

PRESS RELEASE

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ELLCIE HEALTHY wins the Fabrique Aviva's South East Central regional competition, and its place in the national final.

Ellicie About Ellicie Healthy:

Ellicie Healthy is a start-up based in Nice, France, founded in May 2016 by Philippe PEYRARD, an accomplished leader for 25 years in the Optical sector, which develops connected glasses equipped with artificial intelligence. These frames, equipped with around 15 sensors, continuously measure physical, physiological and environmental variables to prevent risks related to the health, well-being and safety of eyewear wearers. The startup is one of the most promising Top 50 e-health companies according to the KleinBlue study published in October 2020 (out of 1,400 companies surveyed).

The company employs about 20 people, mainly engineers and researchers who develop the connected glasses and its algorithms driven by Artificial Intelligence. Ellicie Healthy markets its glasses in the 1st optical distribution network in France (Optic 2000) under the name of PRUDENSEE®. Ellicie Healthy counts among its customers groups such as Optic 2000, Klesia, Véolia, Thales & Dassault...



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The victory behind this competition: shared recognition from the public and experts and significant financial support.

When the Ellcie Healthy startup submitted its application to Aviva's Idea Factory competition at the end of 2020, there were nearly 5,000 candidate projects...

Then, the project was selected by the partners of this competition bringing down to 747 the candidates in the contest. In February 2021, the public got involved and the project of glasses for the health of seniors was selected by the Internet users.

But it is the AVIVA jury who decided and gave its verdict on March 10th: Ellcie Healthy is one of the 3 regional winners of the contest.

For Philippe Peyrard, President and founder of Ellcie Healthy, this victory represents first of all a significant financial support for the startup: "this victory offers us the equivalent of two full-time researchers for one year" allowing us to accelerate the progress of the project. But it is also a real common approval from the experts of the jury and the public: "it is a strong message sent to us by the public and the experts who believe in our project and share our conviction that taking care of our seniors and their health has become a priority".

After the regional final, the startup is heading to the national final to win the 'coup de cœur'.

And that's not all, Ellcie Healthy got the highest score from the Lyon's jury, which gives it the opportunity to compete in the national final in Paris on July 1, 2021 and try to win an additional prize of €100,000 (a total of €160,000). She will present her project: guardian angel glasses for seniors.

The startup has developed connected eyewear frames, made in France, allowing the global monitoring of the health of individuals through Artificial Intelligence. Thanks to sensors embedded in the frame, the solution continuously measures physical, physiological and environmental data which are then analyzed by Artificial Intelligence algorithms.

Thus, they detect abnormal behaviors and warn in case of real or future problems (falling asleep at the wheel, fall detection, physical activity monitoring, etc.). By alerting family and friends, they enable rapid and effective management of a possible problem.

Fall prevention is a global innovation that could considerably reduce the number of deaths (12,000 deaths per year), medical costs (2 billions euros per year in France) and injuries related to this scourge, which is the leading cause of death for people over 65 years.