

A new way
to age at home

birdie





The ageing tsunami

65+ yrs population will **double** over next 20 years, reaching **2bn**

Elderly care consumes **60%** of the healthcare costs today

Our **vision** is a world in which we can all **age vibrantly** and **with confidence**



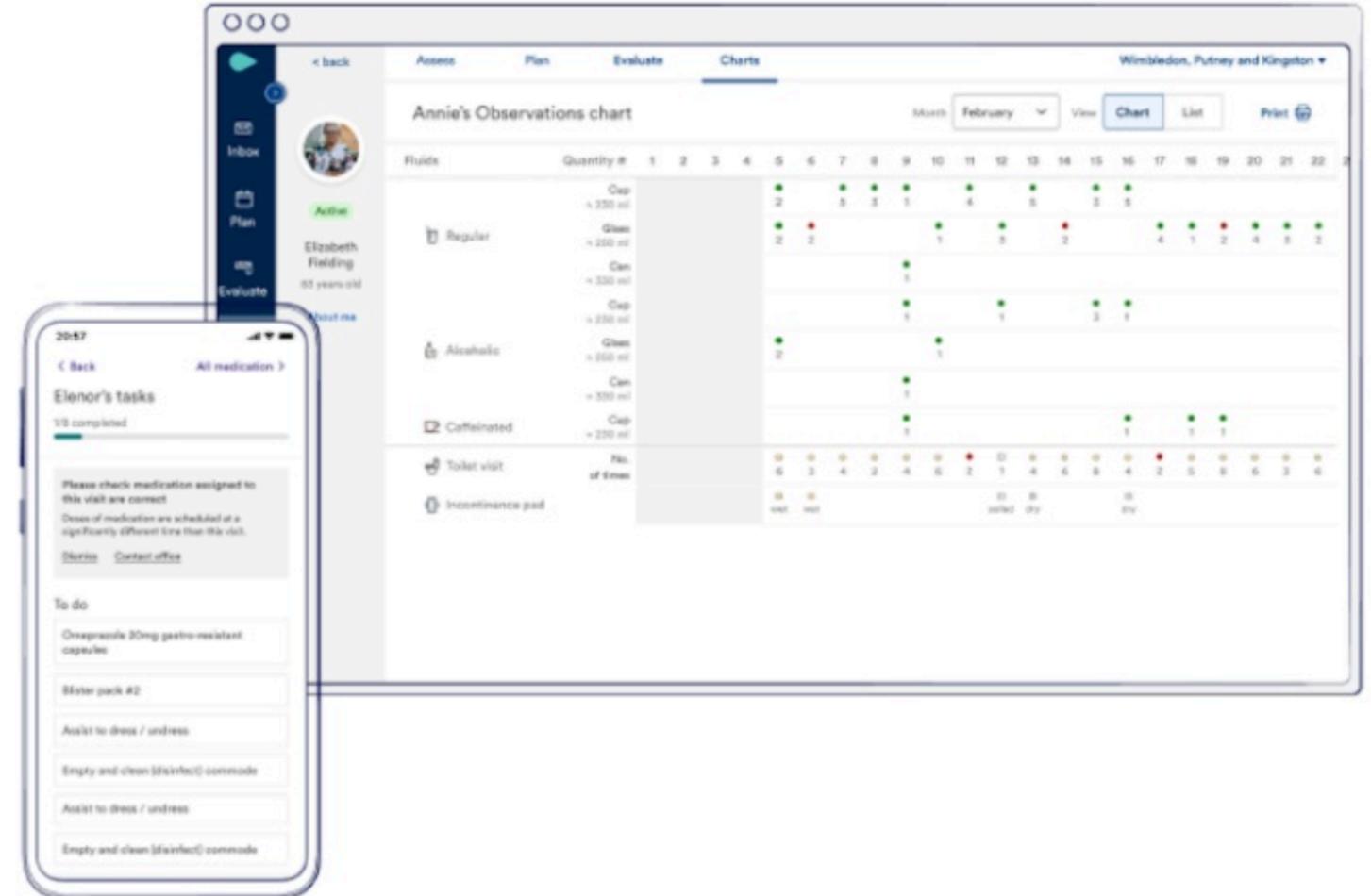


Home care is the future, but it's broken

- ▶ **Standard & reactive**
- ▶ **Uncoordinated**
- ▶ **Inefficient** (70% ops on paper)
 - Care delivery
 - Back office operations
 - Matching
 - Compliance
 - Carers recruitment/retention



Person-centred, preventative care platform transforming elderly home care



We're addressing a global home care providers market of £100bn



Home care providers market

UK addressable market

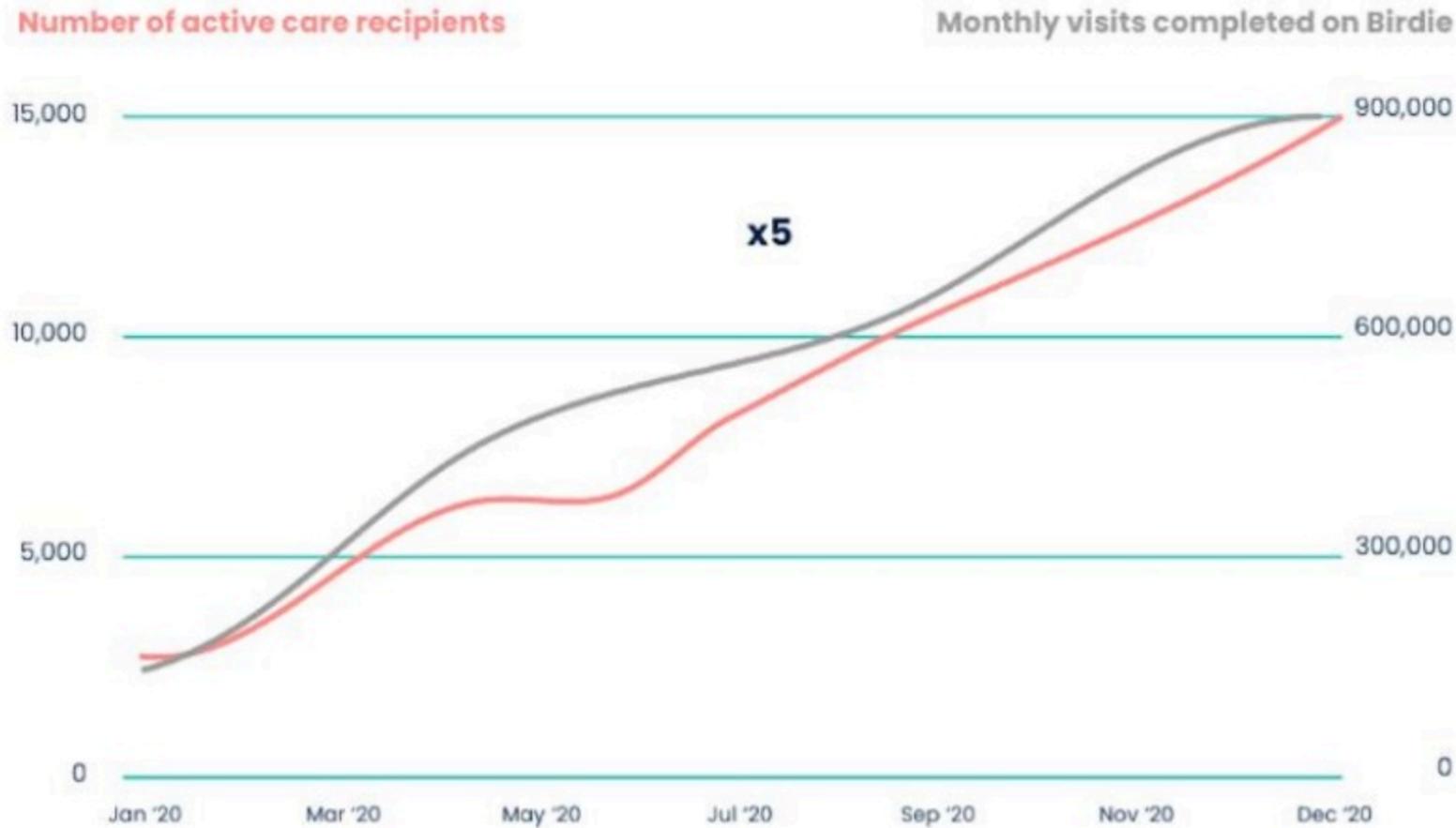
£1bn

Global addressable market

£100bn



Powered by **soaring** **customer adoption** across the UK



15,000

Older adults supported weekly
by Birdie-equipped carers

300

Client home care
agencies across the UK

3,000

Families using Birdie weekly



An all-star passionate team to deliver



Malte Gerhold
Chief Integrated Care officer



Jo Barlow
Clinical PM



Kath Middleton
Clinical AI Product Lead



Gwen le Calvez
CTO

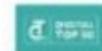
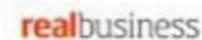
melijoe.com

61+

Employer Net Promoter Score

Awards & press

- Top-10 health-tech
- Top-10 UK startups
- Top-50 EU startups
- Best SME culture 2019



Maddyness

EveningStandard.

"Birdie may well revolutionise elderly care"

Forbes



Accelerators and accreditations



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