

A revolutionary approach to Personal Emergency Response Systems (PERS)

“If you fall,  
it will call”



# Investment Summary

Seniors Wellbeing Ltd  
ACN: 165 706 883



Industry Sector: Health

Company Status: Early Stage

Requirement: \$1m equity for 24% of company

Exit Strategy: Trade Sale within 5 years

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## MAJOR MILESTONES – ACHIEVED & PLANNED

Dec 2011	Delivered the first working prototype
2012	Sunshine Coast Regional Council awards SWB marketing & legal support funding
Nov 2012	First finished unit put into the field for trials
Feb 2012	Software tested and approved
May 2012	Verbal agreement from nationally recognised aged care provider to trial unit
Sep 2012	Final prototype delivered
Feb 2013	First retail customer commits to buying Fall Buddy
Feb 2013	Commence manufacturing of boards and enclosures
July 2013	First factory run units manufactured
Oct 2013	Units sent for EMF testing and final Australian Standards approvals
Oct 2013	Received the Patent Certificate of Grant
Nov 2013	Introduced the new Fall Buddy “meds reminder” application
Nov 2013	Fall Buddy passed its Australian Standards approvals
Feb 2014	First orders to be delivered to first customers
Mar 2014	First orders to be received from a Government funded institution
Mar 2014	Sales Director to be appointed
Mid 2014	Sales of \$1m to be achieved

**Seniors Wellbeing Ltd (SWB) has developed a product that decreases the risk of serious injury or death in vulnerable people and is the first Personal Emergency Response System (PERS) device that can be used by individuals with dementia. Fall Buddy is a zero user interface device that can automatically call for help should the user become incapacitated.**

The final prototype has been completed and the last trials are now being conducted, with the launch date scheduled for the second quarter of 2014 subject to capital raising.

Other products that monitor falls do not solve the issue of high risk individual's frequently refusing to wear a monitoring device<sup>1</sup>. Fall Buddy solves this problem, by using technology that monitors the individual without the need for the user to wear a monitoring device or push any buttons on a device.

## **Key features that differentiate the system include:**

- Activation without input from the user;
- Ability to capture comprehensive activity data for carer analysis;
- Device will call a carer if it detects a home is too hot or too cold;
- First PERS device that can also be used by individuals with dementia;
- Detects if a user with dementia has wandered away from home.

***SWB Directors research indicates the unique features of this product differentiate it from competitor's products, as this is the first Personal Emergency Response device that will automatically call for help if a fall occurs or an irregular activity is detected. It is a hands free automatic inactivity detection system and also captures comprehensive activity data for carer analysis via a computer program. This patented solution is based primarily on the way Fall Buddy utilises a unique timing algorithm to manage each hour of the day.***

Seniors Wellbeing Ltd is well positioned to enter the Personal Emergency Response (PERS) device market with the following factors driving this opportunity:

- The number of people aged 65 to 84 years living in Australia is predicted to more than double by the year 2050;
- 1.1 million over 65's are living alone in Australia, and over 30% of those questioned through SWB Directors research stated that they would benefit from having Fall Buddy in their home. No assessment or inclusions have been made based on overseas sales in this offer document, however SWB Directors believe that these sales will be important and substantial.
- Fragmented industry with many small players.

## **Marketing and Sales**

Seniors Wellbeing Ltd will be employing an aggressive marketing and sales campaign. The Sunshine Coast Regional Council has awarded the company marketing and legal support funding and SWB will also allocate a significant portion of capital from the first round of funding to the marketing budget. SWB is forecast to achieve the sale of 3,680 units in the first year of operation and 8,000 and 13,500 in its second and third year respectively. The marketing strategy employed by SWB will target medical professions, hospitals, health care institutes and people in contact with the end-user. SWB aims to capture over 5% of the PERS market within the first three years of being operational. This will be achieved by communicating the unique features of Fall Buddy through internet, television, print and radio advertising, as well as referrals.

## **Management and Leadership**

Seniors wellbeing has assembled a strong management and leadership team supported by an experienced board with sound business acumen. The management team has significant experience building small and medium size enterprises, with members of the team having established businesses in marketing, software development and the security industry. Members of the team also have experience in bringing new technology to market along with strong knowledge of business administration, international sales and information technology.

## **Purpose of Capital Raising**

Seniors Wellbeing Ltd is looking to raise \$1m via this offer. Funds raised will be used to increase inventory and launching the marketing campaign. The board and management teams will drive business growth with via significant early investment in marketing and sales. The management teams' sound knowledge of all business functions and a history of creating and developing small to medium size enterprises should ensure Fall Buddy meets its stated objectives.

# FINANCIAL HIGHLIGHTS

(FY ending June):

- Forecast Revenue Year 1: \$4.8m
- Forecast Revenue Year 2: \$9.1m
- Forecast Revenue Year 3: \$15.4m



## BOARD & MANAGEMENT

### **BARRY SHERIDAN** **FOUNDER AND CHAIRMAN**

Barry is the inventor of Fall Buddy and founder of Seniors Wellbeing Ltd. Barry began his career in domestic and international banking in London and has been involved in running multiple businesses over the past 20 years. Barry has extensive knowledge in sales and marketing and has established companies in both the security and marketing sectors. As CEO of Seniors Wellbeing Ltd his role will be to drive the vision of the company and continue to develop Fall Buddy into a world-leading brand.



### **GEORGE TOMO** **MANAGING DIRECTOR**

George has degrees in Business Management, Administration, IT and Sales Administration. He has a proven track record, having established and sold a successful business (Titan IT Consulting) in software development before coming to Australia from Europe. Over the past 4 years, George has held a key manager position in Sydney where he has established successful international sales team. He has also established successful international OEM networks in the USA, Middle East, Europe and Asia. George has extensive IT experience in running Cloud based IT application and management systems.



### **MONIKA SHERIDAN** **NON-EXECUTIVE DIRECTOR AND COMPANY SECRETARY**

Monika began her career with IBM and has extensive experience in management in both the retail sector and senior care. She has also had a wide range of senior roles in the tourism sector both in Australia and Europe. She brings a balanced approach to all she does for the company.



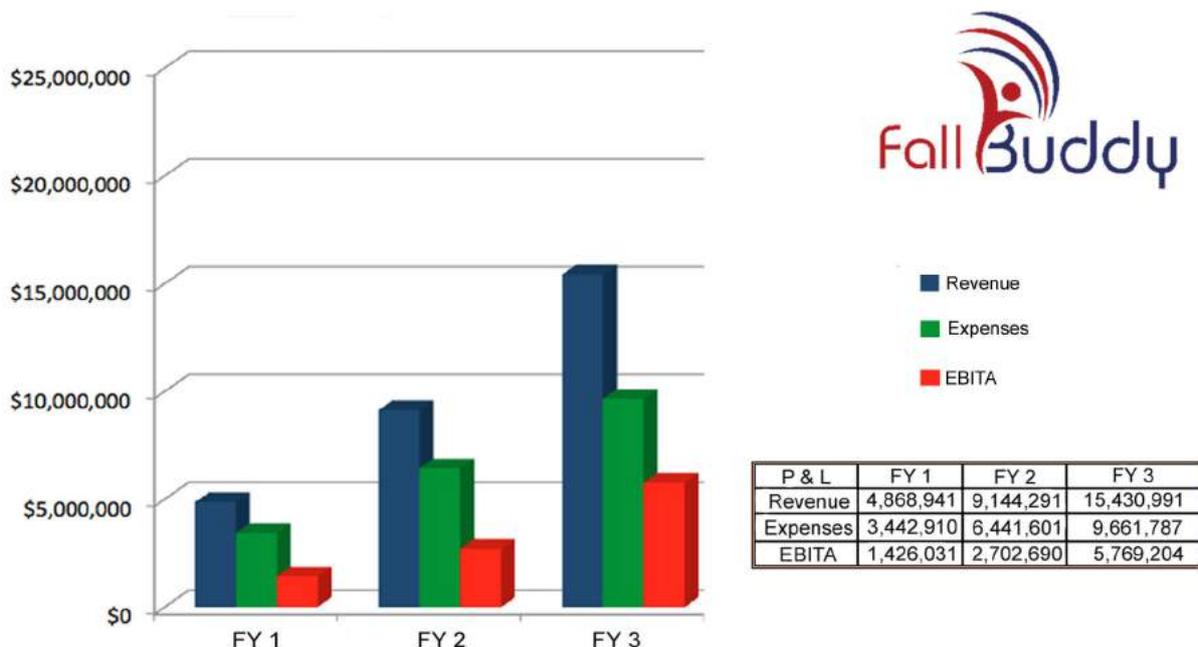
## KEY INVESTOR HIGHLIGHTS

- *Ageing population creates rapidly expanding demand for safe independent living solutions*
- *The only solution suitable for dementia users*
- *Patented Technology – zero user interface*
- *High Growth Opportunity - Global Market*
- *Prototype currently in field trials*
- *The first hands free desktop solution on the market*

### Fact: Increasing Elderly Population

Australia has a rapidly increasing elderly population, with the Australian Bureau of Statistics (ABS) indicating in 2008 that the number of people aged 65 to 84 years will more than double by the year 2050 and the number of people over 85 years will more than quadruple (see graph right). A large portion of elderly people live on their own, placing a large segment of Australia's population in a vulnerable position.

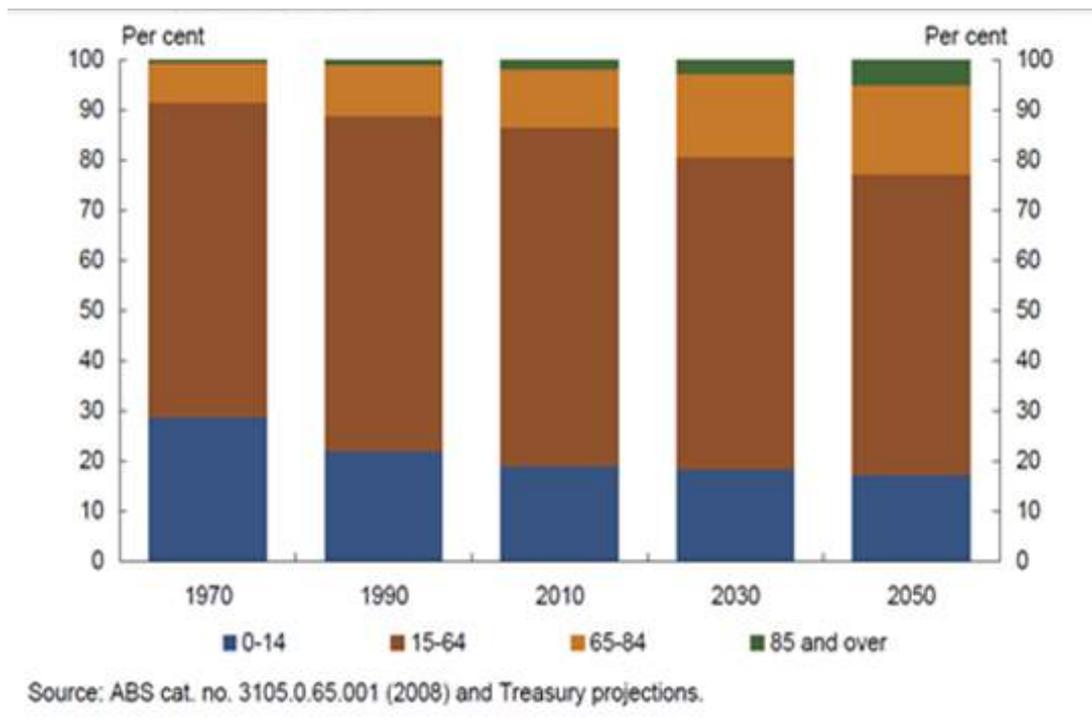
## KEY FINANCIAL HIGHLIGHTS



With US Centre for Disease Control and Prevention (CDC) research indicating one out of three seniors will fall each year. Further data from the CDC establishes that if a senior spends more than four to five hours on the floor they could spend up to eighteen days in hospital and if a senior remains on the floor overnight they could spend up to thirty days in hospital. There is also the very real possibility of death - in 2007, 18,000 older Americans died from fall related injuries<sup>2</sup>.

<sup>2</sup> <http://chad.dartmouth-hitchcock.org/documents/pdf/fallsfactsheetpdf.pdf>

Population segments by percentage:



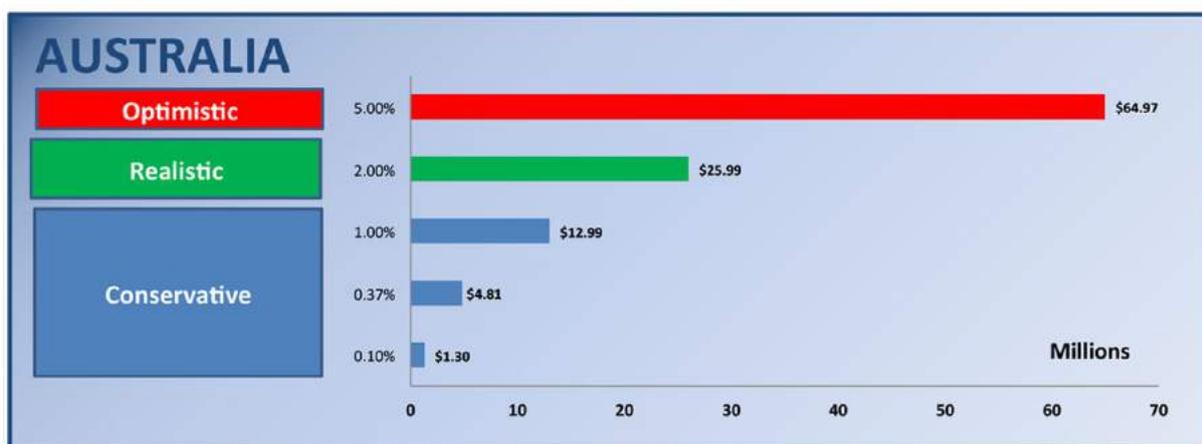
SALES PROJECTIONS FOR AUSTRALIA

Target Market - Australia

Country	Population Over 65	Over 65 & Living Alone
Australia	3,281,500	1,100,000
Identified Prospects		1,100,000
Average Sales Price Per Unit		1,181

Estimated Number of Units Sold & Revenue

Case Scenario %	Number of Units Sold	Estimated Revenue (AUD)	Case Scenario
0.10%	1,100	1,299,416	Conservative
0.37%	4,070	4,807,839	
1.00%	11,000	12,994,160	
2.00%	22,000	25,988,321	Realistic
5.00%	55,000	64,970,802	Optimistic



Estimated Revenue

Case Scenario	Conservative			Medium	Optimistic
	0.10%	0.37%	1.00%	2.00%	5.00%
AUSTRALIA	1,299,416	4,807,839	12,994,160	25,988,321	64,970,802



## GLOBAL SALES PROJECTIONS

No account has been made for overseas sales projections at this stage. International sales are considered potential “blue sky” in the longer term.

## USE OF FUNDS

Use of Funds	Round 1	Round 2	Round 3
CRM build including website	\$ 57,000.00	\$ 10,000.00	\$ -
CMS build & license fee		\$ 16,000.00	
IT setup including hardware		\$ 13,000.00	\$ 7,000.00
Travel for client presentations	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00
Travel for investor presentations	\$ 4,000.00	\$ 4,000.00	\$ 3,000.00
Key man insurance	\$ 5,000.00		
Directors and Officers insurance	\$ 5,000.00		
Stock	\$ 85,000.00	\$ 30,000.00	\$ 245,000.00
Wages	\$ 15,000.00	\$ 15,000.00	\$ 45,000.00
Car Leasing		\$ 2,000.00	\$ 2,000.00
Capital raising costs	\$ 22,000.00	\$ 22,000.00	\$ 42,000.00
Marketing development	\$ 15,000.00	\$ 30,000.00	
Advertising costs	\$ 10,000.00	\$ 60,000.00	\$ 105,000.00
Legal and accounting	\$ 10,000.00	\$ 5,000.00	\$ 5,000.00
Office Fitout		\$ 21,000.00	\$ 20,000.00
Office/ Warehouse Rental Bond/ Rent in advance	\$ -	\$ 12,000.00	\$ 15,000.00
IP finalisation (patent and approval fees)	\$ 10,000.00		
Miscellaneous / contingency	\$ 8,000.00	\$ 6,000.00	\$ 7,000.00
<b>Total</b>	<b>\$ 250,000.00</b>	<b>\$ 250,000.00</b>	<b>\$ 500,000.00</b>
<b>Total Capital</b>	<b>\$ 1,000,000.00</b>		

# CONDITIONS OF OFFER

This offer is made under Section 708 of the Corporations Act 2001. For the purposes of subsection (1), a personal offer is one that is made to a person who is likely to be interested in the offer, having regard to:

- (i) previous contact between the person making the offer and that person; or
- (ii) some professional or other connection between the person making the offer and that person.

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- (ii) the information prepared in this publication has been prepared by or on behalf of the person who is proposing to issue the securities and Funding Strategies Pty Ltd has not undertaken an independent review of the information contained in this publication;
- (iii) the information contained in this publication about the proposed business opportunity and the securities is not intended to be the only information on which the investment decision is made and is not a substitute for a prospectus or any other notice that may be required under the Corporations Law, as this law may apply to the investment. Detailed information may be needed to make an investment decision, for example: accounts; a business plan; information about ownership of intellectual or industrial property; or expert opinions including valuations or auditors' reports;
- (iv) prospective investors should be aware that no established market exists for the trading of any securities that may be offered; and
- (v) this publication/advertisement is subject to Class Order [02/273] issued under the Corporations Act 2001 (Cth).

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