Solutions for an Ageing Society
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Thrive: Solutions for an Ageing Society

Thrive: Solutions for an Ageing Society is our flagship accelerator for high-impact and scalable social businesses focused on improving quality of life for people over 50. We know that social businesses have innovative solutions to help support people in later life stay happy, free, fit and healthy - and we want to help them thrive. This bespoke programme, now in its second year, combines six months of intensive personalised support with the opportunity to access up to £50,000 of investment and powerful sector connections. This accelerator is designed to give businesses what they need to scale rapidly, delivered by our team of in-house Venture Managers and external specialists.

The story so far...

The UK is undergoing a major demographic shift, with potentially far-reaching consequences for society, the economy and public services. A vastly improved life expectancy, one of the great triumphs of the last century, has not been matched by an equal rise in the quality of those extra years.

Although average life expectancy at birth is now 80 years, average healthy life expectancy, the amount of years lived in a healthy and active state, is only 63 years. We are living longer but we are not living better, and the discrepancy in healthy life expectancy between different areas of the UK can be as much as 20 years of healthy life.*

Despite the scale of the challenge, this is a great opportunity for the country and for social businesses. By providing products and services that meet the needs and aspirations of people in later life, social businesses can significantly improve the experience of later life. At UnLtd, we want to make the UK the best place to grow old in and we want to do that by supporting social businesses to grow.

How can you get involved?

Champion
Help us spread the word about these fantastic ventures & try them out for yourself!

Connect
Bring the power of your network to bear.

Advise
Share your experience to help these entrepreneurs as they scale up.

Collaborate
Explore opportunities for working together or offering investment & funding.

Have an idea to help?

We'd love to hear from you. Please contact Roland Singer-Kingsmith, who leads our work in ageing.

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Thrive: Solutions for an Ageing Society in 2020

We are proud to present 12 ventures on Thrive: Solutions for an Ageing Society this year. Inside this booklet, you’ll find short summaries of these incredible organisations. All of them have the potential and aspiration to scale and fundamentally change society for the better.

Thrive is run over six months, meaning we have less than 182 days to help these ventures raise investment and rapidly accelerate their growth. We hope you are inspired by what you read and we encourage you to follow the ventures on their journey and support the programme with any skills, contacts and investment you have to offer.

*https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthandlifeexpectancies/bulletins/healthstatelifeexpectanciesuk/2015to2017

https://www.ons.gov.uk/peoplepopulationandcommunity/birthsdeathsandmarriages/lifeexpectancies/bulletins/nationallifetablesunitedkingdom/2015to2017
Equal Care Co-op is the first platform cooperative for carers in the UK, operating as a not-for-profit owned by the people who give and receive care and support.

The venture’s unique approach offers community-led, grassroots care and support to disrupt the power dynamics of the care industry and return the power to care workers and the people being cared for.

Relationships are at the centre of what they do, with a strong focus on building consistent, mutually supportive, long-lasting relationships between the carers and the people being cared for.
Good Boost offers an individually tailored, artificial intelligence-powered aquatic rehabilitation programme for musculoskeletal conditions, delivered in partnership with local swimming pools.

The Good Boost software is delivered on waterproof tablet computers to allow participants to progress in their exercises at their own pace, offering self-management of conditions through treatment and prevention in a low-impact and low-pain environment.

Good Boost are looking to expand to over 400 pools and leisure centres in the UK, before taking the app to the European and global markets.

Pool staff and volunteers are trained and provided with validated and registered medical technology as well, creating a locally accessible and affordable community service that reduces pain and improves physical function.

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The online marketplace connects older adults and their families with “Helpers” (vetted neighbours) and provide services like companionship, cleaning, laundry, shopping, dog walking and more for a fee.

The platform fosters community while activating neighbours as a solution to the ageing crisis. Good Life Sorted also connects users with vetted Professionals, such as hairdressers, chiropodists, gardeners, plumbers, electricians, in a safe and fraud proof environment.

Good Life Sorted is the first business to bring the sharing economy to the elderly.
The award-winning and patented B-Warm is Homeglow Products’ energy efficient heated seat cover for the elderly, vulnerable, disabled people, or anybody struggling to stay warm affordably.

85-year old Martin created the product for his late wife Audrey, with the design fitting a typical armchair to make sure it can be widely used. Running at costs as low as 0.2p per hour, it’s also intuitively designed with fail safe and automatic time-out settings. The patented B-Warm is in high demand with individual and commercial clients, selling thousands since launching.

Martin is working towards raising capital to grow the shipments and meet the grown demand across the UK.

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Kafoodle are an award-winning B2B foodtech company on a mission to improve health by connecting people with the food they need.

Their integrated nutritional management software service allows care homes, hospitals and schools to better manage and modify meal plans based on the dietary needs of the individual and ensure healthier ageing.

Their clients are predominantly in the UK, with a few in the UAE health sector too.
Social values are a core part of their business and their community platform and design services can help communities, organisations or whole sectors to create social change. The company has managed to fund the development of the platform through sales and is now at a point where it can begin focusing on sales rather than simultaneous development.

Made Open work with a varied international client base including local authorities, charities and healthcare providers. Their platform is currently being licensed in the UK and Australia.

Made Open is a Creative England Top 50 company and a G-Cloud 11 approved supplier.

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Me, Myself & I have recently moved into a new, much larger, premises because of the huge demand for their work.

To meet the wider sector interest in their unique approach, they have opened a trading arm and been commissioned by the local council to manage direct payments and deliver services and training to the area.

A community centre based in Neath and Port Talbot providing a range of social activities for the local community, especially those with dementia, and highly commended training workshops for care workers.
Mobi-Game’s mission is to enable people in care and the community opportunities to enjoy the benefits of activity in fun, social environments through adapted versions of games like football and netball.

Through team-games, music, pictures, quizzes and competition, they create a fun and friendly environment for participants to reminisce and get active. The programmes are delivered in care homes and community groups from Cardiff to London, with training and support programmes also empowering care staff to deliver Mobi-Game too. Founded in May 2018, Mobi-Game been listed as a finalist for Dementia Care Innovation and for the GB Natwest Entrepreneur Good Causes Award.

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MyCognition is a world-leading cognitive health company that tracks, treats and prevents poor mental health.

Their clinically proven assessment and training app improves cognitive health and physical health for over 50s by targeting the reduction of cytokines in the brain.

The MyCognition programmes are clinically validated, CE-marked as a Class 1-a medical device, approved by MHRA, ORCHA and NHS Digital. The programmes benefit individuals, organisations and societies with large socio-economic and health advantages.
The area was in market failure for social care, leaving many vulnerable, older people at risk and greatly diminishing their quality of life.

Alongside delivery of local, regulated home care, NEDCare is supporting other communities to develop their own solutions to addressing shortfalls in care, to build local capacity to meet care needs and to increase the resilience and diversity of social care provision in under-served communities.
Share my Home is a nationwide homeshare service specialising in pairing older people that have a spare room with like-minded younger people for the mutual benefits of co-living.

The younger person, usually a mature student or a working professional, provides 10 hours of weekly company and/or practical help around the home, in exchange for accommodation. Participants pay moderate fees for bespoke matching services, safety checks and ongoing support.

Share my Home provides an affordable safety net for older people; it helps to combat loneliness and supports community engagement. Intergenerational living also enables a younger person a good start in life and a much-needed place to call Home.
Many clients experience symptoms associated with moderate dementia, including memory loss. Each day is provided by a host in the intimate setting of the host’s own home.

Within the supportive environment of The Filo Project, time and again clients gain confidence, becoming revitalised in the process. At a stage of life where many older people find themselves often excluded The Filo Project provides a time and space where clients can engage in valued and valuable social roles and connectedness.

The Filo Project offers high quality day care for small groups of older people across Devon and Somerset who are socially isolated.
Thank you

We would like to take this opportunity to say a big thank you to everybody who has been involved with our Thrive work to date. In particular, our ambitious entrepreneurs, forward thinking funders and investors, fantastic partners and the UnLtd team. We couldn’t do this without you and we are looking forward to continuing our support for game changing social ventures in the future.

unltd.org.uk/thrive  #UnLtdThrive

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Thrive: Solutions for an Ageing Society would not be possible without the support of our generous donors and partners. We would like to thank the Mercers’ Charitable Foundation and the other generous individuals who support our work for the part they are playing in helping social entrepreneurs with powerful solutions to thrive. If you’d like to become a funding partner, please get in touch with lucindahardwick@unltd.org.uk

#UnLtdThrive