



## ChildMINDER® – Why Us?



ChildMINDER® - providing a ready made, pre-tested solution

Most of us will at some point compare the costs and benefits of buying-in a particular product against other solutions available.

In this section we will address this issue by focusing on the real and tangible advantages that our readymade solution brings to you, as a potential operator.

**Our wristband** has been under development at significant cost for two years, the current finalised working version is based on the 16<sup>th</sup> prototype design.

The material constituents have been changed considerably over the period – both in terms of the raw materials used and the way that they all fit together. We now have a first class wristband, designed and tested specifically for its purpose.

We believe that it is now the only feasible and cost effective wristband design that addresses security, weight, adjustability and durability factors well enough to offer it to customers for use in the intended way.

The product is also now a registered design and patent-pending. The usage license is exclusively limited to our operators with no replication of designs (or elements of such designs) being permitted in any circumstances whatsoever.

No equivalent or superior product exists or is likely to and we believe that our persistent product development approach now ensures a leading edge offer to our operators.

**Our database** solution is world class. We exclusively hold the intellectual property rights on its design and on many parts of its functionality. Copyright also applies, as it does to our comprehensive range of processes, procedures and documentation.

# differentiation

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**Our brand** is growing and our marketing campaigns (individually and in conjunction with our operators) together with our combined growth in UK sales will create an enhanced, cumulative rise in awareness and hence sales across all operators.

**We provide value for money** by working hard for our payments. Our fees are reasonable and set at modest margins to encourage long term profitable growth with our operators as opposed to short term quick wins. As well as our day-to-day costs, payments to us cover activities such as:

- Support staff, 24 hours per day
- Project management of the implementation and operation in your business
- Central database administration
- Procurement, testing, allocating and central data inputting of wristbands
- Maintaining emergency data systems
- Establishing and maintaining supplier framework agreements
- Training staff

We therefore believe that our overall offering represents exceptional value for money.

**Our system is cost effective** with comprehensive but simple processes in place, all being standardised UK-wide across all operators. Your organisation will benefit from the economies of scale brought about by a multitude of partners, both in terms of the best value procurement of nominated products and the efficiencies gained in the practical operation of the system.

# differentiation