



# Serena Dorrestijn

SARA Product Owner

## The robot that brings smiles in care institutions

🌐 [sara-robotics.com](https://sara-robotics.com)

🐦 [@RoboticsSara](https://twitter.com/RoboticsSara)

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**Main product:**  
SARA

**Aim:**  
To improve quality of life in care institutions for both patients and professionals

### THE PROJECT

#### The idea

Driven by data, SARA (Social & Autonomous Robotic health Assistant) eases the workplace stress that affects care professionals and delivers improved quality of life for their clients, ultimately increasing the quality of care.

#### Inspiration

Robots used in institutions were either only functional or social, or required programming skills from caregivers. We decided to bridge the gap and to develop SARA by doing what we know best: innovation with data at its core.

#### Unique selling points

SARA requires no programming and is user friendly. It incorporates meaningful interactions specifically tailored to the care needs and capabilities of the clients, including gymnastics therapy and brain games. SARA is also connected to an analytical platform that helps keep track of the wellbeing of clients and their progress through a period of illness.

#### Societal impact

SARA contributes to a healthier aging society, more specifically to the 3rd UN Sustainable Development Goal: Good Health & Wellbeing. It is used by seven institutions so far.

#### EIT Community support

The EIT Community helped us to shape our goals and set up the product in a sustainable manner.

### THE NOMINEE

#### The beginning

I have a background in cognitive psychology and systems design, topped up with a strong interest in data science. This has led me to innovate and combine these fields at Bright Cape and develop robotic solutions which allow for integration and collaboration between humans and technology.

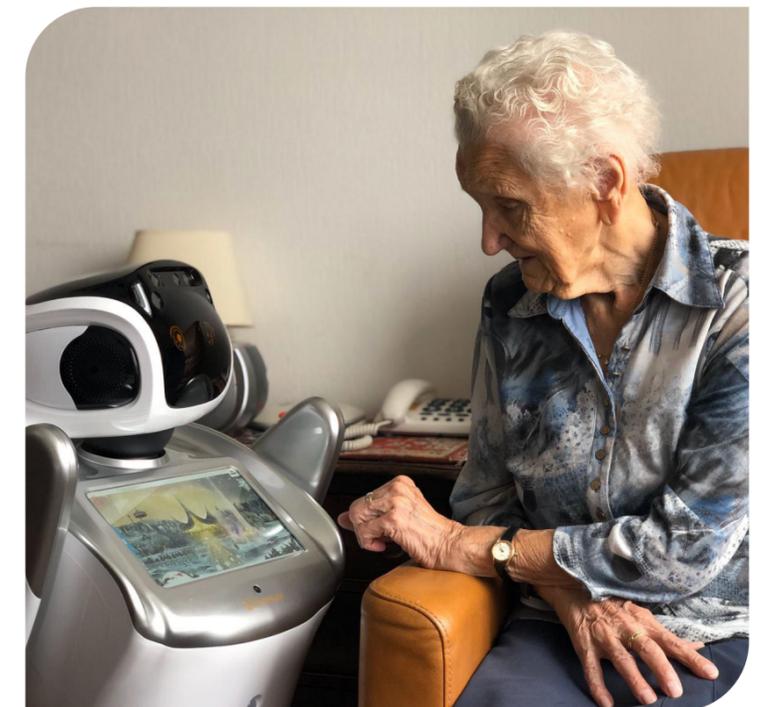
#### Partnerships & Teamwork

TU Berlin helped with data modelling and analysis and adjusting robot responses based on machine learning principles. Curamatik worked on personality data and recognition, plus GDPR compliance. Forum Virium provided hardware. Bright Cape supported project management, business development, content, software and algorithms development, as well as testing. GIM provided the robot base platform and software development.

#### Rewarding moments

One-on-one-talks with our customers are the most rewarding, as well as client testimonials. We are at our happiest when SARA brings a smile to them and adds functional value to the healthcare institutions.

“The EIT Community helped us identify the need throughout Europe, shape our goals and set up the product in a sustainable manner.”



● **Generated funding:**  
EUR 610 000  
(+ EIT Digital COVID Venture Support of max EUR 400.000)

● **Challenge:**  
Wellbeing in care institutions

● **Partners:**  
Bright Cape, TU Berlin, Forum Virium & GIM



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