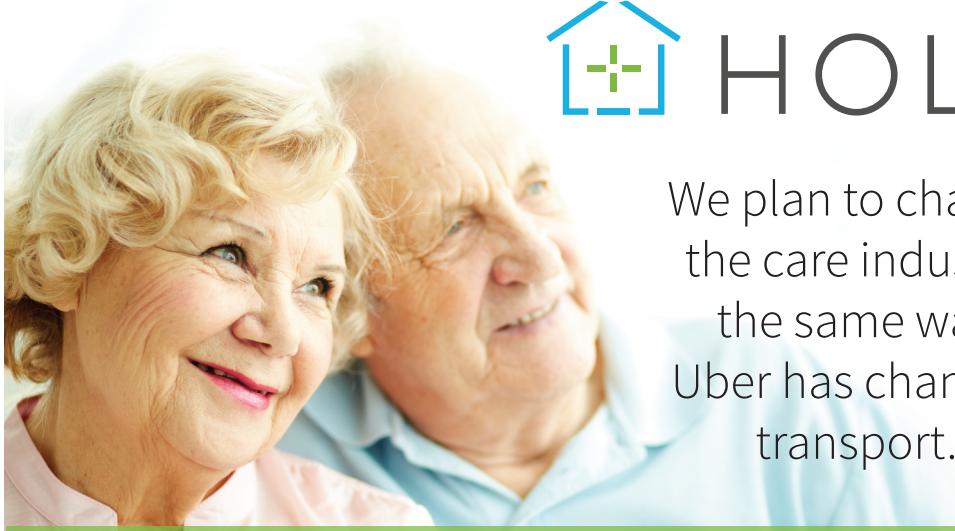




# HOLM



We plan to change  
the care industry  
the same way  
Uber has changed  
transport.

Holm is an online marketplace that makes it easy and affordable for people to find personal carers for the elderly in their own homes, not care homes. It acts as an introductory service between people needing help, and vetted professional care workers, taking a share from every hour of care provided.

#### **How the current industry cares:**

- + Care agencies charge high prices.
- + Customers rarely know if the care provider is good or not in advance. Quality of care can be so poor that a third of people leave their careers to look after their parents.
- + Staff turnover in traditional care agencies is extremely high.
- + Trained care workers feel poorly paid, under appreciated, and have little control over their work.

#### **How Holm cares:**

- + Holm offers care at a far more affordable price than care agencies.
- + The elderly receive help in days, not weeks.
- + Customers have the reassurance that care workers have been vetted by Holm, as well as reviewed by other people.
- + Professional carers earn more, and also take control of their work, restoring pride having delivered great care.

Within 6 months, Holm plans to make a gross profit of £9-10,000 per month, from an estimated income of £56,000 each month.



Holm takes 20%  
of every hour  
of care provided

1 full-time care worker  
estimated to provide  
annual value of

£4,100

Breakeven point is  
expected when we have

40 carers + 30 clients

There are currently over 600,000 professional carers providing more than 239 million hours of care a year in the UK, creating **a total available market worth £1.69 billion each year**. Holm will launch city by city, and target the 420,000 people who currently pay for their own care. Our initial target market is worth £35 million, from a served available market of £350 million.

Founder Nik Seth used to run a 60-bed dementia specialist nursing home in Sheffield, but still found it difficult to find a personal carer to look after his father. Nik and his team are launching in Manchester, before rolling out to other cities.



Holm's next phase requires  
£350,000.

- + Create mobile apps to improve carer work
- + AI/ML to reduce administrative costs for care workers
- + Accelerate growth and user acquisition
- + Hire customer support staff and open new cities

