

Cherry Home

Guide for Partners

2020

INTRODUCTION

Welcome to the Cherry Home family!
We are excited to have you as a partner.

INTRODUCTION

This PDF is created to help you understand all processes related to Cherry.

- General
- Sales Cycle
- Client Onboarding
- Installation
- Post Installation
- Support
- Dashboard/App access for the Partner
- Hardware Description

General

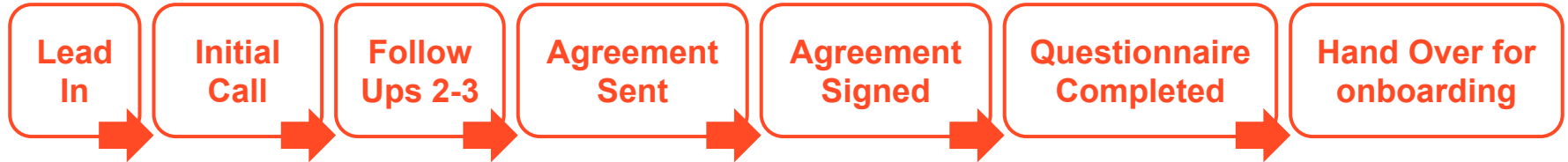
When your company becomes a Cherry Home Partner:

1. Make sure a referral or partnership agreement is signed
2. You will receive co-branded materials
(Video and Cherry Home Brochures, digital version and a printing version)
3. You will find the link for Cherry Home questionnaire to collect important information
(Link provided in this file)
4. You will find links for Cherry Home docusign paperwork to sign new clients
(For referral partnership)
5. Cherry Home sales team will be happy to schedule an extensive sales training for your sales team

Sales

Sales

Cherry sales cycle takes at least 3-4 connections with the potential client. Let's take a look at our sales flow. In average it takes 2-4 weeks to sign and onboard a new client.



To process the onboarding of a new client, please contact onboarding@cherryhome.ai

Sales topics and tips:

1. Listen and learn customer's situation to hit key sales points
2. Use Cherry Home sales checklist to cover important topics and ask important questions, here is the [link](#)
3. Cherry Home B2C Sales FAQ [link](#)
4. Take consultative approach while understanding and gathering information/pain points
5. Be sure to ask for as much information as possible
(Elderly Profile, Home Info, Escalation Path, App users, Contact Info etc.)

Key Cherry Features and Limitations

		How it works now	Limitations info for the whole team	Sales tips
Important events:				
1	Fall	Sent via operators	Important to have a clear view of the area where senior may possible fall down. ✓ regular mode ⚠ private mode has less accuracy due to a static background	Should be emphasized during the sales process: 1. event will detect by the system, 2. then will verify by operators, 3. optional: in case of emergency operators can switch off private mode for 10 seconds to excluded false alerts, 4. operators will trigger the notification, intercom, and the escalation path (calls then 911 if needed). 👤 Also, can work with 2 memebers at home.
2	Person is on the floor	Sent via operators	Important to have a clear view of the floor where senior may possible fall down. ✓ regular mode ⚠ private mode has less accuracy due to a static background	Sitting and laying on the floor are potentially dangerous cases which would be processed to detect falls 👤 Also, can work with 2 memebers at home.
3	Was alone at home and left	Sent via operators	1. Important to have a clear view of all entrance doors 2. Works better with regular-video mode (hard to track the event in the private mode) ✓ regular mode ⚠ private mode has less accuracy due to a static background	1. Important to have a clear view of all entrance doors 2. Works better with regular-video mode (hard to track in the private mode) 3. Sensors should cover all areas at home where senoir can be.
4	Spotted by the door	Sent automatically	Important to have a clear view of the door (or doors) ✓ regular mode ✓ private mode	The doors of interest must be clearly visible, important to mount sensors in a proper way

Key Cherry Features and Limitations

		How it works now	Limitations info for the whole team	Sales tips
Routine events:				
5	Woke up	Used in summary ▼	1. Preferable to have a sensor installed in the bedroom 2. Preferable to have a clear view of all entrance doors 3. If we don't have 1+2 we can track presence in other room but it will be not precise ✓ regular mode ⚠ private mode has less accuracy due to a static background	We would send it in the summary if the family is interested in this info
6	Got in the bed	Used in summary ▼	1. Preferable to have a sensor installed in the bedroom 2. Preferable to have a clear view of all entrance doors 3. If we don't have 1+2 we can track presence in other room but it will be not precise ✓ regular mode ⚠ private mode has less accuracy due to a static background	We would send it in the summary if the family is interested in this info
7	Got out of the bed	Used in summary ▼	1. Preferable to have a sensor installed in the bedroom 2. Preferable to have a clear view of all entrance doors 3. If we don't have 1+2 we can track presence in other room but it will be not precise ✓ regular mode ⚠ private mode has less accuracy due to a static background	We would send it in the summary if the family is interested in this info

Key Cherry Features and Limitations

		How it works now	Limitations Info for the whole team	Sales tips
Visitors:				
8	Caregiver came	Used in summary	1. Preferable to have sensors installed in front of all entrance doors 2. Works only with regular-video mode (hard to track the event in the private mode) ✓ regular mode ✗ private mode (hard to track)	1. We would send it in the summary if the family is interested in this info 2. We need family to provide name and photos of the caregiver to create a profile in the system 3. Important to have a clear view of all entrance doors
9	Caregiver left	Used in summary	1. Preferable to have sensors installed in front of all entrance doors 2. Works only with regular-video mode (hard to track the event in the private mode) ✓ regular mode ✗ private mode (hard to track)	1. We would send it in the summary if the family is interested in this info 2. We need family to provide name and photos of the caregiver to create a profile in the system 3. Important to have a clear view of all entrance doors
10	Visitor (member) came/gone	Used in summary	1. Preferable to have sensors installed in front of all entrance doors 2. Works only with regular-video mode (hard to track the event in the private mode) ✓ regular mode ✗ private mode (hard to track)	1. We would send it in the summary if the family is interested in this info 2. We need family to provide name and photos of the caregiver to create a profile in the system 3. Important to have a clear view of all entrance doors

SALES **Key Cherry Features and Limitations**

Upkeep Events

1. Meals: In development and beta testing. Need to be in video mode, and clear view of elderly.
2. Medication: In development. In video mode, clear view of elderly face/mouth, marked out location.

Audio Events

1. Emergency sounds like “Help”, screams: In development, will be available in Gen2 cameras.
2. Wellness sounds like cough, sneezing: In development, will be available in Gen2 cameras.
3. Environmental sounds like pets, kids, cars: In development.
4. 2-way communication: In development, will be available in Gen2 cameras.

Hardware Issues Events

1. Processing unit offline: Mobile App push notification and chat.
2. Camera is down/offline: Mobile App push notification and chat
3. Internet connection is limiting: Mobile App push notification and chat.

Onboarding

ONBOARDING

Cherry Home team will pick it up from here, before directing a new client to us, please make sure that the Agreement and Exhibit B are signed and the Questionnaire is completed.

Links for the necessary legal and other files:

[Subscription Agreement](#)

[Subscription Agreement for POV/Fiduciary](#)

[Exhibit B. Consent and Privacy Policy](#)

[Cherry Home Questionnaire](#)

To process the onboarding of a new client please contact onboarding@cherryhome.ai

ONBOARDING

Pre-Installation call

Cherry team (partner can join too) conduct a call with the client to validate crucial info:

1. Elderly profile and preferences.
2. Home layout and wifi signal strength/speed.
3. Rooms/Areas to be monitored in video/private modes
4. Installation date/address.
5. What to expect from the installation.
6. Who will receive access to the mobile app.
7. What is the emergency contact and escalation path
8. Make sure client understands Cherry Home product and have their questions are answered.

Post-Installation call

Cherry managers conduct a call with the client:

1. Get feedback how the installation went.
2. Mobile app use and questions
3. Specific home events or elderly activities to highlight or track.

Please refer to the [onboarding checklist](#) for more details.

Installation and Support

INSTALLATION AND SUPPORT

Cherry Home certified and licensed contract technicians to manage installation of Cherry Home system in any state and major city in USA.

Please reach out to installation@cherryhome.ai if you have any questions or if you would like to use your own tech personnel to install Cherry Home systems.

INSTALLATION AND SUPPORT

Installation Process:

- Onboarding team confirms installation date and other necessary details (address, contacts, home layout etc.) on Pre-Installation Call
- Cherry Logistics team preps and ships Cherry Home bundle (2-3 days in average)
- Cherry Installation team schedules the local technician and download needed info.
- Technician arrives at customer home on confirmed date/time and conducts the installation while supported remotely by Cherry Installation team
- Cherry Installation team validates the functionality (camera positions, wifi signal strength etc) of Cherry Home system specific to requirement of customers.

[Cherry Home Self Installation Guide](#)

Post Installation

Cherry system takes 5-7 days to calibrate after the installation. After calibration is done Cherry onboarding team:

1. Sends a "Welcome package" with access to the App and explanation of how it works
2. Makes sure client is satisfied and that all questions are answered.
3. Continue to optimize Cherry system based on customers feedback and needs.

INSTALLATION AND SUPPORT

Support

Cherry Home has a dedicated support team who is able to help 24/7 through the App or by phone.

Common items addressed:

1. Internet connection problems
2. Someone unplugged a camera or processing unit.
3. Questions on specific Cherry feature or particular elderly event/activity

Please refer to this troubleshooting FAQ in Cherry Self Installation guide for more information: [link](#)

Dashboard / App access for the partner

DASHBOARD / APP ACCESS FOR THE PARTNER

Referral partnership (Referral Agreement)

Cherry signs a contract with the client directly. Partners can get access to referred client App and info when Cherry collects consent directly from the client.

General Partnership (Partnership Agreement)

Partner signs a contract directly with client which includes the consent for monitoring plus ability to set pricing/package with client.

In both cases Partner receives access to the Dashboard and the App by providing emails of employees who would need such access. Whenever there is a new client signed, the client information would automatically appear in Partner's Dashboard and App.

Hardware

HARDWARE

Cherry Home system consists of:

1. 3-5 Cherry sensors (camera-based with both video and privacy modes)
2. Cherry processing unit (a powerful computer with a dedicated AI co-processor)
3. Cherry Router (external or integrated)

Technical Requirements:

- Elderly home has to be connected to the internet (>5Mbps upload speed)
- Sensors and the processing unit need a standard power outlet <12ft away.

HARDWARE

Gen 0 Sensor

Sensor disguised as a picture frame, identical to Gen 2 in terms of specifications, but does not have a physical switch



Gen 2 Sensor

Modern looking sensor with a physical switch to toggle between video and private modes



Processing Unit

Compact but powerful PC which processes all the footage and is the brain of Cherry Home system



The System

Sensor

Wall mounted sensors monitor activity.



Processing Unit

Cherry AI analyzes activity and detects important events.



24/7 Monitoring

These events are reviewed by a professional monitoring team.



App

App delivers timely and relevant notifications.

