



Shallion Support

Where Compassion Peaks
and Support Prevails



The Problem



1 in 10 people in the UK live with an autoimmune disorder



Up to 89 % report severe fatigue affecting everyday tasks



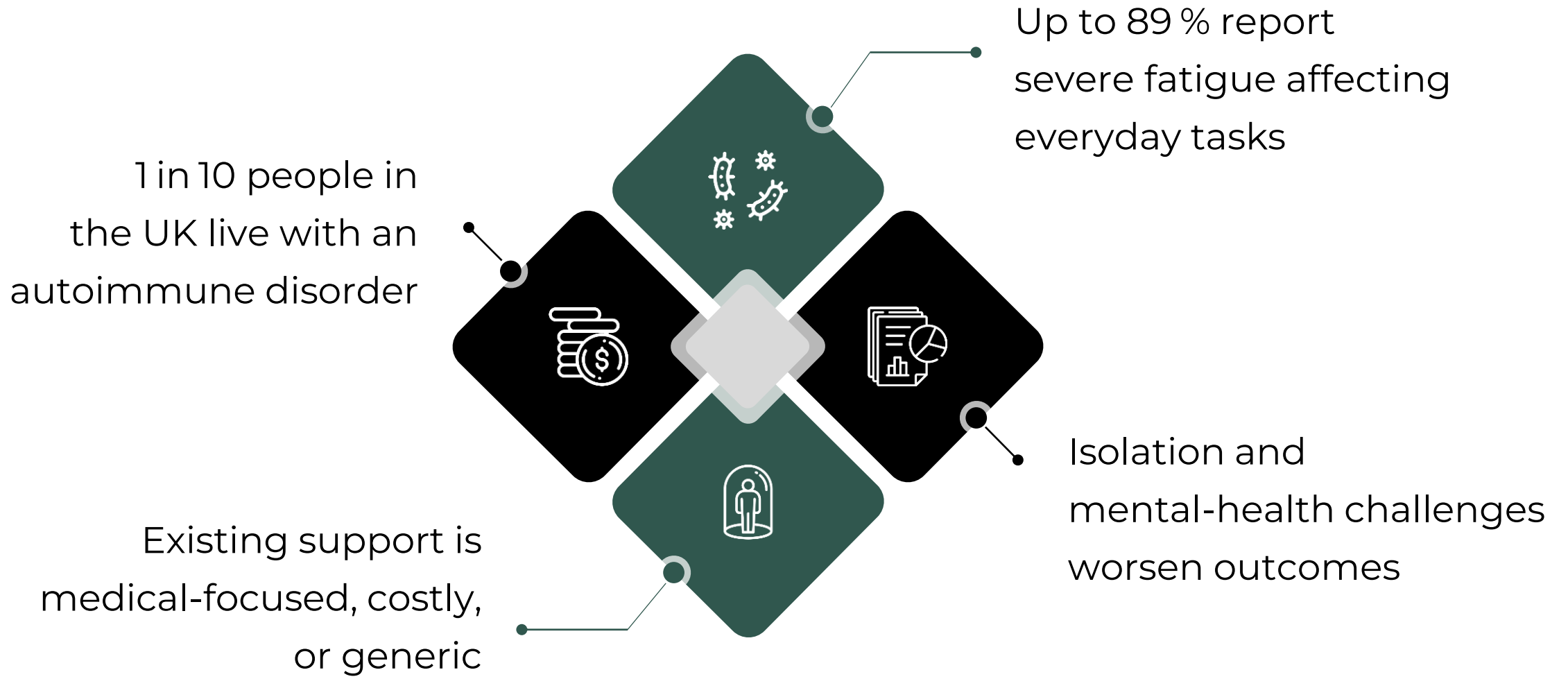
Existing support is medical-focused, costly, or generic



Isolation and mental-health challenges worsen outcomes



The Problem



Current Prevalence Data

Table 1. Estimated prevalence of ME/CFS, Long Covid, and Fibromyalgia by city, with approximate number of affected individuals in each location

City	ME/CFS (≈0.4% of pop.)	Long Covid (≈3.2% of pop.)	Fibromyalgia (≈5% of pop.)
Glasgow (pop. ~632,000)	~0.4% (≈2,500 people)	~3.2% (≈20,200 people)	~5% (≈31,600 people)
Edinburgh (pop. ~523,000)	~0.4% (≈2,100 people)	~3.2% (≈16,700 people)	~5% (≈26,000 people)
Aberdeen (pop. ~228,000)	~0.4% (≈900 people)	~3.2% (≈7,300 people)	~5% (≈11,400 people)
Dundee (pop. ~148,000)	~0.4% (≈600 people)	~3.2% (≈4,700 people)	~5% (≈7,400 people)
Inverness (pop. ~47,000)	~0.4% (≈190 people)	~3.2% (≈1,500 people)	~5% (≈2,300 people)
Perth (pop. ~47,000)	~0.4% (≈190 people)	~3.2% (≈1,500 people)	~5% (≈2,300 people)
Orkney – Kirkwall (pop. ~22,000)	~0.4% (≈90 people)	~3.2% (≈700 people)	~5% (≈1,100 people)

Current Prevalence Data

Scottish Areas with Highest Autoimmune Disease Prevalence

- Orkney Islands** – Diagnosed MS rate: **402 per 100,000** people, the highest MS prevalence ever recorded worldwide . (One in 170 women on Orkney has MS .) This rate, from a major 2012 study, was more than **double** the Scottish national MS prevalence at that time .
 Overall prevalence: Approximately **0.4%** of Orkney’s population lives with MS (versus ~0.2% across Scotland) . When considering all autoimmune disorders together, Orkney’s total burden is likely elevated as well – for context, about **10% of the UK population** has some form of autoimmune disease , so a small community like Orkney (population ~22,000) might have on the order of a couple thousand people affected by autoimmune conditions in total. The extraordinarily high MS rate on Orkney (often dubbed the “MS capital” of the world) is a key contributor to its overall autoimmune disease prevalence.
- Shetland Islands** – Diagnosed MS rate: **295 per 100,000** people , the second-highest MS prevalence in Scotland (only behind Orkney). This equates to roughly 0.3% of Shetland’s population having MS. Like Orkney, Shetland saw its MS rates rise over recent decades . Overall prevalence: Shetland’s **autoimmune disease burden** per capita is among the highest in the country, driven largely by MS. Its MS prevalence is about 40% higher than Scotland’s average . Although detailed data for all autoimmune diagnoses in Shetland are limited, the elevated MS frequency suggests environmental or genetic factors that might also influence other autoimmune conditions. (Scotland’s northern isles have been a focus of research to understand these unusual clusters .) In sum, Shetland’s small population (~23,000) includes a **disproportionately large number of autoimmune disease patients** relative to national norms, again chiefly due to MS.

City of Aberdeen (Northeast Scotland) – Diagnosed MS rate: **229 per 100,000** people , which is the highest MS prevalence recorded for any Scottish city and notably above the national average . Aberdeen was identified in the same study as having one of the top three MS rates in Scotland (after Orkney and Shetland) . Overall prevalence: With a population of ~220,000, Aberdeen has a substantial absolute number of individuals with autoimmune diseases. An MS prevalence of 229/100k suggests roughly **500 individuals in the city living with MS**. Beyond MS, if around 10% of people have any autoimmune condition (the UK-wide estimate) , one could expect on the order of **20,000+ people in Aberdeen** affected by autoimmune disorders (including common conditions like rheumatoid arthritis, type 1 diabetes, thyroid autoimmune diseases, etc.). While Aberdeen’s **per-capita rate** for MS and some other autoimmune illnesses is high (possibly influenced by its northern latitude and genetic factors) , in terms of sheer numbers it also has one of the largest autoimmune disease populations in Scotland (given it is a major city). This dual distinction (high rate and a large patient population) makes Aberdeen a key area of focus for autoimmune health services in Scotland.

Current Prevalence Data

Scottish Areas with Highest Autoimmune Disease Prevalence



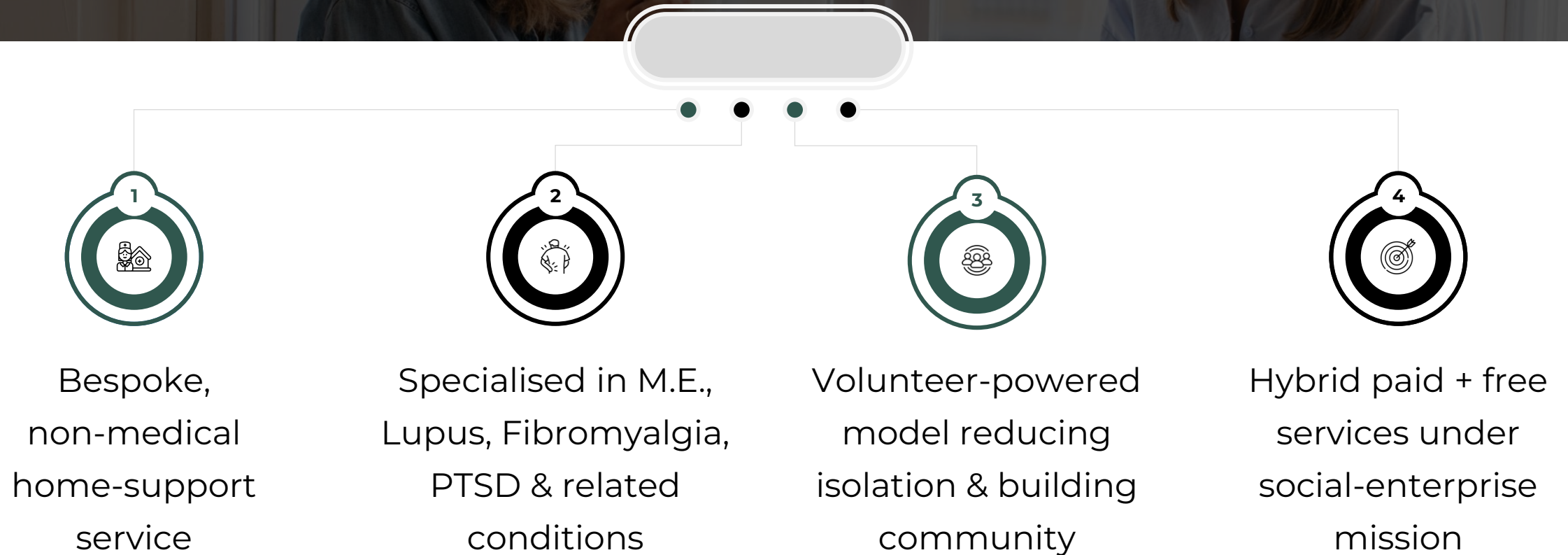
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Our Visionary Solution



How It Works



Referral or self-sign-up via web/app



Free needs assessment & tailored support plan



AI-assisted matching with trained volunteers

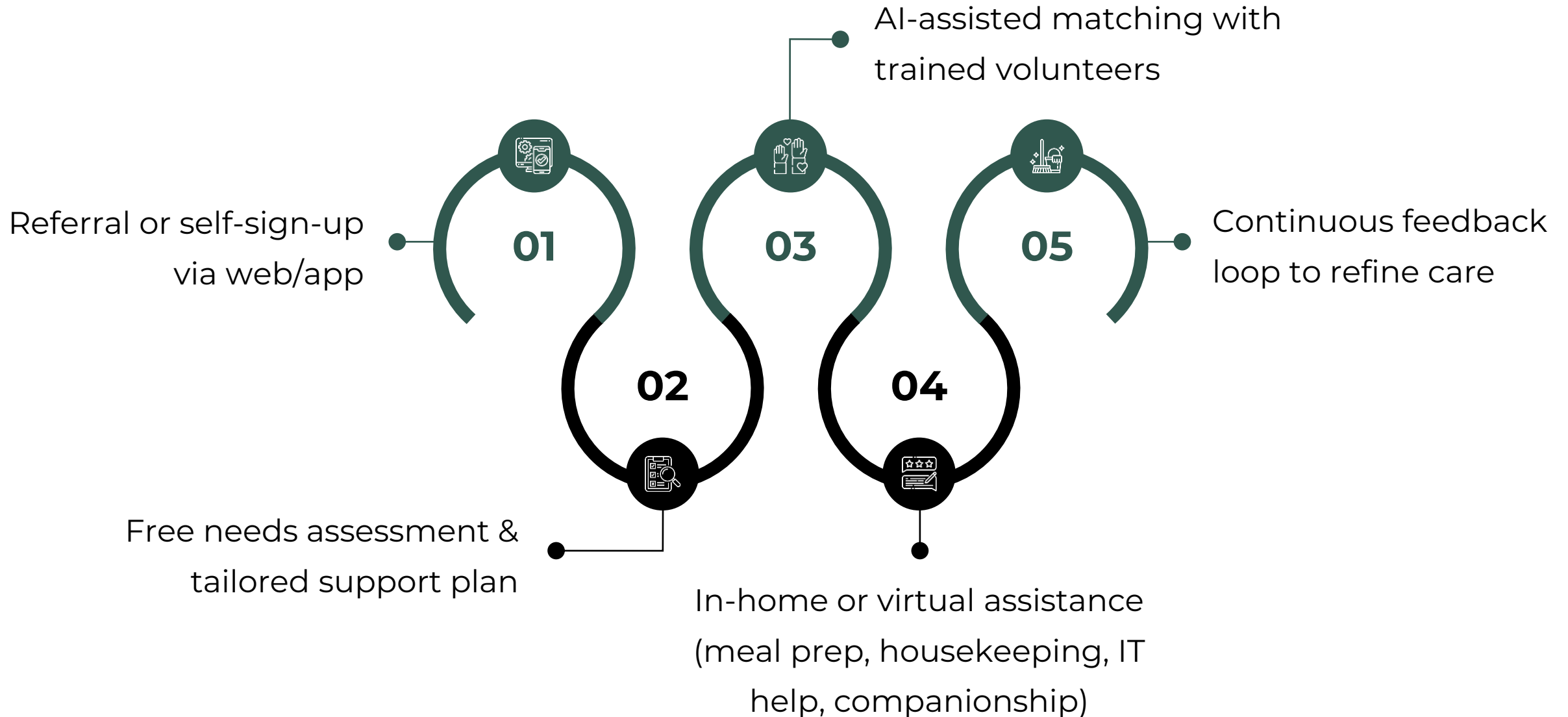


In-home or virtual assistance (meal prep, housekeeping, IT help, companionship)



Continuous feedback loop to refine care

How It Works



Technology & Partnerships



Collaboration with University of Aberdeen
computer-science department



Matching platform & mobile app
launching August 2025



Data-driven volunteer-client matching
and scheduling



Online shop for branded merchandise &
nutrition products built by MSc students



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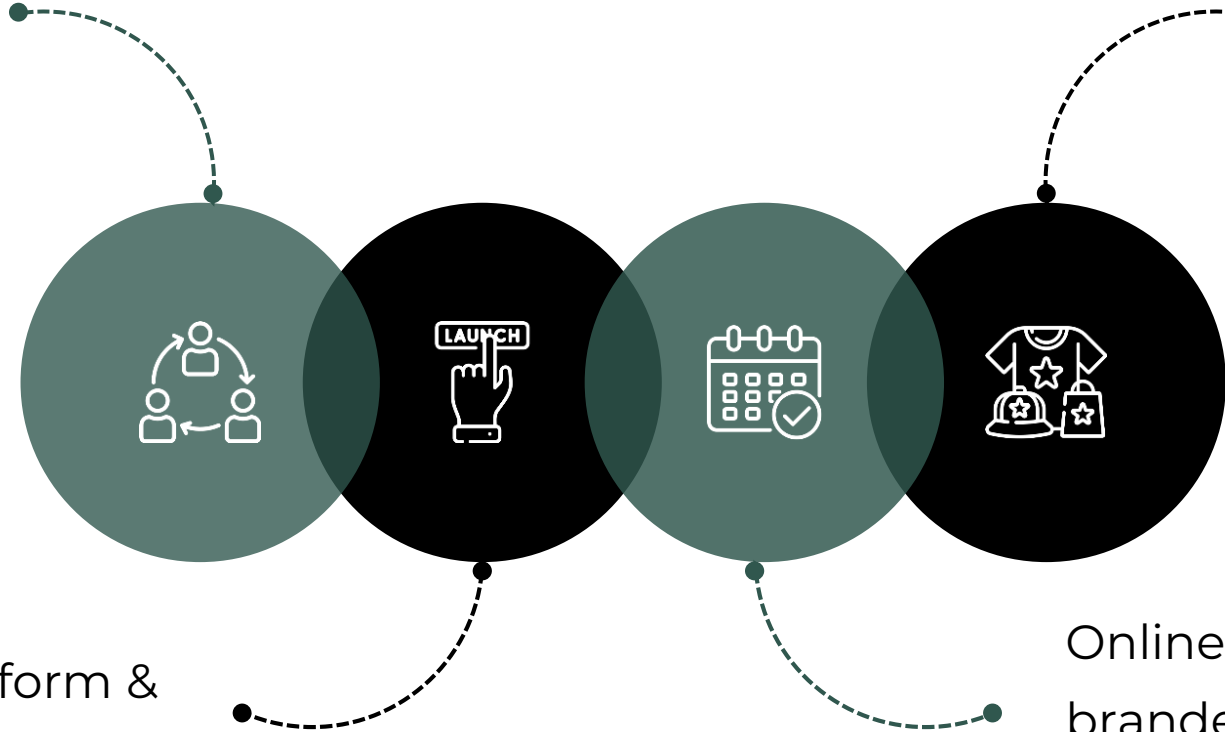
Technology & Partnerships

Collaboration with
University of Aberdeen
computer-science
department

Data-driven
volunteer-client
matching and
scheduling

Matching platform &
mobile app launching
August 2025

Online shop for
branded merchandise
& nutrition products
built by MSc students



Market Opportunity & Social Impact



4.6 million UK residents receive disability benefits for long-term conditions



£10 bn+ annual UK home-care spend and rising with ageing population



Shallion bridges the gap between clinical care and daily-living support

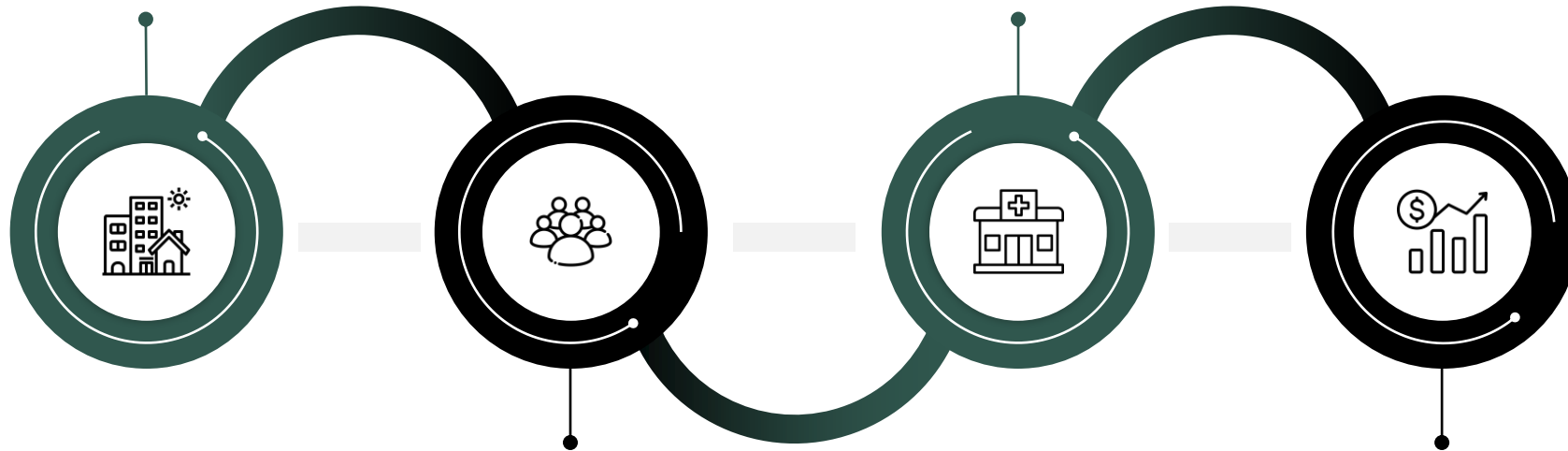


Dual revenue: service fees, merchandise & nutrition sales, grants & sponsorships

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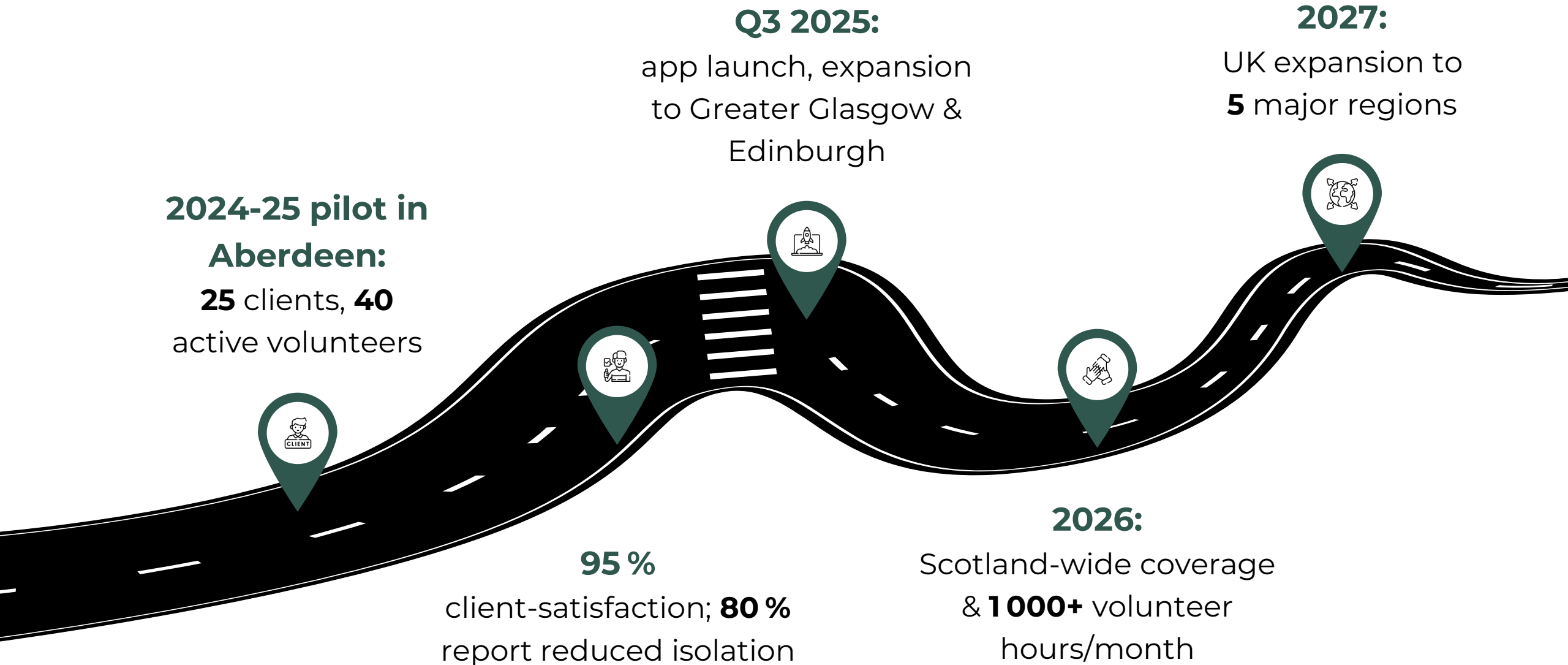
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Traction & Roadmap



Traction & Roadmap

2024-25 pilot in Aberdeen:

25 clients, **40**
active volunteers



95 %
client-satisfaction;
80 % report
reduced isolation



Q3 2025:
app launch,
expansion to
Greater Glasgow
& Edinburgh



2026:
Scotland-wide
coverage & **1000+**
volunteer
hours/month



2027:
UK expansion to **5**
major regions



Competitive Landscape



Traditional home-care agencies –
medical & costly



Volunteer bureaux – limited
structure & training



Gig platforms – transactional,
short-term focus



Shallion – specialised, community-
driven, tech-enabled hybrid model



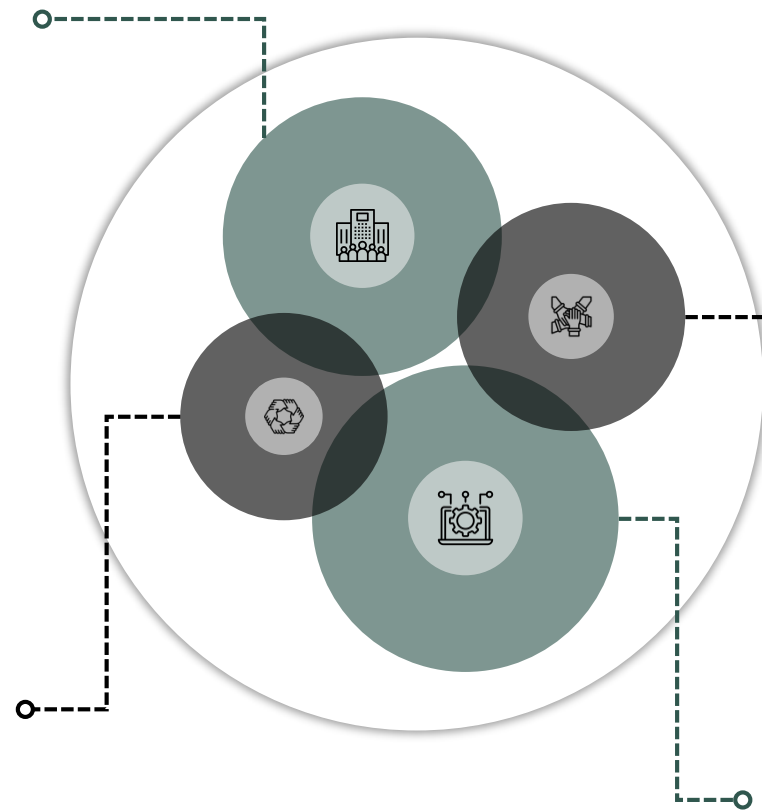
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Business Model & Sustainability

Merchandise &
nutritious meal-kit sales

Government & NHS
referrals with funded
care packages

Sliding-scale service
fees for private clients



Grants, corporate
sponsorships,
community fundraising

Target **45 %** gross margin
on paid services by **2027**

Business Model & Sustainability



Team & Contact



Founders: lived experience + social-enterprise leadership



Clinical advisor: Occupational therapist specialising in fatigue management



Technology lead: MSc Computer-Science cohort, University of Aberdeen



Design & marketing: local creative-industry volunteers

Contact



hello@shallion.co.uk



www.shallion.co.uk



Team & Contact



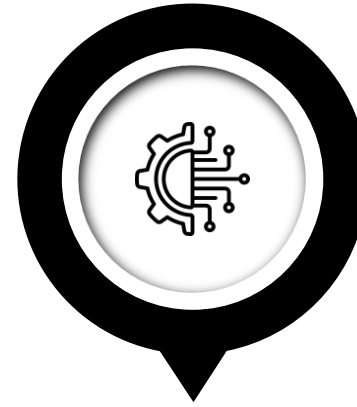
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MSc Computer-
Science cohort,
University of Aberdeen



Design & marketing:

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Contact



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Thank You

Join us in empowering lives touched
by autoimmune conditions



A photograph of two women sitting on a couch in a living room. The woman on the left is wearing a white t-shirt and glasses. The woman on the right is wearing teal scrubs. The background shows a lamp and some plants.

Thank You



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autoimmune conditions