



# **Mercia Technologies AGM 22<sup>nd</sup> January 2015**

**William Cotton, Chairman  
Canary Care Ltd**





# Experienced Founder Team

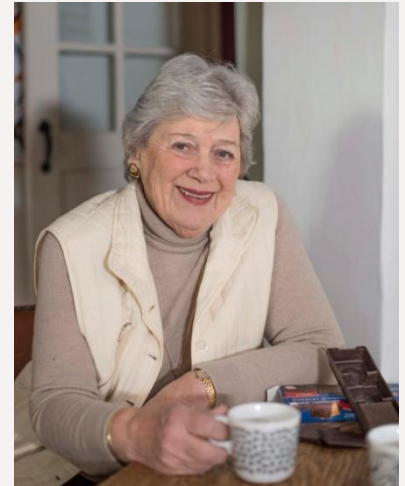
- **William Cotton: Chairman**
  - CEO/MD with wide Healthcare experience. Ex Boots
- **Stuart Sheehy: Managing Director**
  - Ex BUPA (incl. Home Healthcare) & Premier Medical
- **Christopher Curry: Co-Founder & Non Exec**
  - Founder of Acorn Computers, Redwood & GIS
- **Stuart Butterfield: Technical Director**
  - Software professional with extensive start-up experience
- **Claire Vincent : Marketing Director**
  - Marketing professional with Healthcare & Elderly focus
- **Jamie Paton: Business Development Director**
  - Business & organisation experience from INSEAD & Army





# The Opportunity

- **Growing need for solution that can improve the care of the elderly and reduce costs:**
  - Growing ageing population
  - 2.5m over 75's live alone
  - Families busy (& often far away)
  - Consumer needs not being met
  - Overpriced telecare solutions
  - Increasing pressures on government funding
  - Drive to keep elderly living in own homes for longer





# What is Canary?



Install discreet sensors around the home to monitor movement, temperature & visitors

Sensors are coordinated by central hub which relays information to Canary HQ.....

If anything out of the ordinary occurs Canary lets you know straight away by text and email



# The Canary System

- **Standard Canary System £270**  
plus Monitoring Service £15 pcm



- Opportunity for additional revenue from product extensions
- Opportunity for additional revenue from service extensions

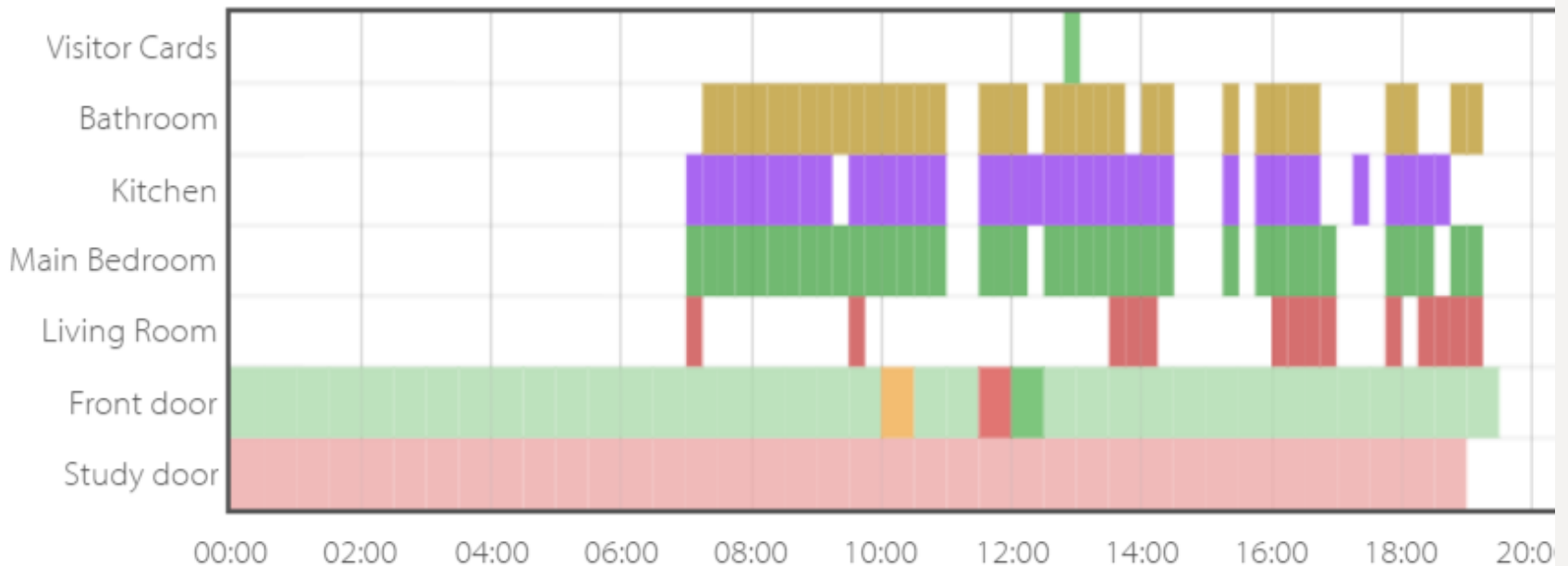


# Monitoring Routine, Visitors, Temperature and Occupancy

Movement, Visitor Cards and Door events

Temperature & Light

Tue Jan 06 2015





# The Benefits: Enables Elderly and their families to carry on living the independent lives they enjoy

- **Reassurance**
  - Peace of mind for relatives/ carers
- **Allows older people to retain independence**
  - Unobtrusive in elderly person's home. No cameras
- **Reliable**
  - Canary does not rely on activation of pendant alarm
- **Easy to install**
  - Simple out-of-the-box installation
  - No Broadband or phone line needed
- **Easy to use monitoring service**
  - Families can monitor their relative via PC, tablet or mobile
- **Cost Effective**
  - Enables Care organisations to optimise care support plans





# Opportunity in both Public Sector & Self-Pay Markets

- **Public Sector Market**
  - Telecare Providers partnerships
  - Local Authorities (direct sales)
  - Domiciliary Care Providers
- **Consumer/ Self- Pay Market**
  - Canary website
  - Elderly brand partnership
  - Multiple retailer partnership
  - Referrals from Local Authorities
  - Sales via Telecare providers







**Thank you to Mercia and all the investors who have supported us!**

