

violet

meetviolet.ai

Transforming the last stage of life

Problem

People don't talk about or plan for the last stage of life.

As a result, it's complex, disorganised, **expensive**, over-medicalised and full of regret.

Cost of the problem

Private Health Insurers

\$2.2BN/yr

Unnecessary and unwanted hospitalisations and non-beneficial treatments for predicted deaths in the last 12 months of life³

Life insurers, Banks, Utilities, Telcos, Supers, Legal. Aged and Home Care.

\$600M/yr

Cost, time and complexity of processing claims, estates and other dynamics⁴

11% of health budget spent on the 1% of people who die each year¹

50% of people die in hospital, our least preferred place to die²

Globally this is a 100x problem

1 Lancet Commission on the Value of Death. Lancet. 2022

2. Grattan Institute 'Dying Well', 2014

3 & 4. Violet estimate based on public data sources (references available)

Violet will save over \$1BN/yr

Private Health Insurers

Reduce time spent in hospital
Reduce non-beneficial treatments
Reduce ambulance usage

Returning 500,000 hospital days,
and beds back to the system

\$1BN/yr saved^{6,7}

Life insurers, Banks, Utilities, Telcos,
Supers, Legal.
Aged and Home Care.

Reduce time, cost
and complexity

\$200M/yr saved^{8,9}

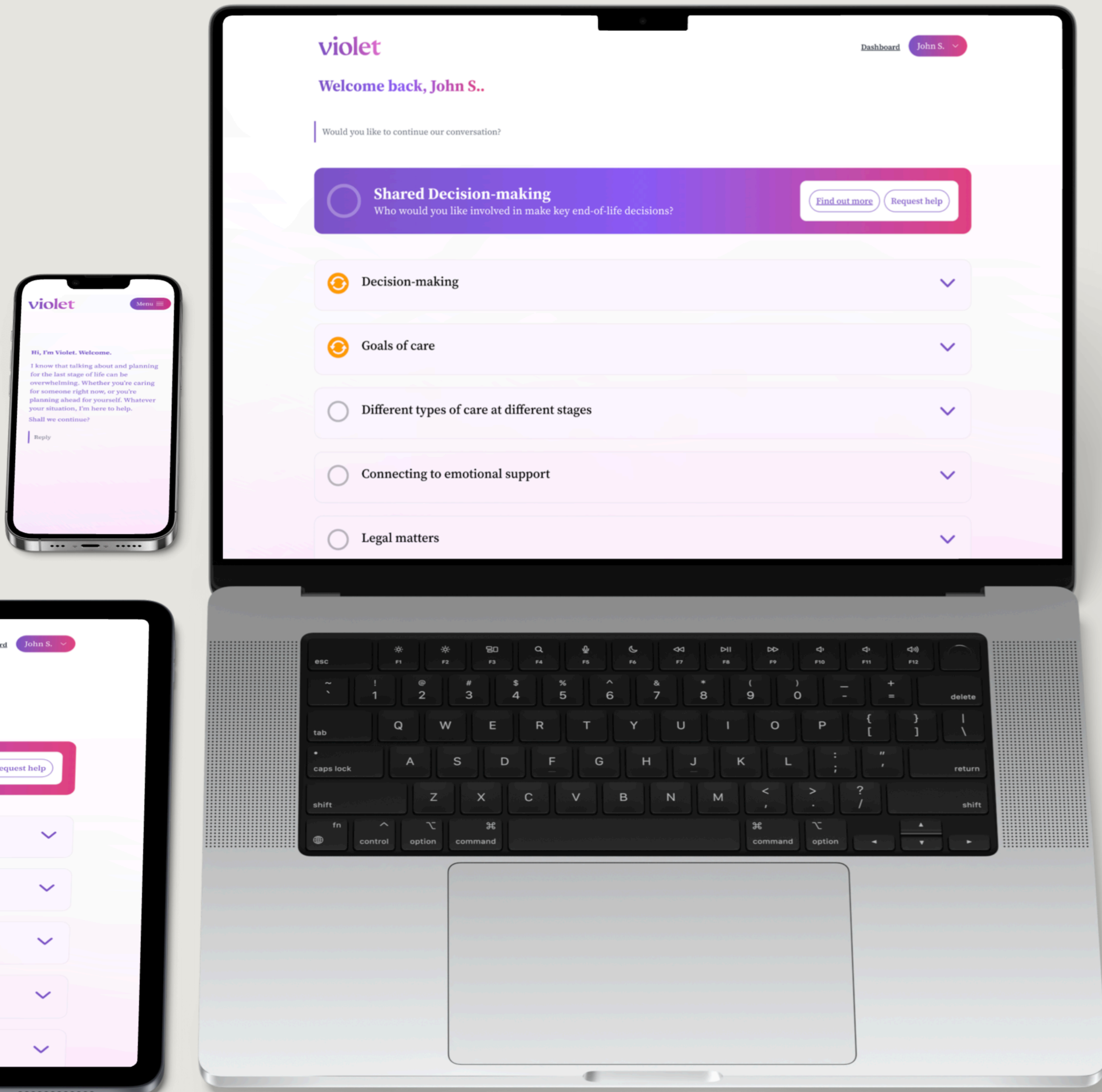


6. On average, people spend 33 days in hospital through the last year of life, across 4 hospital episodes (Rosenwax et al 2011) and up to 38% of those days are non-beneficial (Carter et al 2019).

7. Calculation based on reducing unnecessary hospitalisations in the last year of life by 50% per member, from 30 days to 25, for private health insurers

8. On average, it takes 30 hours to process a 'standard' estate claim, and significantly more for those that are complex (Westpac 2023).

9. Calculation based on reducing time, cost and complicity across key industries. Reduce time to process death death claims and close deceased estate accounts by 33% per customer, from 30 hours to 20.



Solution

A virtual care platform helping with people's practical, emotional and clinical needs.

Conversational AI welcome and triage

Empathetic, emotionally intelligent, conversational AI guide. An entirely scalable, yet deeply personalised experience that responds to location, circumstance, key needs, emotional readiness and cultural context.

Personalised Violet Plan

Visualises and tracks all the 'admin' tasks required via a personalised dashboard. Your Violet Plan responds to changing circumstances to assist decision-making, goals of care, emotional support, funeral planning, organ donation, as well as legal and financial matters.

Curated services marketplace

Connects you to all the vetted services you can trust to make progress and manage the experience.

Redesigned service delivery

In time, Violet expands to deliver some services directly, where the need and opportunity are greatest.

Scan or Click here to play Product Demo



Revenue model

Premium Enterprise SAAS

Private Health Insurers

- Tiered subs \$100 - \$300/yr per user
- Or payment-by-outcomes based on % of savings

Life insurers, Banks, Utilities, Telcos, Supers, Legal. Aged and Home Care.

- Tiered subs \$100 - \$300/yr per user
- Potential subsidies via aged/home care packages, NDIS

Additional revenue sources will contribute over time

Marketplace commissions

Government as a customer

Direct-to-consumer

Traction

2020-2023

Deep domain expertise and credibility as a Not-for-Profit delivering exceptional outcomes.

- 15,000+ people helped since 2020
- 1000+ users of our Companion app
- \$1M+ pilot revenue with strong results
- 95% CSAT

2023-

Integrated virtual care platform solving practical, emotional and clinical needs.

- In contract negotiation with leading industry partners
- Line of sight to \$2M ARR by end FY2025
- Internal product and technology team in place
- MVP launch in April 2024

EXISTING CUSTOMERS



Maree (58yrs) is caring for her mum, Eileen (88yrs).

Maree's Dad died 2 years ago. The last year of his life was badly planned, disorganised and traumatic with multiple hospital episodes.

Maree wants a better experience for her mum, her partner, herself and her children.

Recently her health insurer introduced Violet.

'If this had been available, it would have been so useful'

'This feels personal, it responds to my situation'

80% of test users said 'very valuable'

AUS
5M+

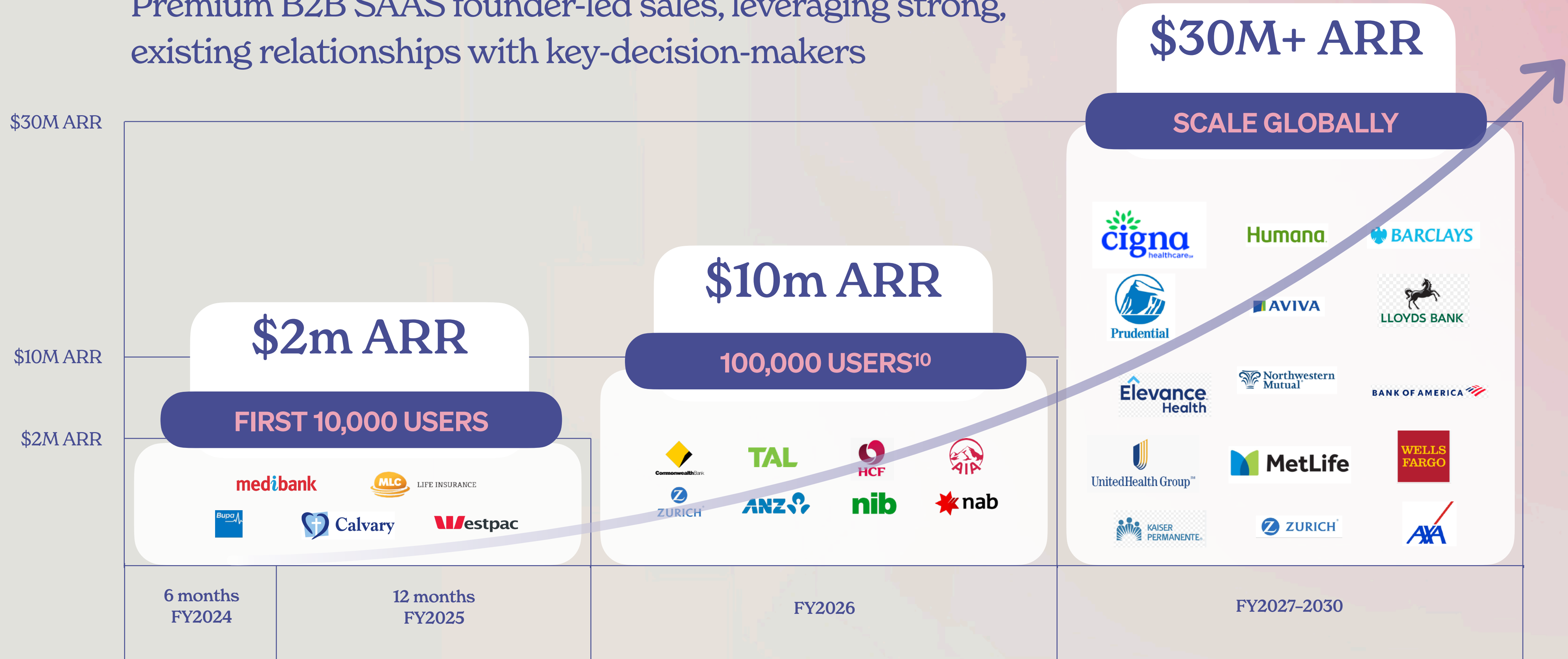
UK
10M+

US
100M+

Baby boomers

GTM and global growth

Premium B2B SAAS founder-led sales, leveraging strong, existing relationships with key-decision-makers



Team



Melissa Reader
Co-Founder and CEO

- Built and ran consulting practices, advising on purpose-led creative strategy, human-centred design, and adaptive leadership
- Harvard Kennedy and INSEAD business school Alumni
- Chief Executive Women's Entrepreneurs Scholar and Westpac Social Change Fellow
- Deep lived experience



Tom Hull
Co-Founder and COO

- AGSM business school, Centre for Social Impact Alumni
- 15 years digital innovation and brand strategy consulting in global agencies
- 10 years building commercial business models in profit-for-purpose organisations

Jimmy Li
Head of Product

Phillip Martin & Jeremy Butler
Tech Leads

Dan Mercer
Product Designer

Strategic Advisory



Kate Carnell AO
Health, aged care and NDIS Insights and connections advisor.
Chair Mable, Deputy Chair Beyond Blue, former ACT Chief Minister



Yaniv Bernstein
Technology and Silicon Valley Style Operations advisor
Founder and COO Circular, Co-host of The Startup Podcast, Angel, Advisor



Paul Redfern
Advising Chief Product Officer
Product advisor, built products for startups across healthcare, climate, financial services
CPO Big Picture Medical

Global Advisory



Dr Ira Byock M.D., FAAHPM
Renowned physician, author, and global public advocate for improving care through the end of life.
Founder of the Institute for Human Caring at Providence St. Joseph Health. Dr. Byock is Active Professor Emeritus of Medicine and Community & Family Medicine at the Geisel School of Medicine at Dartmouth.



Professor Hal Hershfield
Professor of Marketing, Behavioral Decision Making, and Psychology at UCLA's Anderson School of Management. PhD in psychology from Stanford University. Hal's ground-breaking book 'Your Future Self' presents the science and mental models needed to think and plan for our futures.



Professor Kathryn Mannix
Dr. Kathryn Mannix is arguably the UK's leading voice on people's experiences through the last stage of life. A physician and global author, Kathryn has many noteworthy publications and awards. Her books 'With the End in Mind,' and "Listen' were both published to universal acclaim.

Investment opportunity

SAFE

AU\$600K

Use of capital

Product 70%

Growth 20%

Ops 10%

18 month runway