



The future of care at home



Home care is failing families



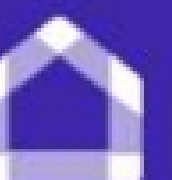
"When my mum was diagnosed with dementia aged 56 I had to find home care. I was shocked. Care was hard to find, difficult to arrange, and impossible to rely on. The Carers who did the hard work were underpaid and under supported. I knew families deserved better, so I quit my job as a consultant at McKinsey & Company to make it happen."

RACHAEL
LIFTED CEO & CO-FOUNDER

"Two months into my first job my grandma was given 6 months to live. Seven years later she is still with us. While her carers were kind, I saw first hand the outdated systems and practices agencies forced upon families. When I learned the number of families needing care would double in the next 15 years I knew it was a challenge I couldn't ignore."

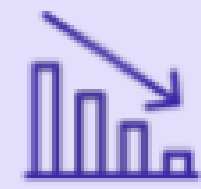


SAM
LIFTED COO & CO-FOUNDER



The sector isn't up to the challenge

Chronic underinvestment



Extreme fragmentation

10k agencies; none >2% market

Legacy infrastructure

Paper-based operations

Data void

No data collected or used

Devalued workforce



Underpaid

>60% not paid travel time

Disrespected

<30% think society respects them

Under supported

40% annual churn, 80% close to burn out



The need for change is urgent

DEMAND IS SPIRALLING

▲ £9B

Market doubles by 2035

▲ 55%

Older people living alone

▼ -10%

In care home beds

FAMILIES ARE DEMANDING MORE

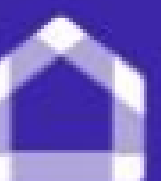
Rise of personal health monitoring

People want instant insight into their health



Changing consumer preferences

Families expect digital experiences





Imagine a world where...

Care gets the place in **society** it deserves.

Families are supported at **every stage of later life**.

Carers are empowered not just to respond to ill health but to **prevent it**.

OUR VISION

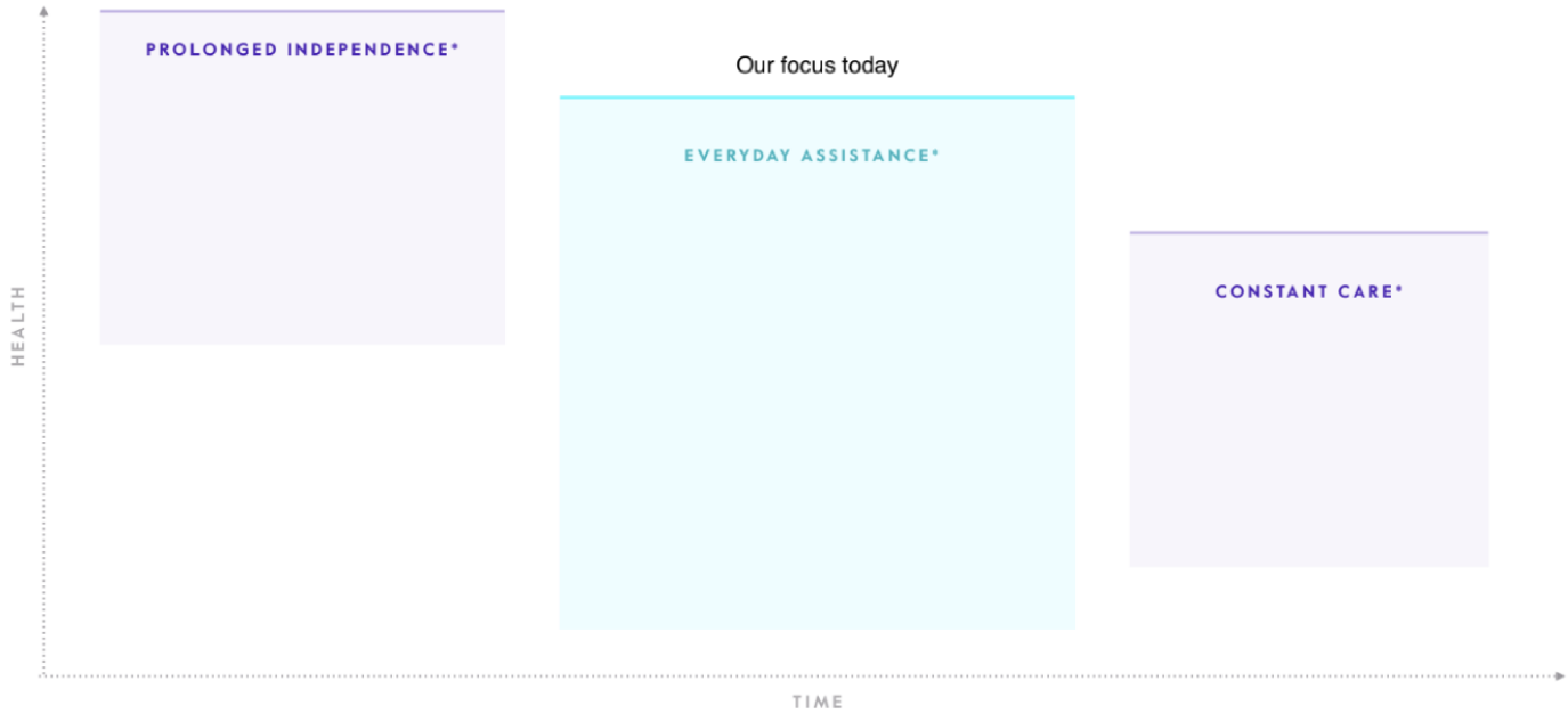
We will build the first tech-led national home care service to provide unrivalled, high-quality care and better health predictions.

We will transform lives for carers and families.



BRINGING OUR VISION TO LIFE

We will partner with families
throughout every stage of later life

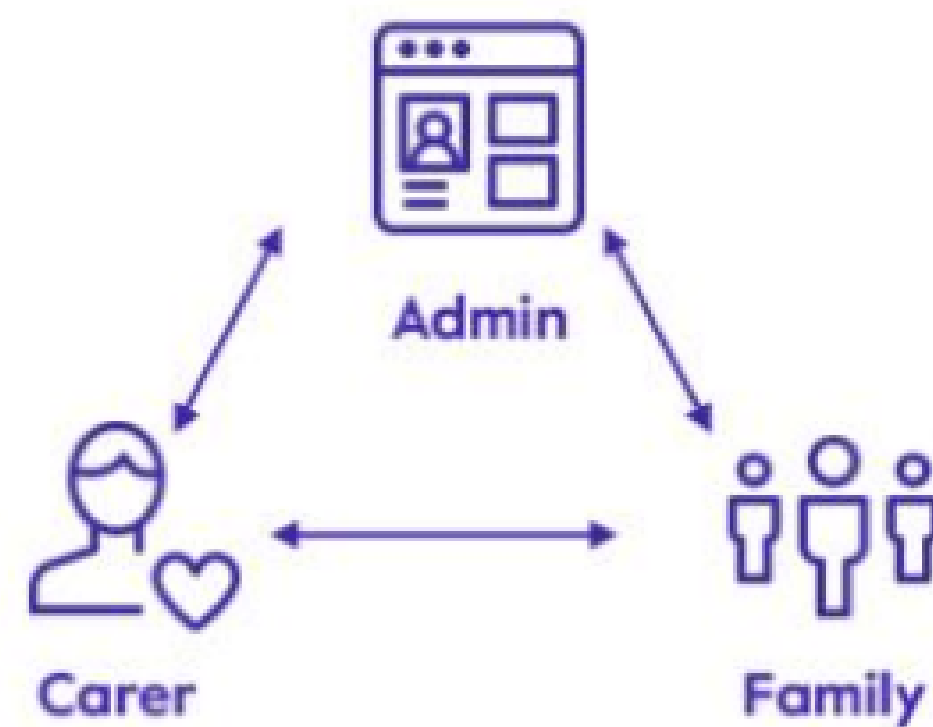


*Commercially sensitive data withheld



How we're transforming care today

REVOLUTIONARY PLATFORM



Digital management

Admin: Automated scheduling & real time events
Carers: Geo-location check in & behavioural nudges
Families: Visit notifications, notes & in app reviews

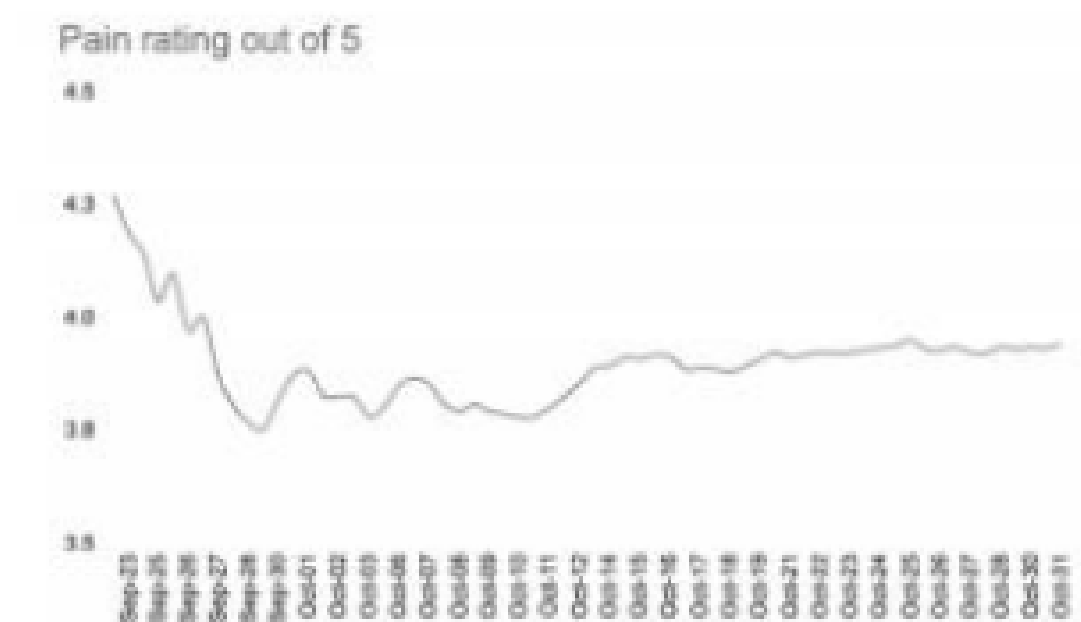
SKILLED WORKFORCE



Quality

Handpicked: Trained, employed and managed
Rewarded: Paid the London Living Wage
Respected: Digital tools maximise care time

STRUCTURED DATA



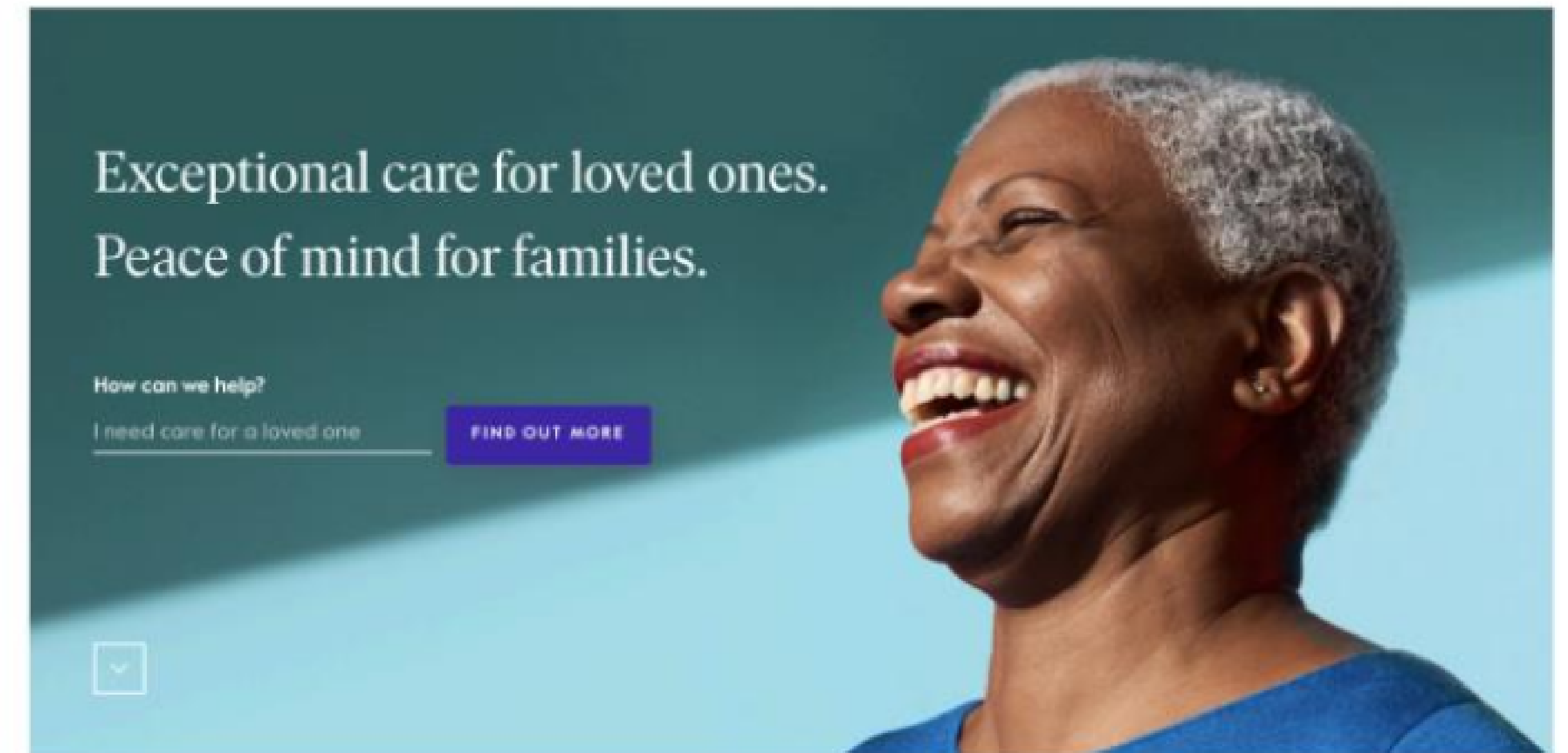
Wellness

Monitoring: Observational data collected daily
Insight: Data used to track health over time
Predictive: Backbone for predictive analytics



Our value proposition today

With a big heart and industry leading technology, we do home care differently; better quality Carers, exceptional reliability with 24/7 support, and a care platform that keeps you informed.

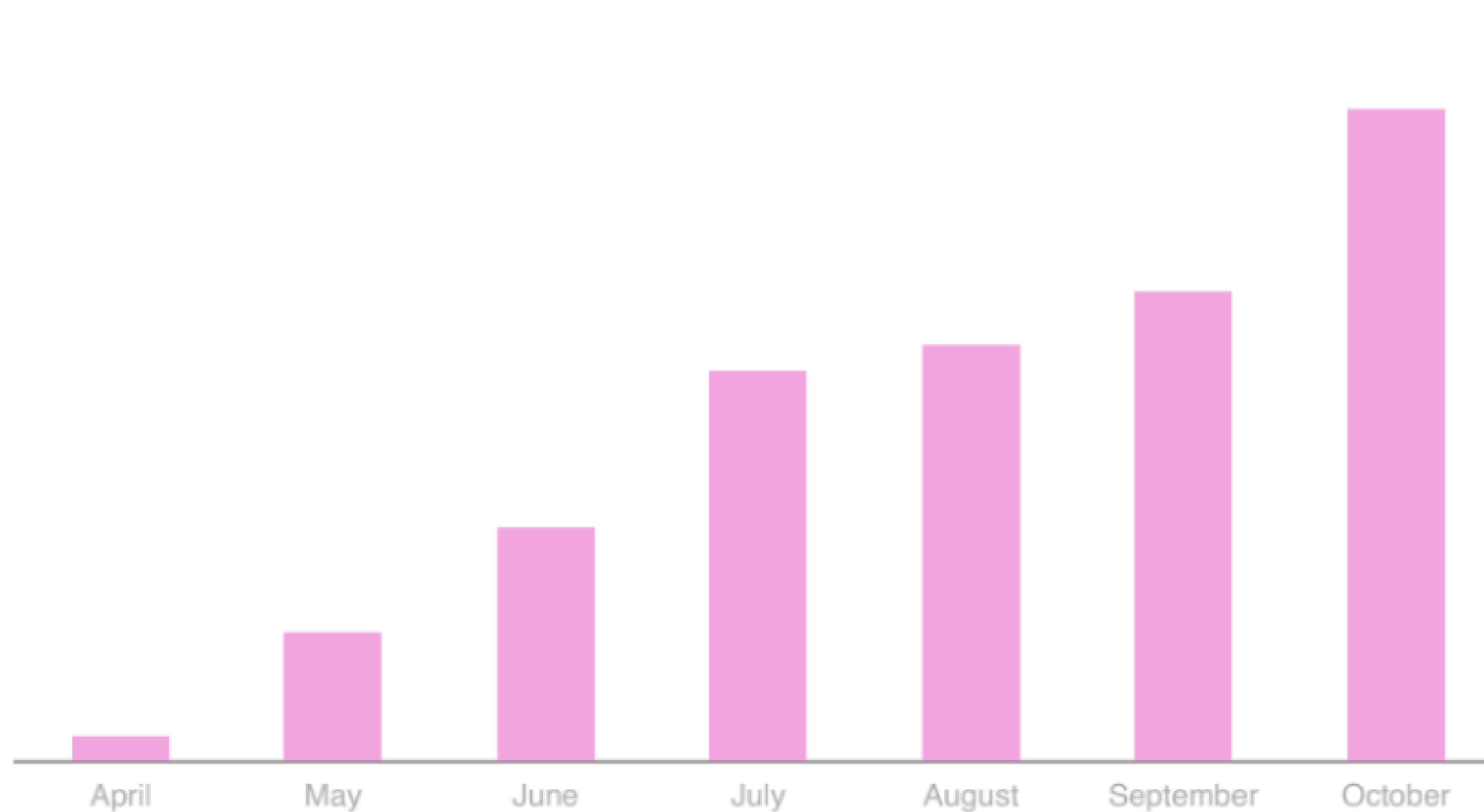


Hourly care	Overnight care	Live-in care
From £ 19 per hour	From £ 100 per night	From £ 950 per week
Starting from a minimum of 1 hour, book high quality care as you need it	For those in need of extra reassurance with a carer that stays over	Professional care that's always on hand to offer comfort and support



We're growing rapidly

MONTHLY RECURRING REVENUE



£x*

MRR

£x*

Revenue to date

> 6,000

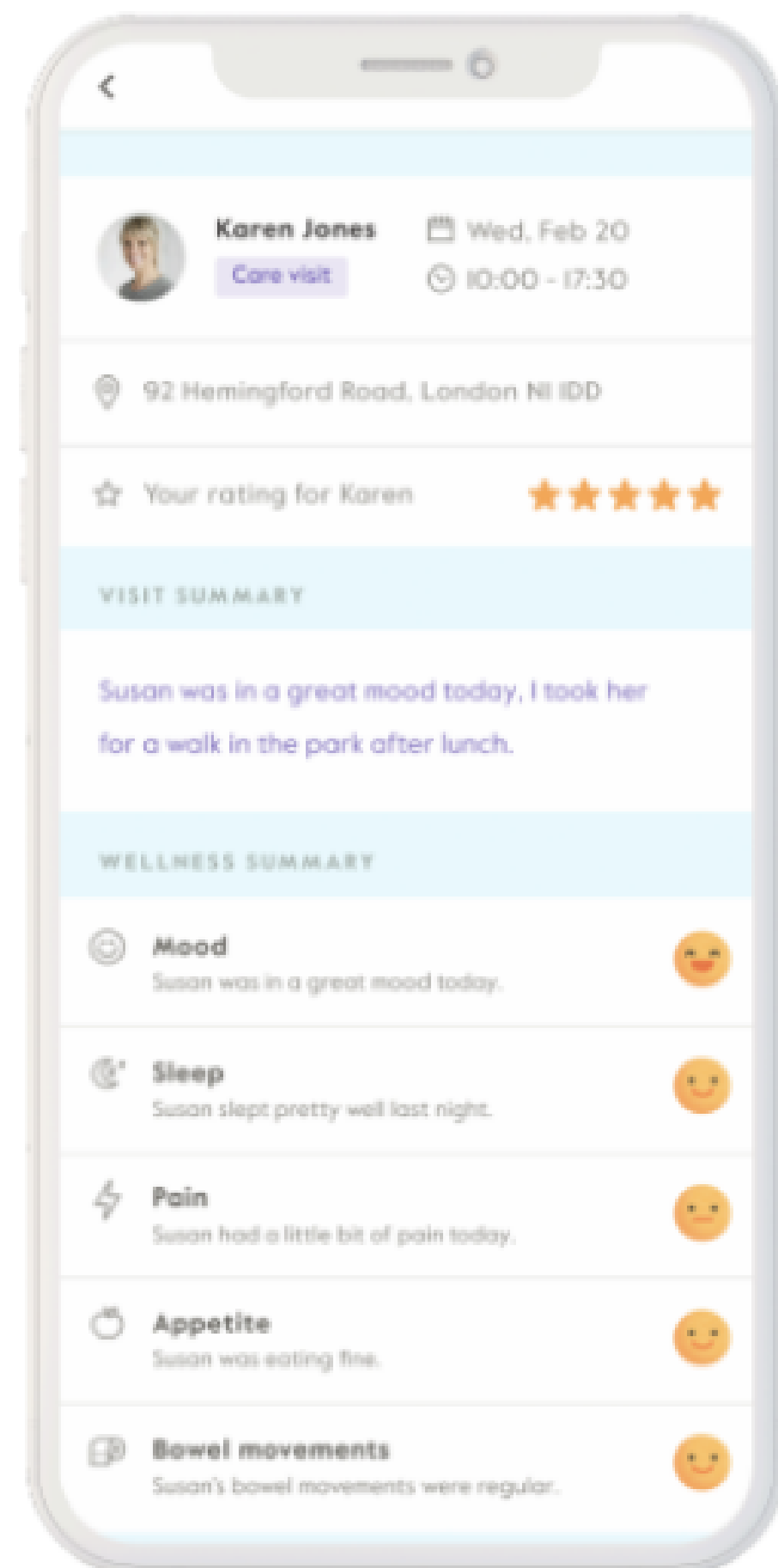
Care hours delivered

*One client has been removed to avoid data skew, rounded figures

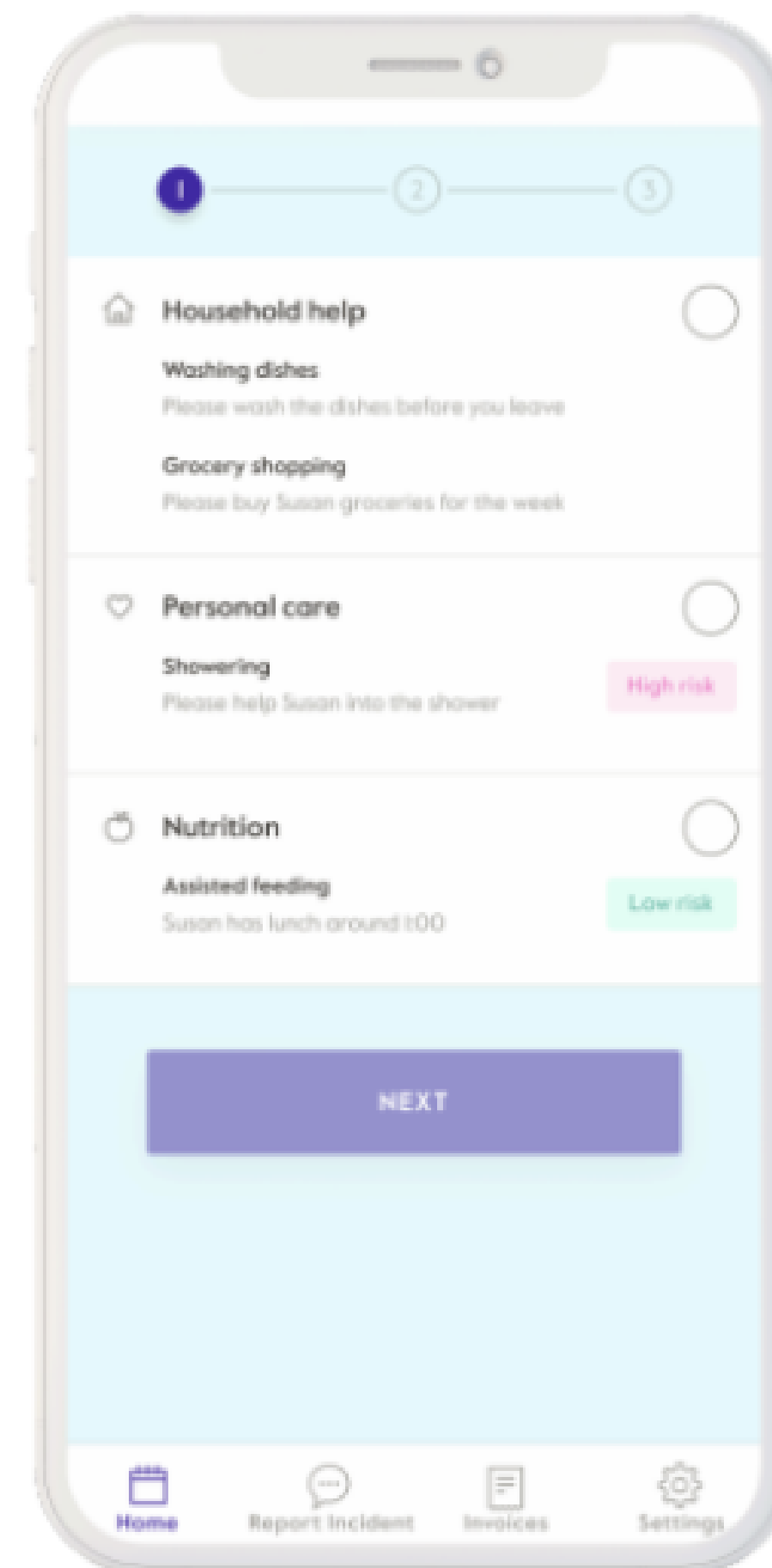
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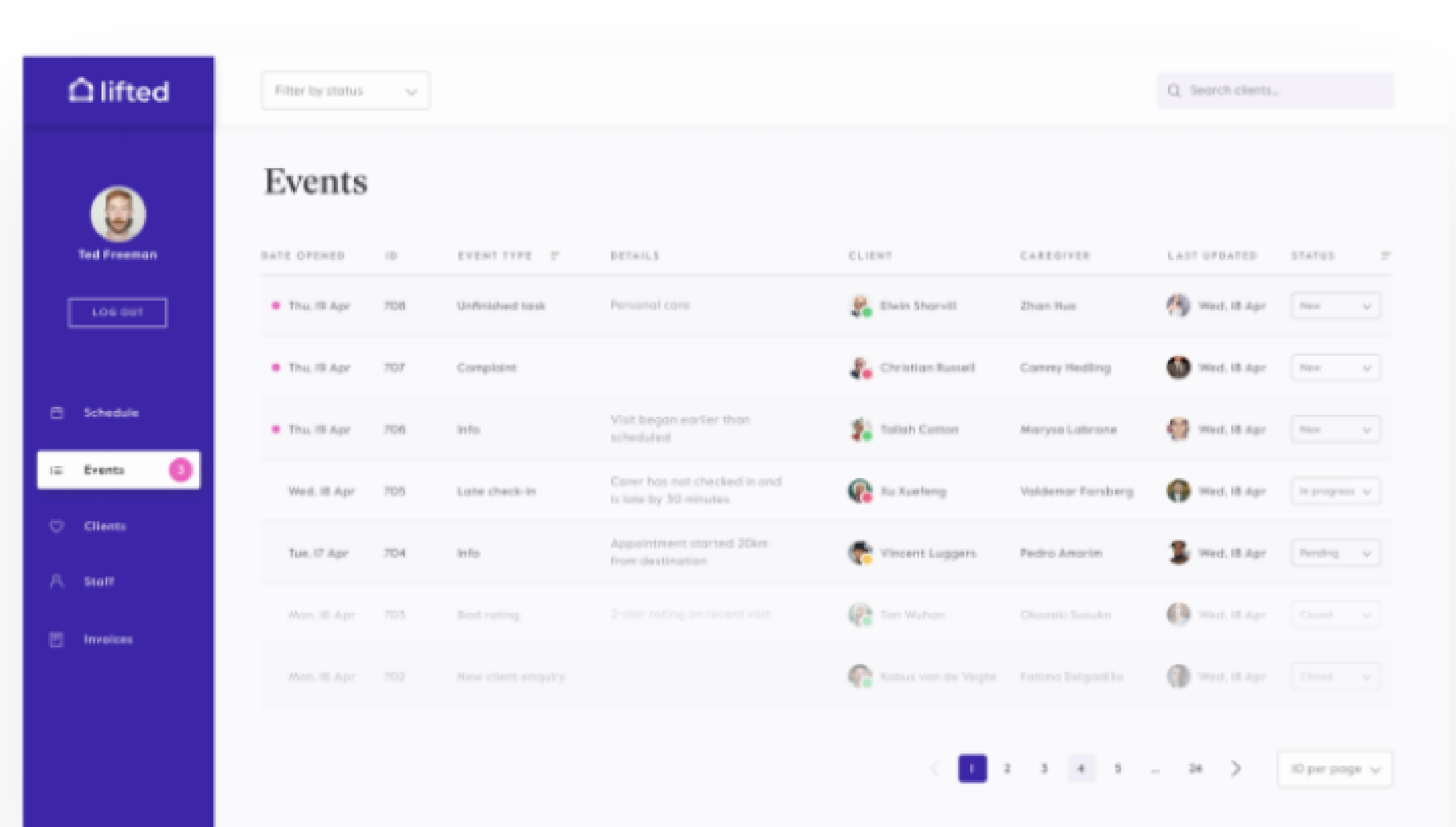
Our product



CLIENT APP



CARER APP



ADMIN CONSOLE



Clients love us



SYLVIA

Lifted hourly care customer

"I knew
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fit our
Their A
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