



Home Nursing to Regenerate the Town



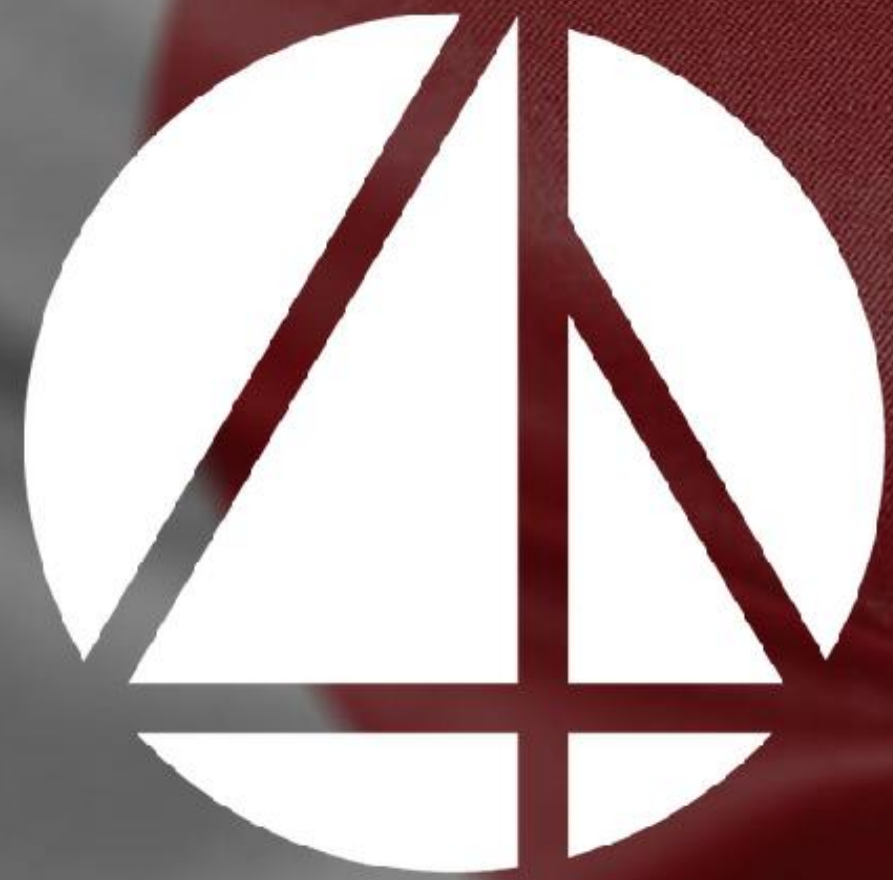
Nurse & Craft

Nurse & Craft

LOCATION

Creating Innovation from 100 Years into the Future in Japan

Osakishimojima Island (Hiroshima)

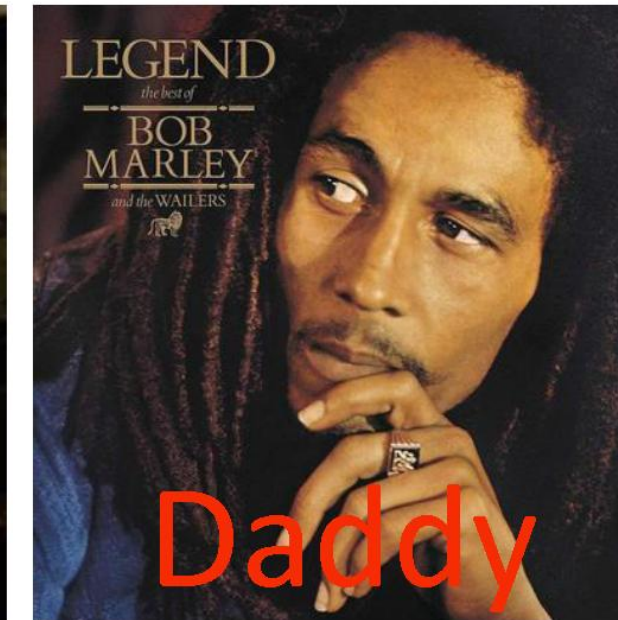


Nurse & Craft

- Population of approximately 1,600
- Population aging rate 70%
- 1.5 h by bus to the mainland

MY JOURNEY

~2013



2019~



• CEO of Nurse and Craft

- DJ of Several genres
- Welfare Equipment Specialist Counselor

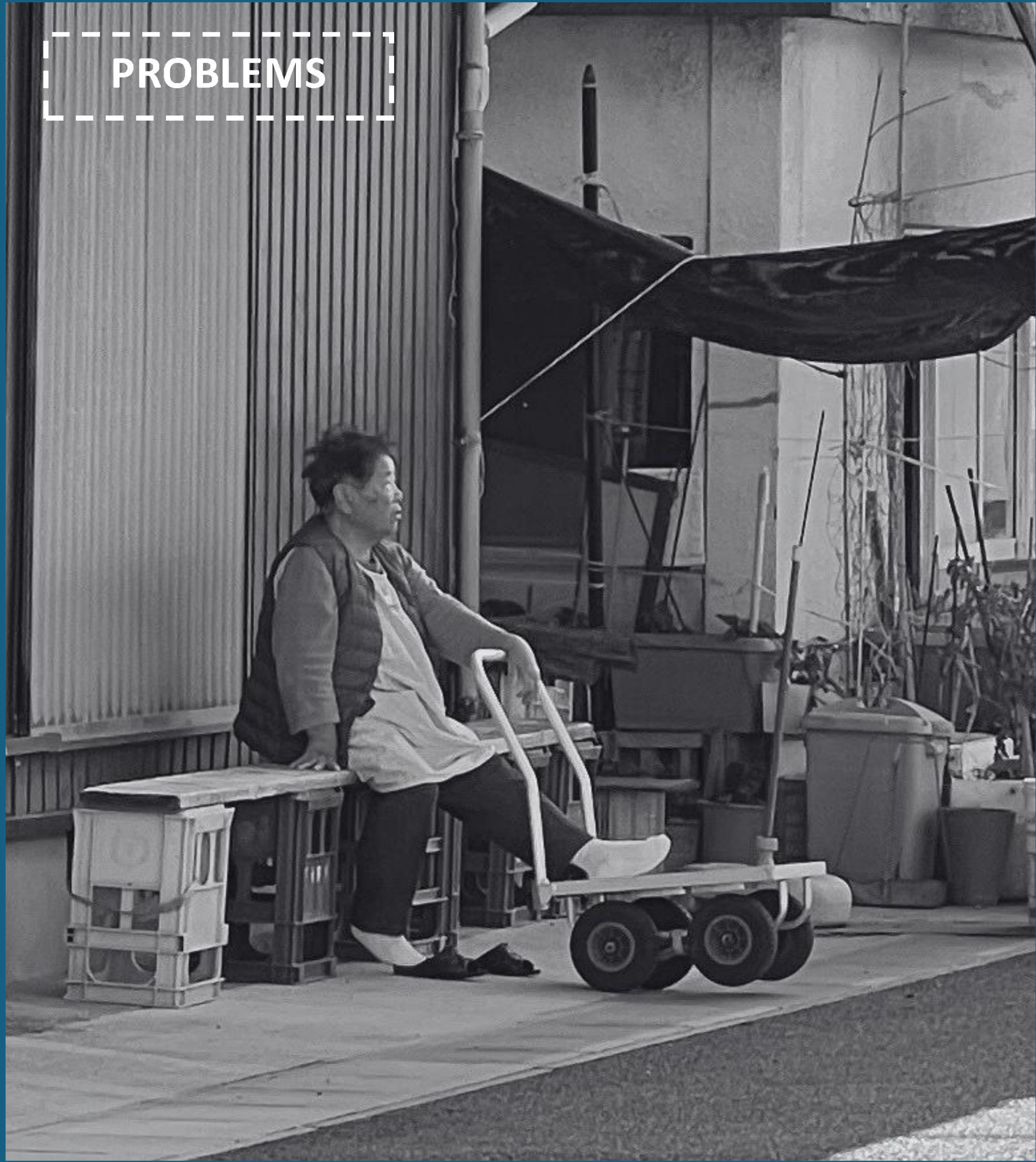


2014~2019



- Director of a Caregiving Information Magazine
- Reporter for a Caregiving Web Media Platform

PROBLEMS



The Reality of Depopulated Areas in Japan

- Chronic Shortage of Medical and Caregiving Resources
- The Collapse of Local Communities
- Social Isolation and Loneliness

LONELINESS OF THE ELDERLY

- The loss of abilities and roles due to retirement or surrendering a driver's license
- The reduction in activity range caused by physical or health issues
- The decline in social connections and interactions due to the passing of friends or a partner

"Loneliness" increases the risk of illness

- Cardiovascular diseases
- Depression
- Diabetes
- Dementia
- Decreased immunity



OUR BUSINESSES



HOME NURSING SERVICE



HEALTHCARE SERVICE
FOR THE ELDERLY



HEALTH TOURISM



SPECIAL INITIATIVES AT HOME NURSING STATION

Community Lunch

Telemedicine

Nurse & Craft

ABOUT STARTWELL

STARTWELL connects people, prevents illness, and makes life enjoyable



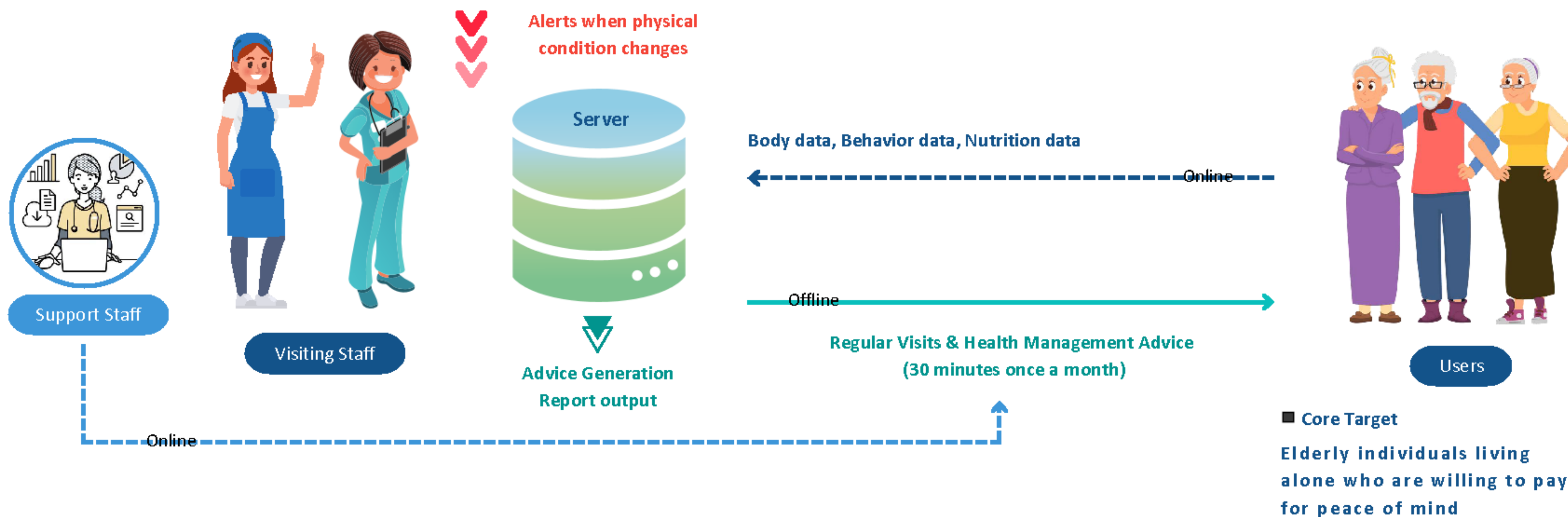
- Body weight
- Blood pressure
- Body temperature
- Pulse
- SpO2



- Steps
- Resting Heart Rate
- Sleep Data



- Vitamin C
- Calcium
- Magnesium
- Zinc
- Body hydration
- Vegetable intake
- Carbohydrates
- Fat burning (ketones)
- Oxidative stress
- Salt



TOUR CONTENTS

Local exploration

Citrus Picking

The retreat tour for healthcare and caregiving professionals to relax, recharge, and rejuvenate both their minds and bodies.

Advanced Healthcare Experience

Community Lunch

Campfire

Nurse & Craft

EXTENDING HEALTHY AND MEANINGFUL LIVES



#3 Health Tourism



#2 Healthcare Service



#1 Home Nursing Service

N&C Model

Improved quality of life and efficient, sustainable home health care



Social Participation



Primary Prevention



Medical and Careving Service



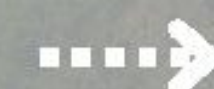
Before Intervention



Isolation



Unawareness of health



Migration to a hospital or a nursing home



VALUE PROPOSITION

This will make
living alone so
much easier!

The joy of being part of society

Connecting with society through proactive health creation

11

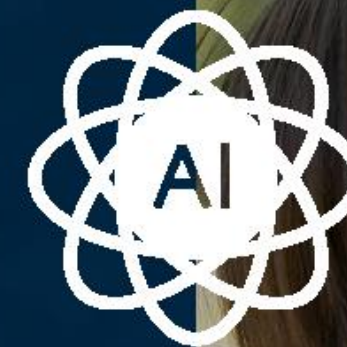
Nurse & Craft

EXPANDING SOCIAL WELFARE WITH AI IMPLEMENTATION

Automation of Personalized Advice

We plan to develop AI-driven personalized advice by visualizing indicators of loneliness and potential depressive symptoms based on health data (physical, behavioral, and nutritional) as well as personality information (such as hobbies and frequency of outings).

Providing healthcare for more elderly people with fewer staff



Enhancement and Standardization of Visiting Staff Operations

We plan to provide visiting staff with a "proposal list for the next visit" and offer "follow-up via calls and chats." Our goal is to ensure a certain level of quality even when handled by non-specialist staff.

THEORY OF CHANGE



The negative social conditions caused by the problems

- Elderly people gradually becoming disconnected from society and burdened with anxiety
- Healthcare and caregiving professionals losing their sense of self due to worsening working conditions
- The working-age generation, long plagued by a sense of stagnation, unable to look forward to the future



The social impact we aim to achieve through the outcomes

A society where people in various regions can say, "Live an inspiring life!," and look forward to the future

Solving social problems is the engine of our growth



Nurse & Craft

Nurse & Craft