

REAP Women's Business Center (Nebraska) InnovateHER Challenge Submission

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LifeLoop is a lifestyle management and resident engagement platform for senior-living communities that connects residents, families and staff. This software solution manages resident information and activities in an efficient and holistic manner, and most importantly allows staff and family members to track and share information such as resident engagement in activities, meal participation, transportation and maintenance needs, personal appointments as well as various structured reports.

STATEMENT OF SUPPORT

REAP Women's Business Center InnovateHER Challenge

LifeLoop, LLC was the clear winner in the InnovateHER Challenge competition held on Nov 6th, 2015. Five individuals competed in total, and LifeLoop, LLC most clearly met the three challenge objectives in the following ways:

Has a measurable impact on the lives of women and families: The LifeLoop software application has a tremendous impact on the lives of women and families. Sixty-six percent (66%) of caregivers are women, and 74% of residents in senior living communities are women. Family connections and the timely sharing of information between staff, caregivers, family and residents are crucial to any nursing or residential home. The LifeLoop software platform allows staff to electronically track and share information with other staff including medical personnel and activities directors, caregivers and most importantly, family members in regards to medical reports, activity engagement and tracking, residents' personal appointments, meal participation, transportation and maintenance needs, and other daily living activities. The application even allows residents to upload pictures to share with their families about their daily lives. Family and residents can also view calendars, activities, send personal messages, and schedule maintenance and transportation. This provides a crucial connection between residents and their loved ones, while simultaneously allowing staff to efficiently and regularly track resident data and activities. Being able to "check-in" with a loved one, see what activities she/he is involved in, and get a glimpse of a loved one's daily life has an enormous beneficial impact on women as caregivers and their families, especially when those families live long distances from the residents.

The other four competitors did not as clearly demonstrate an impact on the lives of women and families. High Level Happiness's themed-based tree houses provide a quality experience for families, but that experience is not as impactful as real-time updates and connectivity with a loved one in a care facility. Therapeutic Escapes demonstrated a clear impact on the individual using the product, but the overall specific impact on women and families was unclear. Bridge to Better Living did clearly demonstrate an impact on women and families, as both demographics are highly affected by the transition of loved ones into retirement homes, but LifeLoop's high marks in the other two areas made them the overall winner. Lastly, C-Pap Easy Clean also demonstrated an impact on women and families, but the overall business pitch was not on par with LifeLoop's.

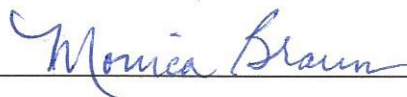
Has the potential for commercialization: The LifeLoop software application is highly commercializable. It is a cloud based platform that is built with data encryption, and has been developed with open APIs to easily integrate with other partners. The software is HIPAA compliant. LifeLoop can also be utilized in other markets outside of nursing and residential facilities. The company has already received interest from skilled nursing facilities, in-home care providers, hospice facilities, pediatric care facilities, daycare centers and even dog care providers.

The other four competitors did not show as much potential for commercialization as did LifeLoop. High Level Happiness seemed more on par with a non-profit organization in their overall mission, and their idea of making a profit through the sales of their guidebook on how to construct similar community

theme based tree houses was not highly commercializable. Therapeutic Escapes is in its infancy and did not demonstrate a high level of commercialization at this time. Bridge to Better Living is consultant based, and did not clearly identify how the model was commercializable during the business pitch. Lastly, C-Pap's Easy Clean product is very commercializable, but that was not clearly identified in the business pitch.

Fills a need in the marketplace: There is no question about the need for technology based solutions to increase interaction, engagement and efficiency in senior healthcare delivery systems. The LifeLoop product helps facilities track information much more efficiently than some current systems which oftentimes rely on manual pen and paper tracking, and typically do not simultaneously track the more social aspects of residents' lives. LifeLoop allows care facilities to track and conveniently generate reports on the non-medical aspects of residents' daily lives, and most importantly allows family members the opportunity to be connected to those daily lives. Many competitors' applications often do not focus on the resident at all, whereas LifeLoop narrowly focuses on resident activities and communication with families. This need for communication is only going to continue to grow, as estimates show the population of seniors is expected to double from 2000 to 2030, and will continue at that rate until 2050.

The other four competitors did not as strongly demonstrate filling critical need in the marketplace. High Level Happiness, which decidedly plays a large role in education and natural conservation, does not fulfill as critical a need when compared to LifeLoop's impact on effectively improving communication between families and healthcare providers. Likewise, Therapeutic Escapes' business pitch focused more heavily on the "spa services" of their product – which, while enjoyable and therapeutic, the spa services marketplace is fairly well saturated already. Bridge to Better Living also fills a need in the marketplace, in that there will always be a need for one-on-one consultants to ease the transition of moving into a retirement community; however, the tech-based aspect of LifeLoop's product set them apart from Bridge To Better Living in terms of filling a need in the marketplace. Finally, C-Pap Easy Clean's product definitely fills a need in the marketplace, but the business pitch did not as clearly demonstrate this as did LifeLoop's.



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