

# Overview

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Care Messenger is a messaging communication solution specially designed for the elderly. Operating in the healthcare and home care sector as a primary focus, the company has recently carried out an extensive R&D project to develop its core product, Care Messenger®.

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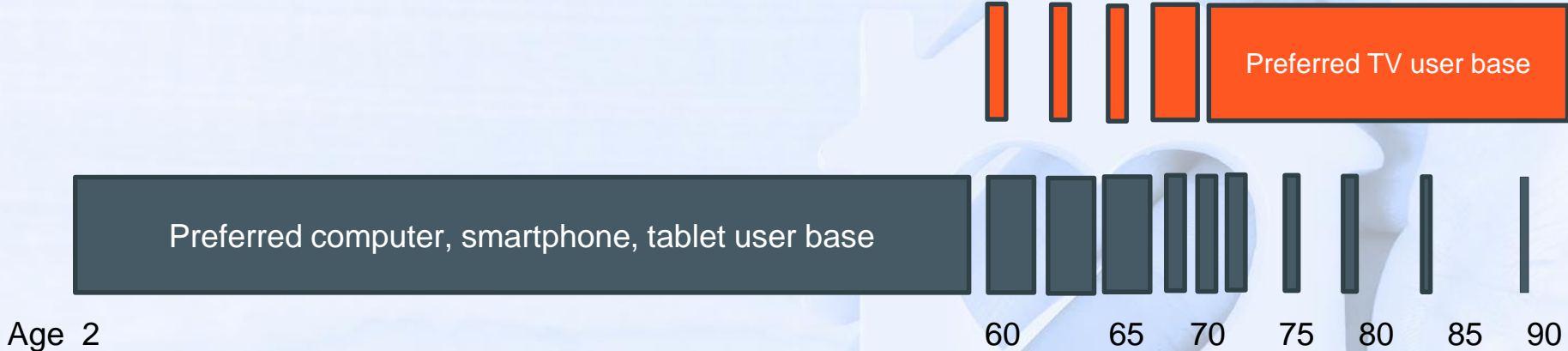
Care Messenger® turns the TV into a powerful, clear and simple two-way communication channel that allows users to send messages direct-to-TV with text, images and video.

**Customers think of it as WhatsApp for the elderly or 'Instagram'.**



# Preferred screen use over time ...

5m UK  
30m USA  
200m globally



# Problem

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Aging  
population

Isolation  
and  
loneliness

Need for better  
easy to use and  
cost effective  
tech led  
communication

Staying at  
home

Familiarity  
with tech and  
physical  
impairments

“Two fifths of all older people (about **3.9 million**) say the television is their main company”

- Age UK, 2014



# Problem - Digital Disconnect

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Only 23% of the 65+ actively use mobile phones, computers or tablets. Many of those who have them, never switch them on, forget to charge them, or misplace them.

## Ageing in Place Technology Watch Industry Market Trends, Research & Analysis

As people grow older their motor coordination, dexterity and mobility decrease and touch-screen, small devices become less manageable.

As people are living longer there is now a life expectancy of 20 years post 65 (**ONS**) so the majority of the today's elderly population are digitally unreachable for the next two decades!



# Problem - Social Disconnect

The effect of loneliness and isolation on mortality is comparable to the impact of well-known risk factors such as obesity, and has a similar influence as cigarette smoking (Holt-Lunstad, 2010).

**17%** of older people are in contact with family, friends and neighbours less than once a week and 11% are in contact less than once a month (Victor et al, 2003).

Year	Population aged 0 to 15 (%)	Population aged 16 to 64 (%)	Population aged 65 and over (%)
1974	25.2	61.0	13.8
1984	21.0	64.1	14.9
1994	20.7	63.4	15.8
2004	19.5	64.5	15.9
2014	18.8	63.5	17.7
2024*	19.0	61.1	19.9
2034*	18.1	58.5	23.3
2039*	17.8	57.9	24.3

Source: Office for National Statistics  
\*projected

# Solution

Care Messenger® allows a vulnerable and isolated age group to 'stay connected' via their own TVs, without the stress of having to learn anything new.







## HOPESPRING CLINIC



### Health & Wellbeing Survey

3: Have you had any cramps, stiffness or spasms this week?

NONE

MILD

MODERATE

SEVERE

VERY SEVERE

enger  
connected  
i-Spy's proprie  
a unique inte  
allows persona  
individual TVs o  
channels.



# Sales Strategy

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The Sales Strategy is to establish strong agreements with **reputable channel partners in the key target markets**; who already have customer contracts, who see a market fit for CM, and have appetite for scaling.





# Existing Alternatives

The existing situation where much of the elderly demographic cannot be reached by digital means necessitates communications to be by **letter, phone calls, or a physical visit.**

Where these communications are routine and repetitive (eg. medication reminders, routine daily wellbeing checks, generic information updates) **they can be very costly in the absence of a simple digital platform like Care Messenger®.**



