



Book of You

<https://www.bookofyou.co.uk/>



Challenge

We were set up, as a reminiscence therapy, to help people living with dementia to connect to their memories but soon realised that we could help all sorts of people, including older people living in assisted accommodation and young adults with learning disabilities. In recent months, due to the Covid-19 crisis, people living in care homes have been unable to receive visits from their loved ones. This has been extremely confusing and distressing for them.






Revenue model

Individuals can subscribe to Book of You for a one-off payment of £25. Licences for organisations cost £1,295, including staff and volunteer training.

Impact

Without social investment we would not have been able to develop the app which is bringing people closer together through the lockdown, and we know it could be a highly valuable tool for so many more – not just those in care homes but those who have been isolated from their families to stay safe. There has never been a better time to listen to their stories. It's a privilege that we shouldn't take for granted. - Kathy Barham, Director

Key Statistics

-  **Duration: 4 years**
-  **Cost of capital: 0%**
-  **Turnover: £50,000**
-  **Investment: £20,000**
-  **Product type: Unsecured loan**

