

→ Company summary

Ambient Intelligence is building **Ella**, an always-on assistant that gives short-staffed care teams eyes on every room without cameras or wearables. Ella catches the falls, vitals changes, and early decline that go unseen between rounds, so one nurse can safely watch over far more residents.

→ Executive summary

With a University of Minnesota clinical pilot **funded and sited** at Mount Olivet Careview Home (IRB review in process) and a product built for memory care, Ambient is raising a **\$500K pre-seed** to move from validation to first paying facilities. Commercial readiness is in place: a Mankato manufacturing partner in El Microcircuits and off-balance-sheet device financing through Camber Road Partners.

→ Customer problem

The population is aging into a historic nurse shortage. Care teams cannot watch every resident every hour, and today's tools are invasive, unreliable, or add paperwork, so falls, wandering, and overnight decline go unseen until they become emergencies.

260K U.S. nursing roles unfilled and widening as demand climbs.

82M Americans aged 65+ the population is climbing toward.

→ Solution

Ella is the intelligence layer connecting nurses, residents, and families. Contactless in-room sensors detect falls, monitor sleep and vitals, and flag behavioral change, then route the right alert to the right caregiver in seconds.

Contactless sensing · radar, no camera



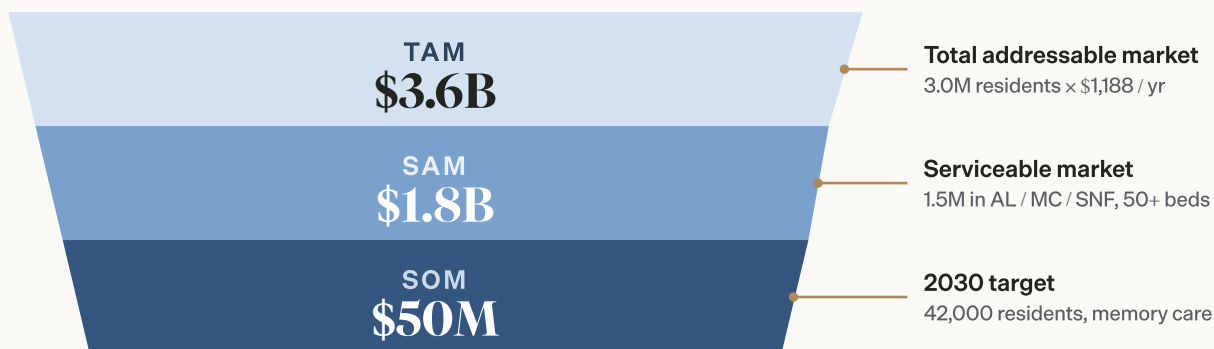
Detect & interpret · falls, vitals, behavior



Route the alert · right caregiver, seconds

→ Target market

The U.S. congregate senior-care market spans about 3.0M residents, a \$3.6B opportunity within \$48.2B of total senior-care spend. Our serviceable market is the ~1.5M residents in assisted living, memory care, and skilled nursing with 50+ beds. The beachhead is memory care; our 2030 target is about 3% of it.



→ Business model

Recurring software at **\$99 per monitored unit per month** (\$1,188 / year) on five-year agreements. Revenue expands as facilities add units, and Medicare RPM and CCM reimbursement lifts revenue per resident over time. We land a building, expand to the campus, then the network, selling to operators and owner-operators with reference sites and senior-living partnerships driving adoption.

\$1,188
Software floor / resident / yr

\$3,036
With Medicare RPM + CCM reimbursement

<\$200 device, built by El Microcircuits (Mankato) and financed off balance sheet through Camber Road Partners.

→ Competitors

Ambient competes against three categories, each with a structural gap Ella is built to close.

Wearables & pendants CATEGORY	Depend on the resident to wear the device and trigger it manually.
Cameras CATEGORY	Privacy and dignity objections rule them out of bedrooms and bathrooms, the highest fall-risk rooms.
Legacy nurse-call CATEGORY	Reactive by design; requires the resident to press a button.
Ella by Ambient OUR APPROACH	Passive, private, always-on. Captures the falls, vitals, and gait all three miss, in every room.

→ Competitive advantage

Built for memory care from day one. Proprietary **dual-AoP radar** captures falls, vitals, and gait that single-sensor rivals miss, defended by filed IP (PCT), a University of Minnesota and Mayo Clinic research pedigree, and clinical evaluation through a University of Minnesota pilot, IRB review in process.

→ Company annual financials

	2023	2024	2025	2026	2027	2028 <i>break-even</i>	2029	2030
Total Revenue	\$0	\$0	\$0	\$500K	\$3.0M	\$10.0M	\$25.0M	\$50.0M
Cost of Goods Sold	—	—	—	(\$100K)	(\$450K)	(\$1.0M)	(\$2.5M)	(\$5.0M)
Gross Margin	—	—	—	80%	85%	90%	90%	90%
Admin & Labor	(\$20K)	(\$55K)	(\$75K)	(\$555K)	(\$1.6M)	(\$3.3M)	(\$7.8M)	(\$14.0M)
All Other Expenses	(\$15K)	(\$35K)	(\$48K)	(\$370K)	(\$1.1M)	(\$2.2M)	(\$5.2M)	(\$9.5M)
Profit (Loss)	(\$35K)	(\$90K)	(\$123K)	(\$525K)	(\$150K)	\$3.5M	\$9.5M	\$21.5M
Capital Expenditures + W/C	\$0	\$0	\$0	(\$100K)	(\$400K)	(\$1.0M)	(\$1.5M)	(\$2.0M)
Required Capital	\$35K	\$90K	\$123K	\$500K	\$2.0M	\$5.0M	\$0	\$0
Cumulative Required Capital	\$35K	\$125K	\$248K	\$748K	\$2.75M	\$7.75M	\$7.75M	\$7.75M

→ Funding overview

\$248K raised non-dilutively through the Minnesota Partnership for Biotechnology and Medical Genomics (University of Minnesota, Mayo Clinic, and the State of Minnesota), plus a \$100K gener8tor MSP accelerator investment. Now raising a **\$500K pre-seed** for a 12-month runway.



■ AI & product **\$200K** ■ Clinical & regulatory **\$150K** ■ Go-to-market **\$100K** ■ Operations **\$50K**

Follow-on rounds of **\$2.0M** (2027) and **\$5.0M** (2028) fund clinical validation, FDA Class II work, and multi-site expansion. Cash-flow positive in **2028**; cumulative capital capped at **\$7.75M**.

→ Management & team

LEADERSHIP	ENGINEERING	ADVISORS
Brian Bradley Johnson Founder & CEO. M.S. Medical Device Innovation, UMN; inventor on a UMN-filed patent.	Isaac Wodele Data science.	Kyle Rolfing, MBA Healthcare Advisor.
Dr. Simon Mittal, MD CMO. Founder, Envisage Health; 30+ yrs post-acute care.	Abdul-Awwal Adesalu Cybersecurity & cloud.	Tim Hokanson, MBA Healthcare Advisor; Administrator, Mount Olivet Home.
Greg Shultz Chief Marketing Officer.	Gavin Phillips Electrical engineering & hardware validation.	Dr. Britni Bolstad, DNP Nursing Innovation Advisor.
Dr. Randall Ross, PhD Chief of Staff. Edson W. Spencer Chair, UMN TLI.		

Website ambienthealthgroup.com **Recognition** MN Cup 2026 Finalist, Impact Ventures **Founded** 2019 **Employees** 7 (4 leadership, 3 engineering)