

## ABSTRAK

Jee

**Maximize Loads, Minimize Roads — Every Elder Matters**

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Jee mengatasi inefisiensi transportasi lansia yang kritis yang diidentifikasi melalui wawancara dengan 15+ fasilitas di Singapura, China, dan Indonesia. Riset mengungkap 80% menggunakan penjadwalan manual, 90% tidak memiliki pelacakan real-time, dan keterbatasan sumber daya parah—beberapa fasilitas Indonesia beroperasi dengan satu kendaraan untuk 70 penghuni. Platform optimisasi proprietary kami, didukung teknologi routing NUS IP 2022-251, memaksimalkan kapasitas kendaraan dan mengoptimalkan rute khusus untuk kebutuhan perawatan lansia.

Pilot 6 bulan mencapai hasil mengesankan: pengurangan kendaraan 20%, 9% lebih sedikit perjalanan, dan 13% waktu perjalanan lebih cepat. Pasar teknologi perawatan lansia menyajikan total addressable market (TAM) USD 3 miliar, dengan pasar yang dapat dilayani USD 971 juta di Asia. Model berlangganan berjenjang Jee (EREcon hingga ERElite) memproyeksikan pendapatan SGD 16M pada 2029 dengan margin bersih 30%. Kami meluncur di Singapura (pasar USD 1M) dengan Rumah Sakit Kwong Wai Shiu, ekspansi ke China pada 2030 dan Indonesia pada 2035.

Kebutuhan pendanaan saat ini SGD 1M untuk pengembangan dan scaling. Validasi pasar mencakup konfirmasi minat dari Rumah Sakit Kwong Wai Shiu dan pernyataan minat dari stakeholder di China dan Indonesia. Analisis kompetitif dengan V3Nity mengkonfirmasi algoritma khusus perawatan lansia kami yang superior. Jee mematuhi prinsip ESG kuat, mengurangi emisi karbon dan meningkatkan kesetaraan sosial. Tim pendiri menggabungkan 20+ tahun keahlian teknis, operasional, pemasaran, dan keuangan.

## ABSTRACT

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**Maximize Loads, Minimize Roads — Every Elder Matters**

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Jee addresses critical eldercare transportation inefficiencies identified through interviews with 15+ facilities across Singapore, China, and Indonesia. Research revealed 80% use manual scheduling, 90% lack real-time tracking, and severe resource constraints—some Indonesian facilities operate with one vehicle for 70 residents. Our proprietary optimization platform, powered by NUS IP 2022-251 routing technology, maximizes vehicle capacity and optimizes routes specifically for eldercare needs.

A 6-month pilot achieved impressive results: 20% vehicle reduction, 9% fewer trips, and 13% faster travel times. The eldercare technology market presents a USD 3 billion total addressable market (TAM), with our serviceable market at USD 971 million across Asia. Jee's tiered subscription model (EREcon through ERElite) projects SGD 16M revenue by 2029 with 30% net margins. We're launching in Singapore (USD 1M market) with Kwong Wai Shiu Hospital, expanding to China by 2030 and Indonesia by 2035. Current funding requirement is SGD 1M for development and scaling.

Market validation includes confirmed interest from Kwong Wai Shiu Hospital and expressions of interest from stakeholders in China and Indonesia. Competitive analysis with V3Nity confirms our superior eldercare-specific algorithms. Jee adheres to strong ESG principles, reducing carbon emissions and enhancing social equity. Our founding team combines 20+ years of expertise across technical, operational, marketing, and financial domains, addressing both critical social needs and significant business potential.