HUTAR.AI

AI powered XR companion

PROBLEM

1 Loneliness Crisis

Millions of seniors experience chronic loneliness leading to depression, Lack of meaningful interaction accelerate mental health decline.

2 High Cost of Caregivers

In-person companions are increasingly scarce and expensive, leaving many seniors isolated without affordable support options.

3 Technology Is Cold

Traditional screen-based AI companion solutions fail to create the warm, human-like connection seniors can consider real.

THE HUMAN COST

1 Aging Populations

Developed countries are facing a historic rise in senior citizens, with millions living alone.

2 Healthcare and Economic Burden

Declining seniors cost healthcare systems more — while mentally healthy seniors stay independent, productive, and longer.

3 Disconnected Families

Many seniors have relatives, but busy lives and long distances lead to rare visits. Assisted living offers social opportunities but lacks meaningful connections

FAILED SOLUTIONS

1 Unrealistic Avatars

Existing solutions offer repetitive, robotic avatars on flat screens. They feel artificial and widen the emotional gap.

2 Disconnection from Reality

AI companions exist only behind screens, making interactions feel remote, not truly present in the user's life. And interactions are nothing but video calls.

3 Compounding Flaws

Mediocre visuals combined with detached AI create a fake, unconvincing experience — failing to build true emotional bonds.

OUR SOLUTION

Ultra-realistic XR Avatars
High resolution full body avatars naturally present in the user's real world creating believable sense of human presence.

Cognitive Stimulation
Story creation is a rewarding and playful process that strengthens cognitive functions, memory recall, and emotional expression.

Physical Activity Encouragement
Hand and head tracking, the companion playfully stimulates moderate movement, promoting mobility

Meaningful Interactions
AI helps elderly users effortlessly create short and engaging life stories and then share them — extending meaningful bonds beyond the user-avatar relationship.

Modular & Evolving AI
AI continuously improves by capturing rich contextual data from interactions, enabling personalization and expanding functionality

Spatially Aware Companions
With computer vision the companion can "see" the user's surroundings, respond naturally to objects, and share moments — strengthening the sense of real presence

CORE FEATURES

Intuitive Talk-to-Control UX

HUTAR Companion is fully voice-operated, making it effortless for elderly users to interact without learning new technology.
It can troubleshoot technical issues based on natural descriptions and escalate to support automatically

Voice recognition, LLMs, TTS/STT, avatar lip sync

Removes frustration and fear of tech

Understands even vague descriptions

Ultra-Realistic Avatars

Using Mawari XR streaming technology, the Companion appears as a lifelike human full-body avatar, naturally moving and acting within the real-world environment.

Mawari XR Streaming, Cloud rendering

Keeps the device cool and battery-friendly

Companion feels like really present in the room

Creative and Engaging Stories

HUTAR builds stories from speech in a fun and engaging way, then compiles them into compact, entertaining visual formats — short video clips and decks.
HUTAR then shares the stories with user's family and friends.

LLMs, Generative AI - videos, music, narration

Strengthens family bonds, gives a sense of purpose

Engaging content fit for younger generations

Spatial Awareness

HUTAR Companion uses real-world environment understanding and image processing — recognizing objects, people, and spaces to react naturally and interact meaningfully, while increasing the conversation context.

Computer Vision, spatial AI frameworks

Blurs the boundary between digital and life, deepening emotional immersion

Can sit on real chair, comment on objects the user shows

ADDITIONAL FEATURES

Data Gathering

HUTAR gathers important user data: cognitive dynamics and engagement levels, emotional trends, mobility patterns — creating powerful insights for health monitoring and future AI personalization

Behavioural analytics, AI mood tracking, secure data aggregation

Enables early detection of cognitive decline or emotional distress

Anonymously collects health-related data, preferences, demographic insights, securing potential for future data monetization

Memories Visualization

The Companion helps seniors build visual storyboards of their life — creating timelines, family trees, and memory albums with generated images and quotes. Allows simple upload if images by taking pictures with the headset camera

Camera API, generative AI for images, genealogy modelling

Stimulates cognitive function and gives a sense of achievement

Turns abstract memories into vivid, personalized and shareable visuals

Activity Encouragement

HUTAR Companion gently encourages physical movements — whether small exercises or playful gestures — integrated into activities like memory storytelling. Memory games and charades add more motivation.

XR hand/head tracking, movement prompts

Helps maintain mobility, improves circulation

Encourages movement without it feeling like exercise, it's part of the fun

Virtual Travel

Users can "visit" different places and historic periods through a library of immersive 180-degree videos, expanding their world without leaving home.

180° video playback, XR environment blending

Sparks curiosity, imagination, and happiness — reducing feelings of isolation

Travel experiences optimized for low-mobility use, immersive without complex controls

BUSINESS MODEL

INCLUDES:

B2B
Retirement homes

- AI features & Mawari-powered XR avatar streaming

- XR headset rental (via 3rd-party logistics partner)

- Secure data sharing dashboard for caregivers

€ 249
per user/month

Subscription Price

- Ongoing AI model updates and personalization

- Online training and onboarding for staff

BETTER
Than Human
Non-Professional

- Always Available – 24/7 presence

- Consistently kind, patient, and supportive.

- Offers engaging activities that support mental health.

CHEAPER
€400 per month for
Non-Professional

Senior Companion
1 hour/day at €20/hour

- Transforms conversations into shareable stories

- Remembers and organises every conversation and detail

MARKET OPPORTUNITY

1.5B

People Over 65 by 2050

Growing senior population worldwide

1 in 3

Seniors Experience Loneliness

Critical social health challenge

$2.88 TN

Geriatric Care Services Market by 2032

Massive growth opportunity

WHY NOW ?

Homes Under Pressure

Struggle with rising demands and need to lower costs

Tech-Readiness of Seniors

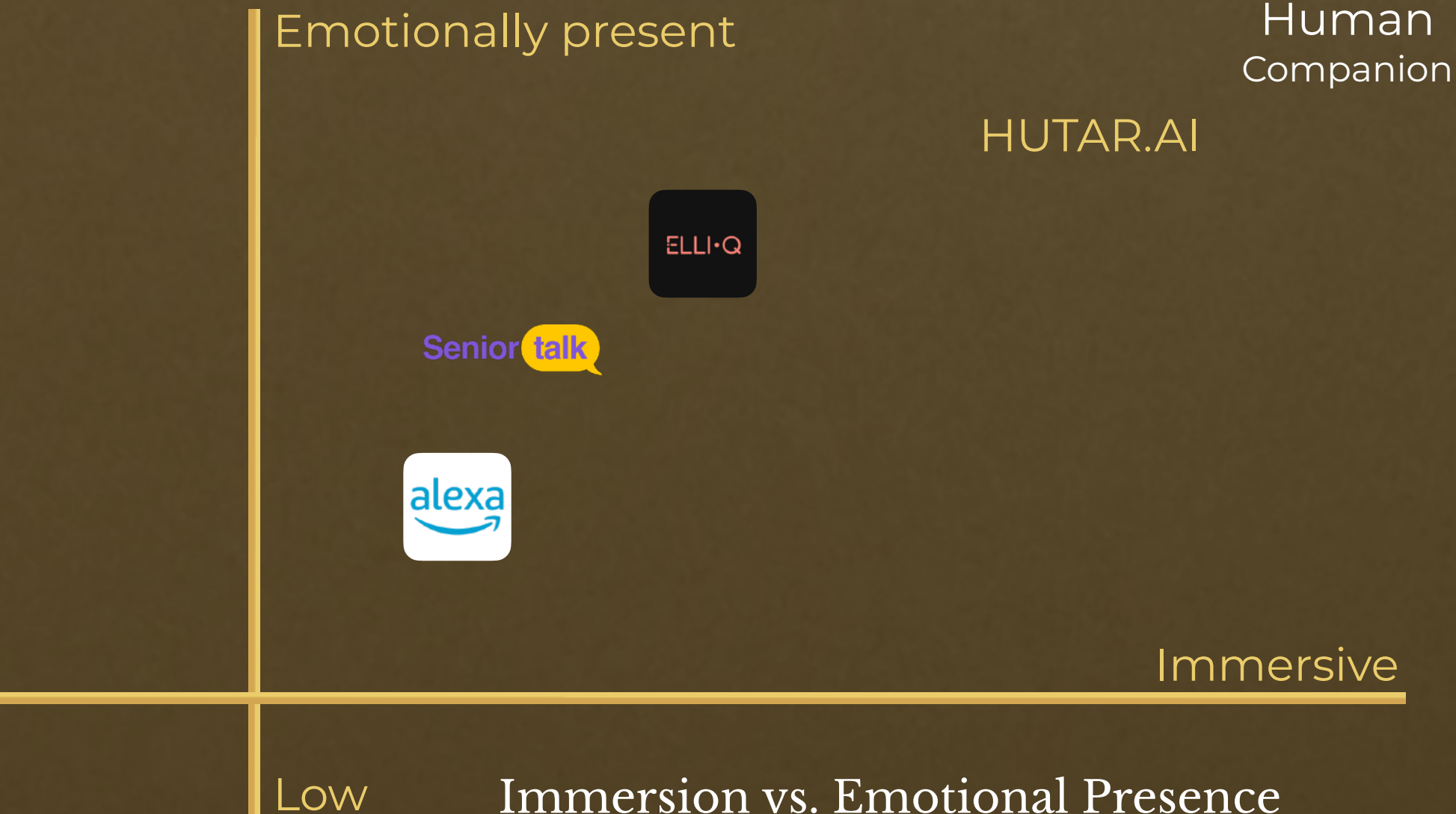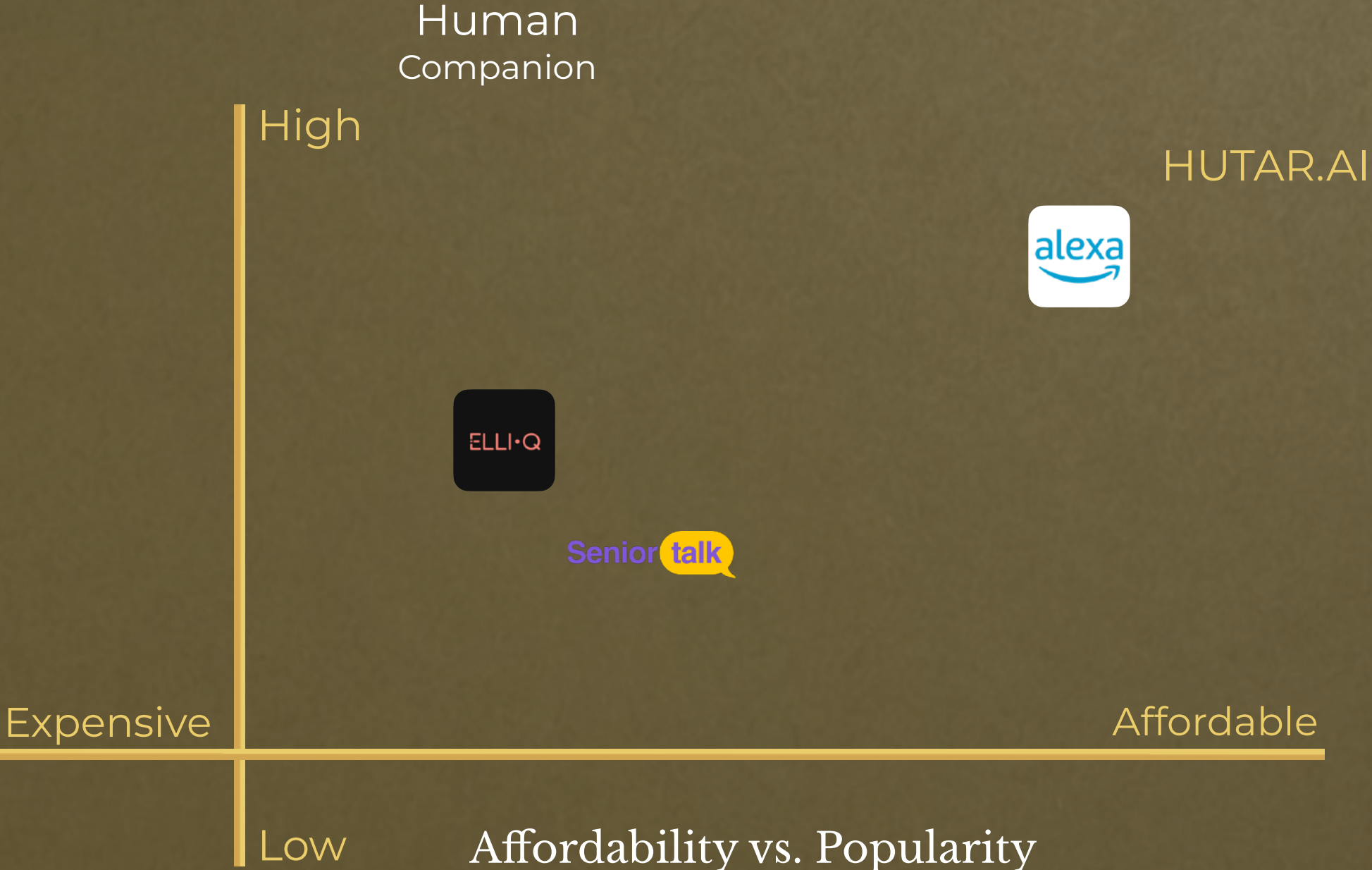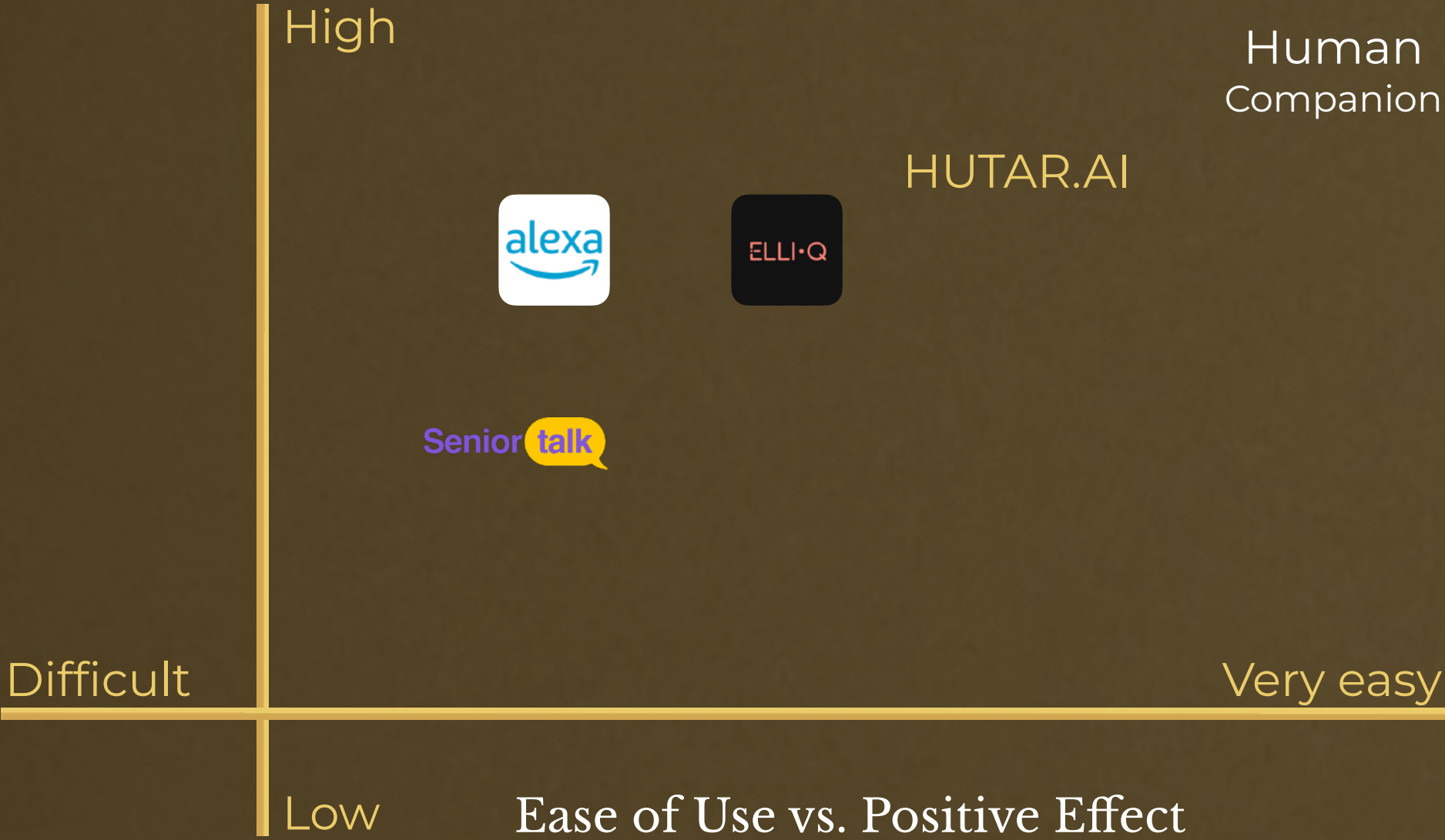Especially in assisted living with basic digital familiarity

XR, AI Tech are Maturing

Our solution is now technically and commercially viable

Timing Is Everything

Breakthrough tech solutions soared by seizing the moment

COMPETITION

Ease of Use vs. Positive Effect

High
Low
Difficult
Very easy
Human Companion
HUTAR.AI
alexa
ELLI·Q
Senior talk

Affordability vs. Popularity

Human Companion
High
Low
Expensive
Affordable
HUTAR.AI
alexa
ELLI·Q
Senior talk

Retention vs. Personalization

High Personalization
HUTAR.AI
Human Companion
ELLI·Q
Senior talk
alexa
High retention

Immersion vs. Emotional Presence

Emotionally present
Human Companion
HUTAR.AI
ELLI·Q
Senior talk
alexa
Immersive
Low

MVP & Validation Phase

MVP
3 months

GOALS
and objectives

Development
SCOPE

- High-fidelity XR avatar streamed via Mawari
- AI-powered natural conversation, face expressions and movements
- Spatial awareness - walks in the room, places objects on surfaces
- Storytelling module: helps generate, captures and compiles senior users' stories

User Validation
30 Senior testers

- Israel & Canada — English-speaking elderly
- Validate ease of use, immersiveness
- Test engagement and emotional impact with Seniors

Client Validation
2-4 Retirement Homes

- Understand adoption strategies
- Gather economic feasibility feedback
- Validate operational model and economic viability
- Identify early adopters's needs and profile
- Refine pitch for strategic partners

TEAM

- *Worked with industry leaders*
- *Built World renowned experiences*
- *7 years of experience with cutting edge XR technologies*

Tom Minich
COO/CFO

Tom graduated from University of Haifa with BA and MBA, both focused in environmental studies.

Tom's previous work experience comes from dealing with customers and worked his way to being a Public Appeals Commissioner.
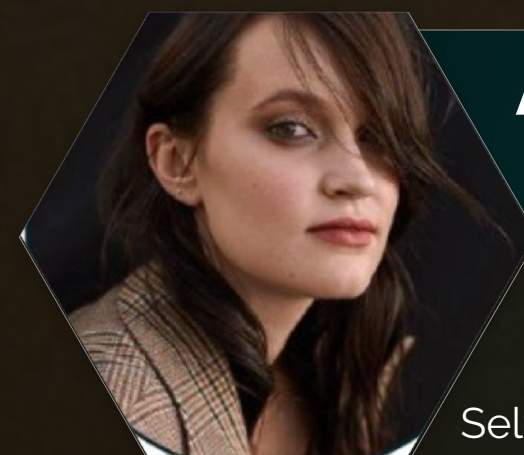
Tim Friedland
CEO/CTO

Tim studied software development in John Bryce College in Haifa (distinction). Tim's programming experience reaches 7 years.

Inventing games was among Tim's favourite activities since childhood.

Daniel Dobrelya
Software engineer

Daniel graduated from Kharkiv National Technical University

Daniel has more than 7 years of experience with Unity development. His passion for new challenges and precision makes him one of the main pillars in our development force.

Lennart Stöhr
Backend Specialist

Lennart brings a strong addition of multidisciplinary knowledge and experience.

Beyond his responsibilities of backend and network, Lennart takes active part in every tech puzzle that we encounter.
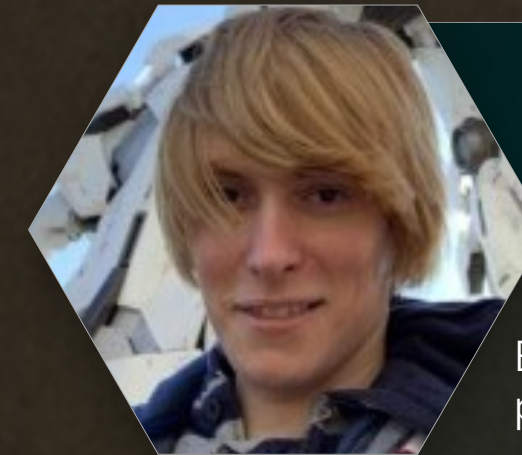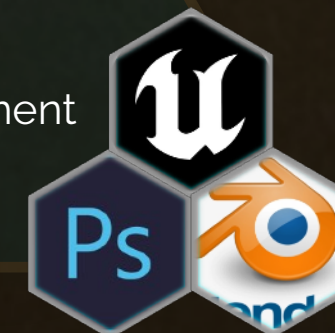
Till Roßberg
Senior game developer

Till is a Bachelor of Science Student in Media Informatics with the main focus on Game Development Technologies.

Till combines passion for gaming with passion for experiences creating, doing it for more than 10 years now.

Terry Schussler
Mentor

Terry is a senior director in Group Partnering and Devices at Deutsche Telekom.

His deep experience in UX, innovative technology and XR is a great value for us.

And Terry's mentoring drives us forwARd.

Anastasiia Tarasova
3D and UI

Our newest addition, passionate, curious and incredibly hardworking

Self motivated Artist with over 5 years of experience in game and environment art, interior design and sense cultivated in fashion industry

Andrej Durnin
Software engineer

Andrej is programming since childhood and loves when the code is as beautiful as the what the code does.

Andrej has a wide skill set in design and programming, making him a great reinforcement for every project.