

Welcome

THEKEY

Unlock your business

The Key Problem

- **Understanding employee and customer health and wellness is THE KEY** to reopening and sustaining business
- **Surveillance apps for tracking and tracing are restricted to governments**, require very high levels of user adoption and compromise privacy
- **There exists no low cost way of ensuring staff and customer safety** after lockdown

The Key Solution

A conversational chatbot data collection and analysis system for real time life-saving pandemic management ...



Collect Data



Identify Risks



Keep Working

The Key Market Validation

520,000 businesses with
more than 50 employees
in the USA

43,000 businesses with
over 50 employees in UK

The Key Market Size

**190 million
unemployed
globally due to
COVID-19**

Global Market

**39 million
unemployed
or furloughed
in USA and
UK**

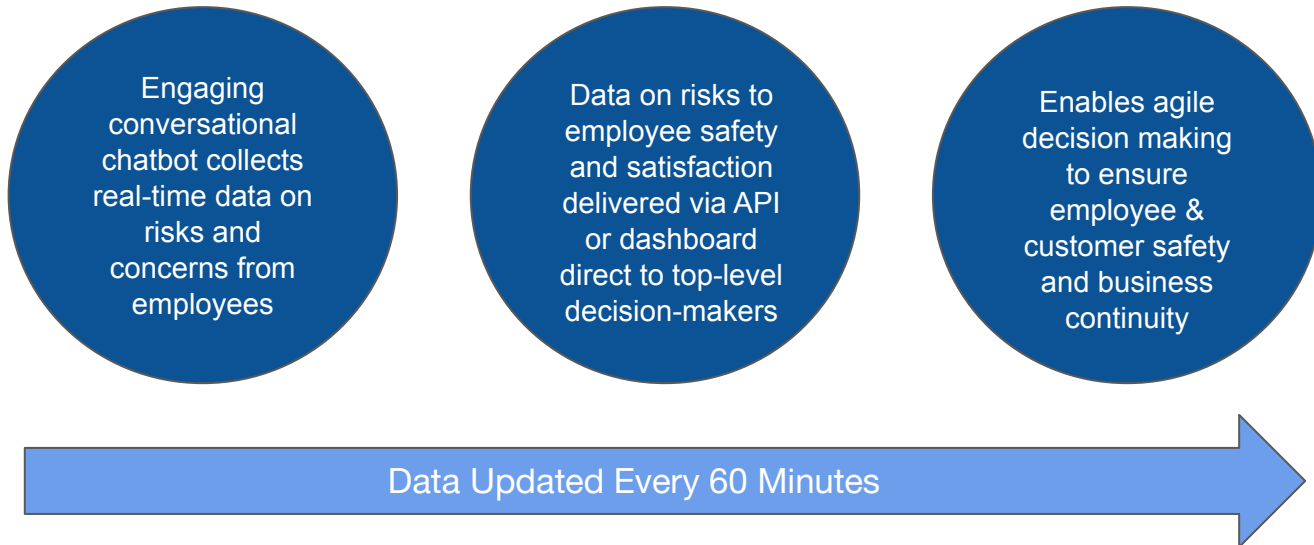
Accessible Market

**780K
worksafe
with The
Key**

The Key Market Share

The Key Product

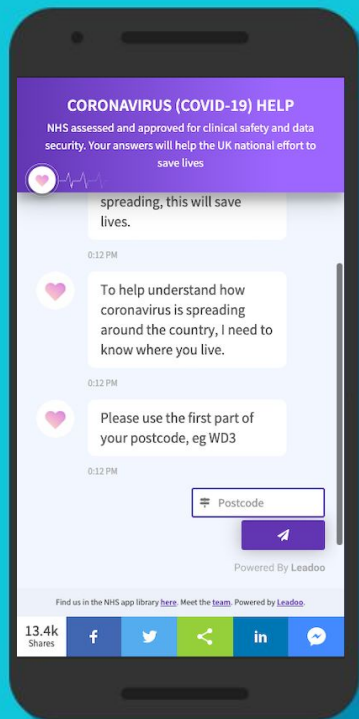
Real-time decision-tool to manage risk and ensure business continuity...



The Key Chatbots

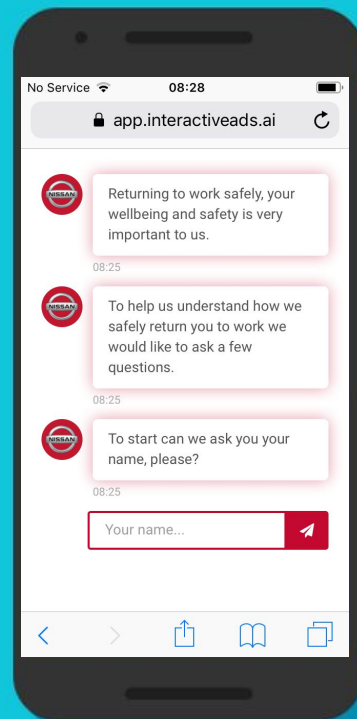
Corona-Help

Real-time pandemic management tool for public sector and humanitarian agencies



Worksafe

Employee safety engagement tool for businesses to safely resume operations



The Key People



James Fennell MBE

Founder

Humanitarian and
Technologist

<https://www.linkedin.com/in/james-fennell/>



Sean Lowrie

Strategy

Creator of the START
Network

<https://www.linkedin.com/in/seanlowrie>



Simon Diggins OBE

Operations

British Army Officer and
Healthcare Manger

<https://www.linkedin.com/in/simonleodiggins/>



Jani Laakso

Technology

Chatbot Developer and
Entrepreneur

<https://www.linkedin.com/in/janilaakso/>



Dom Morris

Data Fusion

HMG Senior Adviser
and Big Data Expert

<https://www.linkedin.com/in/dom-morris-01b89032/>



Peter Bach

Communications

Filmmaker and
Journalist

<https://www.linkedin.com/in/peter-bach-a1221b6/>



George Cooke

Marketing

Digital Marketing &
Sales Director

<https://www.linkedin.com/in/georgejamescooke/>

The Key Advisers



David Orban

Tech Visionary,
Founder at Network
Society, Start-up
Seed Investor

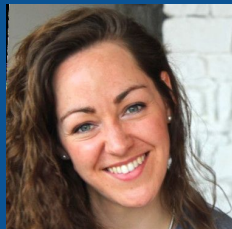
<https://www.linkedin.com/in/davidorban/>



Nell Watson

Tech Ethicist at IEEE,
Researcher and
Machine Intelligence
Engineer

<https://www.linkedin.com/in/nellwatson/>



Sarah Pierman

Founder at Dynamic
Boards and
Non-Executive
Director

<https://www.linkedin.com/in/sarahpie><https://www.linkedin.com/in/sarahpierman/>



Fredrik Ronnlund

COO and Chairman
at Leadoo MT and
Co-Founder of The
Key

<https://www.linkedin.com/in/fredu/>



Joanna Zadkovich

Leadership Advisory
and Executive
Development at Eric
Salmond

<https://www.linkedin.com/in/joanna-zadkovich-71b50176/>



**Dr. Michelle
Tempest**

Physician, Author:
'Big Brain Revolution'
and Partner at
Candesic

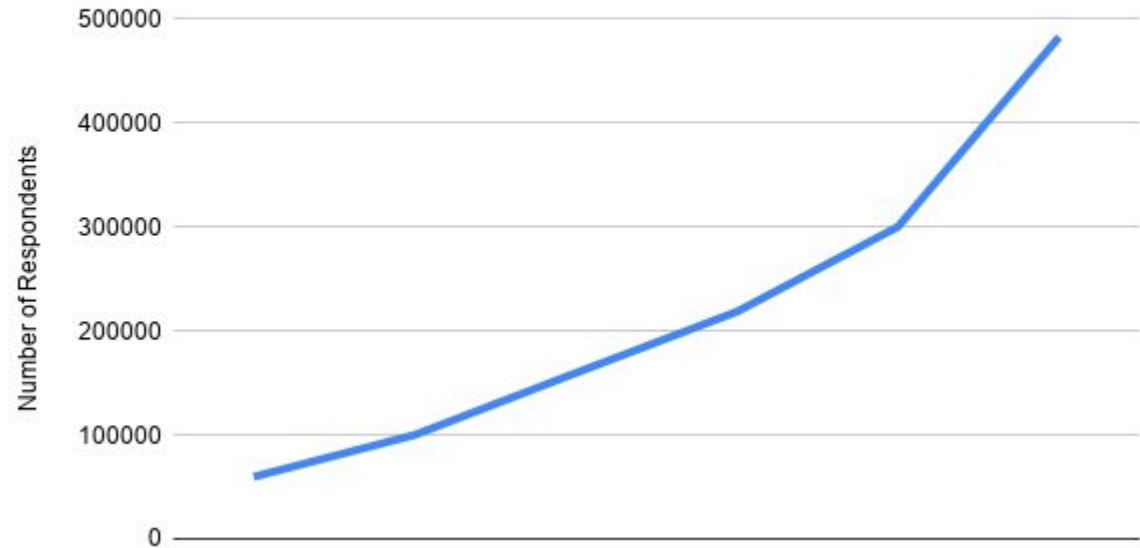
<https://www.linkedin.com/in/michelle-tempest-15111b4/>

The Key Market Adoption

Partners / Traction



March 27 - May 8 2020: The Key NHS Corona-Help.UK Project



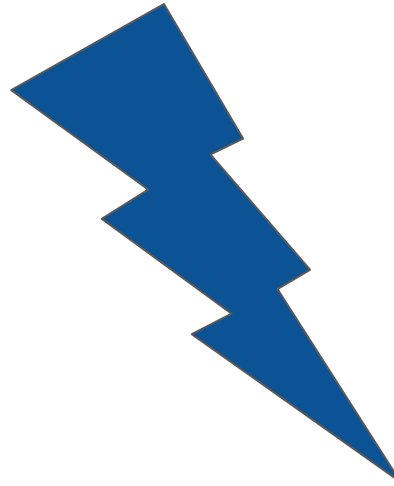
The Key Competition

				
Free to user	X		X	X
Tailored for business				X
Real-Time Data				X
Privacy Centric				X
NHS Approved for Clinical Safety				X
Decision Tool				X

The Key Competitive Advantage



**Proven Technology,
First to Market**



**No Lag Time:
Up and Running in Days,
Real-Time Analysis Direct
to Decision Makers**



**Low Cost - No
Additional
Infrastructure or
Personnel Required**