

# Croft Smart Homes

*Helping older adults live safely and independently at home*

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*Founder*

These slides are hosted at <https://pitch.croftsmarthomes.co.uk>

A PDF version of these slides: <https://pitch.croftsmarthomes.co.uk/pdf>

# About Me

- I'm Mark, a systems engineer who's spent years making tech reliable and invisible
- I've seen how complex "smart" devices can confuse even tech-savvy users
- I'm building Croft to make independence at home simple, safe, and dignified
- I want technology that quietly helps, not technology that people struggle to live with

# The Problem

*Older adults want to live at home, but current tech fails them*

- Telecare and telehealth devices feel clinical and stigmatising
- Consumer smart homes are complex and unreliable
- Families want peace of mind without invading privacy

# The Solution

*A plug-and-play home system that quietly keeps people safe and comfortable*

- The Croft Hub pairs with curated kits that can automate warmth, lighting, and doors, windows and more
- Works straight out of the box — no setup expertise needed
- Runs locally for privacy and reliability, even if the internet goes down
- Sends gentle alerts to family or carers if something seems wrong
- Works reliably in any home, even without broadband

# Why Now

*Ageing population and rising care costs are driving a £1B+ market*

- 12 million over-65s today, 15 million by 2035
- Families spending more to delay care home move-ins
- Government push for “ageing-in-place” solutions
- The cost of care is rising faster than technology adoption

# Market Position & Opportunity

*Families have options, but none that truly fit*

- **Telecare** – reliable, but expensive and clinical
- **Smart home gadgets** – accessible, but fragmented and unreliable
- The UK market for independent-living tech is already worth over £1B

Croft bridges a billion-pound gap between care technology and consumer smart homes

# How It Works

*A simple hub and a few smart sensors can make a home safer, warmer, and easier to live in*

- The Croft Hub – the brain of the system, runs locally for privacy and reliability
- Curated Kits – pre-selected sensors for key needs:
  - Fire & Flood
  - Warmth & Comfort
  - Lighting & Routine
  - Doors & Night Safety
- Instant Setup – plug in, connect to power, manage via an app or dedicated tablet
- Family Reassurance – gentle notifications when something's wrong or unusual

# Business Model

*A simple purchase and subscription model that builds long-term trust*

- One-time purchase (typically £400–£650) + £15/month subscription
- Optional add-ons – extra kits or premium features as needs change
- Future B2B channels – care providers, housing associations, and local councils



# Early Progress

*From idea to working prototype and pilot programme*

- **Prototype built** – running version of the Croft Hub using real sensors and automations
- **Software validated** – local-first system tested with existing devices
- **Website live** – croftsmarthomes.co.uk established with brand, story, and materials
- **Pilot programme in planning** – 10-home trial to test usability, reliability, and family feedback
- **Manufacturing prep** – early Bill of Materials and supplier shortlist underway

# Go-to-Market Strategy

*Start small, prove trust, then scale through families and partners*

- **Pilot validation (Q1 2026)** – test 10 homes to refine reliability, pricing, and onboarding
- **Direct-to-family sales** – focus on adult children (ages 35–60) buying for parents
- **Digital outreach** – Facebook and local community groups, simple explainer videos, and testimonials
- **Referral growth** – word of mouth from pilot users, early adopters, and care professionals
- **Partnership channels** – housing associations, local authorities, and care providers seeking lower-cost independence tech

# Competition

*Existing options either feel clinical or are too unreliable for real homes*

Category	Strengths	Weaknesses
Telecare Systems	Reliable, trusted in professional care	Expensive, clinical, outdated experience
Consumer Smart Home	Affordable, widely available	Complex setup, unreliable, not privacy-focused
Big Tech Ecosystems	Strong brand recognition, smart assistants	Cloud-dependent, inconsistent support, limited options

# Our Edge

*Private, simple, and built for real homes*

- **Private by design** – all automation runs locally, not in the cloud
- **Dignified appearance** – blends into everyday homes, never looks medical
- **Effortless to install** – preconfigured kits, no technical knowledge needed
- **Reliable by nature** – continues working even without internet
- **Sustainably supported** – subscription keeps systems updated and dependable

# Financials & Forecast

*A scalable model with healthy margins and predictable recurring income*

## 2026 – Pilot & Early Growth

- **Q1–Q2:** 10 pilot homes installed and monitored
  - Validate reliability, manufacturing process, and customer experience
  - Build a waiting list of prospective customers
- **Q3–Q4:** Begin gradual rollout to new families
  - Target **5 additional home installations per month**
  - Maintain focus on quality, retention, and sustainable growth

## 2027 – Growth Phase

- Expand to **150–250 total homes** across the UK
- Recurring subscriptions begin generating stable monthly income
- Gross margins rise from **~40% to 50%+** through improved procurement
- Position Croft for partnerships and future national reach

# Funding Requirements

*Turning proven prototypes into real homes and real impact*

## Purpose

Secure modest funding to run the **Croft pilot programme**

## Funding will enable

- **Build and install 10 pilot systems** in real homes
- **Finalise Croft Hub design** for manufacturing
- **Collect real-world data** to validate usability and reliability
- **Create outreach materials and partnerships** for launch

## Goal

Demonstrate Croft's value in everyday life, and prove readiness for full rollout

# Vision

Technology that quietly supports safety, comfort, and independence — so people can live where they're happiest, for longer.

# Thank You

*Building independence, one home at a time.*

**Mark Francis**

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