

Media Kit

Version 1.4- 21 November 2022



About Social Robots Inc.

Social Robots Inc. was founded in 2019 as a social enterprise focused on improving the quality of life and mental health of older adults. According to the Canadian Institute for Health Information*, on average 44.9% of residents had limited or no social engagement and 24.2% exhibited signs of depression. **CIHI Profile of Residents in Residential and Hospital-based Continuing Care (2021-2022)*.

As a value-added reseller of commercially-available robots, the company offers customized robot apps and digital content to engage people in 1:1 visits or group settings. Staff, family caregivers and volunteers can quickly learn to use the robots with the help of our online playbooks and community hub.

After successful pilot studies in 2021, Mindy, their first social robot, is now available to help engage residents with music, brain games, entertaining conversation and light exercise/movement. Social Robots provides an innovative solution to the crises of social isolation, cognitive decline and boredom that are impacting seniors and helps reduce stress on the staff and volunteers who are doing their best to be of service.

Vision:

To have at least one social robot in every retirement home in North America by 2032, increasing the quality of life and mental well-being of over 5 million older adults.

Mission:

The mission of Social Robots is to empower older adults and their caregivers to improve their quality of life, social engagement and cognitive well-being with the help of robots. We strive to impact people aging at home or in congregate settings by being creative, collaborative, hopeful and joyful.

Founder Bio:

Lee St James is the founder and president of Social Robots. As a tech-savvy consultant and entrepreneur with over 25 years of business experience, Lee was most recently the General Manager and Vice-President of a design studio that developed robot apps for banking and automotive. She founded Social Robots in 2019 after seeing first-hand the impact of social isolation on her father as he struggled with Lewy-Body dementia.

She has an Honors Business degree from Western University in London, Ontario and an MBA from INSEAD in Fontainebleau, France.



Photo Library:

https://drive.google.com/drive/folders/1nD9XDvdJznIW5-byTQJiVvuVum6AISN_

Marketing Documents:

<https://drive.google.com/drive/folders/1sq5EJbKPX24KilrKyo-MBMrwtaK6KhMA>

Social Media:

Twitter: https://twitter.com/social_robots

LinkedIn: <https://www.linkedin.com/company/social-robots>

Facebook: <https://www.facebook.com/Social.Robots>

Instagram: <https://www.instagram.com/social.robots/>

Youtube: <https://www.youtube.com/channel/UC0vp2MOxEzGri0iAq4zqScw>

VIMEO: <https://vimeo.com/socialrobots>

Testimonials:

"We were delighted to welcome Mindy for a 4-week visit at Seasons Royal Oak Village. We continue to embrace opportunities to learn about new technologies to support and enhance engagement and independence." - Stephanie Sanborn, Senior Director, Innovation & Education, Seasons Retirement Communities

"Mindy brought lots of joyful moments to our residents. I enjoyed participating in the pilot study and learning how to work with a robot." - Baillie Vandeventer-Ortiz
Lifestyle Program Manager, Chartwell Retirement Residences

In the News:

(October 19, 2022) <https://regina.ctvnews.ca/older-adults-embracing-the-future-of-technology-at-regina-conference-1.6116099>

(February 14, 2022) <https://www.canadorecollege.ca/about/the-canadore-story/the-village-and-canadore-college-to-research-new-ways-to-end-seniors-isolation>

<https://www.nugget.ca/news/robotic-duo-aim-to-help-seniors-fight-isolation>

Podcasts & Webinars:

Two Boomer Women: Social Robots in Eldercare (June 29, 2022)

<https://twoboomerwomen.com/lee-st-james-on-social-robots-in-eldercare/>

Gentleman Style Podcast - (Episode - May 17, 2022)

<https://www.youtube.com/watch?v=DUNBksEwfSs>

Tech-Time with Nathan Mumm - (Episode 99 - May 3, 2022)

<https://www.youtube.com/watch?v=hJ0lnGhcBWo>

or: <https://techtimeradio.com/episode/techttime-with-nathan-mumm-e99-robots-in-nursing-homes-coca-cola-gets-hacked-revil-is-back-airdate-5-3-22/>

Storybooks, Gregg Jorritsma with... (Episode 23 - May 5, 2022)

<https://podcasts.apple.com/ca/podcast/ep-23-storybooks-gregg-jorritsma-with-lee-st-james/id1598645579?i=1000559827257>

Engaged in Rec with Karina Stickle (Episode 45 - April 03, 2022)

<https://podcasts.apple.com/ca/podcast/engaged-in-rec/id1570684615?i=1000556131184>

Product by Design - Experimenting, Learning and Growing (Episode 45 - March 22, 2022)

<https://podcasts.apple.com/ca/podcast/product-by-design/id1506983636?i=1000554864117>

TechPro Unicorn (February 23, 2022)

<https://www.techprounicorn.com/social-robots-robots-impacting-retirement-living-how-robots-interact-with-humans-lee-st-james/>

Get Hired Up - Westgate Career Coaching (Episode 24 - December 8, 2021)

<https://westgatecareercoaching.com/lee-st-james-24/>

Seasons Speaks Webinar:

The Opportunity for Social Robots in Retirement Living (Sept 17, 2021)

<https://socialrobots.ca/robots-in-retirement-living-with-seasons-speaks/>

Social Impact Advisors (September 2, 2021)

<https://socialrobots.ca/social-impact-advisors/>

Logos:

1 THE FULL LOGO HORIZONTAL



2 THE FULL LOGO STACKED



3 THE FULL LOGO HORIZONTAL NO TAG



4 THE FULL LOGO STACKED NO TAG



Download Logos:

https://drive.google.com/drive/folders/1Acy2aNUrmb2GrvqRit1ZIJs1kwSk6_bd?usp=sharing

Download Brand Standards Guide here:

https://socialrobots.ca/wp-content/uploads/2021/12/Brand-Book_SocialRobots_Oct2021.pdf

Partners

Social Robots is an AGE-WELL NCE Start-up Affiliate and a client at Haltech Regional Innovation Centre. We are thankful for the financial support of the Community Foundations of Canada and the Oakville Community Foundation as part of the 2021 Investor Readiness Program.

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(NOTE: Lee is working from Regina, SK from September 2022 to June 2023)