

## **Project description:**

We are a new company based in Sydney, Australia. We have developed a state-of-the-art app for communication between aged care facilities and families.

uCare has been developed for facilities to augment the best possible care by providing easy, safe and secure communication for families to stay in touch with their loved ones.

## **Target market**

Aged care facilities.

Families (over 40's age group) who are looking for a facility for their loved ones.

## **MUST HAVES:**

**PHOTOS:** Please see ..... Photos attached. Please use all photos relevant to text provided.

## **TABS x 6**

### **Tab 1: HOMEPAGE**

Video - currently under production

### **What is uCare**

uCare is a state-of-the-art solution that provides communication between aged care facilities, residents and families.

uCare has been developed for facilities to augment the best possible care by providing easy, safe and secure communication for families to stay in touch with their loved ones.

### **WHY uCare?**

With the spotlight on aged care, facilities need every advantage to demonstrate excellence to residents and their families, and uCare provide a solution.

Reports have been so confronting within the industry that a Royal Commission into Aged Care Quality and Safety was created by the Federal Government.

There has never been a better time for facilities to update the provision of services through the use of technology.

Facilities that already provide quality care can enhance and expand that care for facility management, families and residents.

### **TAB 2: About us**

#### **Who are we?**

We are a Sydney based, family owned business who have combined experiences from many walks of life that have led us to produce a solution for an issue that was of great concern to us.

Our backgrounds encompass 40 years of software development, decades of experience in marketing, management and service delivery and over 10 years within the childcare industry.

### **The Origin of uCare**

The founders were concerned by the lack of communication during their loved ones' time in residential aged care. With demands on staff resources it was difficult to speak with the right person at the right time. With, this in mind, uCare was developed to improve quality and accountability of care within the aged care industry.

### **Goals:**

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### **TAB 3: Our Solution**

#### **uCare Features:**

Works on iOS and Android devices.

Simple to use.

Provides frequent resident updates to families such as meal reports, activities and visitors with associated photos and videos.

Residents privacy is ensured by the use of advanced artificial intelligence processes.

uCare complies with the requirements of Privacy Act 1988 (Cth). Information is protected as required by current Australian law.

More features???????

#### **uCare Benefits:**

##### **Facilities**

Offers families proof of excellent care.

Competitive advantages over other facilities.

Very little additional work for carers and management

Allows carers to demonstrate the quality of their work.

##### **Families**

Frequent contact with loved ones.

Families will better informed and have more valuable interactions with facilities and staff.

Facility trust.

### **Residents**

Easier communication between residents and families.

### **Carers:**

Ability to access a simple method of quality care.

## **TAB 4: TESTIMONIALS**

## **TAB 5: CONTACT**

To learn more about the uCare solution, phone 9641 6656.

Website: [www.uca.re](http://www.uca.re)

Email: [info@uca.re](mailto:info@uca.re)

## **TAB 6: OUR TEAM**

### **David Reidy**

David is the lead developer for uCare. He writes the code for the software and support services and oversees all aspects of the software's development.

**'I have seen the problems exposed by investigative reporting into the aged care industry and my hope is that the development of uCare will help the industry**

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Programming computers professionally for 40 years, David has worked with languages as varied as assembly, FORTRAN and Visual Basic. In more recent years he has concentrated on Swift and Kotlin for mobile devices and php for server code.

For most of his career David was a teacher of Physics, Science and Software Design as well as designing and implementing software for the administration of scuba diving stores (RetailMaster) and some school management utilities (uTeach).

David was also the voice of the *Sticks and String* podcast, "a podcast by an Australian bloke who knits". A keen astronomer, he also co-authored three books published by Allen & Unwin Australia:

David is a founder of uCare.

### **Todd Knight**

A founder of uCare Todd manages the interactions with aged care facilities.

Todd has been in the trade services sector on Sydney's sunny Northern Beaches for the past thirteen years and has developed a real feeling for customers' needs.

He has also worked with his family within the White Knight Foundation, an organisation that raises much needed funds to increase awareness of and to help victims of youth violence.

Having experienced the difficulties of having a loved one moved into residential care, Todd came up with the idea of a solution to help both residents and families cope with what can be a difficult and stressful process.

Todd is a father of two. He hopes to see improvements within residential care, so his children don't have to face the negative effects he experienced.

### **Amy Knight**

A mother of two, Amy has over ten years' experience as a childcare educator and understands the importance of families and the needs of their loved ones in care.

Amy is naturally motivated with excellent communication skills. When she is not juggling work and family, she enjoys keeping fit, being outdoors, reading, listening to podcasts and spending quality time with her family and friends.

### **Olivia Cooper**

### **Ian Cooper**

### **Mary-Jane Partridge - Marketing Consultant**