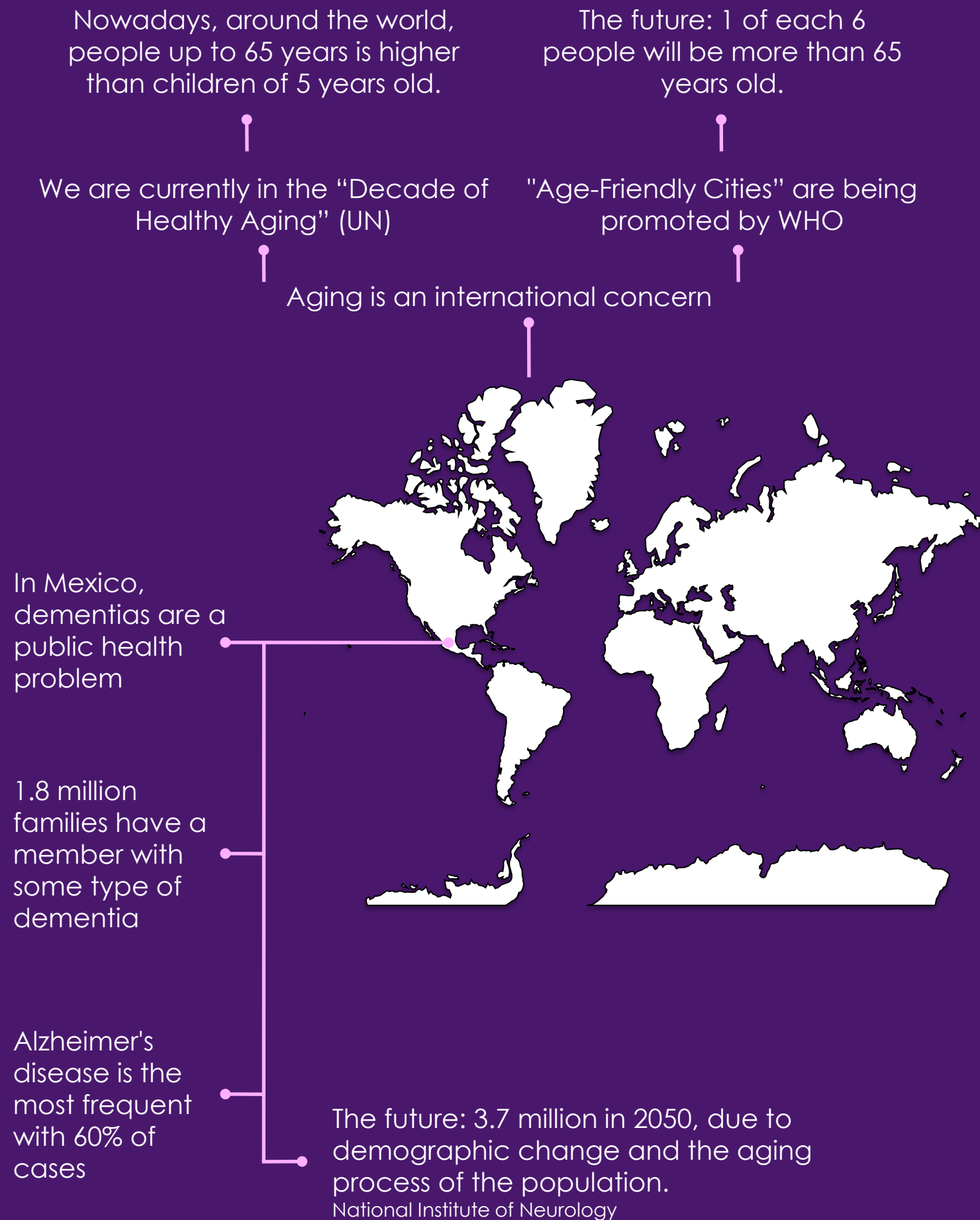


Centro  
Mexicano  
Alzheimer  
A.C.



**Regina Altena**  
CEO & Chair of the Board

# PROBLEM



A dementia diagnosis turns the world upside down, not only for the person affected but also for their relatives, as brain function gradually declines. Those affected lose their ability to plan, remember things or behave appropriately. At the same time, their motor skills also deteriorate. Ultimately, dementia patients are no longer able to handle daily life alone and need comprehensive care.



# SOLUTIONS

## Persons with dementia and persons with mild cognitive impairment

- ▶ Non Pharmacological Therapy  
MAKS On live
- ▶ Multidisciplinary team interventions (psychology, caregiving, physical therapy, nursing, nutrition)
- ▶ Every six months ongoing evaluations

## Family members and caregivers

- ▶ Information and training On live
- ▶ Ongoing coaching sessions
- ▶ Intervention in crisis

## General public

- ▶ Access to information:
  - ▶ Weekly online radio program
  - ▶ Social media
  - ▶ Home page
  - ▶ Interviews and special events

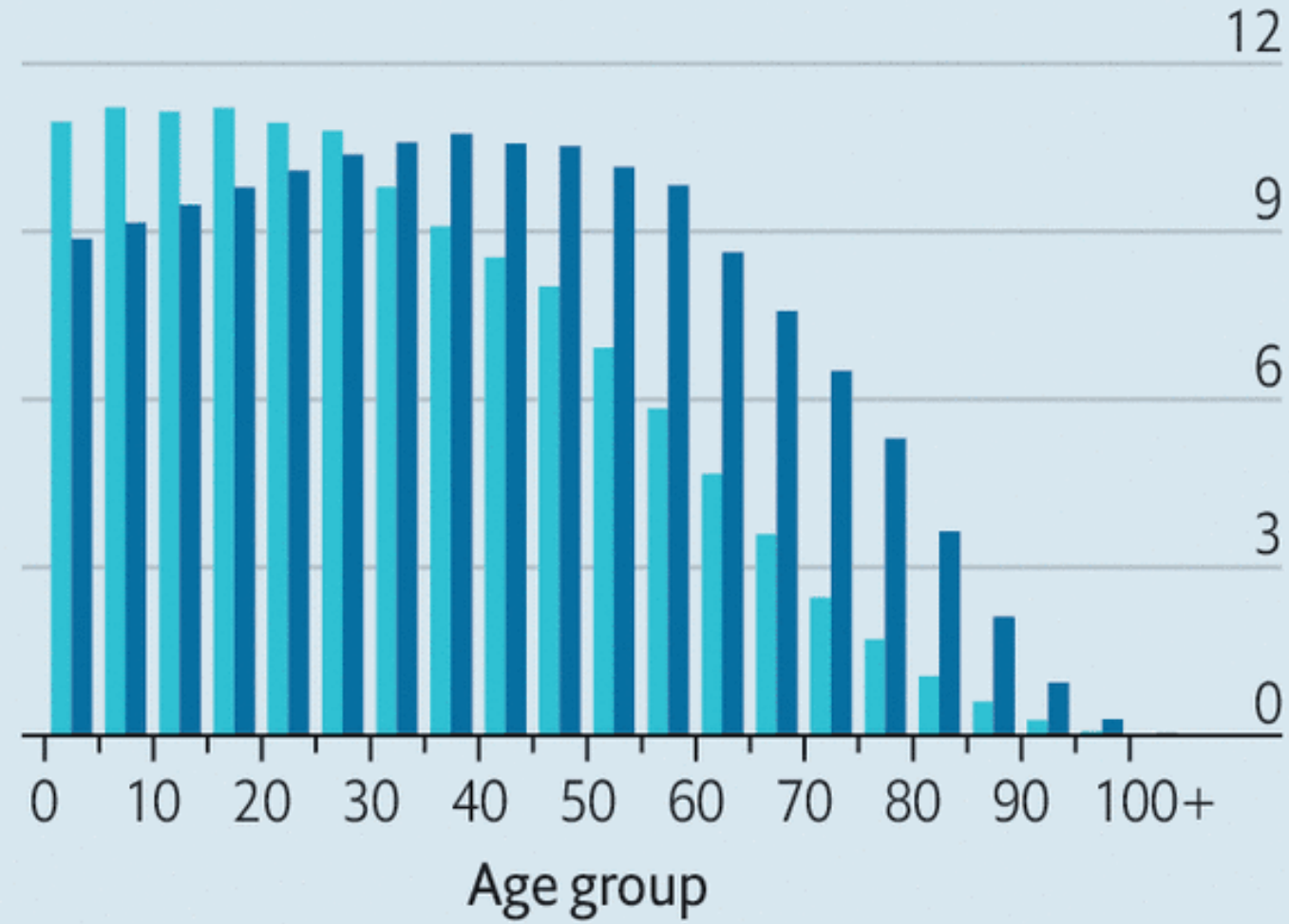


# WHY NOW?

## When more will be sixty-four

Mexico, total population by age group, m

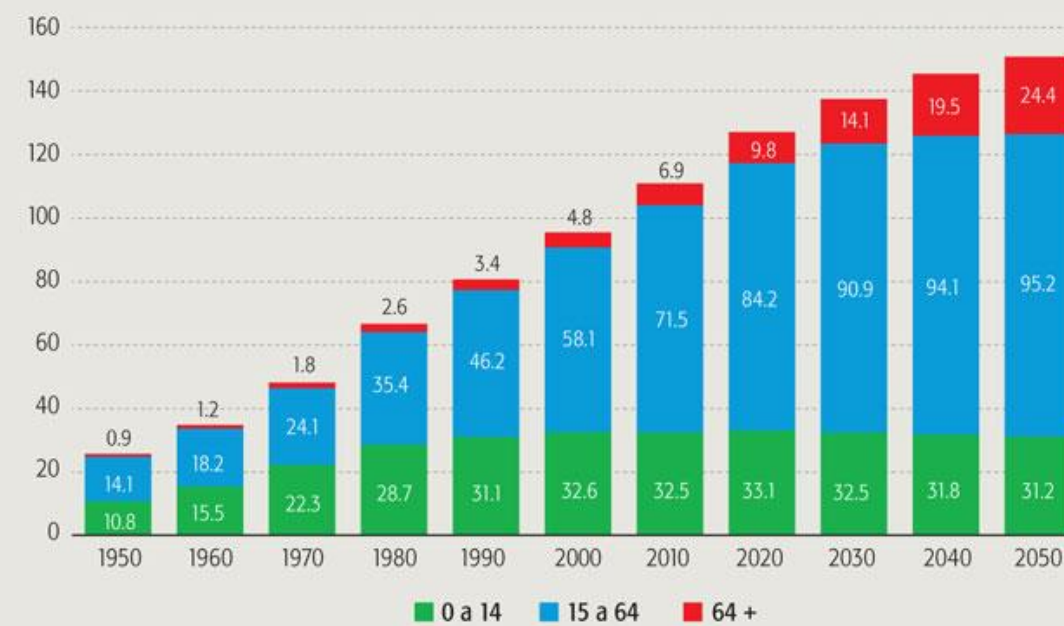
2020 2050 forecast



Source: UN Population Division

The Economist

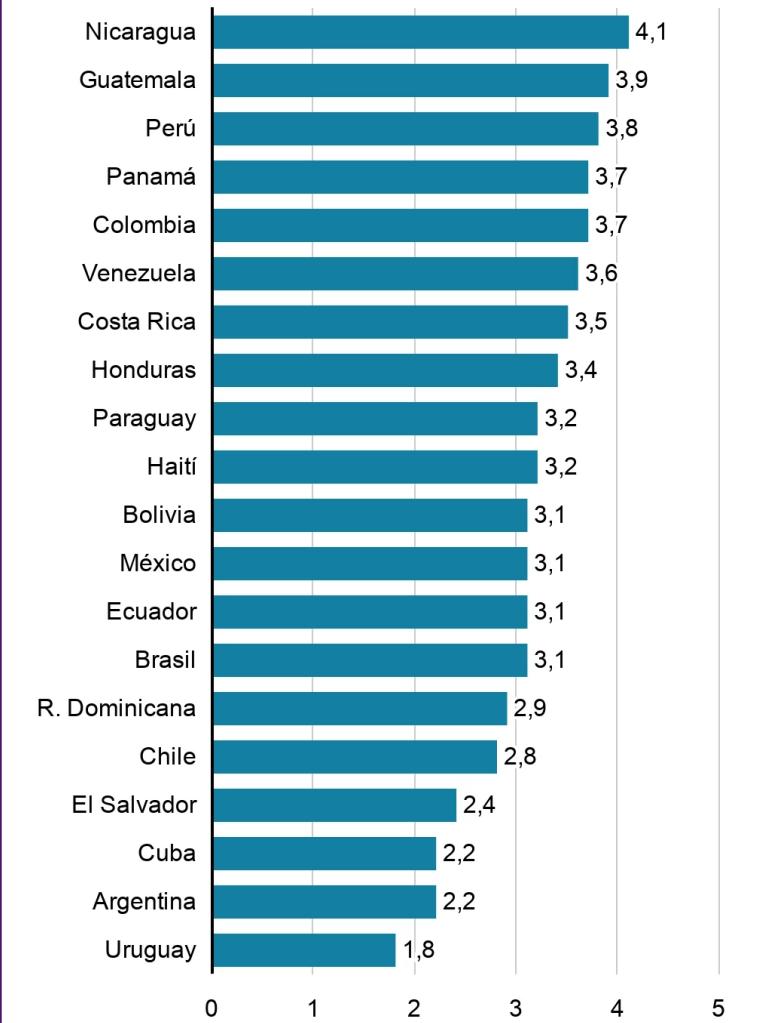
GRÁFICA 1 Población total (millones) en grandes grupos de edad, México, 1950-2050



Fuente: Elaboración propia con información del INEGI (Censos de Población 1950-2010) y Conapo (Proyecciones de Población 2020-2050).

## Aumento de la demencia en Latinoamérica para 2050

El valor indica por cuánto se estima que se multiplicarán los casos en cada país



Fuente: Estimación de la prevalencia mundial de la demencia en 2019 y previsión de la prevalencia en 2050: un análisis para el estudio de la carga mundial de enfermedades 2019

BBC



# MARKET SIZE

## Persons with dementia

- In Mexico (2022) = 1.8 million
- Big cities with stable internet connection:
  - Mexico City = 165,000
  - Guadalajara = 57,955
  - Monterrey = 55,765
  - Puebla = 18,615
  - Mérida = 10,950

Additionally, there are family members and caregivers with need of training and access to services.

## Dementia patients today in Mexico:

**1,800,000**

## Estimated in 2050:

**3,700,000**



## ON LIVE SERVICES

All services are offered online and live, carried out by our professional multidisciplinary team

### Patient centered therapies

- **MAKS**
- Stimulation therapy (motor, daily life activities, cognitive and social stimulation)
- 9 to 13 h, Monday to Friday
- **Global Cognitive Stimulation (ECS)**
- Afternoon stimulation program
- 15 to 19 h, Monday to Friday

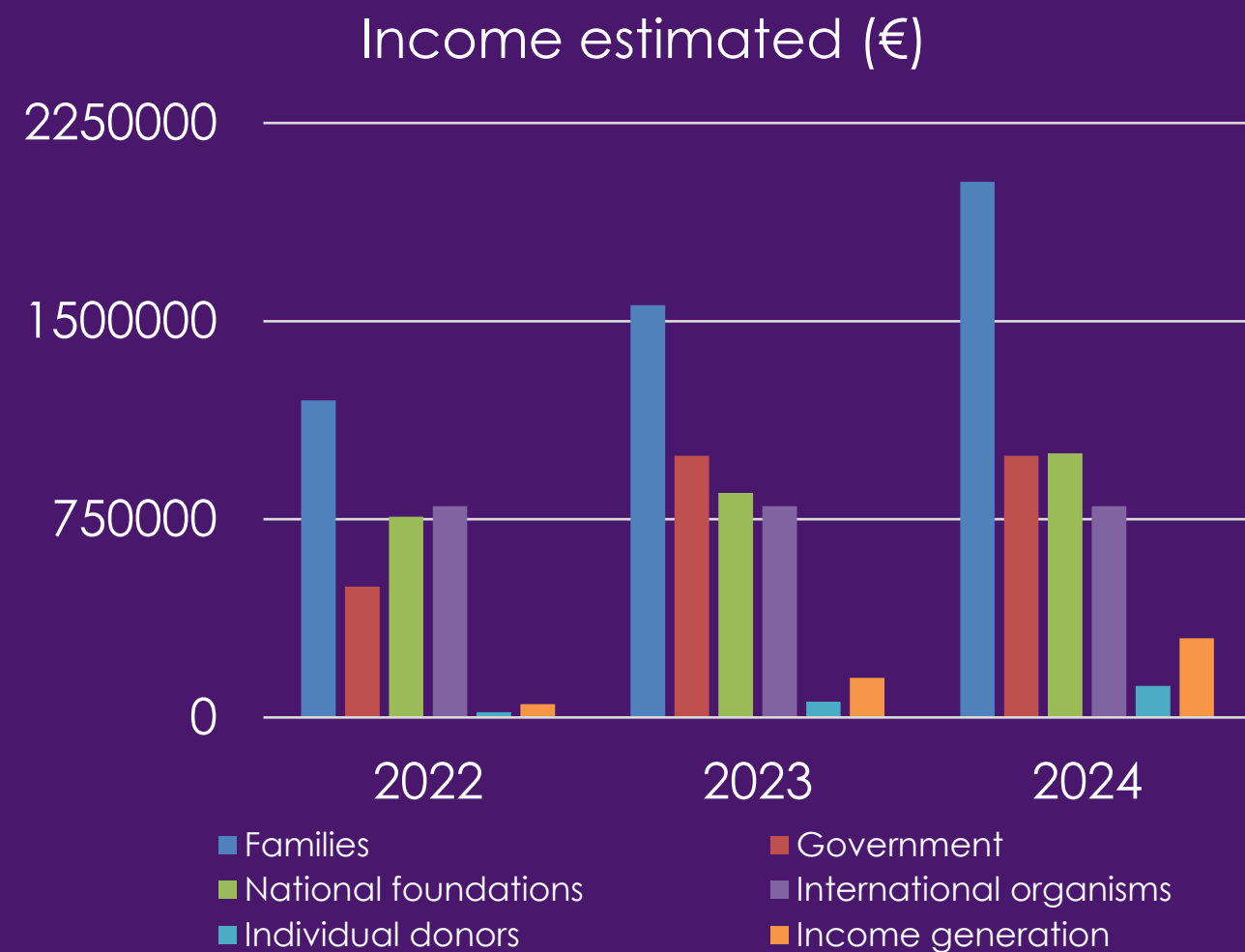
### Family programs

- Information and individual coaching
- Family and group sessions
- Training
- Therapies



# BUSINESS MODEL

## Fundraising model and services pricing



### Pricing:

One hour on live therapy session cost: 10€  
 One hour therapy session in daycare center cost: 15€ (including one meal, snack, material, therapists)  
 One hour of caregivers instruction cost: 10€  
 Every patient needs monthly at least 100 hours of therapies  
 Every caregiver needs at least 20 monthly hours of trainee and individual therapy.

## Services & distribution model customer pipeline

### Services distribution model

Daycare center therapies

On live therapies

Morning and afternoon sessions

### Customer pipeline

General information about dementia and Alzheimer's

Contents for people who can be a potential patient, caregiver, family

Campaigns CTA

Sessions for families

Personal attention to give information and costs

Inscriptions

## Lifetime value



# Founder

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- CEO & Chair of the Board



# Board of Directors

**Regina Altena**

Chair of the Board

**Miguel Ángel Montiel Coeto**

Secretary

**Leticia Figueroa Gallo**

Treasurer

**Itzel Yunueh Cuevas Yáñez**

Vocal



# Staff

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Care of the Elder – *Gericultura*

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Physical Therapy

María Eugenia Pimentel González  
Information; musical activities

