



INTELESANT LTD

One line pitch:

Howz lets an elderly person's family know they are safe, warm, well and connected

Market Analysis:

In Europe 29m people over 65 live alone and the population is ageing. In the UK around 40% of these have at least one long term condition. 21% of men and 30% of women need help with at least one Activity of Daily Living. 3m employees combine work with caring and 1/6, mostly women give up work to care. Overall 9m are involved in unpaid care. Telecare aims to reduce these pressures and prolong independent living. However it tends to be an expensive B2B, proprietary system highly dependent on contact centres, limited to alarm response with no analytical or predictive capability.

Value proposition:

Howz is disrupting telecare through a low cost B2C/B2B2C proposition that can scale to millions of users. The approach is based on a growing body of research suggesting that changes in daily routine can signal a change in health and well-being. Howz takes data from 'off the shelf' Smart / Connected Home sensors or other low cost sources (e.g. Smart Meters) and uses machine learning to detect both short term anomalies from routine and longer term changes in behaviour. Alerts are sent to the family or immediate care network removing the need for a contact centre which can then become an optional premium service. APIs allow data sharing with other digital services with the resident's consent.

Business Model:

Subscription starting at £5/€5 per month plus hardware +/-£200. We are also planning a freemium model making use of smart meter data. We want to build a strong consumer brand - these do not exist in the sector today. We will distribute online but build presence through channels: Energy utilities - facing deregulation & digitisation Howz can differentiate their offer, retaining customers and discharging legal responsibilities to the most vulnerable Home insurance - synergy between the Smart Home and the management of security, flood and fire risk Health Insurance - early intervention, supportive discharge Social housing - early intervention, social isolation Flexible benefits - caring employees

IP and Regulatory situation:

Howz is not classed as a medical device. Howz is trademarked in relevant classes in EU and pending in USA.



COMPANY PROFILE

- **Website:**
www.howz.com
- **Field:**
- **Contact:**
Burr Jonathan
jonathan@intelesant.com
- **Location:**
Unit 26, Greenheys Business Centre Manchester Science Park, Pencroft Way M15 6JJ Manchester United Kingdom
- **Founded in:** //09/2013
- **Employees:** 5
- **Financial information (€):**
 - **Company stage:**
Commercial availability
 - **Capital raised to date:**
1.6m
 - **Monthly burn rate:**
56k
 - **Capital seeking and date:**
- **Investors:**