

# Easy Care App System

*“The system with less time spent on administration and more time on caretaking in a digitalization context.”*

## Executive Summary:

Easy Care App (ECA) addresses the challenges of the digitalization process in the German and Nordic elderly care sector. Our mission is to improve the quality of life for German/Nordic citizens in care homes and home care by reducing administrative tasks and ensuring accurate and accessible data. ECA offers a front-end mobile application and a back-end system for handling care information. The system is compatible with existing national health care systems through API integration. Our target is to capture 1% of the German/Nordic market for elderly care digital business in 2024, increasing to 5% by 2026.

## Company Description:

Easy Care ApS/LLC was founded in 2019 with the goal of enhancing caretaking in nursing homes and home care. We are based in Denmark and our primary target market is Germany, where the need for digitalization in the elderly care sector is significant. Our team consists of experienced professionals from the IT and project management fields. We collaborate with Scandinavian knowledge suppliers for system development and services.

## Services and Product:

ECA provides a front-end mobile application and a back-end system to handle care information. The system aims to alleviate four key challenges in the caretaking sector: the increasing aging population, excessive administrative tasks, recruitment and retention of caretaking staff, and language/cultural barriers. Our system utilizes icons and pre-defined solutions to simplify documentation, reduce errors, and save time. It benefits care staff, care management, and the citizens/residents receiving care.

## Business Potential and Revenue:

We follow a subscription-based business model, with a fixed price per citizen for system usage. The subscription includes software, support, and basic maintenance. Customers have the option to purchase managed services separately. Based on discussions with customers and partners, we estimate revenue of €1.5 million in 2024, €3.9 million in 2025, and €7.2 million in 2026 for the German market.

### Total Revenue in € Germany with a 20% discount

2024	2025	2026
1.5 mio €	3.9 mio €	7.2 mio€

### Pricing in € for Germany per home

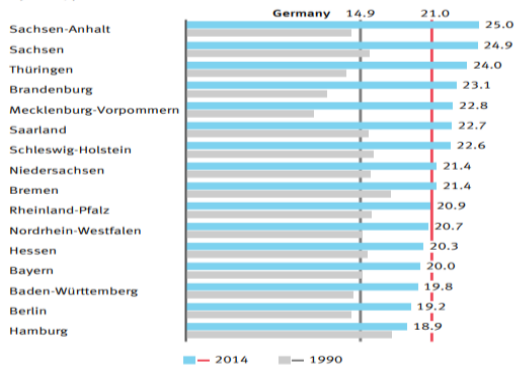
Care homes/Home Care	14€ pr Citizen
50 residents per Care home pr month	700€
50 residents per Care home pr year	8400€
75 residents per Care home pr month	1050€
75 residents per Care home pr year	12600€
100 residents per Care home pr month	1400€
100 residents per Care home pr year	16800€

## Market Analysis:

Germany's elderly population is growing, with over 4% of the population (3.4 million people) requiring care in 2023. The demographic shift, caused by low birth rates and increasing life expectancy, necessitates digital solutions in the care sector. In 2023, 25% of the German population will be aged 60 and over, rising to 33% by 2050. Easy Care App System addresses this growing need for improved care in Germany.

German Elderly Care 2019	
Number of Care Homes in Germany	15400 units
Outpatient Home Care services in Germany	14700 units
The number of people in Germany receiving care in care homes	0.8 million people.
The number of people in Germany receiving home care	3.3 million people.
o People getting care from family members	2.3 million people.
o People getting care from outpatient home care companies	1 million people

**Population aged 65 and over**  
By Land, percent



## Financial projections

Easy Care App System aims to revolutionize the German elderly care sector by reducing administrative tasks, improving caretaker efficiency, and enhancing the overall quality of care. We have a clear revenue projection and market growth strategy in place. With our innovative solution, we strive to become a leading player in the digitalization of elderly care in Germany.

German	2024	2025	2026
<b>Revenue</b>	€uro	€uro	€uro
Subscription fee*	864000	2232000	4152000
Support fee**	216000	558000	1038000
Service maintenance fee***	432000	1116000	2076000
<b>Total revenue</b>	<b>1512000</b>	<b>3906000</b>	<b>7266000</b>
Cost Salary sales	204460	369863	578079
Develop. SW and System	2275600	1195300	1056650
Support cost salary	118337	183101	271700
Rent and office cost	24162	25505	36370
Marketing & advertising	84780	144630	215207
Sales/Support/develop admin cost	40266	60404	67113
Cloud cost	55025	107850	192990
National Healthcare syst Gateway/legal cost	47195	107045	191045
<b>Total admin cost</b>	<b>2849825</b>	<b>2193698</b>	<b>2609154</b>
<b>Profit / (loss)</b>	<b>1337825</b>	<b>1712302</b>	<b>4656846</b>
	15	24	33
<b>Total ECS sites per year</b>	180	285	400
<b>Headcounts</b>			
Sales	4	6	8
Support****	2	5	7
Products develop	1	1	1
<b>Total</b>	7	12	16
<b>Revenue per headcount</b>	216000	325500	454125

\*Subscription fee is based on an average elderly care home of 50 citizens and 80 caretakers who are working in two shifts. The subscription fee is based on Software. \*\* Support fee is based on external supporters who has been trained to instruct caretakers to use the tool\*\*\* Service/maintenance fee is based on automatically upgrades and MA support if there are failures or crashes. \*\*\*\*Support is based on external partners the one described above is a coordinator role.