



## Measurably improving world happiness

### Investment Offering

Become an investor in Zumos Wellbeing Ltd and help us reverse the mental health crisis in the UK. Your returns will be great, financially, personally and societally.

#### Short Summary

Zumos<sup>®</sup> is a unique disruptor, able to measurably improve world wellbeing in a structured way. An online, immersive, resilience and self-confidence building platform, empowering individuals, generating unique big data for government.

#### Overview

Target	£1,000,000
Minimum	£1,000
Previous Rounds	£2,500,000
Stage	Achieving Sales
Investor Role	Any

#### Highlights

- We are unique and have first-mover advantage globally with IP rights
- We are NHS CAMHS kitemarked, a HeadStart partner and a registered trademark
- Fully developed system generating income with over 50,000 users
- Sales achieved across England and LEA commissioned
- Government level recognition with 98% take-up when schools evaluate Zumos<sup>®</sup>

## The Business

Zumos® is anonymous first step help for individuals. It self-empowers, offers end-to-end support and surrounds users with every option open to them to advance.

Zumos® features expert-written, motivational voice recordings with further support information in the form of web links, helplines, suggested reading, books, reading material, videos and local links. These have all been passed through a due diligence procedure, taking away misinformation through googling.

Usage is tracked producing real-time, unique, anonymised demographic data, which for the first time enables evidence-based insights for decision makers in schools, work places and government, which in turn disrupts the current model of responding to crisis.

## The Market

Zumos® has first-mover advantage so our market is completely open globally. Our immediate market is approximately 30,000 UK primary and secondary schools, with a nominal value of £115m per annum.

Mental health issues are not only topical, but evidence shows an ongoing negative cycle of decline with no cohesive strategy or identifiable intervention to change the status quo (DforE report 2017). That is what Zumos® was created to disrupt. However, it is designed to be a lifetime support system for all individuals whose aspiration is to attain happiness. At £9.95 per annum pp our market is apparent. We have many USPs (see our documentation).

Zumos® has been ten years in the making; it is vast and difficult to replicate.

## Progress/Proof

Our primary and secondary school platforms are fully developed and being sold at a regional level. Our data admin packages are accessible up to governmental level. We've already been commissioned for our workplace platform by a local government and have Adult Zumos® ready to launch.

We hold a CAMHS kitemark (mental health services), we are a HeadStart partner and we were voted Company of the Year in 2015 by Business and Industry Today. We've been voted in the top 20 exhibitors at BETT in 2016 and 2017.

KPMG valued our IP at £50m. Ofsted comment on us as being the most holistic and advanced IAG system on the market. Councils and MPs tell us it will revolutionise the way services are commissioned and vitally, children tell us it has stopped them from attempting suicide.

## Objectives/Future

We are a global first-mover. We have already started to offer Zumos® free to every school in England and are hiring a team to achieve and support this. We will complete our gold standard random control trials. On developments our adult platform is ready to launch and our workplace platform is in production. On expansions, we will take Zumos® into Scotland, Northern Ireland and Wales.

In three years we will complete all planned platform developments for primary, secondary, adult, health care, prisons, NEETs and retirement, hire an expert team and take Zumos® to at least five countries (Zumos® is developed and ready to launch in Italy).



## The Deal

Looking for £1,000,000 - Minimum Investment £1,000

There are two investment options available to you.

1. Secured debt (up to £250,000 on second charge) at 8% per annum.
2. Unsecured debt at 10% per annum.

*Minimum term period on all investments 24 months*

To become an investor contact Gary Siva directly:

on **07778 655443** e: **[gary.siva@zumos.co.uk](mailto:gary.siva@zumos.co.uk)** to discuss this offering.

## The Team

We have a passionate core team of professionals totally dedicated to the advancement of our vision. Many different professors, doctors, psychologists, psychotherapists, counsellors, councils and SMEs have been involved with the development and monitoring of Zumos® and have dedicated their time to achieving excellence for this unique service. Children, students and end users contribute to our steering and working groups and collaborations have been formed with many expert bodies. Other contributors and testimonials can be seen at [www.zumos.co.uk](http://www.zumos.co.uk)

						
Gary Siva	Roy McGunigall	Paul Chantry	Michael Jary	John Erike	Robert Collins	Andrea Frizzo
CEO	COO	CTO	Design	Legal	Engagement	Content / IT Control