

# A TOTAL CARE MANAGEMENT SYSTEM THAT DELIVERS THE FULL SPECTRUM OF PATIENT CARE

B2B SAAS | CareTech | At-revenue | Seeking £300k (EIS)





## Existing care tech does not work for complex care.

Existing care tech has not adapted to the **evolving demands of care providers**.

Existing solutions are workforce management platforms, with only basic patient care functionality. **They were never intended to manage the full spectrum of patient care** (from dementia, to high-dependency, clinical care), all in one solution.

This problem affects all care providers, but is most acute with those providing **complex care, i.e., brain trauma, stroke rehab, chronic illness, severe learning disability etc.**

Care providers are demanding a robust and flexible **total care management system** that is powerful enough to adapt to any level of patient need.

# SOLUTION

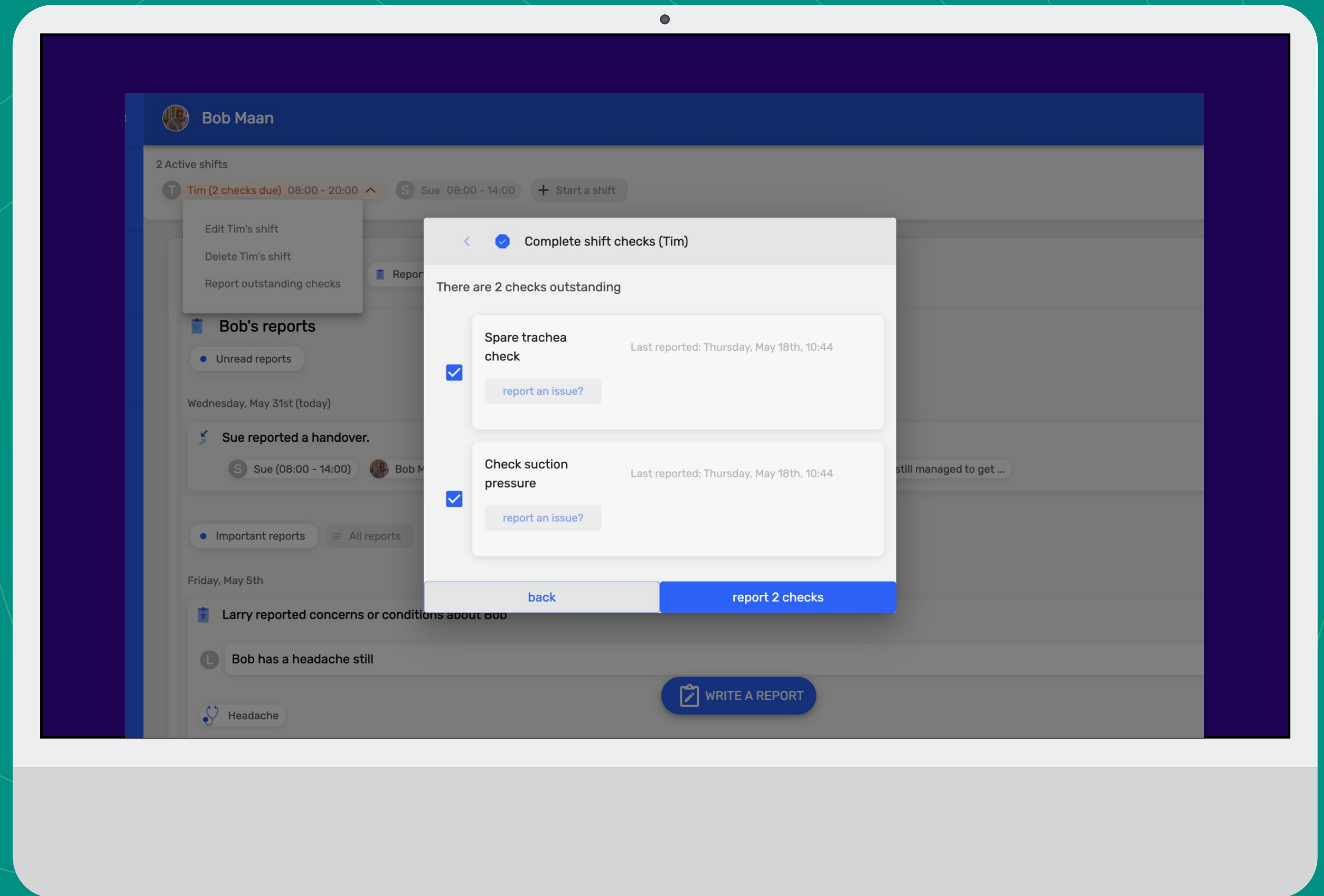


A total care management system that delivers the full spectrum of patient care.

Total Care Manager (TCM) is a SAAS-based **electronic health record** platform that supports the delivery of hospital-level care in the community.

TCM was built from the ground-up to support the **full spectrum of care needs**, in any care setting.

Inspired by the founding team's first-hand experience of supporting a patient with **complex care needs**, TCM is the only true patient-first care platform.



# WHY THIS PROBLEM?



## Better care through better technology.

We know, from first-hand experience, that the **effectiveness of care** management has a direct impact on patient outcomes.

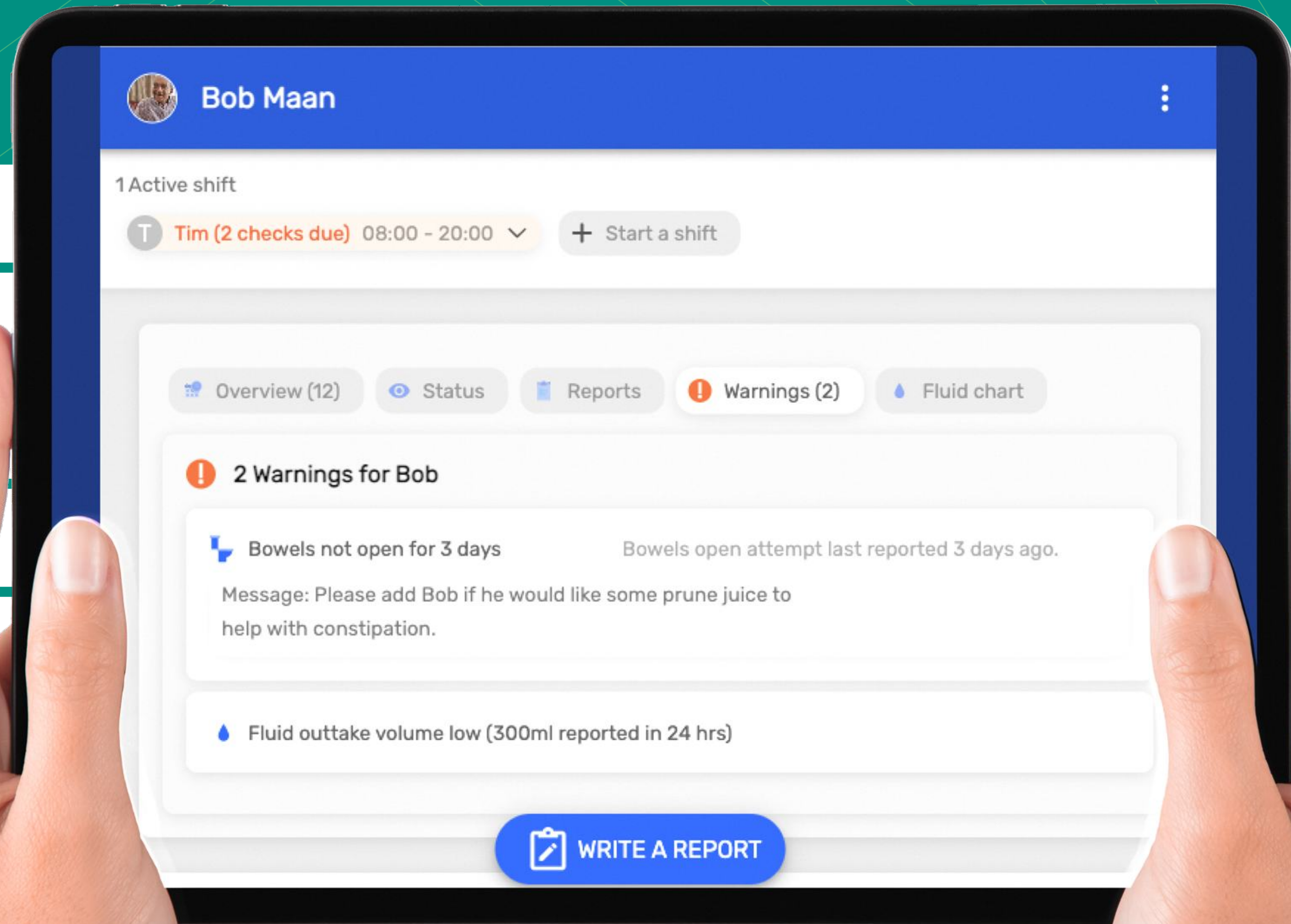
Our deep understanding of this market has allowed us to uncover the **frustrations that care providers** are experiencing with existing tech solutions.

We created **Total Care Manager**: a patient-first care platform that supports the delivery of better care for the **30,000 care providers in the UK** and **48,000 providers in the USA**.

# THE PRODUCT

Hospital-level tech for community-based care.

- ✓ Unbundled Electronic Health Record (EHR)
- ✓ Manages full spectrum of care
- ✓ Specialist focus in complex care
- ✓ API-first architecture with open API
- ✓ Extensive customer testing
- ✓ Clinically validated (by experience)



# WHY NOW?



The global care tech market is valued at \$6B, with 12% CAGR in EMEA; 9% in USA.

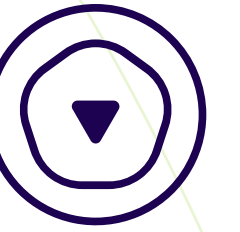
Market growth is being propelled by multiple factors, including UK government incentives (**Digital Social Care Records** funding) and **stricter regulation** around care reporting.

Meanwhile, **more complex care patients** are being supported by adult social care providers, who require advanced tools (such as TCM) to serve these **higher-margin customers**.

In addition, 37% of UK care providers have still **not adopted a care tech solution**, due to lack of suitable technology.

This landscape creates a perfect opportunity for Total Care Manager to **acquire significant market share**.

# HOW WE MAKE MONEY



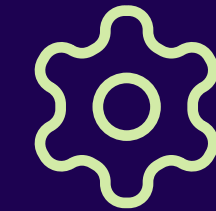
**Licensed SAAS  
product**

(per patient)



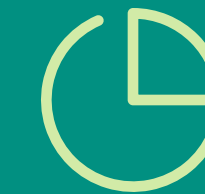
**Multi-year ARR  
model**

(3+ year lock-in / £36k LTV)



**Significant  
implementation fees**

(one-off / £10k+)



**SME and Enterprise  
pricing tiers**

# SALES STRATEGY



## Enterprise sales process

(multi-meeting, multi-stakeholder)

## Land and expand

(by ward, by location, etc)

## Go-to-market strategy

- Outreach & direct sales
- Inbound (SEO/content & social media)
- Paid advertising
- Referrals/Partnerships/Events
- PR & Awards

## Targeted KPIs

Leads generated (MQL): 600 leads (50 per month)  
Conversion rates (MQL-to-SQL): 90 leads (8 per month)  
New clients - 15 clients (1.2 per month)  
Fee structure - 13 patients @ £75 per user/ per month  
Conversion value - £12k per client (Y1) | ARR  
LTV (per/client) - 3 year contracts (£36k)  
Total conv. value (Y1) - £180k  
Typical conv. time - 6-9 months

## £2.9m in Sales Pipeline

9 enterprise companies in pipeline  
Un-weighted value - £2.9m  
Weighted value - £180k (within 6-9 months)  
Y1 target of £180k

**CAC: £4,630 LTV: £36,000 CAC to LTV: 9.34**



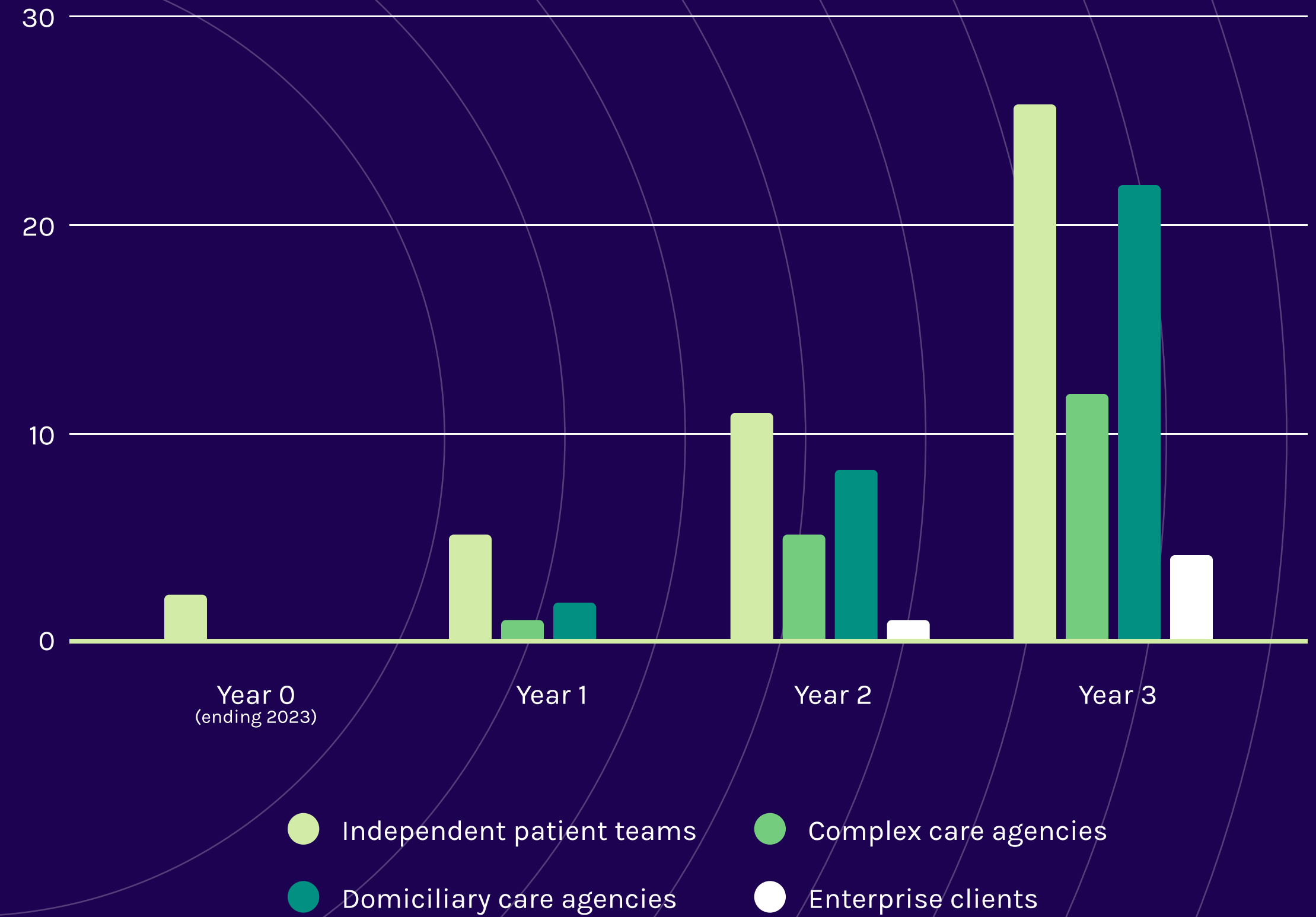
# GROWTH FORECAST



**110 active clients  
& £2.52M ARR  
by Y3**

We have an aggressive growth plan built around the acquisition of 20 clients in Y1, 30 in Y2 and 60 in Y3.

Number of client wins by year, broken down by client type



# CUSTOMERS



## Independent Care

Single client supported by a care team of 15-20 care stakeholders

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Existing customers



## Care Agencies

Care providers supporting multiple patients (10-250) in a specific geographical area

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In progress



## National Care Groups

Own and operate multiple care agencies and care homes across the UK

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In progress



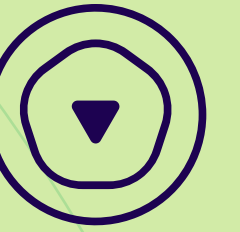
## Private Health

Use white labelled version of TCM to manage complex care insurance cases

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Y2+ expansion

# TRACTION



**£2.9m sales pipeline**

(un-weighted / £180k Y1 weighted)



**Clinically validated solution**

(by-experience)



**Live product**  
(BETA)



**Deep sector knowledge in founding team**



**At-revenue**  
(£8k generated for 23/24 FY)



**x2 active clients**  
(Mar 22 + Feb 23)

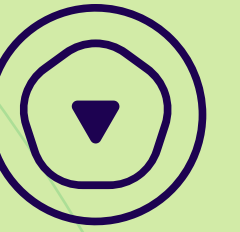


**Extensive channel partnerships**  
(workforce vendors, etc)



**Founders on Allia Impact & EPAM accelerators**

# ASSETS



Total Care Manager Ltd has both tangible and intangible assets, including...



Client contracts  
(ARR)



SAAS Business  
Model



Proprietary  
Technology IP



World-class  
Clinical Advisors



Strong Gross  
Margins



Strong Organic  
Search Rankings  
(Google)

Trademark (Pending)

# MARKET SIZE

The UK & US markets have similar characteristics, with light regulation and low friction around care tech adoption.

Based on £12,000 ARR (per average client):

## TAM

UK market: 30,000 care businesses (mostly SME)  
US market: 48,000 providers (typically 5x larger)

## SAM

About 40% of providers deliver complex care; ~20% may consider our tech suitable

## SOM

Over 7-10 years, TCM would expect to take ~6% of a growing and diversifying global market for care tech solutions



## TAM

80,000 care providers in the UK & US  
\$960m ARR market size\*

## SAM

20,000 care providers in the UK & US  
\$240m ARR market size\*

## SOM

5,000 care providers in the UK & US  
\$60m ARR market size\*

\* Assuming £12k ARR av. client value.

# MARKET POSITION



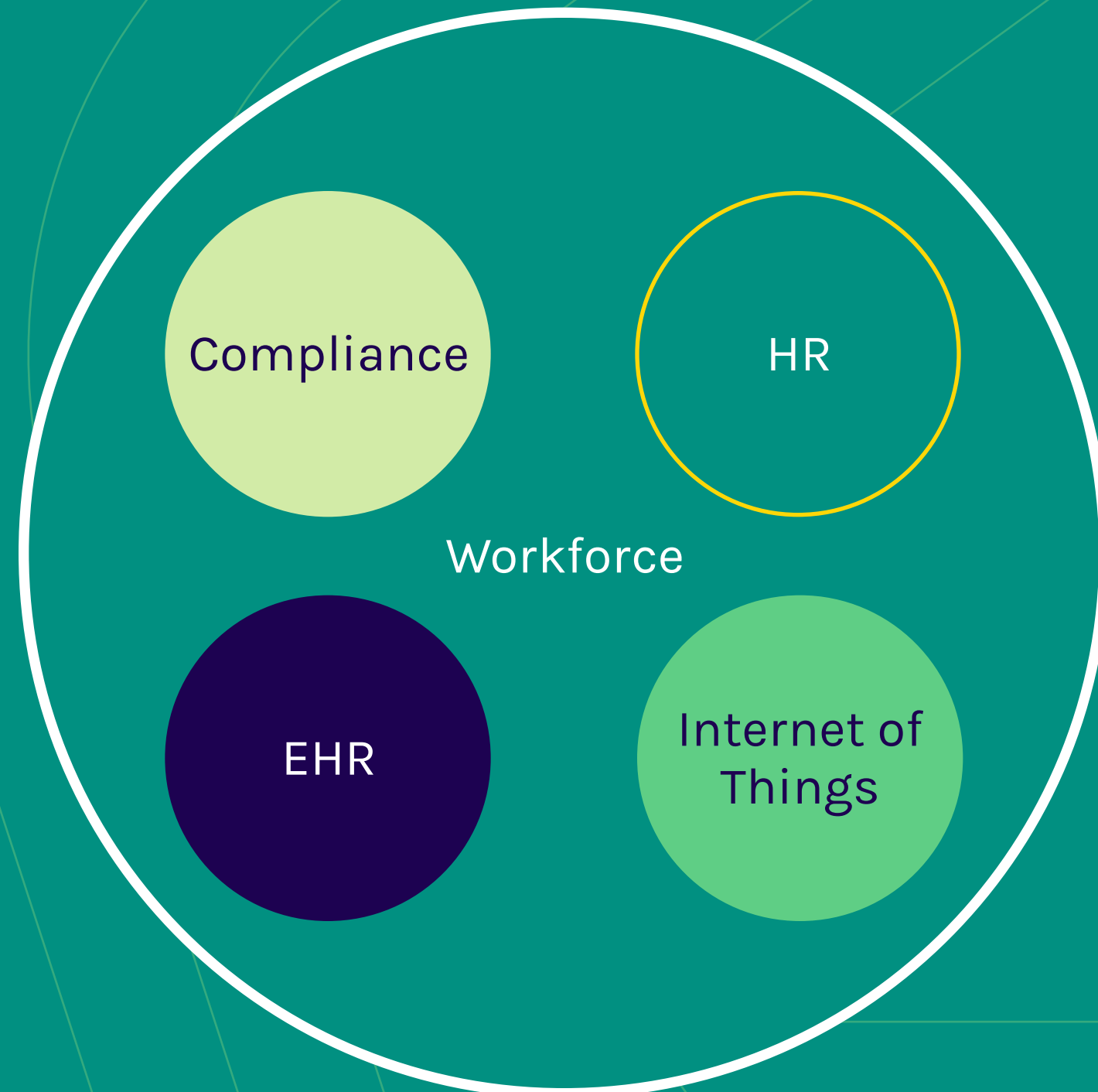
Others  
(Bundled)

access

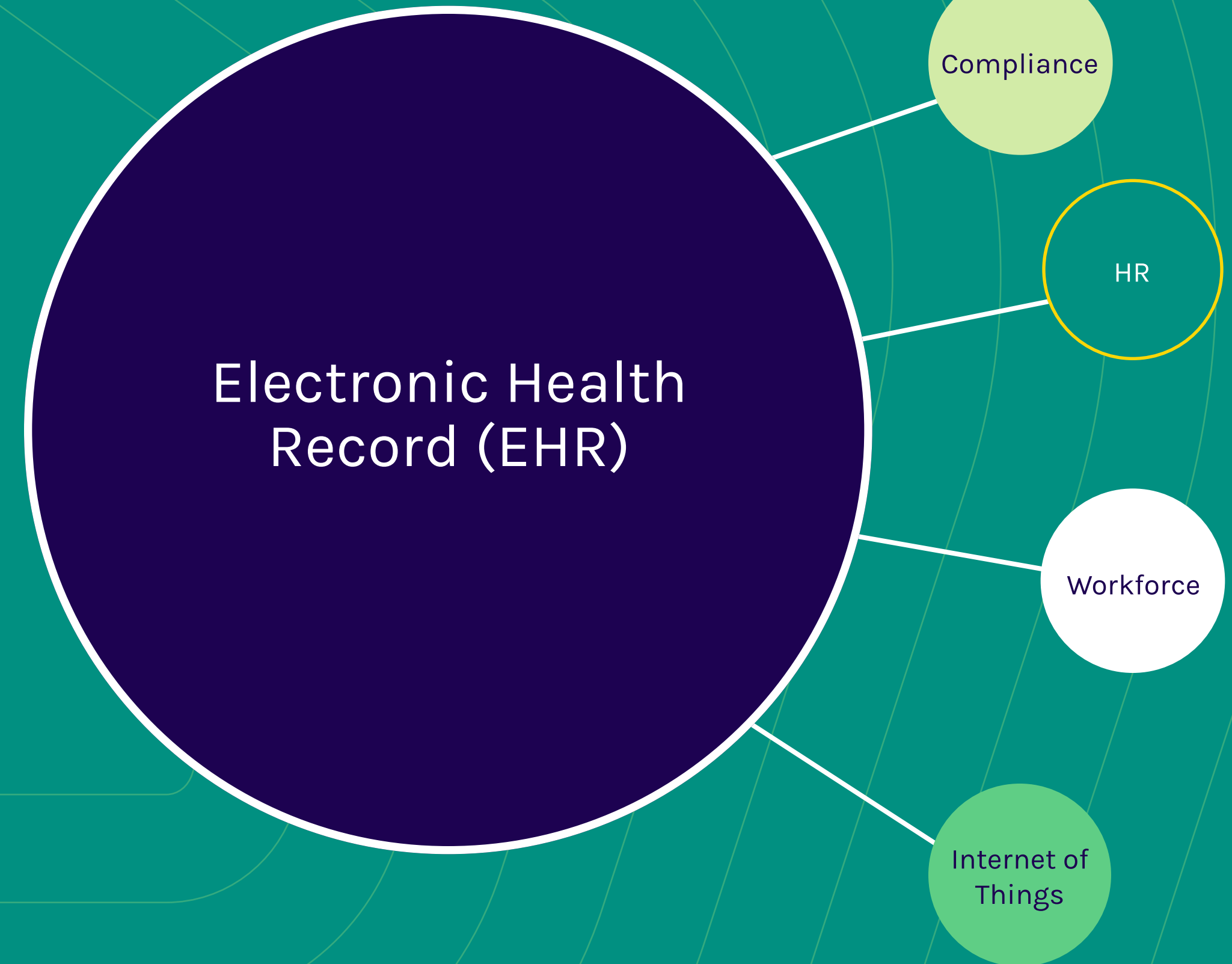
onetouch  
we care more

birdie

nourish



TCM  
(Unbundled)




# MILESTONES



 **DECEMBER 2021**

Prototype launched with first user on free trial

 **MARCH 2022**

1st paying BETA customer onboarded

 **OCTOBER 2023**


**Vendor programme launched**  
(onboarded Shiftbase, Sona & Rotacloud)

 **MAY 2024**

**Agreement with PatientSource**  
(new white labelling option)

 **FEBRUARY 2022**

Product validated by clinical advisory board

 **MARCH 2023**

2nd paying BETA customer onboarded

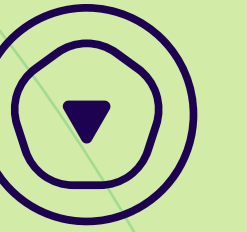
 **FEBRUARY 2024**

Accepted to Allia Impact accelerator

 **JULY 2024**

Launched fundraising round (£350k pre-seed)

# FOUNDING TEAM



The founding team, supported by our advisory board, blends lived-experience of adult social care with the clinical, technical and commercial skills and experience to drive business growth.



**Antoine Tooley**  
Founder & CEO

Worked in complex care for 20 years after caring for his brother. He is also a full-stack developer and holds an MSC in Oncology.



**Paul Tomlison**  
Chief Revenue Officer

15 years experience of sales & marketing at startups and scale-ups. B2B SaaS & GTM specialist.



**Dr. George Page**  
Chief Medical Officer

A&E Consultant at Exeter Hospital with 15 years medical experience. Deep knowledge of hospital EHRs & complex care.



# ADVISORY BOARD



**Debbie Field**  
Principal Advisor (Care)

Debbie advises on complex care delivery in the community, bringing expertise in ventilated care from her work as a nurse at Royal Brompton Hospital.



**Andrew Gardner**  
Principal Advisor (Commercial)

Andrew is a multi-exited care tech founder & investor. His profile includes a long stint on the board of Nourish, another innovative care tech provider.



**Daniel Casson**  
Health Tech Advisor

Daniel is a highly-regarded technology expert in adult social care, who advises care providers on their tools and systems.



**Andrew Brisbin**  
Startup Mentor

Andrew is an exited founder who now advises innovative impact startups through his work with the Allia Foundation.



**Jennie Buse**  
Financial Advisor

Jennie is a corporate accountant at Sam Rogoff & Co., and a longstanding collaborator of the TCM founding team.



**Niall Mackle**  
Legal Advisor

Niall is Corporate Finance Associate at Burges Salmon LLP, with a specialism in legal matters for SaaS startups.

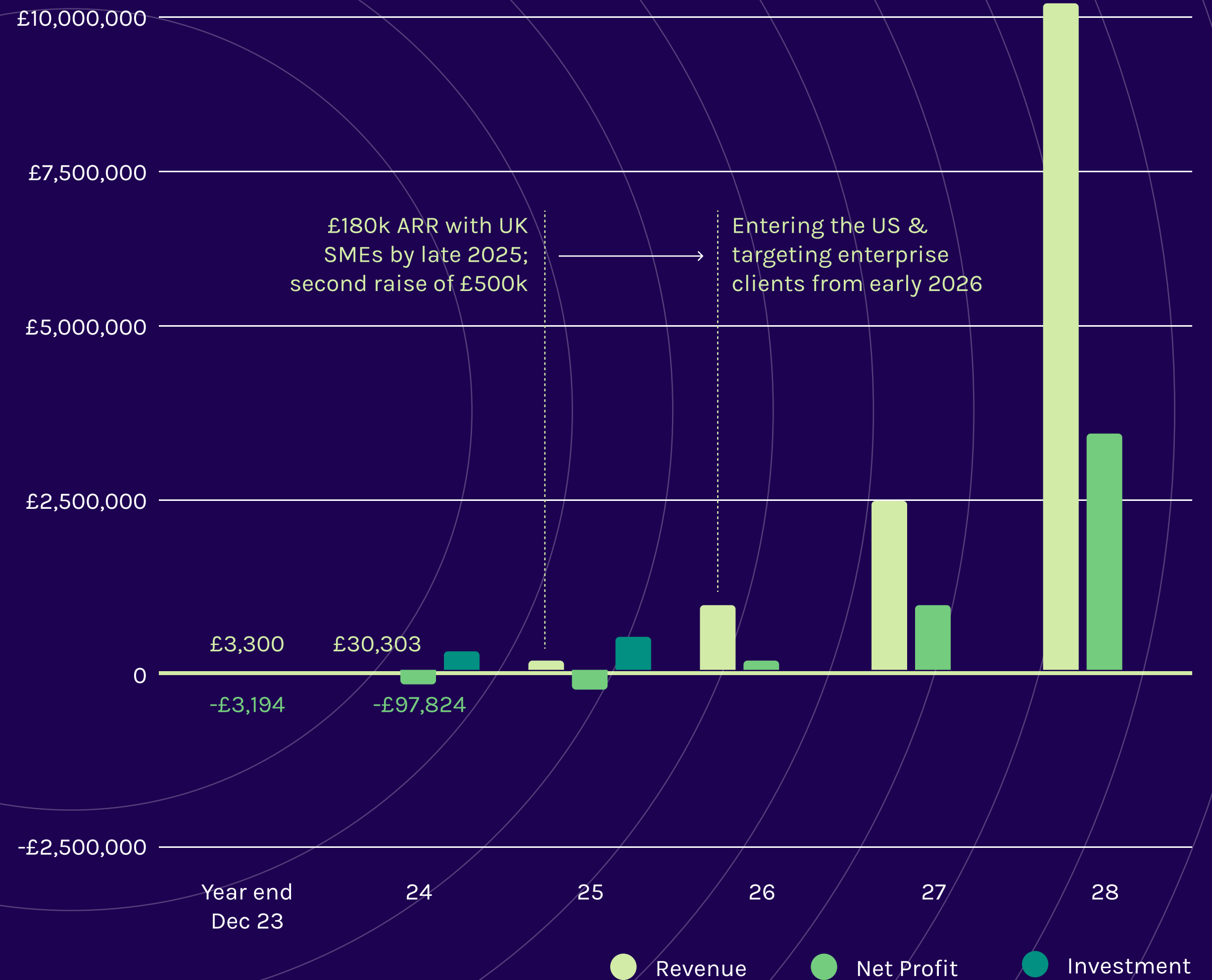
# FINANCIAL FORECAST



**£10.2M ARR**

**and £3.8M  
EBIT by Y5.**

TCM's SAAS model means low operations costs relative to the high EBIT achievable as we scale.



# THE ASK



Total Care Manager Ltd is seeking £300k equity investment at a (pre-money) valuation of £2.0M.

The funds will be used to drive TCM's revenue growth through **marketing and customer acquisition**, to develop the product and to create a scale-ready business.

We are projecting the business will move into profitability in Y3, but intend to raise again (Q4 25) to further fuel our growth.

## Product Development

Product design, coding, development, testing and technical support

35%

## Customer Acquisition

Sales, marketing and user acquisition via ads, marketing, promotion, branding and PR

30%

## Overheads & Infrastructure

Capital purchases (Servers, IT, etc), team expansion, talent acquisition and overheads

20%

## Professional Fees

External consultants, advisors, legal and investment fees

15%

# EXIT STRATEGY



TCM Ltd has a **deep understanding** of the care tech market and intends to provide shareholders with an **excellent return** on their investment within 5-7 years via a trade, corporate, or private equity sale.



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They will acquire TCM for  
**Data, Innovation, Customers & Profits**

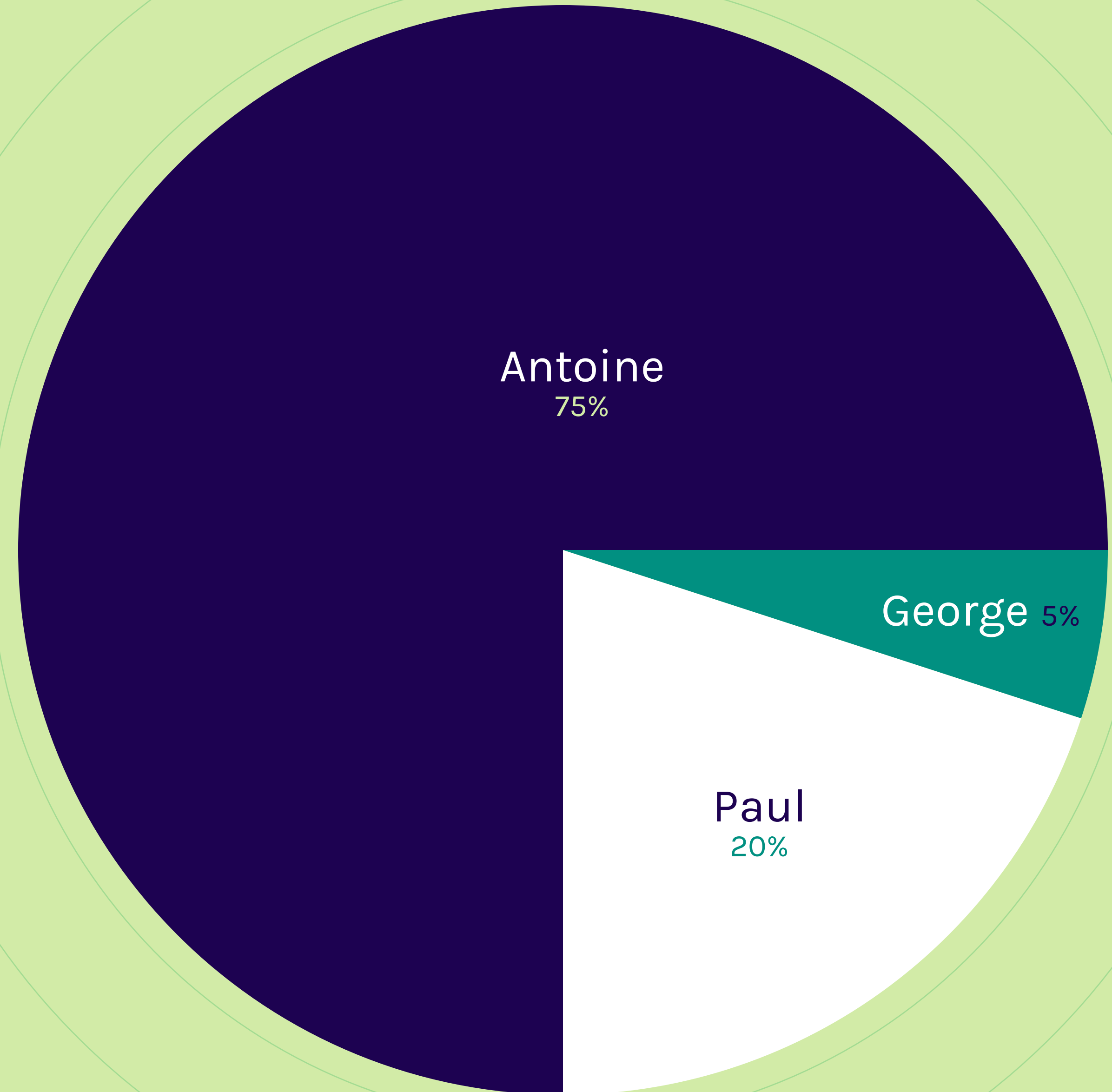
Timescales  
**5-7 years target exit**

# CAP TABLE



Beyond the Founders, the leadership team will all be included in the new 10% equity options scheme.

- Advisory board are non-shareholding and are not remunerated



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