KindredPro.UK

Made in Great Britain

White Paper

Kindred.Pro: a kind, clever companion for every older person in the UK

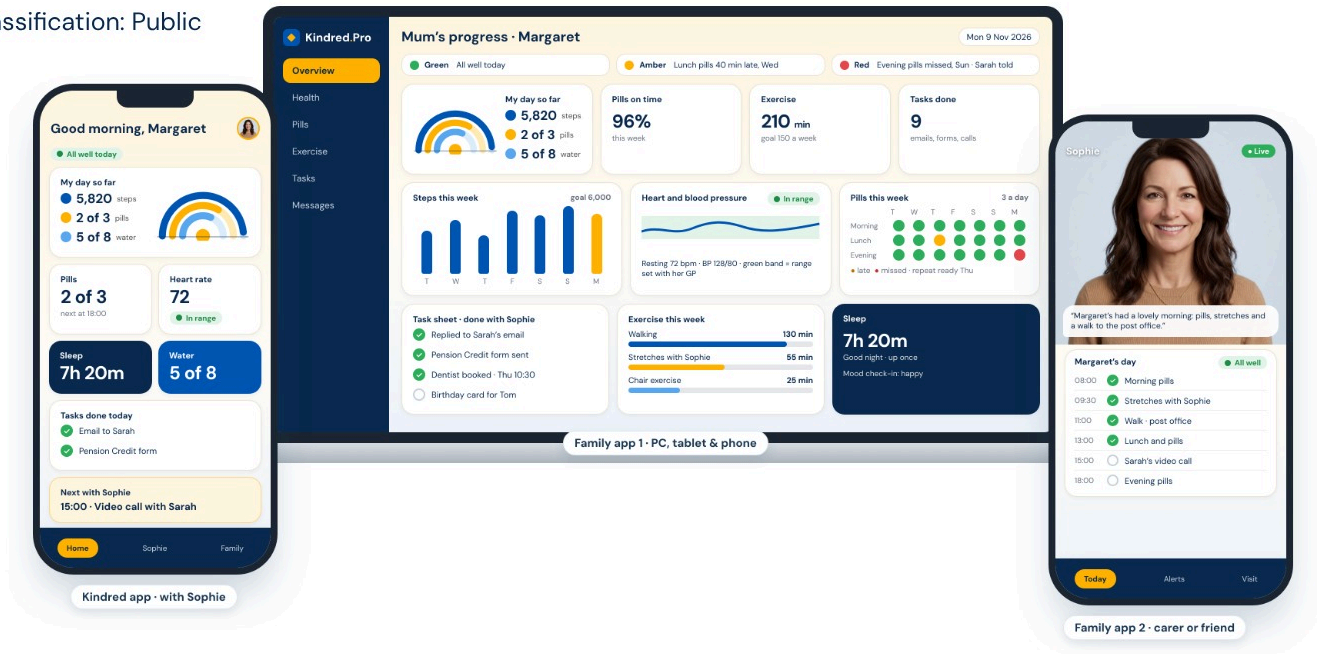
How it keeps older people healthy, safe and connected — with the family, carers and care homes on one system

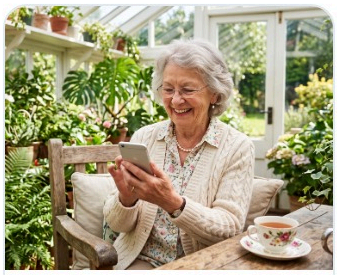
9 November 2026

Published by: DDBox UK — Digital Data Box UK Ltd

For: families, care homes, home-care providers, NHS and investment partners

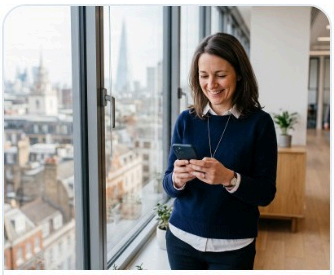
Classification: Public





Older person

Face to face with Sophie or Roger: health, pills, exercise and company, all day



Son or daughter

Mum's progress, alerts and one tap to video-call



Carer or friend

The day's events, the next visit and "I'm on my way"



Care home

Every resident on one screen, so staff act before it is too late

Why Kindred.Pro

Every older person's worries: with Kindred.Pro, they stop

Today, much of life runs through a phone: the GP, the bank, the family, the shopping. For many older people that phone brings stress, anxiety and a quiet fear of looking foolish. Kindred.Pro takes those worries away.

A real week, at home in England

Sunday: he has a shower. The bathroom floods; he loses his balance on the wet floor. His carer finds him in time. "If I hadn't found him, he would have slipped and cracked his head open."

Monday: making his bed, he drops the duvet on the floor across the path. His feet tangle in it. Again, someone is there — just. Most of the time, nobody is.

With Kindred.Pro: Roger walks him through the shower and the bed, one step at a time, and the family is told the moment a shower starts.

Today	With Kindred.Pro
The phone is hard to use: small buttons, menus, passwords	Just talk. Sophie or Roger answers, face to face. No menus to learn.
Waking up alone, with no one to say good morning	A warm good morning by name, and the plan for the day ahead.
Needing to ask something, but not wanting to look stupid	Ask anything, as often as you like. Never rushed, never judged.
Showering, making the bed: a slip waiting to happen	Step by step with the companion; the family told when a shower starts.
A letter, bill or form that makes no sense	Read aloud in plain words, with help to reply.
Forgetting the pills, or whether they were taken	A reminder at every dose, and a tick when it is done.
Scam calls and pressure for money	A warning before any money or details are shared.
Feeling a burden on the family	The family sees all is well without having to ask.
Long, quiet evenings and nights	Company day and night, and calm mode when anxious.
A fall, or feeling unwell, with nobody there	999 and the family alerted at once.

Welcome to Kindred.Pro.

No menus to learn and no question too small. Just talk — and a kind, clever companion is there, every hour of the day.

Healthy, safe and never alone: a companion for every older person in the UK

One system for the older person, the family, a carer or friend and the care home. It keeps up their health, pills and exercise, and keeps everyone who loves them in the picture. DDBox UK owns the software, and it is built.

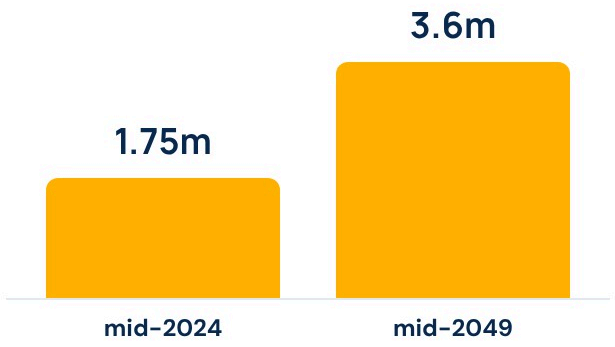
8.6m
people live alone in the UK; 49.6% are aged 65 or over

1.3m
already pay for a telecare alarm at home: our first door

1 in 3
people aged 65+ fall each year; about half of those aged 80+

£9.99
a month, VAT included, with both family apps

People aged 85 and over, UK



The number aged 85+ more than doubles in 25 years. ONS 2024-based projections, via GAD.

One subscription, everything in

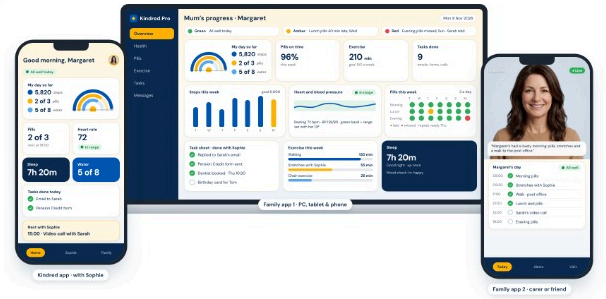
From £9.99 a month

Lite £9.99 · Plus £14.99 · Care £19.99, VAT included. Face to face with Sophie or Roger; health, pills, exercise and tasks; calm mode; both family apps.

No hardware to buy. It runs on the phone, tablet or computer they already have.

Care homes: no cost to the home; families subscribe. Happy to connect the person's own GP, if they agree, at no cost.

One system, four people



Health
Steps, heart rate, sleep and water, every day.

Pills
A reminder at every dose; repeats ordered in time.

Company
Sophie or Roger, face to face, day and night.

Family
Two family apps included in every plan.

Care homes
Every resident on one screen.

UN Sustainable Development Goals

3 Good health and wellbeing
Daily routine, pills, exercise and calm mode.

10 Reduced inequalities
Help with forms and benefits, such as Pension Credit.

11 Sustainable communities
Older people supported to stay in their own homes.

Sources: ONS Families and households 2025; ONS 2024-based projections via GAD; DHSC telecare action plan (Dec 2022); OHID Falls: applying All Our Health. App screens show sample data. Data held in the UK · no voice or face cloning.

Contents

Why Kindred.Pro: every older person's worries 2

UK at a glance 3

PART 1 · THE PERSON AT THE CENTRE

01 Executive summary 6

02 The need 7

03 Meet Sophie and Roger: face to face 8

04 A healthy day: health, pills, exercise and tasks 9

PART 2 · FAMILY, CARERS AND CARE HOMES

05 Two family apps, included 11

06 Care homes 12

07 Home from hospital 13

PART 3 · SAFETY, TRUST AND THE MARKET

08 Safeguards: the lines we never cross 15

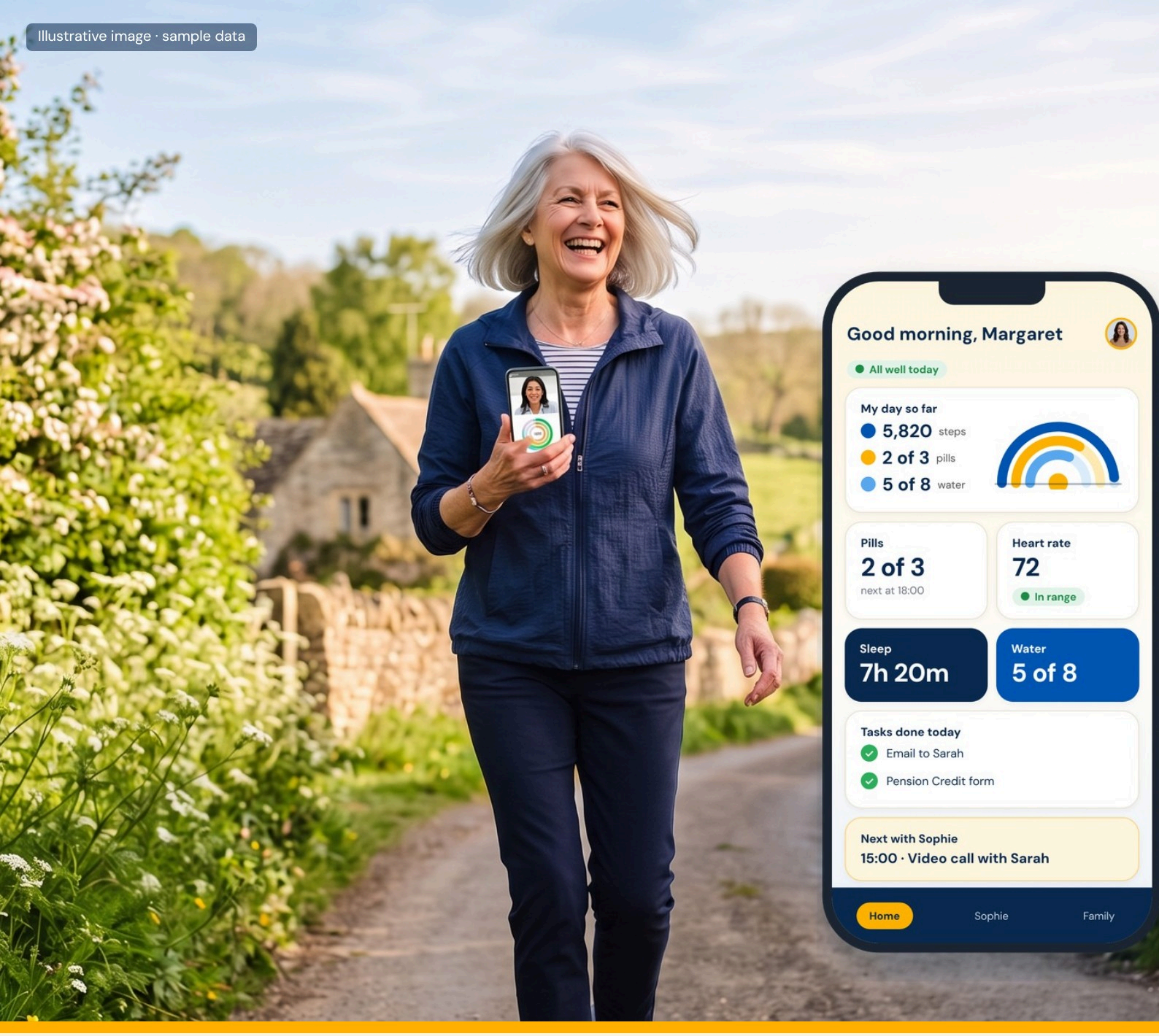
09 Data, security and the law 16

10 Kindred.Pro and the UK market: Cera and others 17

11 Plans and pricing 18

12 Roadmap and about DDBox UK 19

13 Sources 20



Part 1

The person at the centre

What she sees

Her day on one screen: 5,820 steps, pills 2 of 3, heart rate, sleep and water — and Sophie cheering her on, face to face.

Why it matters

She stays active and independent at home, and the family knows she is well without ringing ten times a day.

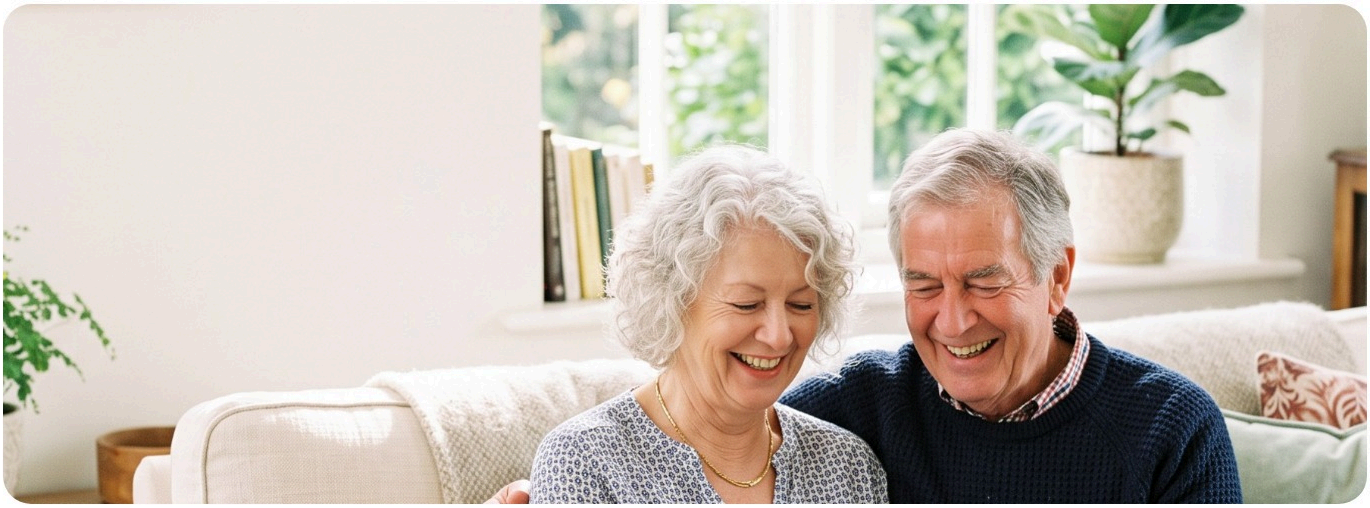
01

Executive summary: your own people, close every day

The name is the promise. Kindred means your own people. Kindred.Pro keeps an older person close to their own people: healthy, safe and in touch, every day.

Kindred.Pro is three connected apps in one subscription: the older person's app, face to face with Sophie or Roger, and two family apps — one for a son or daughter, one for a carer or a friend.

In the UK, 8.6 million people live alone and about half of them are aged 65 or over. Families live further away and work longer hours. What they want to know each day is simple: is Mum or Dad well, are they safe, and are they lonely? Kindred.Pro answers all three, on the phone or tablet the person already has.



At a glance	Kindred.Pro
Who it serves	Older people at home, their son or daughter, a carer or friend, and care homes
The three apps	The Kindred app (face to face with Sophie or Roger); family app 1; family app 2
What it covers	Steps, heart rate, sleep and water; pills; exercise; tasks; company; calm mode; alerts to the family
Price	Lite £9.99, Plus £14.99, Care £19.99 a month, VAT included; both family apps in every plan
Care homes	Every resident on one screen; no cost to the home, families subscribe (proposed)
The doctor	Happy to connect the person's own GP, if they agree, at no cost
Data	Held in the UK. No voice or face is ever cloned.

02

The need: living longer, living alone

More people are living longer and living alone, and the help around them is stretched.

United Kingdom	Figure	Source
People living alone	8.6 million (2025)	ONS, Families and households 2025
Share of them aged 65 or over	49.6% — about 4.3 million	ONS 2025 (4.3m is 49.6% × 8.6m)
People aged 85 or over	1.75m (mid-2024) → 3.6m (mid-2049)	ONS 2024-based projections, via GAD
Aged 65+ in England going a week without speaking to friends or family	270,000	Age UK (2024), from ELSA
People aged 65+ who fall each year	About 1 in 3; about half of those aged 80+	OHID, Falls: applying All Our Health
People already paying for a telecare alarm at home	1.3 million	DHSC telecare action plan, Dec 2022
Unpaid carers in the UK	5.8 million	Census 2021, via Carers UK
Pension Credit unclaimed	Up to £2.5bn; up to 910,000 families	DWP, year ending March 2024

What families worry about

Health

Moving, eating, drinking and sleeping well — and the early signs of infection or confusion.

Pills

A missed dose, a double dose, or a repeat prescription that runs out.

Loneliness

Long days without a conversation, and no one to share the small wins with.

Safety and money

A fall with nobody there; scam calls; forms and benefits left unclaimed.

What UK policy asks for

The 10 Year Health Plan (3 July 2025) sets three shifts: hospital to community, analogue to digital, sickness to prevention. Kindred.Pro is built for exactly that direction: support at home, on the person's own device, with early warning to the family.

03

Meet Sophie and Roger: face to face

The heart of Kindred.Pro is a face. A companion who looks at you, listens, and answers with real expressions.



Sophie

Warm, bright and encouraging. She cheers on every step, every glass of water and every walk, and remembers what matters to the person she looks after.



Roger

Around fifty, fit and full of life. He coaches gently, jokes easily and gets people moving — a friend who keeps you going, not a servant.

The companion matches the person: a woman sees Sophie, a man sees Roger, and either can choose the other. Both are original characters, never modelled on a real person. Words appear on screen too, for anyone hard of hearing.

Three rules shape every companion

- **Always clearly an AI:** it says so if asked and never pretends to be a person.
- **It knows the person:** it learns their routine, likes and words, so they never repeat themselves.
- **It protects the person:** it flags worries to the family and calls for help in an emergency; it never diagnoses.

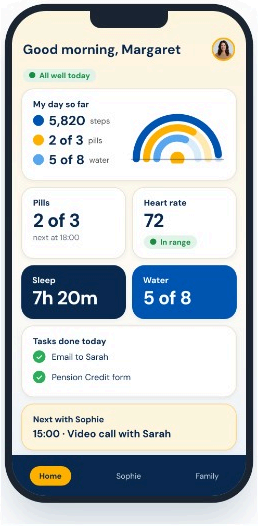
Our own voice, our own face, no cloning. Voices come from Kindred.Pro's own voice engine. No one's voice or face is ever cloned.

04

A healthy day: health, pills, exercise and tasks

Small, steady support across the whole day, built around the person's own routine — and every win shared with the family.

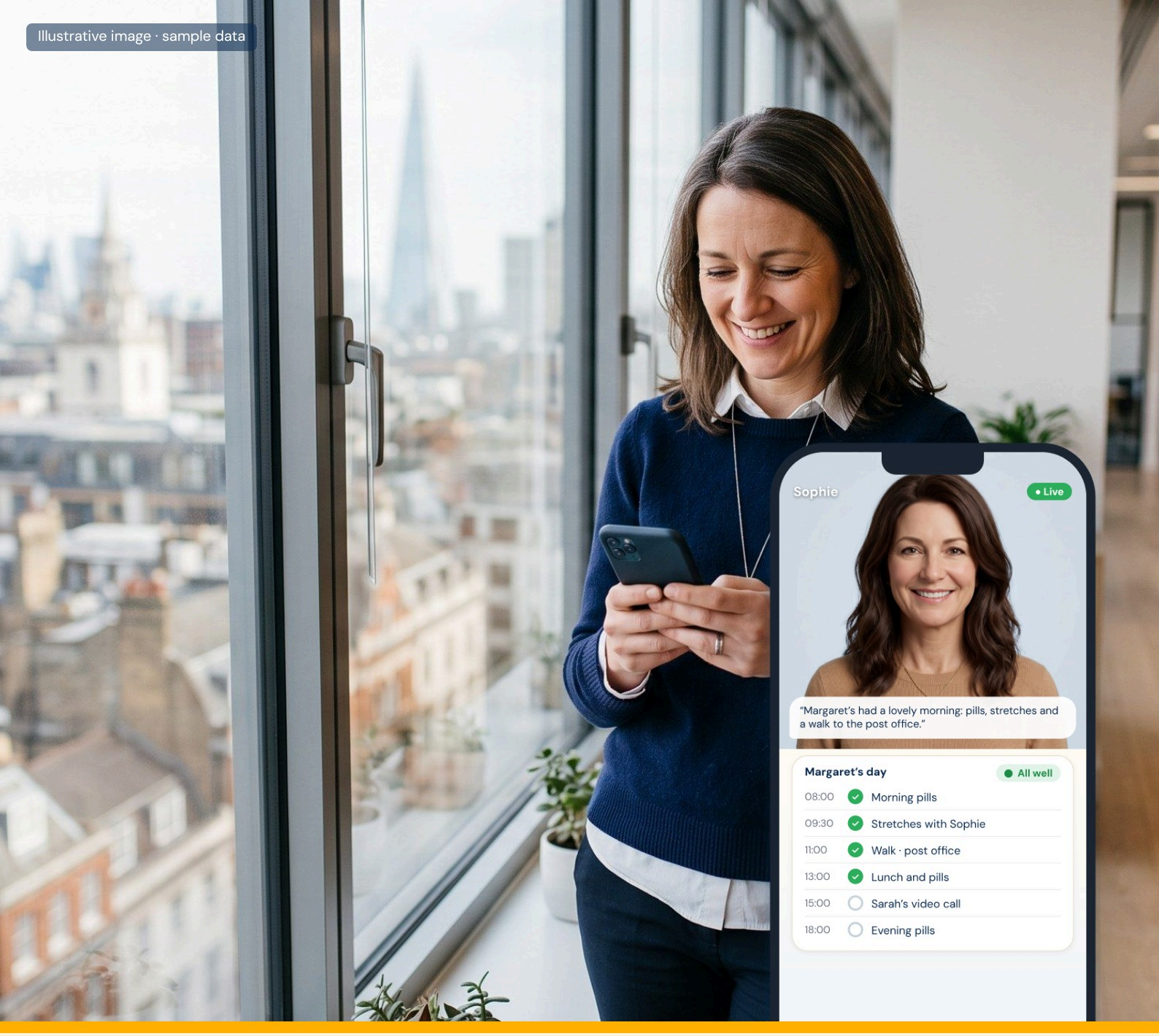




Illustrative image and sample screen: 5,820 steps, pills 2 of 3, heart rate, sleep and water.

Time of day	What Sophie or Roger does
Morning	A good-morning greeting, today's plan read aloud, and the first pills reminder with the label instructions
Steps and exercise	Gentle exercise counted aloud, a walk suggested when the weather is fine; steps and minutes added to the rings
Heart, sleep and water	Heart rate and sleep shown each day; a reminder to drink, counted glass by glass
Pills	A reminder at every dose; a countdown of days left and a repeat order started 7 days before they run out
Tasks and emails	The day's task sheet: letters, calls and emails done, appointments kept
Afternoon	Quizzes, crosswords, music and memories from the person's favourite years
Evening	A calm wind-down, today's wins read out; calm mode if the person is restless

Calm mode: when anxiety starts, the companion uses a quiet voice, one short instruction at a time, and breathing together (in for 4, out for 6). It calls for help for chest pain or breathlessness, and tells the family if an episode does not settle within 15 minutes.



Part 2

Family, carers and care homes

What they see

Mum's progress on their own phone or laptop: steps, pills, the day's events and any alert — and one tap to video-call.

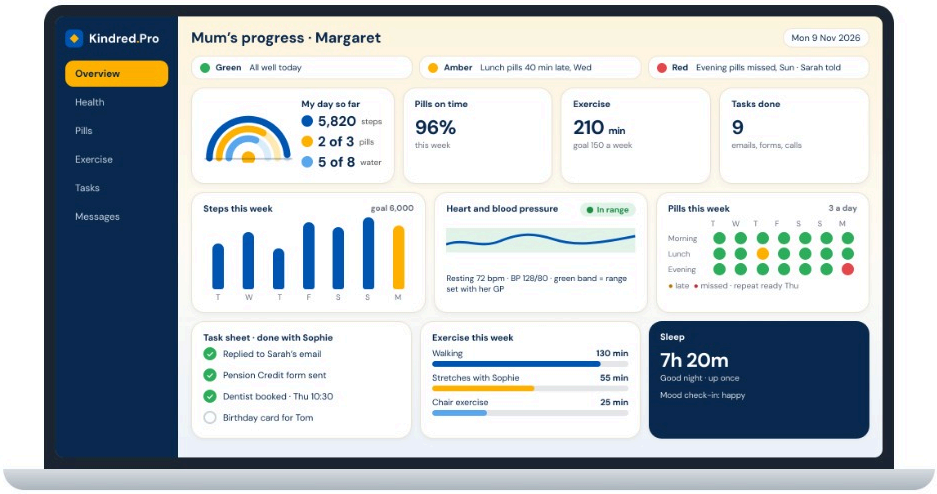
Why it matters

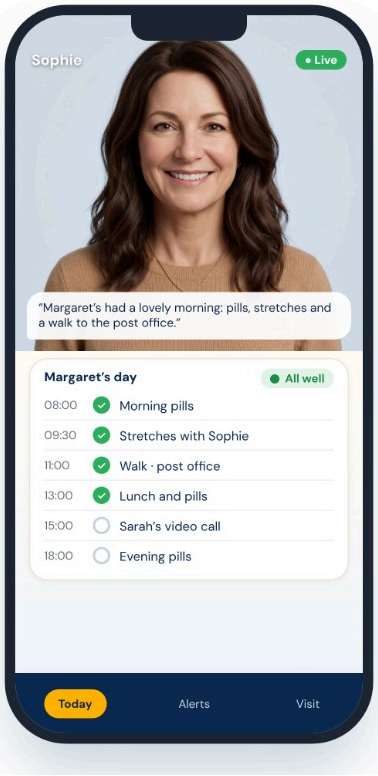
Peace of mind wherever they are, and help arrives sooner when something changes.

05

Two family apps, included

Every Kindred.Pro subscription includes two family apps at no extra charge: family app 1 for a son or daughter, family app 2 for a carer or a friend.





Sample screens: family app 1 on a laptop, family app 2 on a phone. It works on any phone, tablet or computer.

App	Who	What they see and do
Kindred app	The older person	Face to face with Sophie or Roger; health, pills, exercise and tasks; games, music and calm mode
Family app 1	Son or daughter	Mum's progress: steps, heart, pills on time, exercise, sleep and tasks; alerts; the weekly report; video-call
Family app 2	Carer or friend	What the family chooses to share: the day's events, the next visit, "I'm on my way"

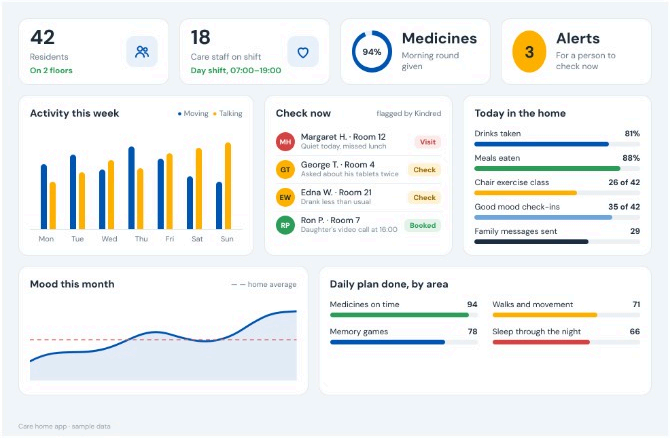
- **Who sets access:** the account holder decides who gets the two family apps and what each one sees. The older person's consent comes first.
- **Private time:** one tap switches the companion off for a private conversation. Private time is never recorded.
- **Consent and best interests:** a family member can act under a Lasting Power of Attorney when the person needs it; Kindred.Pro records who agreed to what, and when.

06

Care homes: every resident, one screen

In a care home, Kindred.Pro gives every resident their own companion and gives staff one screen for the whole home — so they act early, before a small change becomes an emergency.





Illustrative image and sample screen.

For	What Kindred.Pro does
Residents	Their own companion, face to face: company, gentle exercise, quizzes, music and memories, day and night
Staff	Every resident on one screen: the day, pills due, activity, mood and any alert, so staff see who needs them first
Families	Both family apps, with their relative's progress and one tap to video-call — fewer anxious calls to the office
Managers	A clear record of activity and alerts, resident by resident, to support good care

How it is paid for

No cost to the home

The home offers Kindred.Pro to its residents.

Families subscribe

From £9.99 a month per resident, with both family apps.

The resident chooses

Consent first; one tap for private time.

Care home model proposed; terms to be confirmed. Staff stay in charge of care and medicines: Kindred.Pro reminds and records, it never administers or diagnoses.

07

Home from hospital: the first weeks back

The first weeks home after an operation or a stay in hospital are when people need the most help and have the least. Kindred.Pro is there every day of them.



Illustrative image.

Need after hospital	What Sophie or Roger does
A new routine	The discharge plan turned into a simple day: rest, meals, drinks and exercise, step by step
New or changed pills	The medicines list from the discharge letter, a reminder at every dose, and repeats ordered in time
Getting moving again	The exercises the physiotherapist set, counted aloud; steps and minutes shown, and every gain praised
Warning signs	New confusion, a raised temperature or other warning signs prompt a same-day call to the GP or NHS 111
Emergencies	Chest pain, breathlessness or a fall: 999 and an alert to the family
The family	Progress, alerts and one tap to video-call — so they know how the recovery is going without a daily visit

A companion, not a clinician. Kindred.Pro follows the plan the hospital and the person's own doctors set. It never changes a medicine or a treatment, and it never diagnoses.



Part 3

Safety, trust and the market

What they see

A companion who is always clearly an AI, a family in the picture, and private time at one tap.

Why it matters

Software raises a flag; a person decides. Nothing is ever cloned, sold or used to train outside AI.

08

Safeguards: the lines we never cross

Kindred.Pro is for older people, so it carries more safeguards than an app for everyone. The person comes before features, speed or sales.

Safeguard	What it means
Always clearly an AI	The companion never pretends to be a person, and says so whenever asked
A person in charge	Software raises a flag; the family, the care home or emergency services decide
Never diagnoses	A companion and coach, not a doctor; it follows the plan the person's doctors set
Medicines are safe	Nothing new, supplements included, is added until a pharmacist or doctor agrees
No cloning	No one's voice or face is cloned; companions are original characters
Never romantic, never dependent	Courteous and kind; it encourages contact with family and friends
Private time	One tap switches the companion off; private conversations are never recorded
Money stays safe	It never logs in to a bank and never moves money; it warns about scams and pressure

Signing in safely

- A face photo at download and a UK photo-ID check through a certified provider; Kindred.Pro stores no ID numbers.
- A permissions screen where every control — email, phone, microphone, location — can be switched on or off.
- A forgotten password is handled by a live check of the person's own face, never a talking avatar.

Calm, clear help in an emergency

Chest pain, breathlessness or a fall means 999 and an alert to the family at once. Sudden new confusion or a raised temperature means a same-day call to the person's GP or NHS 111.

09

Data, security and the law

The person's data stays private, stays in the UK and is never sold.

- **The vault:** personal and health details are encrypted and shared only with the person, the family members they choose, their care home, or emergency services.
- **Learning:** the companion keeps a private notebook of what helps — what calms the person, the songs and games they like, the words they use.
- **Never used for training:** the notebook is memory, not training; it is never used to train any outside AI.
- **Your data, your say:** the person and the family can see the notebook and delete any line.
- **Our own platform:** the apps, the companions and the voice engine are designed, coded and owned by DDBox UK.

Designed to UK law from the first line of code

Area	What applies	Kindred.Pro position
Data protection	UK GDPR and the Data Protection Act 2018, as amended by the Data (Use and Access) Act 2025; health data is special-category data	Explicit consent; impact assessment; UK hosting; complaints process; no solely automated decisions with significant effects
Biometrics	Face and voice used to identify a person are special-category data	Consent and an impact assessment before use; never used to clone
Medical devices	MHRA: software is a medical device depending on its intended purpose	A wellbeing companion that does not diagnose or treat
Mental capacity	Mental Capacity Act 2005; Lasting Powers of Attorney	Consent first; best-interests decisions recorded
Subscriptions	DMCC Act 2024 subscription rules, expected January 2027	Clear terms, cooling-off, reminders, easy cancellation

This describes how Kindred.Pro is designed; formal legal opinions will be obtained before launch.

10

Kindred.Pro and the UK market: Cera and others

Others do one piece: care agencies visit, alarms react after a fall, robots and apps talk. Kindred.Pro joins health, pills, exercise, company and the family in one subscription, every hour of the day.

Cera: the UK's largest digital home-care provider

Cera reports 2.5 million home visits a month, more than 10,000 carers and nurses, and a $150m raise in January 2025. It uses AI behind its carers to predict falls and hospital stays, and has trialled assistive robots in clients' homes.

	Cera	Kindred.Pro
What it is	A care provider: carers visit the home	A companion the person and family subscribe to
Who pays	Mostly councils and the NHS	The family, from £9.99 a month
Hours covered	The visit slot	Every hour between visits, day and night
The face	AI works behind the carers	Sophie or Roger, face to face with the person
Family	Visit reports	Two family apps: live progress, alerts, video-call
Hardware	Robots need a device in the home	Runs on the phone or tablet they already have

Other products in the home

Product	What it is	Published price	What it lacks
Personal alarms (Careline and others)	Pendant or watch with a button and a call centre	From £1 a day	No companion, coaching or family apps
ElliQ (US)	Table-top companion robot	US$249.99 + US$49.99–59.99 a month	Hardware to buy; UK sale not confirmed
Sentai (UK)	Voice speaker with a carer app	£29.50 a month (Feb 2026)	No face-to-face companion

Our first door: the 1.3 million people who already pay for a telecare alarm at home (DHSC, Dec 2022). Kindred.Pro does what an alarm cannot.

Cera: Cera newsroom (12 May 2025); Digital Health (17 Mar 2025, 8 Jan 2026). Other prices from each provider's published pages, collected 3 November 2026.

11

Plans and pricing: one fair monthly price

A simple monthly subscription, from £9.99, with no hardware to buy.

Lite

£9.99

a month, VAT included

15 minutes of face-to-face voice a day
Both family apps included

Plus

£14.99

a month, VAT included

30 minutes of face-to-face voice a day
Both family apps included

Care

£19.99

a month, VAT included

60 minutes of face-to-face voice a day
Both family apps included

Every plan includes Sophie or Roger, health, pills, exercise and tasks, games and music, calm mode and both family apps. After the daily voice minutes, the companion carries on in text on screen; safety alerts never stop.

Also available	Price	Status
The person's own GP connected	No cost	If the person agrees
Care homes	No cost to the home; families subscribe per resident	Proposed
Kindred band: fall alerts and vital signs	£100 add-on	Planned; no claims until tested and certified

Fair subscription terms

- Clear key information before sign-up: price, how often it is paid, renewal and how to cancel.
- A 14-day cooling-off period at the start.
- Reminder notices before renewal, by email or message.
- Cancelling as easy as signing up.



12

Roadmap and about DDBox UK

Prove it at home first, then grow with families, care homes and care providers.

Stage	What happens	Timing
1. First live home test	Our first user and his family test the Kindred app, the companion and both family apps at home	Starting now
2. UK launch to families	Kindred.Pro opens to families across the UK, after a 90-day marketing test	To be confirmed
3. Care homes	Kindred.Pro offered to care homes, with families subscribing per resident	To be confirmed
4. Kindred band	Sourced, tested and certified, then sold as an add-on	Planned for early 2027



About DDBox UK

Kindred.Pro is built and run by DDBox UK (Digital Data Box UK Ltd), a London company that designs and builds AI companion platforms. The same platform runs Asah.Pro and Elimika.Pro, safe AI learning companions with an app for the child, the parent and the school.

The apps, the companions and the voice engine are designed, coded and owned by DDBox UK.

Registered address: 167–169 Great Portland Street, London W1W 5PE, United Kingdom.

13

Sources

1. Office for National Statistics, Families and households in the UK: 2025.
2. ONS 2024-based national population projections, via Government Actuary's Department.
3. Age UK (2024), analysis of the English Longitudinal Study of Ageing.
4. Office for Health Improvement and Disparities, Falls: applying All Our Health (GOV.UK).
5. Carers UK, Key facts and figures (Census 2021).
6. Department for Work and Pensions, take-up of income-related benefits, year ending March 2024.
7. DHSC, telecare action plan (December 2022): about 1.8 million telecare users, 1.3 million at home.
8. DHSC, Fit for the Future: 10 Year Health Plan for England, 3 July 2025.
9. Digital Markets, Competition and Consumers Act 2024: subscription contracts regime (start January 2027).
10. GOV.UK, Data (Use and Access) Act 2025: data protection and privacy changes.
11. MHRA, software and AI as a medical device guidance.
12. Cera newsroom, 12 May 2025; Digital Health, 17 March 2025 and 8 January 2026.
13. Provider price pages: Careline, ElliQ, Sentai — collected 3 November 2026.
14. DDBox UK: Kindred.Pro plans approved 6 November 2026; two family apps included, 9 November 2026.

All app screens show sample data; names and numbers are examples. Images are illustrative. Sophie and Roger are original characters.

KindredPro.UK

Healthy, safe and never alone.

Face to face with Sophie or Roger, with the family, carers and care homes on one system.

kindredpro.uk

Made in Great Britain

DDBox UK — Digital Data Box UK Ltd · 167–169 Great Portland Street, London W1W 5PE
Data held in the UK · No voice or face cloning · © 2026 DDBox UK