TRANQUILITY
Lifestyle Solutions

Our Story Our Company

How we solved a simple problem in our own lives and realized that everyone we talked to had experience of the same problem and were happy to pay for a product which addressed it.

After 35 plus years with careers spanning over 40 countries, we settled back into normal lives. Normal lives meant having to care for and support our aging parents and other loved ones in our family. Everyone was geographically dispersed, a little isolated, and in need of guardianship.

However, parents wanted to continue to stay in their own homes, where they were the happiest, but they were getting old and a little fragile. Meanwhile, we worried about the usual things; our parents health, safety in their house, accidents from slips, trips and falls. Garage doors open at night, stoves left on accidentally, phones not being answered… the list goes on and on.
We began reading about smart home technology, IoT devices and Nanny Cams. Medical Alert Pendants and Smart speakers, even companion robots. Yet after a quick Google search for a product or a service which we could buy and install, we realized that nothing even remotely close existed in the market. We also knew that with regards to the Nanny Cams, our parents would never consider the invasion of privacy and the pendants only sought to serve people who were still able to function after a fall.

We built our first prototype

We agreed to commit our own financial resources to this project and began to assemble partnerships with world-class component and sensor suppliers. We further engaged a large team of highly experienced software engineers and designed the apps. A year later we had a substantial product. The primary driver behind our product architecture was to:

1 Buy the hardware from the best suppliers, it costs a lot of money to design, manufacture, test and certify hardware

2 The System Architecture has to be 'Open' allowing us to integrate the best components today and going forward

3 Focus on and invest in our 'Secret Sauce' - our cloud-based data gathering and processing engine.

4 The UI/UX had to be as simple and attractive as possible.

5 It had to be scalable

We started building a company

Anecdotally everyone we talked to told us that they would buy this product. They would be happy to pay for such a device and they would be even more willing to purchase this unit from a company like ours. Three ticks! As the prototype was being developed, we did our research, and then even more research. The market was huge and growing not only in the US, but Globally. A key graphic from the US Census Bureau summarizes it best;

Formal focus groups were conducted, price points were analyzed, feature sets were poured over. In fact, 75 versions of the financial projections model were built and analyzed. Customer acquisition costs were set, sales commissions were discussed, marketing and sales channels were agreed upon.

All line items between Revenue and EBIT; our cost base; was looked at. We wanted to keep the cost structure as variable as possible. Keep the fixed costs down to what was truly required and all other costs could scale up as sales picked up. We achieved this.

From Pyramid to Pillar: A Century of Change
Population of the United States
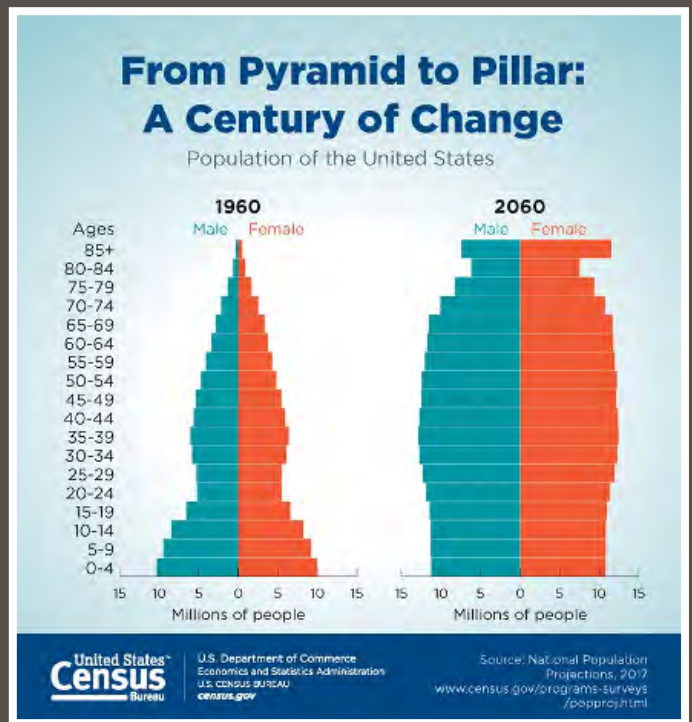
Assembling a Management Team

The value of an experienced and seasoned management team could not be discounted. We had to assemble the best we could. By tapping into our network of outstanding business associates, we have been able to assemble one of the most talented, experienced and diverse management team imaginable. Check out our website at www.tls.global

Covid19- opens up an urgent market need

The pandemic has cast a long shadow over the senior living and care sector. Yet, it also is being credited as a catalyst for technology adoption as well as healthcare innovation. In the past, certain technologies or platforms that were seen as more of a choice or a luxury, quickly became necessary to help staff and residents navigate through the pandemic. Several key areas such as Remote Patient Management and Tele-Health with government supported reimbursement has accelerated technology acceptance. Additionally, Social isolation of residents, workforce solutions, utilization, compliance, and service delivery have seen increased technology adoption.

COVID-exposed vulnerabilities in the sector that can be addressed through technology solutions such as ours. As a result, we have benefitted from this trend in the market and have several Care Facility Companies using our product both in the USA and in Europe.

Looking forward to 2021

We have great clients in the B2B space and several B2C customers using our product. We have an experienced and diverse management team and a network of global component suppliers, all providing us with sensors and technology that has been identified as being 'disruptive' in this industry!
As a result, it is clear that we have a great product.

We look forward to 2021 and beyond.