



Connecting care to mobility.

The Team.



Cherazad

- Urban planning
- Civil engineering
- Modeling



Elouan

- Geodata analysis
- Mapping
- Programming



Enrico

- Architecture
- Urban studies
- Cultural events



Gladys

- Digital transformation
- Info systems management
- IT project management



Poorya

- Transportation engineering
- Railway engineering
- Programming



Namrata

- Service design
- Business and innovation
- Systems thinking



Maryam

- Railway engineering
- Mobility science
- Intelligent systems



Michelle, 78 years old.

Transport Inequality = Social Isolation



Fragmented rural transport
systems



Complex multi-step
journeys

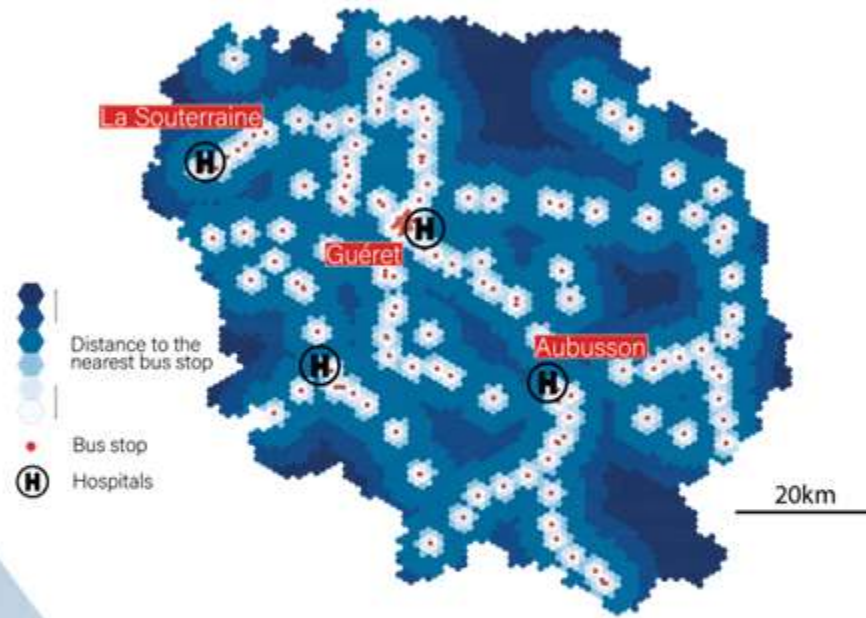


Elderly miss
healthcare appointments

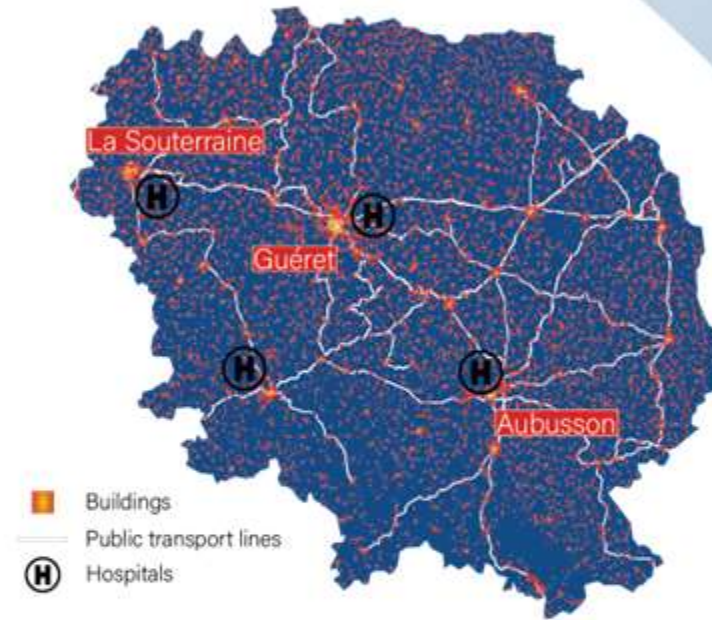


Dependence on
caregivers

Case study: La Creuse.



Public transport stops and gradient of distance.



Buildings distribution and public transport routes.

115k

Creuse population

40%

Share of elderly people


Why it matters.




Aging population rising
in EU



Social isolation



Inefficient public
system



Increased healthcare
pressure

80M+

65+ Europeans affected

We propose:

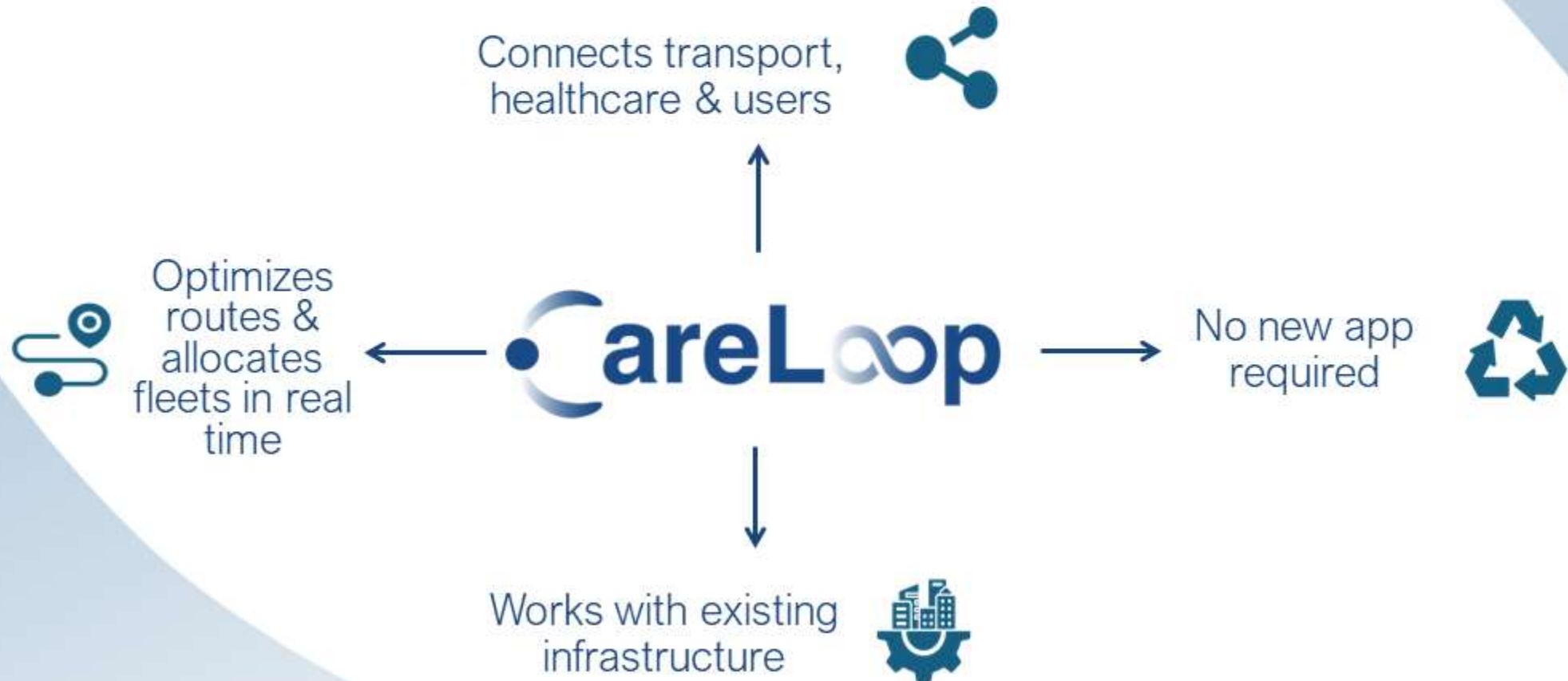


Connecting care to mobility.

Our solution: CareLoop.



The AI mobility coordination platform.



Customer journey. Seamless integration.



Agent
Support



SMS
Info



Alert



Shuttle

CareLoop SECURE · GDPR COMPLIANT

Municipality Mobility Control System

Optimize & coordinate public transport for seniors


Welcome back

operator@creuse.fr

Password

Remember me [Forgot password?](#)

Sign In



Connecting Seniors to Their Community

AI-powered mobility coordination for accessible public transport across your municipality

142 Trips Today	96.5% On-Time
18L Fuel Saved	3 AI Alerts

Main dashboard



CareLoop

Optimal Route Planner

Creuse, France | Mon, Mar 22 | EN FR IT DE ES

Dashboard

Notifications 3

Trips

Routine Trips

Route Planner

Users & Care >

Drivers

Reports

Insights

Settings

Optimal Route Planner

Powered by Dijkstra's Algorithm

START LOCATION
Guéret

END LOCATION
Ahun

Find Shortest Path

MAP VISUALIZATION (CANVAS) Interactive Click nodes to select Start/End

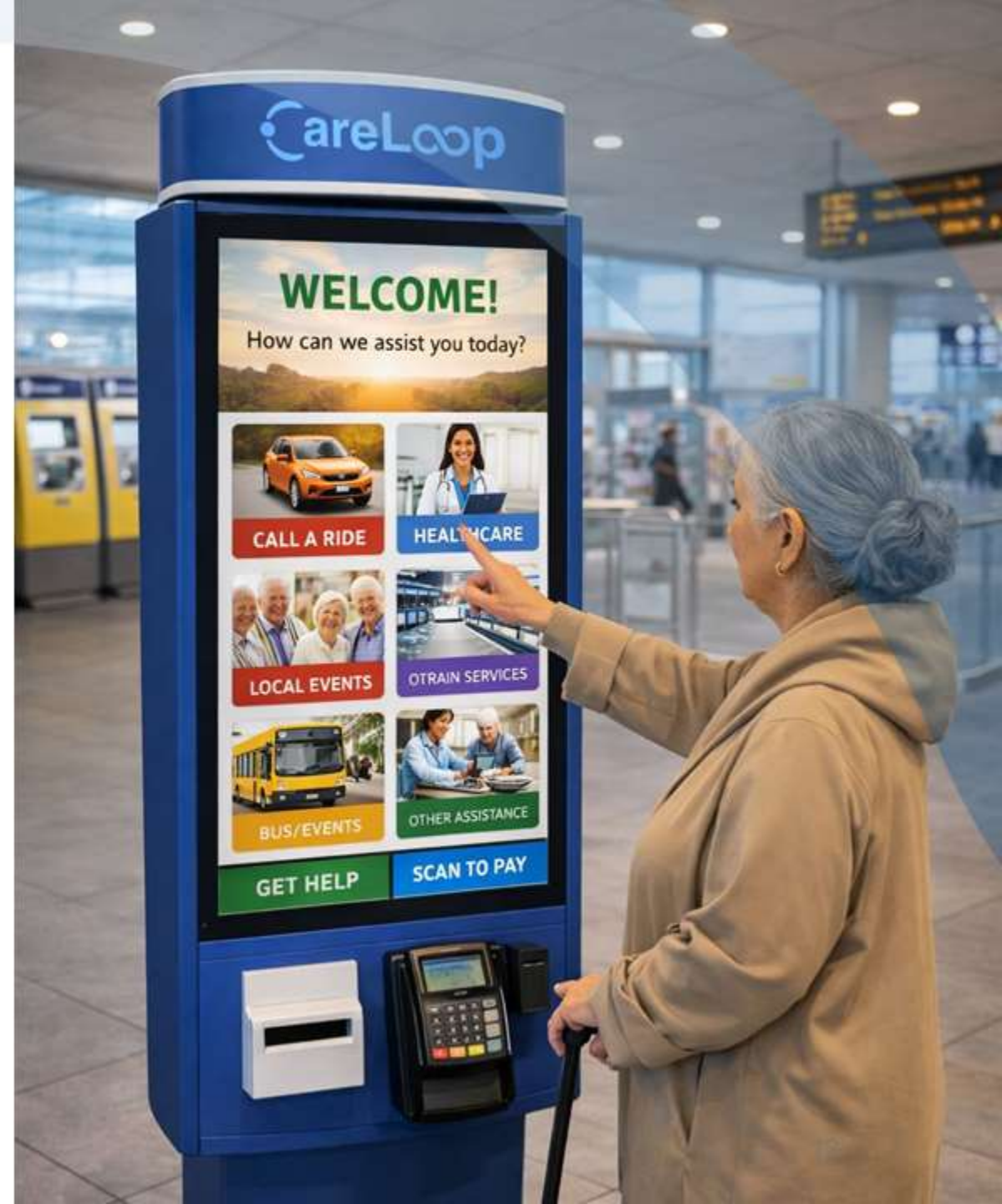
```
graph TD; Crozant((Crozant)) ---|30| LaSouterraine((La Souterraine)); LaSouterraine ---|20| DunlePalestel((Dun-le-Palestel)); DunlePalestel ---|25| Gueret((Guéret)); Gueret ---|8| SainteFeyre((Sainte-Feyre)); SainteFeyre ---|15| Ahun((Ahun));
```

Route planner



Prototype: the CareKiosk.

- No smartphone needed
- Mobility = inclusion



CareLoop
EN **FR** IT DE ES

Creuse, France
Mon, Mar 23, 2026
Déconnexion

- Tableau de bord
- Notifications 3
- Trajets
- Trajets Routiniers
- Planificateur >
- Utilisateurs & Soins >
- Chauffeurs
- Rapports
- Perspectives
- Paramètres

Trajets Routiniers

Services Navettes Planifiés

Tous
Disponible
Complet
Annulé

• Disponible
RT01

Navette Marché du Mercredi

Rejoignez le marché hebdomadaire ! Produits frais et bonne compagnie.

DÉPART

📍 City Center Square

ARRIVÉE

📍 Guéret Main Market

DÉPART

🕒 09:00

RETOUR

🕒 12:30

👤 6/12 réservé(s)
6 Places restantes

Réservé via : Main City Library
Réserver

• Complet
RT02

Bilans Hospitaliers Annuels

Rejoignez la navette vers l'hôpital pour votre bilan annuel.

DÉPART

📍 Community Center

ARRIVÉE

📍 General Hospital

DÉPART

🕒 08:30

RETOUR

🕒 11:30

👤 8/8 réservé(s)
0 Places restantes

Réservé via : Hospital Kiosk
Full

• Annulé — Mauvais temps
RT03

Promenade au Parc

Promenade l'après-midi dans les jardins botaniques.

DÉPART

📍 Dun-le-Palestel

ARRIVÉE

📍 City Botanical Park

DÉPART

🕒 14:00

RETOUR

🕒 17:00

• Disponible
RT04

Soirée Bingo du Vendredi

Navette du soir pour l'événement Bingo hebdomadaire.

DÉPART

📍 Seniors Club

ARRIVÉE

📍 Town Hall

DÉPART

🕒 18:00

RETOUR

🕒 21:00

Made with Replit

Routine trips



Business model: B2G.

Customers



- Communauté de communes
- Municipalities
- Healthcare providers
- Transport providers

Model



- SaaS model
- Annual license
- One-time integration fee
- Kiosk hardware (optional)
- Maintenance

Value creation



- Fewer missed trips
- Improved fleet utilization
- Better system efficiency
- Reduced costs

ROI.

CareLoop pays for itself in one year.

Investment \longrightarrow € 50k

- Public funding
- Investor-funded

Sustainability.

EU Policy Frameworks

- EU Accessibility Act
- EU Disability Strategy 2021- 2030



SDGs

3 GOOD HEALTH
AND WELL-BEING



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



10 REDUCED
INEQUALITIES



11 SUSTAINABLE CITIES
AND COMMUNITIES



Impact and scale.



Making a Difference in Creuse and Beyond.

One platform, infinite Michelles.



CareLoop for accessible, rural transport.

Thank you!

Feel free to share your questions!

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Appendix

Algorithm.

- **Data ingestion:** trip requests, operator notes, vehicle availability, resident preferences
- **Demand prediction:** predicts where and when trips will be needed
- **Trip Clustering:** Grouping trips by geography, time, vehicle capacity
- **Vehicle Matching:** Matching clusters to available vehicles
- **Route optimisation:** Calculates optimal routes per vehicle
- **Execution and tracking:** Realtime tracking, adoption and feedback
- **Learning and refinement:** Model updates based on outcomes

What Others Do

Build a new app for seniors to learn

Add another service to an already fragmented system

Create new infrastructure (buses, vehicles, tech)

Expect users to adapt to technology

Human touch is an add-on

What CareLoop Does

No app. A phone call works.

Integrate what already exists into one coordinated system

Use existing assets—school buses, taxis, volunteers

Technology adapts to users. Invisible.

Human connection is the primary interface

How it works.



Municipality dashboard

- Demand mapping
- Accessibility alerts
- Route optimization
- Fleet allocation & utilization



User touchpoints

- SMS/ Phone call
- Simple journey support
- Human assisted reservation

Key Partners & Stakeholders

Direct:

- ✓ Municipalities

Indirect:

- ✓ Transport operators (private)
- ✓ Regional transport authorities
- ✓ Healthcare systems & hospitals
- ✓ Technology partners
- ✓ NGOs & associations
- ✓ EU programs & initiatives

Key Activities

- ✓ Platform development & maintenance
- ✓ Regulatory compliance & certifications
- ✓ Partnership & public-sector management
- ✓ Fleet management & scheduling
- ✓ Data collection, analysis & reporting
- ✓ Pilot programs & scaling

Value Propositions

- ✓ **Tailored rural mobility:** Services designed for aging population & low-density areas
- ✓ **One integrated platform:** Demand, booking, dispatch & reporting in one place
- ✓ **Efficient regional fleets:** Optimized routes schedules reduce cost & emissions
- ✓ **Ease of use:** Easy to use for all users
- ✓ **Easy and affordable:** Accessible for all users
- ✓ **Inclusive & affordable:** Accessible transport for all users
- ✓ **Scalable & customizable:** Works across municipalities, regions & EU contexts

Customer Relationships

- Get:** Pilot with one municipality - prove value & refine
- Keep:** Long-term service contracts, transparent data, continuous improvement, stakeholder engagement
- Grow:** Expand to other municipalities & regions (proven results & referrals)

Customer Segments

- ✓ Municipalities (rural & peri-urban)
- ✓ Healthcare providers (hospitals, care centers)
- ✓ Seniors, elderly, caregivers & passengers
- ✓ Public transport providers (fleet owners & operators)
- ✓ Nursing homes & social service organizations

Governance



Mission & Vision

Mission

We help authorities in low-density areas move people – especially elderly & disabled residents – by intelligently optimizing existing resources to make transport accessible for all.

Vision

A world where distance is never a barrier, and where rural communities can age with dignity and independence.

Channels

- ✓ Phone calls
- ✓ SMS
- ✓ CareLoop Kiosk (at care centers & municipal points)
- ✓ Municipality websites
- ✓ Integration with healthcare & social service providers
- ✓ Community outreach & local events

Users and Beneficiaries

- ✓ **Primary:** Elderly, disabled & mobility-restricted individuals needing reliable access to care, services & community.
- ✓ **Caregivers & Families:** Rely on CareLoop to book & coordinate rides easily.
- ✓ **Municipalities:** Improve mobility equity & fulfill public service mandates efficiently.
- ✓ **Healthcare & Social Services:** Enable consistent access to appointments & programs.

Cost Structure

- ✓ R&D & platform development
- ✓ Cloud hosting & IT infrastructure
- ✓ Kiosk hardware & installation/maintenance
- ✓ API & system integrations (municipalities, transport partners)
- ✓ Customer support & helpline operations
- ✓ Operations & fleet management
- ✓ Community outreach & training
- ✓ Grant writing & compliance

Fleet & Key Resources



- Human Resources:** Operations team, dispatchers, technicians, support staff
- Technology:** CareLoop platform, booking & dispatch system, APIs, kiosk
- Network:** Municipal & transport operator partnerships
- Data & Tools:** Demand analytics, reporting dashboards, route optimization

Revenue Streams

- ✓ **SaaS Licensing:** Annual subscription fees from municipalities & public entities
- ✓ **Implementation & Integration:** One-time setup for kiosks, software & integrations
- ✓ **Managed Operations (optional):** Co-managed dispatch & customer support
- ✓ **Co-Financing & Grants:** EU, national & regional funding programs
- ✓ **Maintenance & Support:** Ongoing system updates & helpdesk

SWOT ANALYSIS: CareLoop



STRENGTHS



- Full regional scope



- Free of digitalization refusal by elderly users



- Multi-channel access (SMS, phone calls, kiosks, ...)
- Considers location, time, and travel duration



WEAKNESSES

- Competitors like Padam Mobility have proven system
- Kiosk can be energy-intensive and hard for municipalities to financially assume
- We are a small team
- MVP only, no proven operational deployment
- Dependent on local transport operators cooperating



OPPORTUNITIES



- Rail-lines closing in Creuse/France implies lack of transport offer



- Product can target EU grants funding (FEDER, Horizon Europe)



- Competitors struggle with paratransit functionality



- No unified TAD booking platform exists in Creuse district



- Replicable model across low-density European departments



THREATS

- Competitors have proven deployment and public sector relations
- Competitors have well-built teams with strong funding
- Public procurement cycles (B2G) in France are slow (more than 1 year)
- Rural and old population means a shrinking market

