



SuperCarers

Mobeus Presentation



Connecting people who care

The Problem

We are living longer than ever, resulting in a rapidly growing demand for care services that incumbent models are failing to meet



£22bn

Estimated size of UK care market today

4 million

Elderly people will need daily help by 2025

2 million

People will be living with dementia by 2050, increasing from 850,000 today

Our Purpose

SuperCarers is committed to transforming the way that care is delivered in the UK



We exist to empower people in need to lead **fulfilling lives** and to **fairly reward** those who care for them

Our Solution



Customer
pays:

Agencies

£21.90*



 SuperCarers

£16.00



Carer
receives:

£8.18**

£12.00

* BBC Care Calculator, average paid per hour for private care, 2016

** PayScale, median hourly earning for carers in London.

Direct Matching

By facilitating meaningful, direct relationships we are not dependent on care managers

Lean Operations

Effectively attract and onboard quality carer supply, without city by city HQs

Brand and Quality

Strong emphasis on values and quality, supporting driving referrals and organic growth

Proprietary Technology

Our technology connects carers and customers directly with limited marginal cost

Our Services

We have built a unique introductory model that makes finding and managing great care simple

SERVICES

We introduce families to vetted, reliable and compassionate care workers directly

Day, night and live-in care , including:



Daily routine



Companionship



Personal Care



Meals



Running errands



Staying active

OUR COMMUNITY

£3m

Annualised Total Customer Spend

18,000

Care hours per month

750

Families supported

1,300

Carers have joined our caring community

>150

Trusted care agency partners

Investing in quality

SuperCarers made an early strategic decision to invest in safety, governance, and compliance

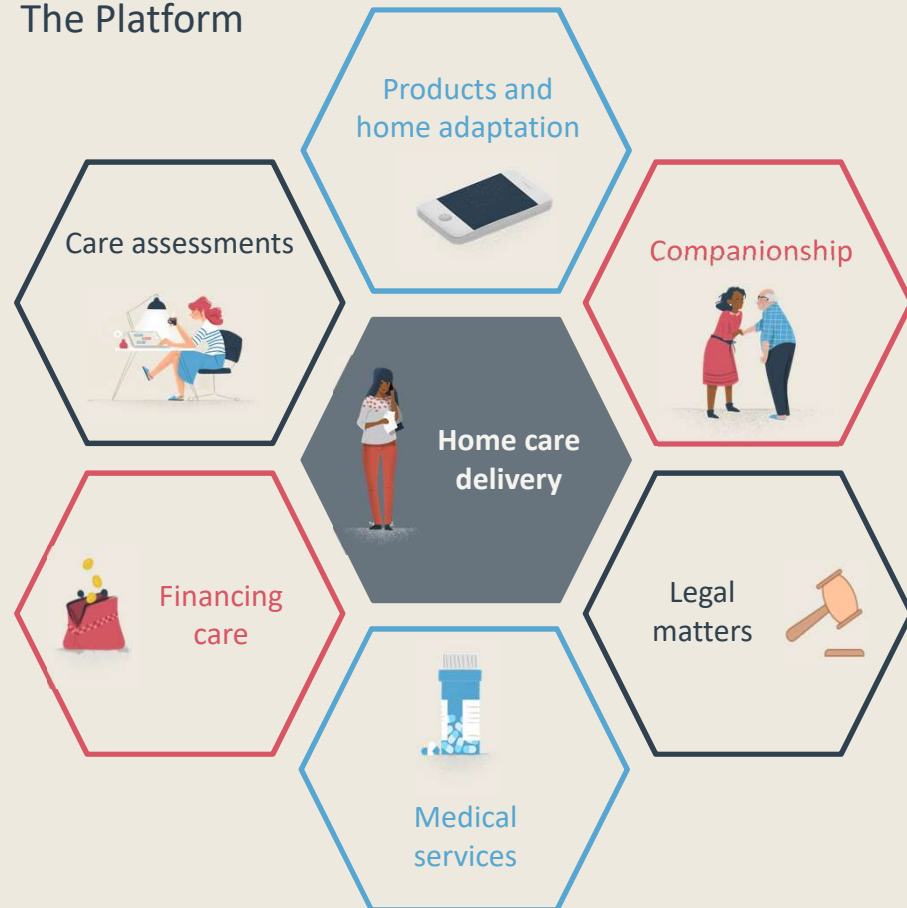
A world class
Care Advisory
Board

Best practice
Policies &
Procedures

Pioneered the first
Quality &
Compliance
Framework

Our Vision

The Platform



For Customers

#1 most trusted place families can go to solve all their care related needs

- With home care at the core provide:
 - Care expertise & advice
 - Engaging, accessible and curated content
 - Support through-out their care journey
 - Support for families to think through the difficult matters that need to be considered and so they have time to focus on the real moments that matter

For Carers

Continue to be the platform of choice for care workers, to find work, develop their skills and be part of a community