

A new way
to age at home

birdie

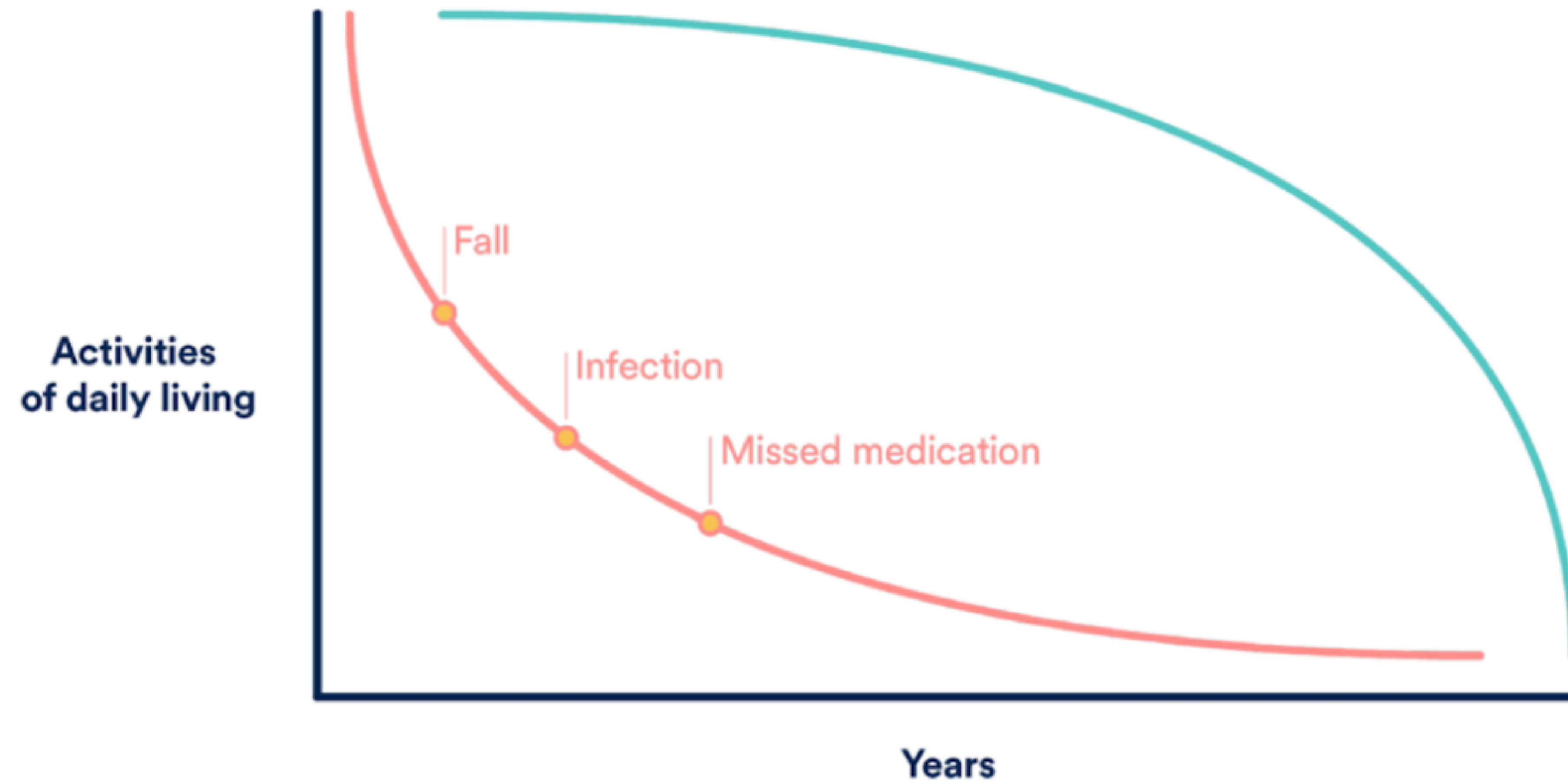


The ageing tsunami

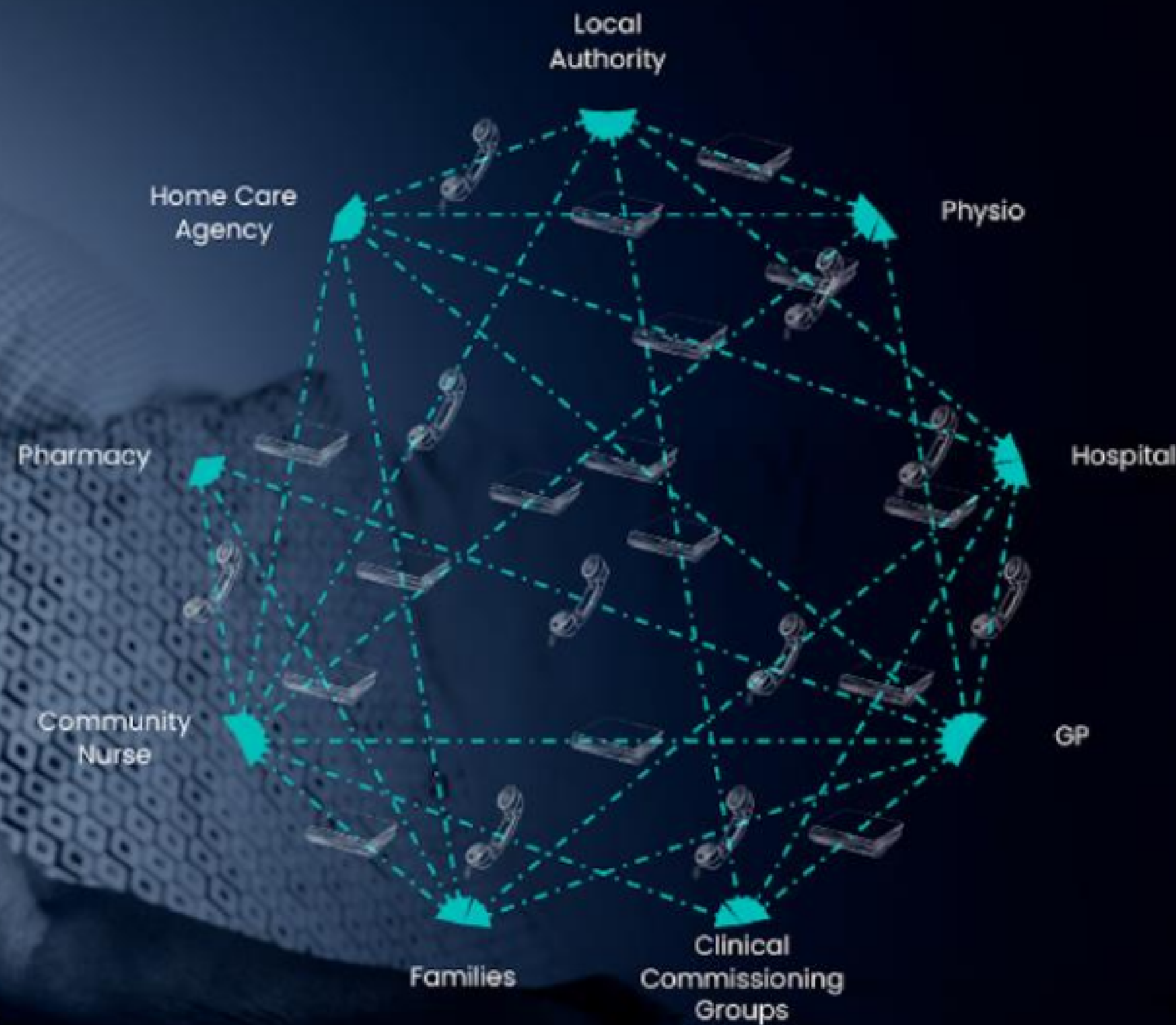
65+ yrs population will **double** over next 20 years, reaching **2bn**

Elderly care consumes **60%** of the healthcare costs today

Our **vision** is a world in which we can all **age vibrantly** and **with confidence**



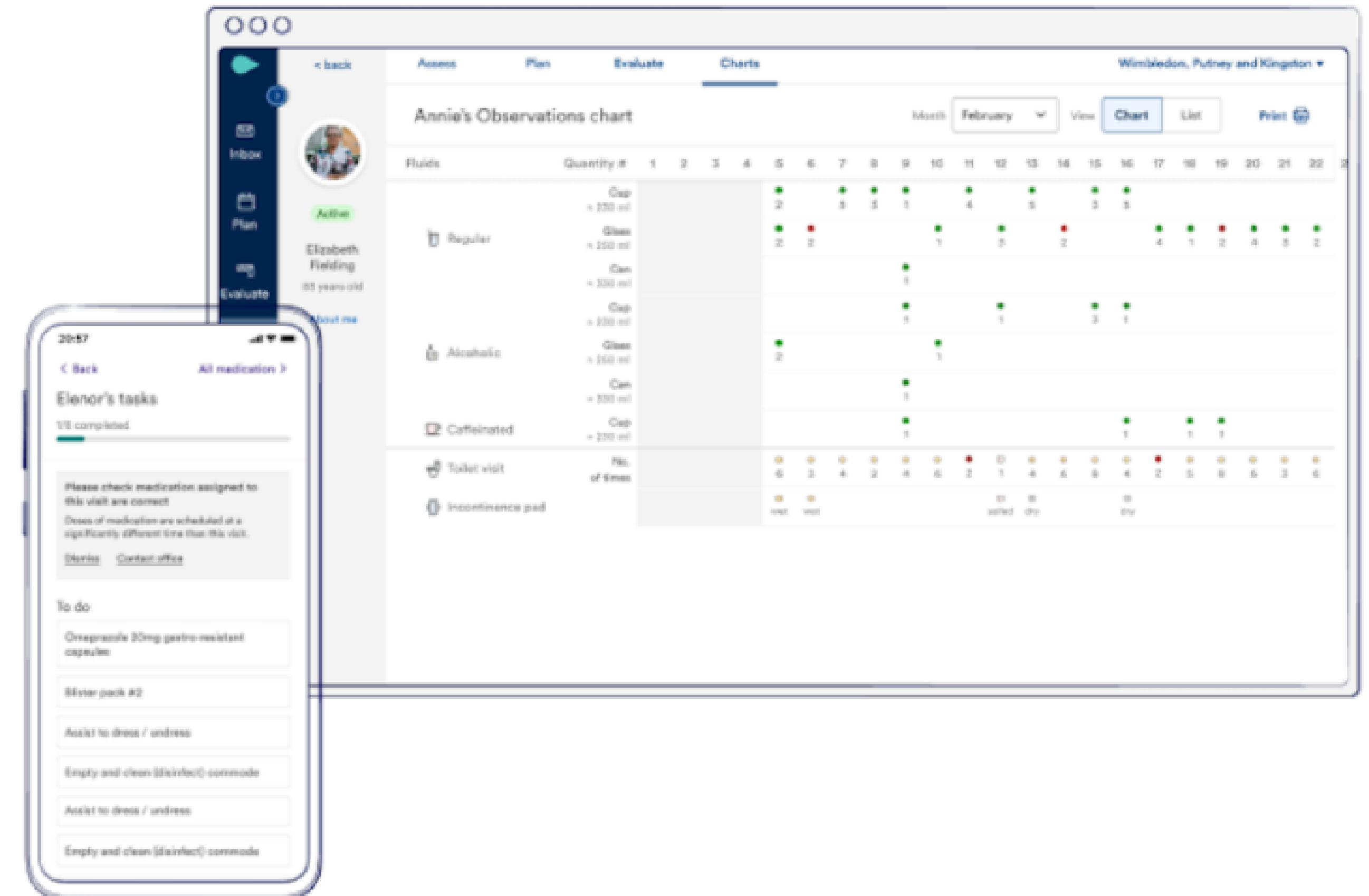
Home care is the future, but it's broken



- ▶ **Standard & reactive**
- ▶ **Uncoordinated**
- ▶ **Inefficient** (70% ops on paper)
 - Care delivery
 - Back office operations
 - Matching
 - Compliance
 - Carers recruitment/retention



Person-centred,
preventative care
platform transforming
elderly home care



We're addressing a global home care providers market of £100bn



Home care providers market

UK addressable market

£1bn

Global addressable market

£100bn



Powered by **soaring**
customer adoption across the UK



15,000

Older adults supported weekly
by Birdie-equipped carers

300

Client home care
agencies across the UK

3,000

Families using Birdie weekly



An all-star passionate team to de



Malte Gerhold
Chief Integrated Care officer



Jo Barlow
Clinical PM



Kath Middleton
Clinical AI Product Lead



Gwen le C
CTO



Awards & press

Accelerat





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