheaper price	29%	10

Exhibit F: App User Interface

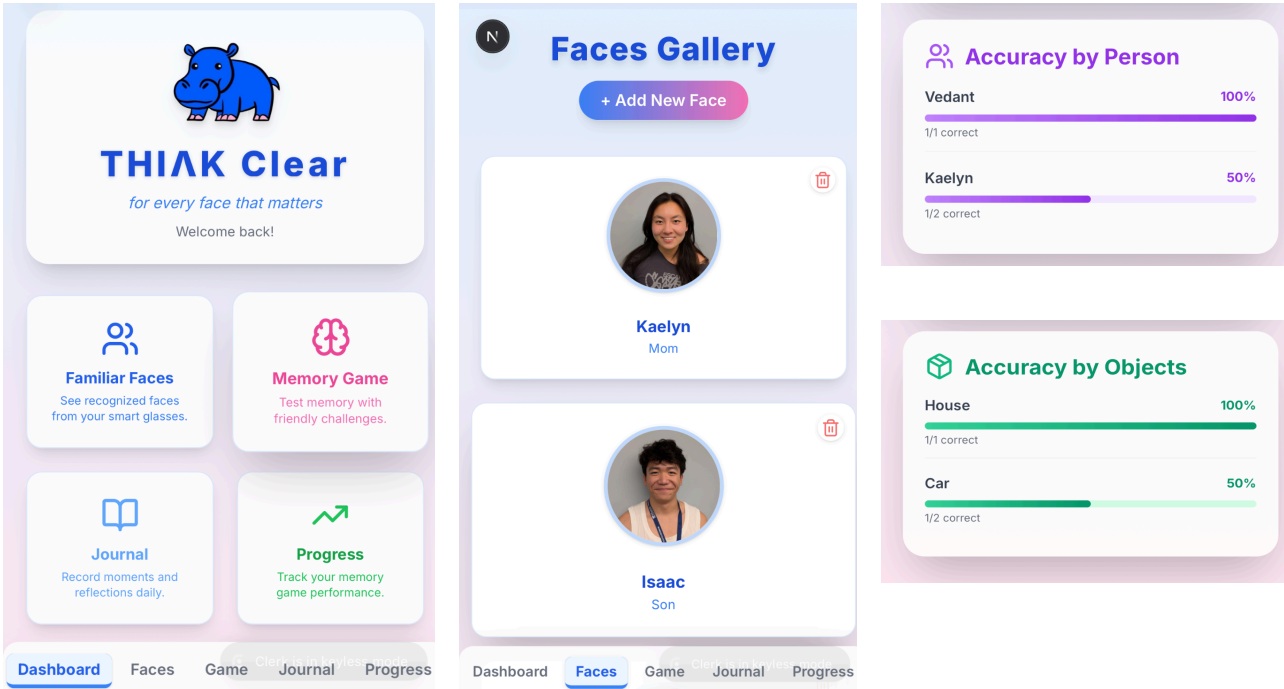


Exhibit G: Example Social Media Post

