

## Sentimoto raises \$250,000 Seed investment

Anthemis Exponential Ventures and private angel investors participate in round

LONDON, August 4, 2017 – Sentimoto, the digital wellbeing proposition for the elderly, today announced it has raised over \$250,000 in seed funding from leading financial services investor Anthemis Exponential Ventures and undisclosed private investors. Sentimoto is creating a mobile platform for personal well-being management aimed at 50+ year olds that integrates with relevant local communities' service providers. The platform is currently being piloted by two counties in the UK. The funding will be used for further product development and business growth in the UK.

Sentimoto Ltd was founded by medical data scientists with the purpose of improving public health and minimising costs associated with chronic disorders in ageing. Its digital platform suggests third-party well-being services, leveraging resources available in local communities and measuring the impact of interventions. This cost-effective grassroots public health approach has already received significant interest from Local Government in the UK.

Anthemis Exponential Ventures LLP, a global investment partnership between Anthemis Group and Exponential Ventures, the newly formed innovation arm of MMI Holdings, was inspired by the company vision and alignment with its own holistic wellness strategy.

Alessandro Guazzi, Founder and CEO of Sentimoto, said: *"We are very excited to work with Anthemis Exponential Ventures and develop our joint vision of a holistic approach to personal well-being. Having proven the novelty of our core technology, particularly in the measurement of social isolation, we are committed to demonstrating its value to users who have been left behind by most well-being technologies. This investment not only enables this but gives us access to Anthemis' invaluable experience as we grow."*

Vica Manos, Director at Anthemis, said: *"Sentimoto offer a low-cost solution to a real, universal problem: increasing cost of eldercare, a major cause of physical and mental stress for the modern family. Cost reduction is also one of the major concerns for care providers who have a duty of care towards the elderly and stand to benefit greatly from a non-intrusive, easy to monitor and low-cost solution. Longevity and ageing-in-place are themes that we at AEV are extremely passionate about, and believe that Sentimoto are uniquely positioned to transform this space."*

### About Sentimoto

Sentimoto is developing a well-being smartphone application aimed at 50+ year olds. Our service not only helps identify social isolation, inactivity, and track mental well-being, but closes the loop by suggesting activities tailored to the person's well-being profile and provided by local organisations. Sentimoto is uniquely placed on the market and, having proven its technology, is now working with Local Authorities and other partners to grow our user-base and the ecosystem of well-being activity providers. Learn more at [www.sentimoto.com](http://www.sentimoto.com).

### About Anthemis Group

Anthemis cultivates change in financial services by building, growing, and sustaining businesses committed to improving the world. Our deep understanding of markets and models, passion for emerging technology and spirit of collaboration inspire everything we do. By creating fertile ground for entrepreneurs, institutions, researchers, academics, and visionaries to come together, we believe we can solve the financial services world's most pressing challenges faster, better and for the benefit of all. Learn more at [www.anthemis.com](http://www.anthemis.com).