



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 While her carers were kind, I saw first hand the outdated systems and practices agencies forced upon families.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

<50% think society respects them

Under supported

40% annual churn, 80% close to burn out



The need for change is urgent

DEMAND IS SPIRALLING

▲ £98

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

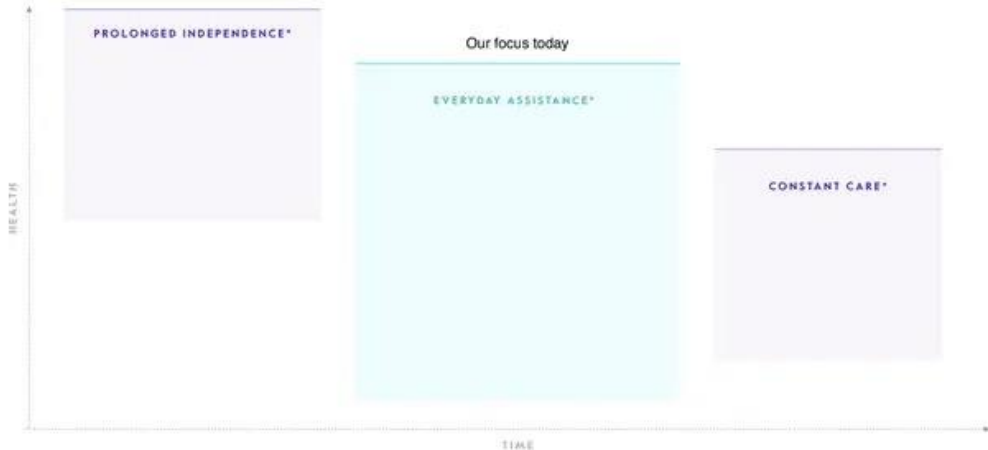
We will build the first tech-led national home care service to provide unrivalled, high-quality care and better health predictions.

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



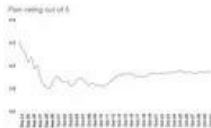
Quality

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.

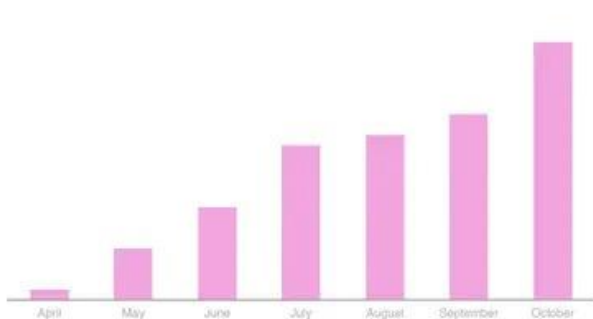


Hourly care	Overnight care	Live-in care
From £19 per hour	From £100 per night	From £950 per month
Starting from a minimum of 1 hour, book high quality care as you need it	For those in need of extra reassurance with a carer that stays over	Professional care that's always on-hand to offer comfort and support



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

*Commercially sensitive data withheld



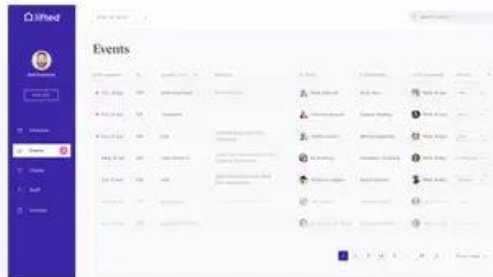
Our product



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

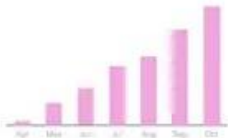
10 Trustpilot Reviews
All 5 stars

Source: Trustpilot, Lifted, Oct 2019



We've built a professional workforce

Lifted Carers



Workforce satisfaction: 9

A culture of respect...



"I would like to thank you for the possibility to work in your company as I have never felt so appreciated and valued at work"

EVELINA, LIFTED CARER

...praised by the regulator



"Nice to hear care workers feel supported and valued as it is a tough and demanding job, especially when working on your own it can be quite isolating."

"So good to hear about the positive support network available."

PAUL, CQC INSPECTOR



And our product is transforming lives

PRODUCT USAGE

95%

Client app

Clients using the Client app

90%

Admin app

Care visits managed digitally

100%

Carer app

Carers using the Carer app



"After Colette's visit I was able to log into the **Lifted care app** and read how Colette's visit to mum went, giving me the reassurance that mum was ok enabling us to enjoy our holiday. Thanks to Colette and all the team for their speedy very efficient service."

JANE MOORE
LIFTED CLIENT



Our mission-driven founding team



Rachael Crook

CEO & CO-FOUNDER

- Former McKinsey & Company consultant
- Former Senior Advisor, Prime Minister Implementation Unit, awarded 5 awards for exceptional performance and innovation
- BA (Hons) First Class University of Warwick and MPhil University of Oxford



McKinsey
& Company



Sam Cohen

COO & CO-FOUNDER

- 7+ years experience building high growth businesses
- Former Operations Director of Yopa, central role in £75m Series A-D fundraise to grow team from 40-450
- Former Strategy Manager at Wonga & Operations Manager at Ratesetter
- BA(Hons) LSE



Rate% Setter

View

A VENTURE BUILT IN PARTNERSHIP WITH

ZERO 1

Zero 1 is a venture builder that provides expertise and support in strategy, technology, growth, operations and product





We're building the future of care at home. Join us.

Call us - 020 3972 6546

Email us - hello@liftedcare.com

Check our website - www.liftedcare.com

