

# MARKET INFORMATION

## Facts and figures of ConnectedCare in the marketplace

### In which countries is ConnectedCare available?

It is available in The Netherlands but is available in multiple languages so we are looking for partners in other countries.

**Do you intend to enter new national markets in the next few months? If yes, in which countries?** We have a partner in Germany. The process might take more than a few months.

**In which market segment do you operate?** Independent living, on-demand services, technology at home

**Describe your typical customer?** Our typical customers are municipalities and care organisations who want to increase self-management and prolong independent living for their seniors.

**Who are your main competitors?** Care collaboration platforms, community platforms.

**How has Covid-19 affected your target market?** The pandemic has resulted in new B2B customers, which is very valuable. At the same time, it has slowed down projects that had already started as municipalities and care organisations had to focus on Covid-19 care first. It's time to organise services to support seniors at home so they will be better prepared if the virus strikes again. We have the expertise to help with seniors' independence.

**What problem is ConnectedCare addressing?** To prolong independent living, we need to help people organise their safety net. When seniors organise their network of caregivers well, they can stay at home longer. Our technology is easily integrated to monitor actual status with mobile alarm buttons and sensors in the home, but the biggest value is in bringing together people and organising day-to-day care.

**Why is ConnectedCare better than what is already available?** The focus is on bringing together people and organising day-to-day support rather than providing technology.

**Is there a growing market for ConnectedCare?** Yes. There is an increasing focus on prolonging independent living and supporting self-management. Our service facilitates both.



**Do you mainly sell B2B or B2C?** B2B.

**What are your main distribution channels?** We collaborate with strategic partners who have access to end users. In particular, PostNL and with care organisations.

**What is the business model for ConnectedCare? eg. monthly fee, one-off payment, etc.** The business model is two-fold: (1) a monthly fee for care organisations and (2) a kick-back fee for on-demand services and optional technology.

**Do you offer different versions of ConnectedCare? eg. basic, premium, etc.?** The basic version facilitates communication and coordination. The premium version offers the integration of technology and video communication.

**How many users are already using Connected Care?** The number of users is confidential.

**How does this compare with the overall potential of the market?** There is a huge market potential which is not yet reached.