



HomeTouch



A compelling proposition in an important and growing market

- The UK's online home care leader and first mover
- Stellar investor backing: **Passion, Rocket (GFC), BUPA, UK Govt**, high calibre angels
- Mission driven, high performance and experienced team
- Vast market opportunity ready to scale; **£2.5bn** UK TAM
- Fully built, scalable technology and defensible, differentiated business model
- Traction: **£160k billing / month = £2m GMV pa (20% margin)**; compelling unit economics and lifetime value
- “Game changer” **acquisition now complete** of monopoly Live In Care Jobs board giving us supply lockdown on our most lucrative segment adding 25,000 live in carers
- Multiple exit options: US competitors, large care groups

Diverse, experienced team with passion to deliver



Dr Jamie Wilson

Founder and CEO, 15 years in NHS, Dementia physician and LBS / UC Berkeley MBA



Nikesh Tailor

Marketing Lead, ex lastminute.com, 888.com



Corinna Herbst

COO, ex Smarkets business operations lead, Carphone Warehouse, INSEAD MBA



Mike Holmes

Engineering lead, 10+ years Full stack Javascript developer, Masters in Computer Science with thesis on elastic search



Andrew Forkes

Head of Product, 15 years scrum master, ex Sun Microsystems

New Senior Hires

Arti Moraji Head of Client Services/Care Community - Previously managed 15+ teams for Homejoy and Living Social

Max Erraoui - Head of Partnerships - previously helped grow Hostelbookers to £130m exit

Our Board and Advisors are all heavily invested in making HomeTouch a success



Amanda Floyd

Startup Advisor and Angel Investor, ex Product Manager at Apple & Google



Petros Demetriades

ex CTO at One Fine Stay



Robert Dighero

Partner at Passion Capital, ex CFO at AOL & QXL



Stefan Glaenzer

Founding Partner at Passion Capital, first investor and executive chairman at [last.fm](#)



Jurek Sikorski

Chair - experienced healthcare entrepreneur, LBS exec in residence



Christine Mullin

Investor, Previous CFO at Bookatable and COO Microsoft

HomeTouch make it simple for families to discover, vet and book high quality home carers

A simple idea for a broken industry that transforms the customer experience and economics for professional carers

Status Quo / Incumbents

Inconsistent care from unmotivated, poorly remunerated carers

Inefficient operations, poor customer service and overpriced

HomeTouch Business Model

Choice, transparency and control for families looking for care

Continuity and motivated care professionals for care recipients

75% higher pay, local clients and better working conditions

20% commission on carer earnings

Since launch we've grown to be the UK's largest and most trusted online home care service

- >200,000 hours transacted through platform
- Glowing customer reviews on TrustPilot; Net Promoter Score > 9.4 for clients/carers
- Outstanding customer loyalty - very low disintermediation
- Broad and deep coverage in London – active in 30 London boroughs and Brighton
- 400 carers / 800 customers
- Nationwide live in care service

Heaven Sent

“ Recently contacted HomeTouch, found the office staff exceptionally friendly and helpful, the system works efficiently, currently employing two carers who were found very quickly.”

HomeTouch reviews
Excellent 9.4

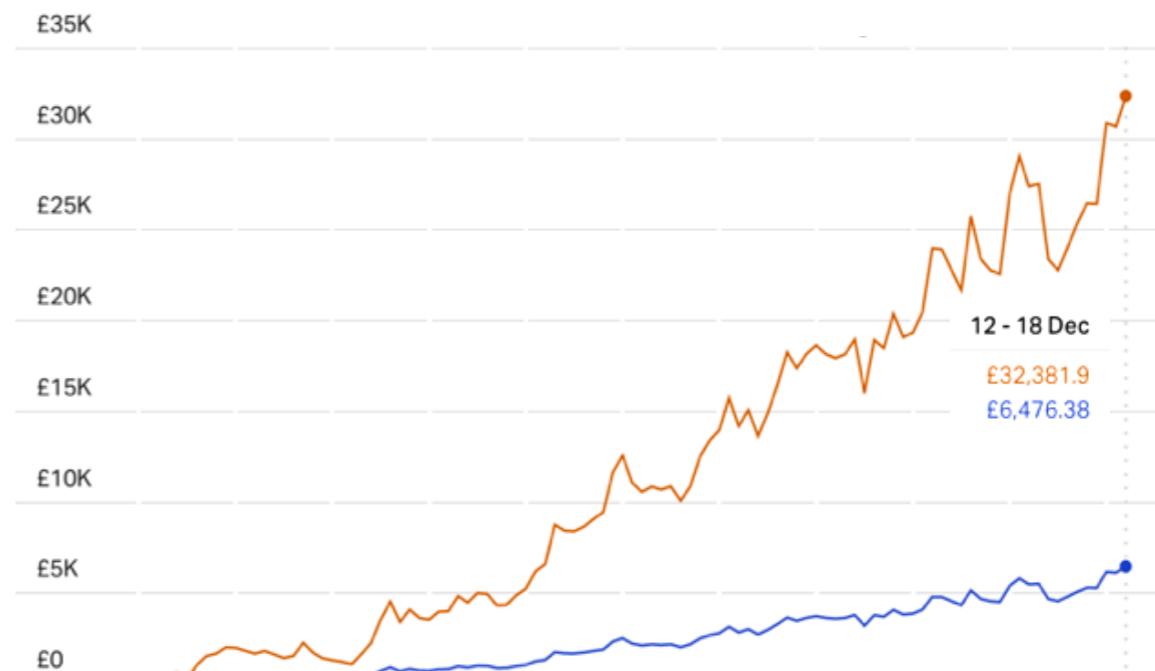


52 reviews on TrustPilot

Our weekly billing is now scaling rapidly and is being driven by the same supply source served by our target acquisition

Weekly transaction volume

Total revenue



Live-in carers harvested

Weekly Billing Contribution

% of database

Pre-acquisition
(access to 0.1% of database)

20

£8k

0.01%

Post-acquisition
(own database)

1000

£375k

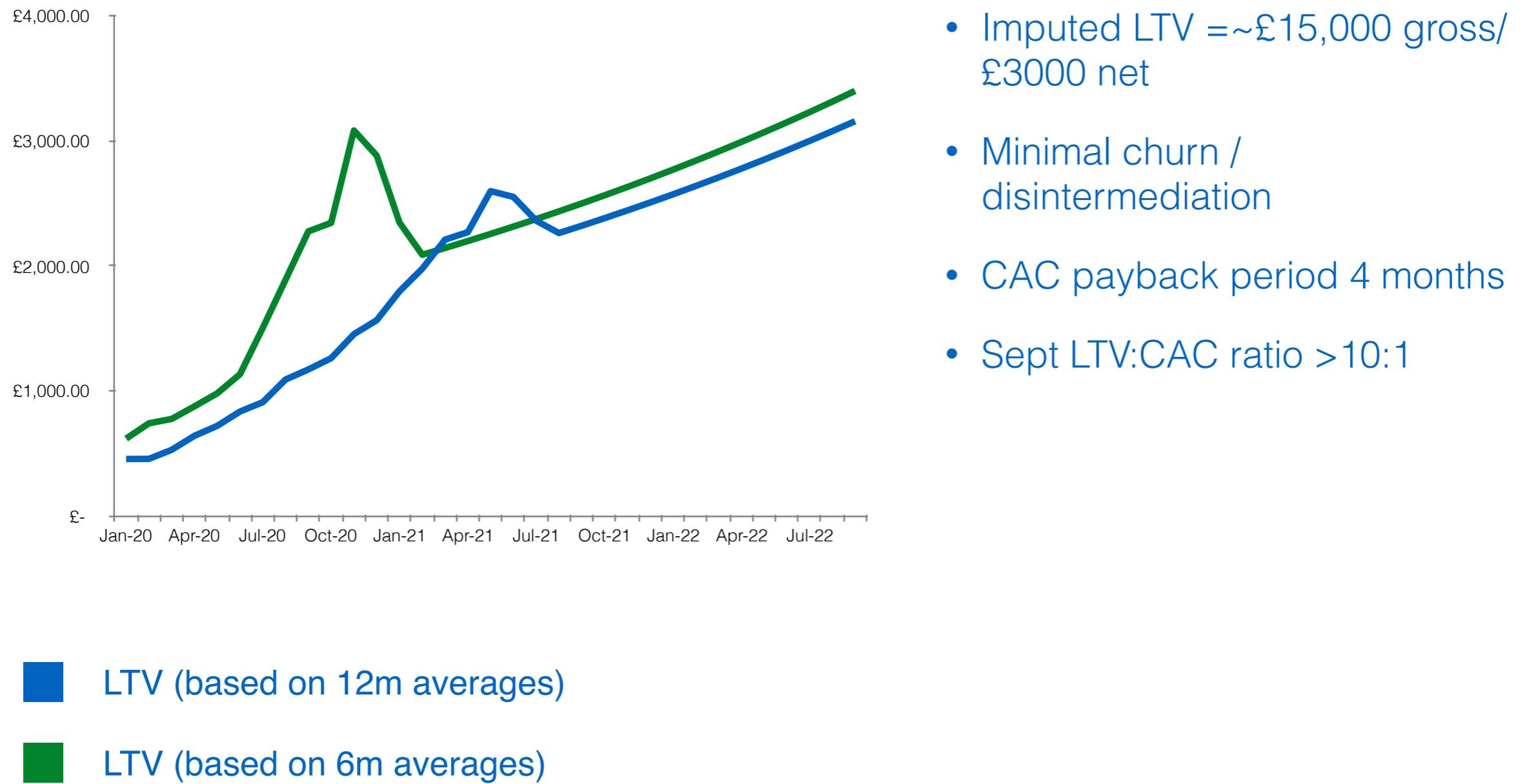
5%

The UK care market is ripe for disruption

- Addressable market of **£2.5bn**
- **21% of families** have elderly care responsibilities
- **1.5m paid carers** in the UK, 80% possess smartphones
- **Care is expensive** and almost inevitable: 75% of people will require care and typical family will spend >£75k over a lifetime



Growing LTV being driven by local network effects and rigorous focus on reducing customer churn



Success in UK home care market requires mastery of two segments:

	Hourly Care	Live In Care
Segment Summary	High LTV as customers upgrade 4x over time	High ticket segment that is displacing residential care.
Ease of finding Supply	Easy - disruptive to supply side as carers earn 75% more vs agencies	Highly supply constrained. Difficult to find quality live in carers. Only one major source in UK
Geographical constraints	Carers need to be local	National coverage as carers travel
Life time value/ weekly billing	£15,000 / £150	£30,000 / £700
Number of agency competitors	7000	400
Determinant of success	Local liquidity of carers + quality of carer	Consultative selling + quality of carer
Market size/growth rates	£2.5bn / 10% CAGR	£250m / 20% CAGR (our estimates)

Competitive landscape in past 12 months but HomeTouch has several competitive advantages

“Closed marketplace” competitors are:

- Poorly differentiated
- Have a glossy front end + standard care agency overhead
- Suffer from limited trust and transparency
- Have limited scalable technology
- Show no evidence of network effects or disruptive model either on supply or demand side



We believe our competitors lack the critical success factors to scale

Critical Success Factors	Quality/ Depth of Supply	Viability of Business Model	Trustworthy brand	Scalable tech	Demand side
 HomeTouch	+++ > 25,000 carers	+++ Scales, with high gross margins	+++ most trusted according to Truspilot, high NPS, Transparent care profiles, performed best in user testing	+++ Automated processes, sophisticated matching through elastic search	++ growing partnerships, SEO breadth, most customers
 elder	<ul style="list-style-type: none"> - Poor supply channels + some good carers, but now constrained due to HT acquisition 	<ul style="list-style-type: none"> ++ high gross margins - I've in care only, but constrained by supply ++ Higher gross margins, but unclear whether tech to scale - cost structure of normal care agency - cost structure of normal care agency 	<ul style="list-style-type: none"> - very few customer reviews, opaque ++ Considered trustworthy in our user testing - very few reviews, pushy, limited credibility - performed worst in user testing, very few reviews 	<ul style="list-style-type: none"> - no evidence of matching algorithm, very high touch sales process - paper based processes, people doing matching - Very basic website with limited functionality +outsourced dev team, reasonable speed of execution 	<ul style="list-style-type: none"> ++ aggressive sales, offline marketing + reasonable PR, limited SEO - no special partnerships or marketing strength ++ NHS partnership, otherwise limited strengths
 SuperCarers					
 VIDA					
 Cera+					

Competitive advantage 1: Ownership of Europe's largest database of Live in carers (25,000)

- Disrupting the Residential care market (£20bn pa)
- Highly supply constrained segment - we now own 80% of market
- Average live in carer bills £30k pa
- Profitable subsidiary with pricing power

Competitive advantage 2: We've developed a proprietary matching algorithm that weights care seeker requirements and matches with the most suitable carer

- Automates a highly manual process - no competitor has this capability
- Surfaces and sorts the best match based on skills, availability, location + 10 other factors

353 carers found.

nw3

Find Carers

▼ HOW IT WORKS

TYPE OF CONTRACT	
Hourly	Live in

TYPE OF CARE	
Personal Care	



Helen C.

Personal Carer Vетted & Approved

20 hours left in weekly schedule

📍 1.91 mi away. Tufnell park

⭐ 40+ hours on HomeTouch. 1 year of experience

I come from Ireland and have worked for care agencies and as an auxiliary nurse, health care assistant in hospitals, care homes and other health care environments. I did the usual daily tasks, e.g. washing,

£18/hr

Competitive advantage 3: Dynamically updated profiles of hours performed, week's availability and background check - no other competitor has come close to replicating this.



Holly P.

£20/hr

Personal Carer Vetted & Approved

7 hours left in weekly schedule

- 📍 2.52 mi away. Belsize park
- ⭐ 630+ hours on HomeTouch. 2 years of experience
- ➡ Driver's Licence and has a car

I have worked as a carer for 4 years and it appeals to me on various levels, working with the elderly and assisting them in all areas of their lives gives me a great deal of job satisfaction. To help them continue to...

[VIEW PROFILE](#)[SEE REVIEW \(1\)](#)

DBS check approved Renewal date: Mar 2018



Speaks English

Emergency Backup

Has a Car

Has Driver's License

Competitive advantage 4: We have a pipeline of > 190 partnerships that offer us unique referral streams, brand associations and credibility

Already Active



+ 15 startups and SMEs



We've developed a diverse and scalable set of channels across online/offline

10% off your first booking

If you or your family needs home care, please enter the code **BRI0003** on our website to secure 10 off your first booking.

Keep this card - we'll be here to help if you need us.


Dr Jamie Wilson
Founder of HomeTouch

Claudia P
Vetted & Approved Carer

hello@myhometouch.com
myhometouch.com
0207 148 6764

To view my experience, qualifications and enquiries, visit:
myhometouch.com/claudia.p



- Paid Search dominance across all keyword groups
- Organic Search – page 1 rankings for major search terms such as “private carers” + 500 hyperlocal profiles that rank on first page of google
- Highly targeted offline ROI – Direct mailing / Leafletting
- Word of mouth - 50% conversion rate lead to customer

An compliance-centric onboarding process has made us the safest and efficient in the industry

- 43 point onboarding checklist
- Largest number of quality vetted carers in UK market
- Pioneered fail safe profile deactivation plugged into Disclosure and Barring service
- Founder member of the “Online Home Care Trust & Safety Forum” – which sets standards for online home care
- We can onboard and payback the marketing/overhead allocation cost of a carer within 4 months

Our technology is more advanced and better differentiated than our competitors and is 50% funded by the UK government

We've pioneered unique features that offer us a competitive advantage

Deployed

Full integrated contracts
and payment system

Sophisticated matching
algorithm for care needs
using elastic search
technology

Granular care profiles with
safety and vetting features

2017 Roadmap

Geolocation of carer
activity

Carer performance tracking
and gamification

Real time care updates

We have honed the hyperlocal rollout with minimal “on the ground” overhead

We have identified 150 locations across UK with £1m+ market opportunity – we are on track to grow Brighton / East Sussex into our first scaled marketplace outside of London

HomeTouch Local Ambassador

On the ground ex nurse drumming up supply and demand remunerated by commission only

Local Influencer word of mouth marketing

Identify and interact with the 500 most influential gatekeepers in the community who act as trusted word of mouth referrals

Use of Funds / Exit Scenarios

- £2m for 18 month runway
- Use of Funds – Nationwide live in care roll out, further investment in tech, performance marketing and partnerships
- Financial Model on request

Our growth trajectory and addressable market offers a 25x payoff within next 3-4 years with numerous exit options ranging from large care groups to well funded US competitors