



lifted

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 While her carers were kind, I saw first hand hand the outdated systems and practices agencies forced upon families.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



Market doubles by 2035



Older people living alone



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

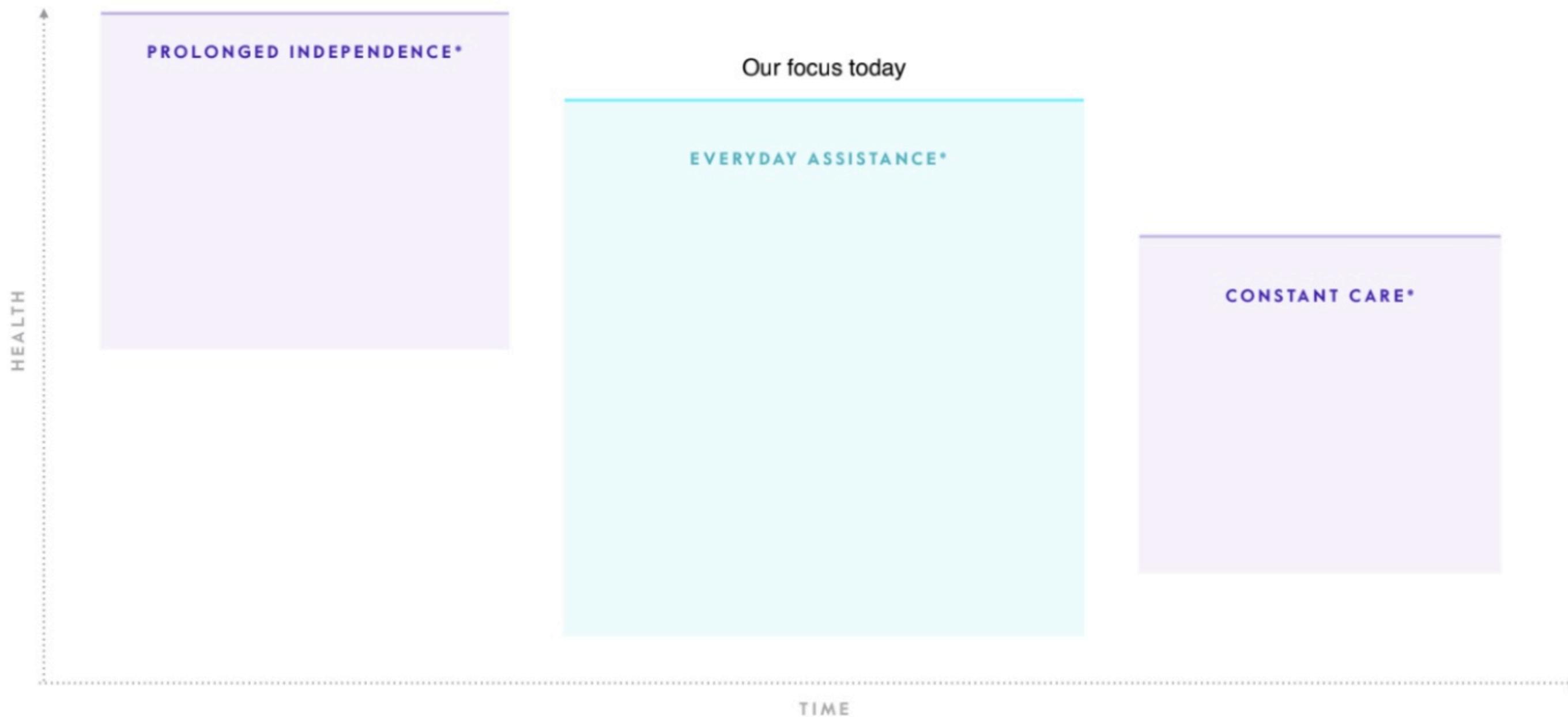
We will build the first tech-led national home care service to provide unrivalled, high-quality care and better health predictions.

We will transform lives for carers and families.



BRINGING OUR VISION TO LIFE

We will partner with families
throughout every stage of later life

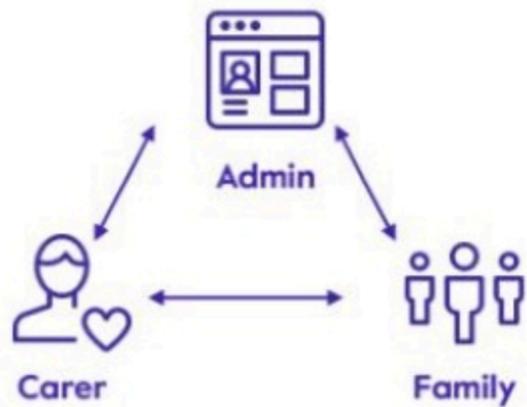


*Commercially sensitive data withheld



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

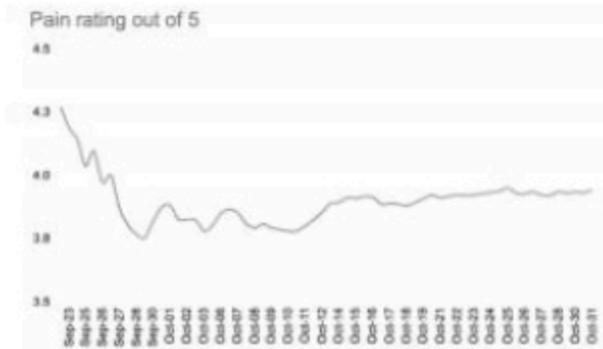
SKILLED WORKFORCE



Quality

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

STRUCTURED DATA



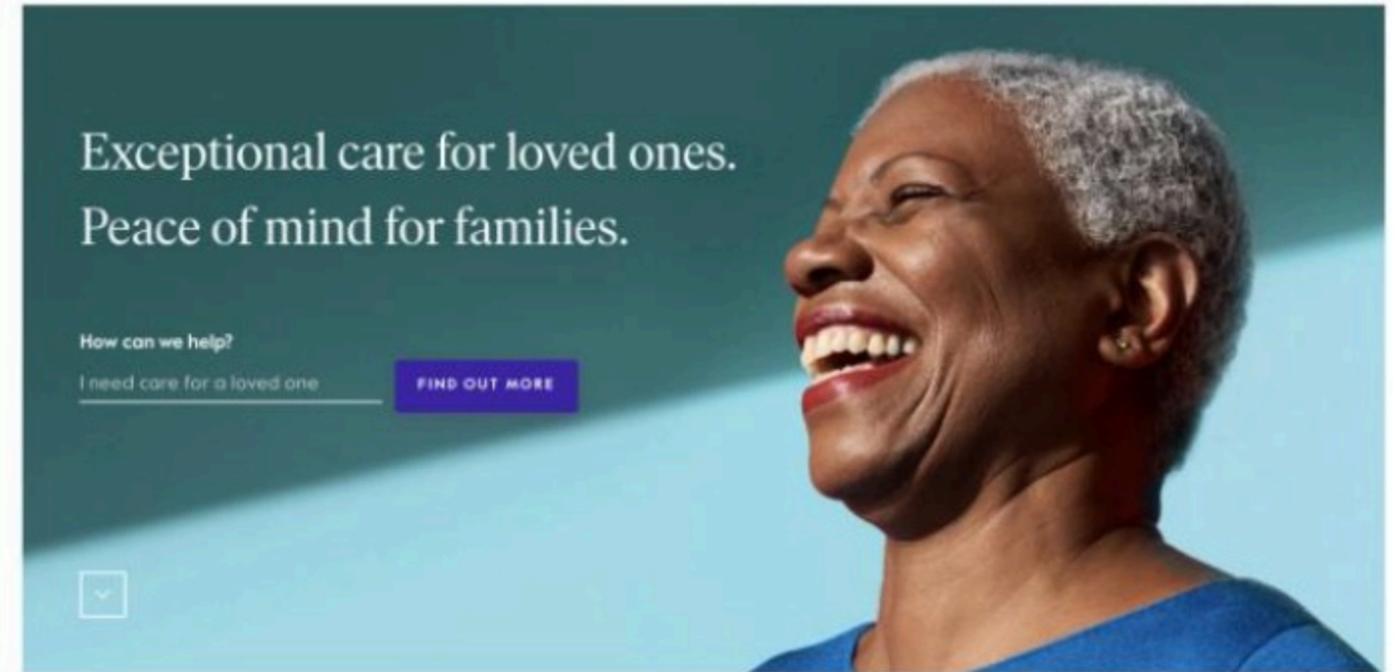
Wellness

- 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.

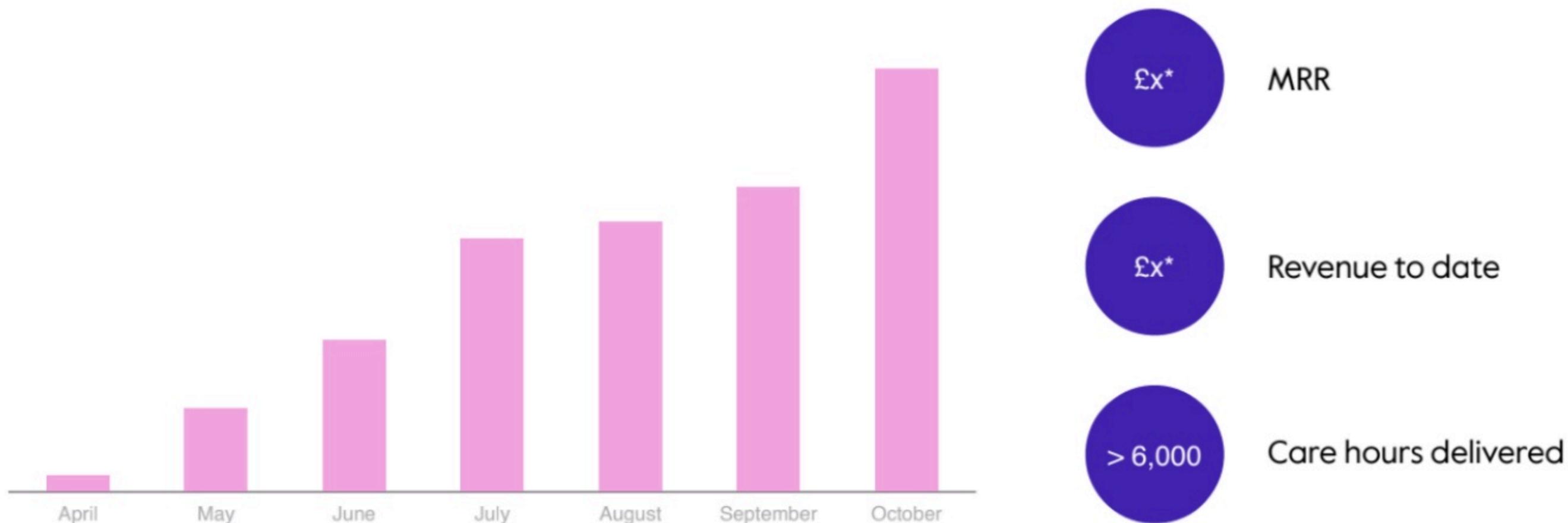


Hourly care	Overnight care	Live-in care
From £ 19 per hour	From £ 100 per night	From £ 950 per week
Starting from a minimum of 1 hour, book high quality care as you need it	For those in need of extra reassurance with a carer that stays over	Professional care that's always on hand to offer comfort and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



We're growing rapidly

MONTHLY RECURRING REVENUE

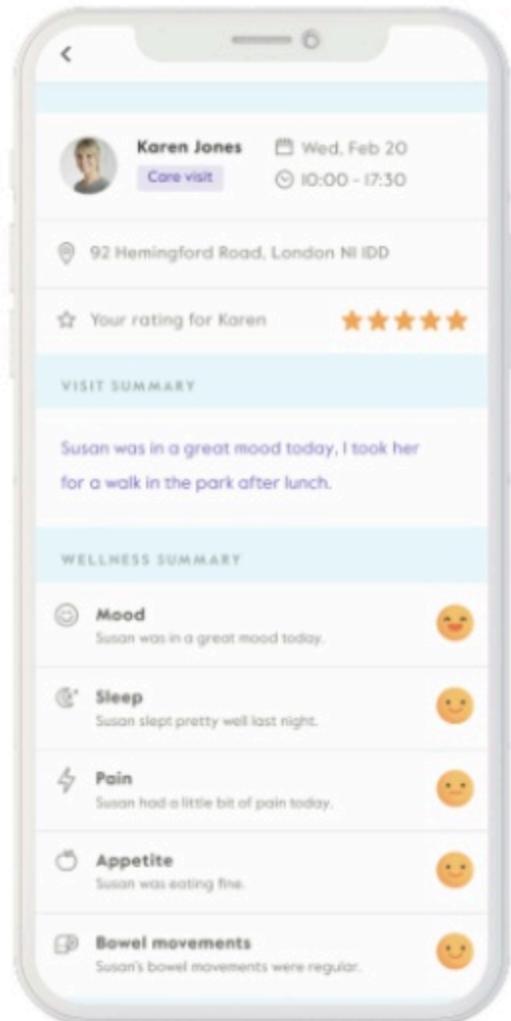


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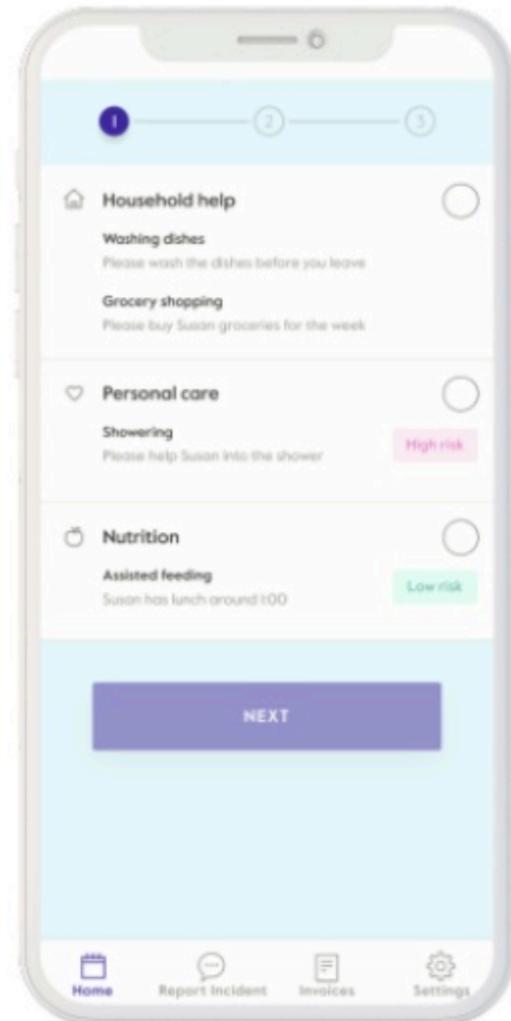
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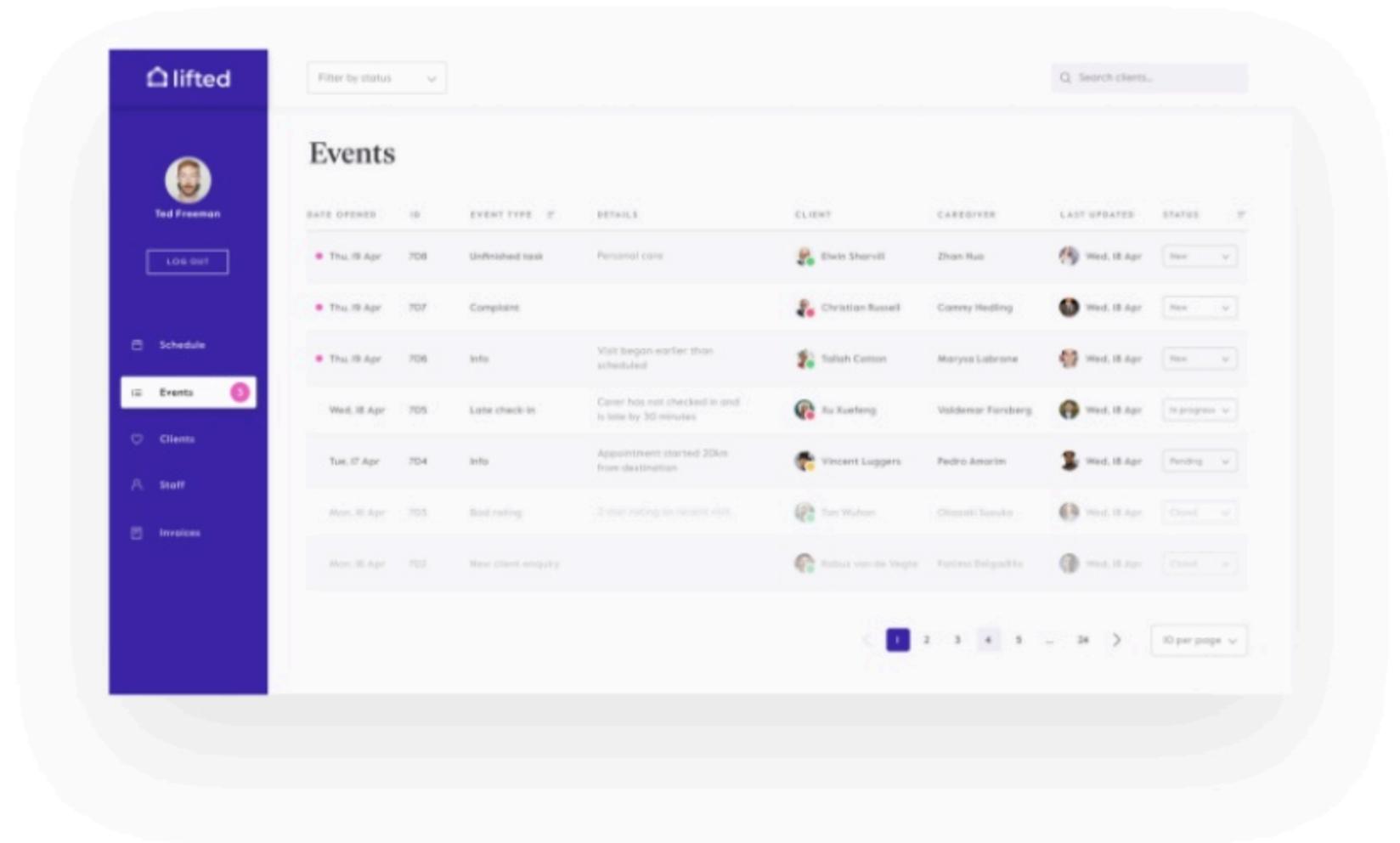
Our product



CLIENT APP



CARER APP



ADMIN CONSOLE



Clients love us



SYLVIA

Lifted hourly care customer

"I knew straight away that Lifted was different: from the first phone conversation to everyday care, their service has been based on empathy, respect and most of all it's tailored to fit our mother and her personality. Their App makes life easier for all. This is definitely the future of caring."

GUSTAVA

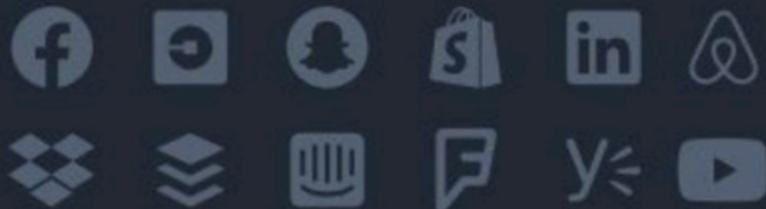
Lifted hourly care customer

★ Trustpilot 
Rated 'Excellent' by our customers

10 Trustpilot Reviews
All 5 stars

Source: Trustpilot, Lifted, Oct 2019.





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