

# LOTTIE

A FAMILY'S TRUSTED (AND FREE)  
GUIDE TO BEST UNDERSTAND, FIND  
AND FUND LATER LIFE CARE.



# LOTTIE



## OVERVIEW

- FOUNDED : 2021
- FUNDING : SERIES A \$20M
- INVESTORS : ACCEL, GENERAL CATALYST, COLD START VENTURES, KINDRED CAPITAL, DOMINIC MCGREGOR, TOM BLOMFIELD, JACOB HADDAD, VICTORIA VAN LENNEP

## COMPANY VISION AND MISSION

### **VISION :**

- TO BE THE INTERNATIONAL CARE PROVIDER.

### **MISSION :**

- TO ELEVATE LATER LIFE FOR EVERYBODY.

## SERVICES (MARKET PLACE) :

### **CARE HOMES :**

- RESIDENTIAL
- DEMENTIA
- NURSING
- RESPITE

### **RETIREMENT LIVING :**

- HOUSING
- COMMUNITIES
- VILLAGES

### **HOME CARE :**

- PALLIATIVE
- RESPITE
- LIVE-IN
- DOMICILIARY CARE



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## COMPETITORS



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## **UNIQUE SELLING PROPOSITIONS :**

- FREE COMPREHENSIVE SERVICE
- CURATED AND VETTED MARKETPLACE
- EXPERT CARE SUPPORT
- WIDE RANGE OF OPTIONS
- TRANSPARENCY AND TRUST
- PROFESSIONAL MEDIA SERVICES
- NATIONWIDE COVERAGE

## **KNOW YOUR CUSTOMERS :**

- ELDERLY INDIVIDUALS
- INDIVIDUALS WITH DISABILITIES
- INDIVIDUALS WITH CHRONIC ILLNESSES OR MEDICAL CONDITIONS
- INDIVIDUALS WITH DEMENTIA OR ALZHEIMER'S DISEASE
- FAMILY MEMBERS AND CAREGIVERS
- PEOPLE SEEKING LIVE-IN CARE
- INDIVIDUALS TRANSITIONING FROM HOSPITAL TO HOME
- CLIENTS SEEKING RESIDENTIAL CARE
- PEOPLE REQUIRING SPECIALIZED CARE



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## **CUSTOMER NEEDS:**

- PERSONALIZED CARE
- QUALITY AND COMPASSIONATE CARE
- RELIABILITY AND CONSISTENCY
- INDEPENDENCE AND DIGNITY
- FAMILY COMMUNICATION
- RELIABLE AND HIGH-QUALITY CARE OPTIONS
- TRANSPARENT AND COMPREHENSIVE INFORMATION
- EXPERT GUIDANCE AND SUPPORT
- COST-EFFECTIVE SOLUTIONS
- COMPREHENSIVE COVERAGE ACROSS LOCATIONS
- EASY ACCESS TO INFORMATION AND SERVICES

## **CUSTOMER PAIN POINTS:**

- FINDING RELIABLE CARE
- CONSISTENCY IN CARE
- COST AND AFFORDABILITY
- COMMUNICATION CHALLENGES
- EMOTIONAL AND PSYCHOLOGICAL IMPACT
- QUALITY ASSURANCE
- OVERWHELMING CHOICES AND LACK OF GUIDANCE
- COMPLEXITY OF NAVIGATING THE CARE SYSTEM
- INCONSISTENT QUALITY AND TRUST ISSUES
- LIMITED INFORMATION AND VISIBILITY
- GEOGRAPHIC LIMITATIONS



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## **BUSINESS MODEL :**

- **SERVICE OFFERINGS :**
  - HOME CARE, RESIDENTIAL CARE, LIVE-IN CARE, SPECIALIST CARE
- **REVENUE STREAMS :**
  - ADVERTISING FEES, FOUND AND SENIORCARE PRODUCTS, PARTNERSHIPS
- **COST STRUCTURE :**
  - PERSONNEL COSTS, OPERATIONAL COSTS, MARKETING AND SALES
- **VALUE PROPOSITION :**
  - FREE SERVICE, CURATED MARKETPLACE, EXPERT GUIDANCE
- **CHANNELS :**
  - ONLINE MARKETPLACE, EXPERT CARE SUPPORT, PARTNERSHIPS
- **CUSTOMER RELATIONSHIPS :**
  - PERSONALIZED SUPPORT, TRANSPARENCY, COMMUNITY ENGAGEMENT
- **KEY PARTNERSHIPS :**
  - CARE PROVIDERS, MEDIA AND DATA SERVICE PROVIDERS, FUNDING AND SUPPORT ORGANIZATIONS



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## **SWOT ANALYSIS:**

- **STRENGTH**

- COMPREHENSIVE AND FREE SERVICE
- CURATED AND VETTED MARKETPLACE
- EXPERT CARE SUPPORT
- STRONG PARTNERSHIPS
- TRANSPARENCY
- NATIONWIDE COVERAGE

- **WEAKNESS**

- DEPENDENCE ON PROVIDER ADVERTISING
- LIMITED BRAND RECOGNITION
- RESOURCE CONSTRAINTS
- CUSTOMER SUPPORT AVAILABILITY

- **OPPORTUNITIES**

- GROWING AGING POPULATION
- EXPANSION OF SERVICE OFFERINGS
- TECHNOLOGICAL ADVANCEMENTS
- PARTNERSHIP AND COLLABORATION OPPORTUNITIES
- INTERNATIONAL EXPANSION

- **THREATS**

- INTENSE COMPETITION
- ECONOMIC DOWNTURNS
- REGULATORY CHANGES
- DATA PRIVACY CONCERN
- SHIFTING MARKET DYNAMICS

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## **CUSTOMER JOURNEY:**

- **AWARENESS :**
  - WEBSITE
  - MARKETING MATERIALS
  - REFERRALS
- **CONSIDERATION :**
  - INITIAL INQUIRY
  - CONSULTATION
  - INFORMATION RESOURCES
- **DECISION :**
  - CARE PLAN DEVELOPMENT
  - CONTRACT AND AGREEMENTS
  - INITIAL SETUP
- **ONBOARDING :**
  - CAREGIVER INTRODUCTION
  - INITIAL CARE DELIVERY
  - FAMILY COMMUNICATION
- **ONGOING CARE :**
  - REGULAR SERVICE DELIVERY
  - MONITORING AND FEEDBACK
  - ADJUSTMENTS AND REVIEWS
- **PROBLEM RESOLUTION :**
  - CUSTOMER SUPPORT
  - ISSUE RESOLUTION
  - FOLLOW-UP
- **REVIEW AND RENEWAL :**
  - SERVICE REVIEWS
  - CONTRACT RENEWAL
  - ONGOING COMMUNICATION
- **TRANSITION :**
  - SERVICE TERMINATION
  - FINAL COMMUNICATION



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Need help in Product  
Strategy, Development or  
Operations ?

## Contact



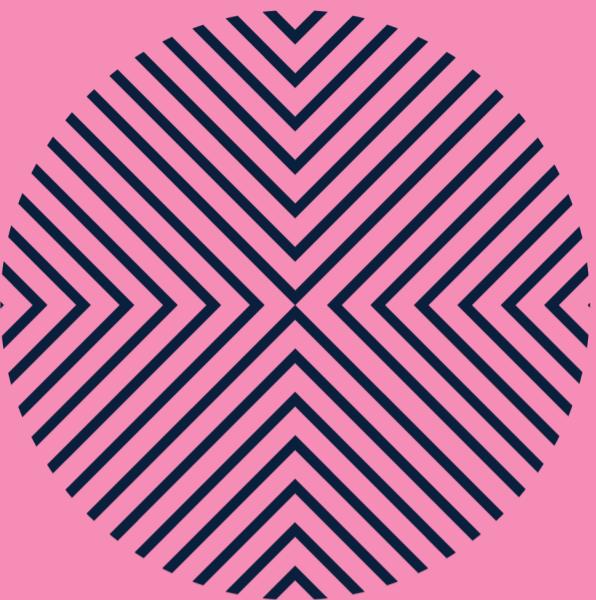
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## THANK YOU!

