

You-Mat-uh

Founder:

Derek Armour Sr., CEO

Industry: HealthCare/Tech

Year Founded: 2017

Key Members:

Deborah Straughn, COO
Patrick Hill, CTO
Dr. Stacey H. Brann, CMO

Our Product:

uMata (you-Mat-uh) is a mobile application currently under development by PHI Analytic Solutions, LLC

Pre-Revenue

Type of Funding Sought:
\$175,000 USD Seed funding

Use of Funds:

- Coding
- Marketing
- Expenses

Revenue Projection:

\$4.25MM in year 5 based on 50k users and \$7.50 monthly subscription fee for every device paired.

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The Problem:

Care provided by family and friends can determine whether an older person can remain at home. Studies have shown that individuals living in institutional care (regardless of age) will have significantly shorter life expectancies than their contemporaries living independently. One source suggests that future life expectancy is shortened by as much as **50 percent!**

Caregivers struggle, being torn between keeping up with their own day-to-day affairs and effectively providing the needed care for a loved-one.

Our Solution:

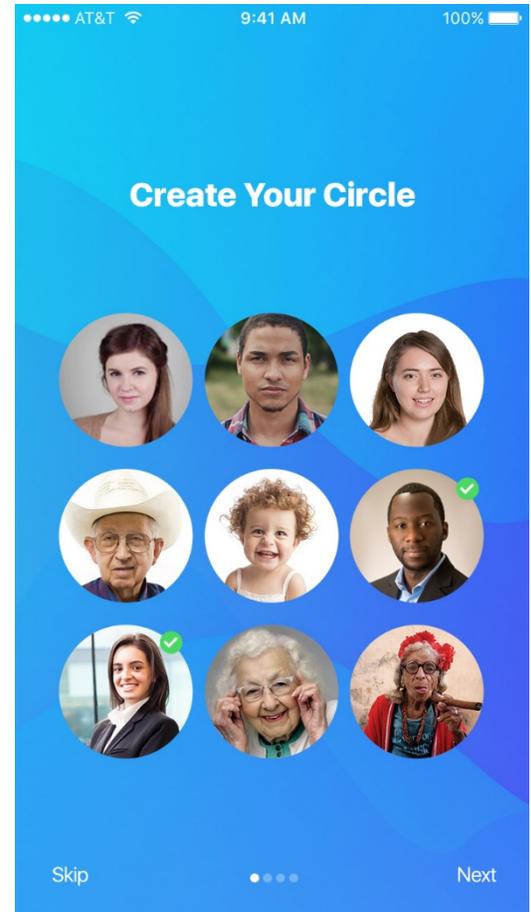
uMata creates a digital space where individuals can monitor and share sensitive personal information pertaining to health and all aspects of well-being with a small and trusted circle of family and friends, regardless of geography. Information gathered from wearable devices such as Fitbit and Apple Watch, as well as information pertaining to health insurance and primary care physician, is collected, encrypted and stored by the application.

Care circles and subject alike **gain a level of comfort** that, in the event of an emergency such as a cardiac event or late-night fall the appropriate parties are automatically alerted and equipped with the right level of access to personal information to make potentially stressful situations much less so.

What's Unique About uMata:

Traditional elder care monitoring devices like Medic Alert, Life Alert and First Alert are antiquated and don't typically have the social aspect of loved-ones in care circles being connected. They may require an elder to press a button in the event of an emergency where they may be incapacitated. They may also have bulky devices and high monthly subscription fees. **uMata** provides a reasonably priced, family-based community that is involved with an elder loved-one's care, with monitoring by state-of-the-art Apple, Garmin and Fitbit-type devices.

Summary: With the proliferation of wearable devices, the traditional eldercare monitoring devices will soon be rendered obsolete by the likes of Apple, Fitbit, Garmin et al. Just as Uber and Lyft do not produce vehicles but make them more accessible, uMata will make health and wellness data more accessible by connecting users to each other and to cutting edge devices to form a circle of care not currently contemplated in the industry.



The Market:

The world's population is ageing. The 2010 US census reported 40 million people aged 65+. That number has grown to 50 million as of 2017. According to the most recent report released by the AARP, the age group 65 and above will increase 89% over the next twenty years, and the 85 and older population will grow 74% during the same period.

Sixty-five percent of older adults with long-term care needs rely exclusively on family and friends to provide needed assistance.