

**with Covid-19 Action Plan**

**PROBLEM AND OPPORTUNITY**

Aging adults have the greatest care needs and the highest per capita wealth of any demographic. Their spending will top \$15 trillion by 2020 (Bank of America Merrill Lynch). Family networks cannot cope, care businesses struggle, whilst global GDP elderly care spend continues to grow. Tech that supports these care needs is virtually non-existent whilst demand grows.

**REMELIFE & COVID-19**

**The ReMeLife platform/market/ecosystem and companion apps, are a 'ready to go' solution for Covid-19 outcomes that are devastating care.**

ReMe provides connectivity, management, and activities for those self-isolating at home, all in a fun manner. For care facilities, ReMe enables digital activities, better knowledge of the person, and time, costs and stress saving functions. Families can remotely monitor and participate in care and activities, reducing separation. Because of ReMeLife's direct applicability, we 've made ReMe **FREE** (visit [bit.ly/remefree](http://bit.ly/remefree)) - **over 600 care homes downloaded in the first 10 days!** We've had new partner requests globally to integrate ReMe with their own Covid solutions (ie Spirit-Health), that now work alongside our existing partners (care robots, wearables, IoT) to address the situation (Acibadem, Consensus Health, Soverin, the NHS, etc.), bringing ReMeLife into a global ecosystem of integrated Covid-19 solutions.

**REMELIFE'S CARE SOLUTION**

ReMeLife provides such "Solutions", from diagnosis to end of life for all those involved in care; from the person, families and carers, to care businesses and governments.

**ReMeLife.com:** A Member based care platform and marketplace (ie LinkedIn, Facebook and Amazon) where Members access support and bespoke services; from offline community, online social engagement and digital jobs, to products and services provided, in a rewards based incentivised manner, by affiliates.

ReMe is the first app solution of its kind proven in care homes and hospitals to positively impact in elder and dementia care

ReMeLife offers a suite of modules that achieve enhanced person centred care, and that include ReMe Market, for care entertainment, service and product providers to promote to a global audience and to perform using ReMeMeets, a care optimised video engagement tool, as well as others that provide an ecosystem of support and activity.

**ReMe Connect:** A unique suite of proprietary Alexa care skills, integrated with ReMe, that support self-care and remote care management, including medication and hydration reminders.

**ReMe (RemindMecare for Business):** ReMe is used by care businesses (home care, assisted living, nursing homes and hospitals). Its person-centred care tools are integrated with business functions (client acquisition, staff training, activity creation, GDPR compliance, regulatory reporting, admin and cost savings), such that ReMe generates a £15k+ pa ROI for its adoption.

**REMELIFE'S USP's**

**Electronic Life Records™:** ReMe captures a new proprietary personal data set, called ELR™ (preferences, moods, habits, wellbeing, memories, life story, family) that builds a personal profile, is portable and usable by all care providers.

**Self-Data Management:** Members control their data deployment preventing exploitation and the vulnerable from abuse. ELR supports care engagement, admin, reporting, research and Members informed product purchasing from ReMeLife affiliates.

**ReMC Token:** The ReMeLife utility token empowers Members to manage and monetise their data usage and be rewarded/reward others for good care provided.

**Integratable:** Usable on tablets, TV, Alexa or integrated with wearables, social robots and care planning software, ReMe is 'inside' empowering many other systems.

**Accredited:** Approved by the NHS and prescribable by UK doctors.

**REMELIFE'S COMMERCIAL OPPORTUNITY**

With ReMe now used in care facilities across the care journey and providing enhanced person-centred care and an ROI, and with its distribution channels set up, ReMeLife is poised for "hockey-stick" unicorn-style revenue growth courtesy of its viral architecture.

The care circle of each Member cared for generates 7+ family and carer Members. Each care facility brings 200+ persons cared for, family and carer members. All are rewarded with ReMC's for their referrals to others interested in improving the care of their own loved ones.

**ReMeLife with its companion apps, is an existing online global Medtech business; a highly scalable b2b/b2c social media and channel marketing driven tokenised platform/marketplace. Freemium based with significant social impact, with high margins and a network effect-based configuration, ReMeLife projects virally propagated revenue growth.**



“ ReMeLife changed my life. I’m less lonely and now talk to my family again, and to my carers. I’m not ashamed of my dementia and enjoy life again ” ReMeLife member, London

## PARTNERS & CLIENTS

These include Sharp, Amazon, Consensus Health, Acibadem, Genie Robotics, as well as affiliates.

## REVENUES

ReMeLife’s gains revenue from subscriptions (care facilities at £700-1500/month) and from its Members freemium model (premium services ie ReMe Connect, £3/month). With ReMeLife Members attained at scale, then other revenue streams (ie advertising, affiliate sales, data sharing, own products) will become relevant. Current financials present only subscription revenues.

Channel partners earn subscription margins to incentivise participation in ReMeLife’s global distribution strategy. Based on agreements with channel and care partners (Sharp, Acibadem, CareUK, Bluebird) and care planning software providers (ie EveryLife, Epiccare, etc.), as well as others in Australia, Ireland, Europe and the US, ReMeLife is on target in 2020 for deployment in 1000+ care facilities, to 1 M+ Members and £3.9M in revenue, and is poised for “hockey stick” revenue.

ReMeLife is on target in 2020 for deployment in 1000+ care facilities and 1M+ users, and is poised for “hockey stick” growth thereafter

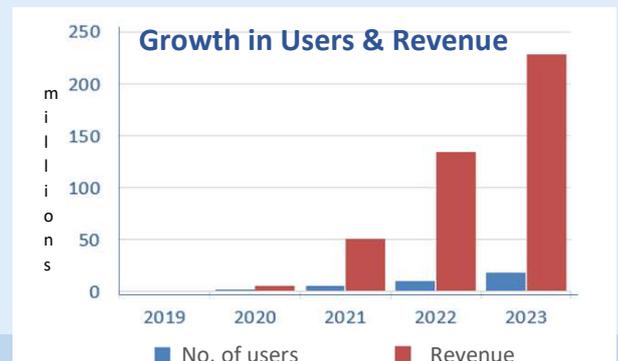
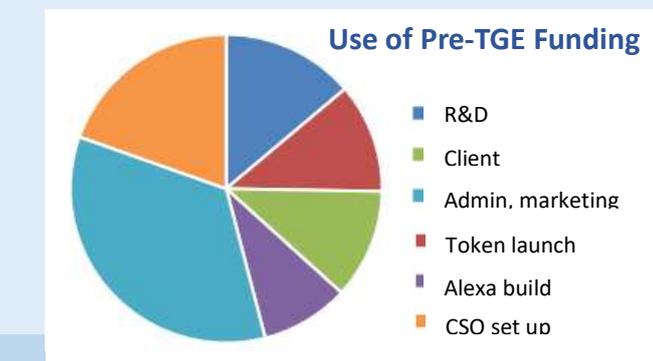
With the launch of its DLT-based tokenised loyalty program, to incentivise its global eco-system members, its planned international rollouts in North America and Asia, and global partnership with Amazon, ReMeLife is focused on achievable goals for 2021; a global user base of 3.8 M and revenue of £38.6 M.

## FOUNDERS

ReMeLife has a seasoned and passionate management team, led by co-founders, Simon Hooper who leads the commercial side of the business and Etienne Abrahams who fronts the technology part of the business, both with deep global experience in healthcare, tech, blockchain, and in managing early and growth stage businesses, and whom are driven to a the world of person-centric care.

Phase 1: ReMeLife has previously raised £600k in equity funding to build, pilot test and commercially launch ReMe and ReMeLife in the UK.

Phase 2: ReMeLife is now raising a £500k Convertible Promissory Note: with very attractive terms to cover the costs of current R&D, Alexa care skills build and the fees for setting up, launching and marketing the TGE (Token Generation Event) in December 2020.



## THE TEAM

**Mandy Thorn:** Vice Chair of the UK National Care Association, with 27 years of experience in elder care and owner of the largest care home in Shropshire.

**Alistair Gray:** Finance Director, former VP EMEA for JAS World-wide and ex-KPMG auditor.

**Guy Cooper:** Ex head of Virgin Public Sector.

**Radhika Narayan:** 18 years of digital health experience with a Masters in Hospital technology.

**Anton Christof** - Blockchain Manager, founder of KPMG’s Blockchain Centre of Excellence.

**Dr. Stewart Southey:** Specialist in Blockchain in Healthcare, founder of Catena blockchain consultancy

**Lisa Tan,** Tokenisation expert with multiple blockchain project experience.

## ADVISORS

**NetSocLab:** Blockchain funding leaders and experts in project design and execution.

**Lindsay Royan:** Head of Psych. Services at London NHS Foundation Trust with 26 years working in elder care.

**Sir Vince Cable:** the former Leader of the UK Liberal Democratic Party and ex Chief Economist at Shell.

## FUNDING

**Phase 1:** ReMeLife has previously raised £550,000 in equity funding to build and launch the Solution in the UK.

**Phase 2:** ReMeLife’s current funding round will cover the costs of final R&D, complete the build and launch of Covid-19 functionality and ReMe Connect.

**Phase 3:** Post launch of ReMe’s new functionality, apps and Alexa skills, a further round will fund global market penetration. This will be a partner led round and is intended to facilitate entry into the US market.

**In summary, ReMeLife, is not an MVP but is an existing, NHS accredited healthcare business, that’s using innovative tech to address today’s care needs, and that’s ready for global growth, whilst achieving significant social impact in the elder and dementia care sectors.**