

MN Cup 2026 Feedback

Ambient Intelligence Inc. in the Impact Ventures Division

<i>Opportunity</i>
Definitely a need.
Truly innovative approach to a systemic problem. The value prop is unique, and the MN/global impact potential is massive and scalable. You may get resistance from the Nurses Union as they could view this as a threat. There could be a bigger appetite in the assisted living or independent living space as they get less supervision, allowing for greater risk for a fall that is undetected. This is not your model today but I would think a family would be willing to pay \$200 for installing in each room of a house to allow for peace of mind for a loved one. And if you later iterate where the "nurse" could serve as a companion as a premium subscription option that could be interesting. Children in their 60s have the expendable income to pay for their 80s parent and with assisted living being out of pocket expenses between \$5,000 to \$15,0000 per month this addressable market could be interesting.
Innovative approach to a demonstrated problem
Good job narrowing down the addressable market. It would have been good to understand what other options exist aside from your solution.
Solid understanding of the market, beachhead opportunities in memory care, and drivers for facility operators. The capacity to strengthen monitoring without infrastructure investment and / or dependence upon patient is unique.
This could be a game changer for the industry. The success may rely on the accuracy of your device's measurements.
Huge and growing problem. The solution is very innovative and target customers are clear.
Good description of the market opportunity and the problem understaffing creates in elderly populations. However, it's less clear how the device reduces falls with major injury - it only alerts caregivers that a fall has happened. Also unclear is how this is a social impact - the benefits of this device are clearly geared toward creating a more efficient and safe healthcare industry. This is probably a better fit in health care or technology divisions.
Ambient Intelligence addresses a critical and rapidly growing need in senior care driven by demographic trends and workforce shortages. The

ability to provide continuous, non intrusive monitoring without wearables or cameras creates a compelling value proposition. The market opportunity is substantial across memory care, assisted living, and remote patient monitoring. With successful pilot execution and scaling, the company has the potential to become a significant player in the healthcare technology space.

Interesting concept - like the privacy this offers and eliminated need for the client to engage in any way. i'd like to better understand how the detection works and subsequent intervention works.

Strengths: Senior care labor shortages and safety risks create a large, urgent market where contactless monitoring can be highly defensible. Next submission: Show why contactless sensing beats cameras, wearables, and nurse-call systems on ROI and adoption.

Hardware startups are notoriously capital intensive and difficult to manufacture at scale.

Any privacy breaches or false positive alerts could instantly destroy trust with healthcare operators and families.

Plan

Good plan.

Exceptional team/advisor bench. The sales and marketing strategy is sophisticated and accounts for major market risks. The challenge may be anticipating long sales cycles and limited budgets for facilities. It would be important to show cost savings via reduced need for staffing.

Great plans, good team of experts

You have an impressive team and a clear understanding of approach to market. The financial projection is missing operating costs including labor, management, etc. It depicts capital investment but not use of proceeds. Unclear what the GP of the product and GM of the business are?

Team has a solid plan in place, tremendous efforts outlined to date, and a strong team and advisors.

This is extremely compelling. Do you expect the costs of this device to be a reimbursable expense if it is shown to help reduce health care costs? And if so, could insurers be a source of investment capital for you?

Strong plan. Strong team. Good plan to reach early adaptors.

Strong team, clear understanding of how to bring a product to market in the healthcare industry

Strong advisory team. Five year commitment seems questionable - need to demonstrate market support for that. Also no cost for admin in projections is an issue.

revenue and scalability. The zero upfront leasing model reduces barriers to adoption for customers and aligns well with enterprise purchasing behavior. The integration of hardware, software, and AI analytics creates a comprehensive solution with strong differentiation. The phased regulatory strategy and geographic expansion plan demonstrate thoughtful execution. As the company scales, continued focus on operational execution, regulatory progression, and customer onboarding will be important.
Commercially viable, comprehensive team of advisors. Would like to know more about it's growth plan with assisted living units and how the actual monitoring works (ie What happens when the device is triggered)?
Strengths: The enterprise senior-care model is commercially strong because it addresses labor, safety, and operational ROI with real technology. Next submission: Make the facility buyer, sales cycle, pricing, and implementation path explicit.
The subscription pricing model at \$99 per month per resident seems commercially viable.
The plan to pursue medical device clearance for predictive capabilities could be a massive value driver but introduces significant regulatory timeline risks.
<i>Progress</i>
Great!
Good initial steps, especially letters of intent. The challenge for this competition will be the lack of a pilot completion.
Looking forward to pilot data!
It seems like you have done as much as you can prior to having the wall mounted unit.
As noted in earlier comments, tremendous amount of progress to date. Existing grants and funding validate the efforts but remain pre-revenue. In this same vein, I understand efforts to clinically validate and that the value will follow but have some reservations around existing pricing strategy.
Great move to establish letters of intent with customers and excellent to hear about their willingness to commit to a five year subscription model. This is a substantial risk reduction. Looking forward to seeing the results of your pilots.
Strong progress. Costs, pricing, and sales strategy are well described. Has a working prototype and plans pilots underway by end of 2026.
Strong progress; unclear impact
Prototype in place. Letters of interest are good but would be great to see a pilot site.

Ambient Intelligence demonstrates strong technical and commercial validation at an early stage. The development of a working prototype with high accuracy in detecting falls and behavioral patterns reflects significant progress. Securing grants, accelerator funding, and investment capital provides strong external validation. The presence of letters of intent and pilot commitments from senior care organizations further confirms demand and willingness to adopt the solution. The combination of intellectual property development, clinical partnerships, and early enterprise interest positions the company well for commercialization.

Positive responses from prototype activities. I'd like to know more about what's next to bring the product to service.

Strengths: The team appears to have real product/pilot validation, though paid deployments and facility-level outcomes need more evidence. Next submission: Convert pilots into paid deployments with fall, response-time, staffing, and retention metrics.

Securing a working prototype, filing a patent, and obtaining a \$248,000 grant are excellent foundational milestones. Letters of intent for 150 rooms provide solid market validation. The transition from pilot programs to full commercial deployment will be the ultimate test of the technology's reliability and the company's operational execution.