



Unforgettable

<https://www.unforgettable.org>

Challenge

There are 850,000 people with dementia in the UK. Although there are many products and services that provide practical solutions to the daily challenges of the illness, identifying these without mainstream shops and information centres can be difficult.






Revenue model

Social investment helped the business start-up. Unforgettable will repay the investment by generating revenue from products sold through its website.

Impact

Over the next three years, Unforgettable aims to reach 10% of the population affected by dementia, roughly 85,000 people. By connecting the best products and services with the people that need them most, Unforgettable aims to make a practical difference to those with dementia and the people that care for them.

Key Statistics

-  **Duration:** 5-7 years
-  **Cost of capital:** Loan and equity
-  **Turnover:** N/A
-  **Investment:** £500,000
-  **Product type:** Loan



Good
Finance