

INVENT INSIGHTS with DELOITTE DIGITAL

In the second in a series of conversations with the finalists of Catalyst INC's INVENT 2016 programme, sponsor Deloitte Digital catches up with Paul Moorhead from Kraydel.

Working together with his business partner George Redpath, Paul is developing a system that provides non-intrusive monitoring of elderly people living alone. Their product consists of a base station with environmental sensing capabilities and a tablet interface, paired with a wrist-strap which provides heart-rate, and temperature measurements and an accelerometer to detect falls, seizures, and to monitor tremor. It will also provide range and location data in later releases.



How did you come up with the idea?

I was working at “Internet of Things” technologies at Intel, while at the same time worrying about my elderly mother who had recently had a fall in her kitchen. I had previously bought her an alarm “fob” but she wouldn’t wear it very often. I realised that it would be possible to use IoT technologies to provide non-intrusive monitoring of her well-being without requiring any participation on her part. As soon as you picture a “health hub” within a home, you quickly think of many other useful things it can do.

What makes this idea unique to anything else out there?

The Internet of Things, Smart Homes, Connected Health and Telemedicine are all hot areas at the moment and new products are appearing rapidly. We believe ours will be unique in its ease of deployment and breadth of functionality, while also being more affordable than many alternative solutions already on the market.

Where do you envision your idea being in five years from now?

Over 20% of the homes of elderly and vulnerable people in the first and second worlds will have technology like Kraydel within five years. We hope that a large proportion of that technology is

Kraydel, and that when people talk about such technology, regardless of who made it, they say: “I got a Kraydel for my mother.” We’re still working on it, making it better, more intelligent and affordable for everyone who needs it.

As an entrepreneur who or what inspires you the most?

I wouldn’t claim to be an entrepreneur but I have seen many of the people with whom I have had the privilege to work create a great product or business. Most succeeded because they worked together with colleagues who had ability and vision. Likewise I want to be involved in creating something that makes a real difference to people before I retire.

To find out more about Kraydel [click here](#).