

Carefree



Welcome to the Caring Economy

In a nutshell

What

We transform vacant hotel rooms into vital breaks for full-time, unpaid carers.

How

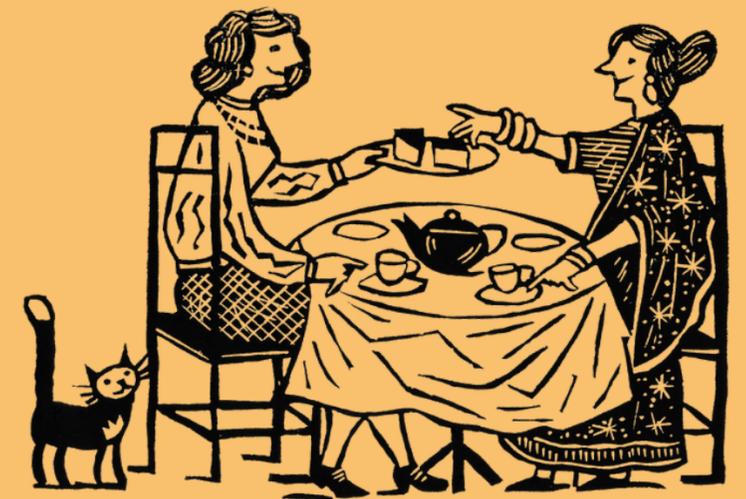
We build partnerships across the business and social sectors and leverage easy to use, flexible technology to allow more carers to be supported by more organisations to have more short breaks.

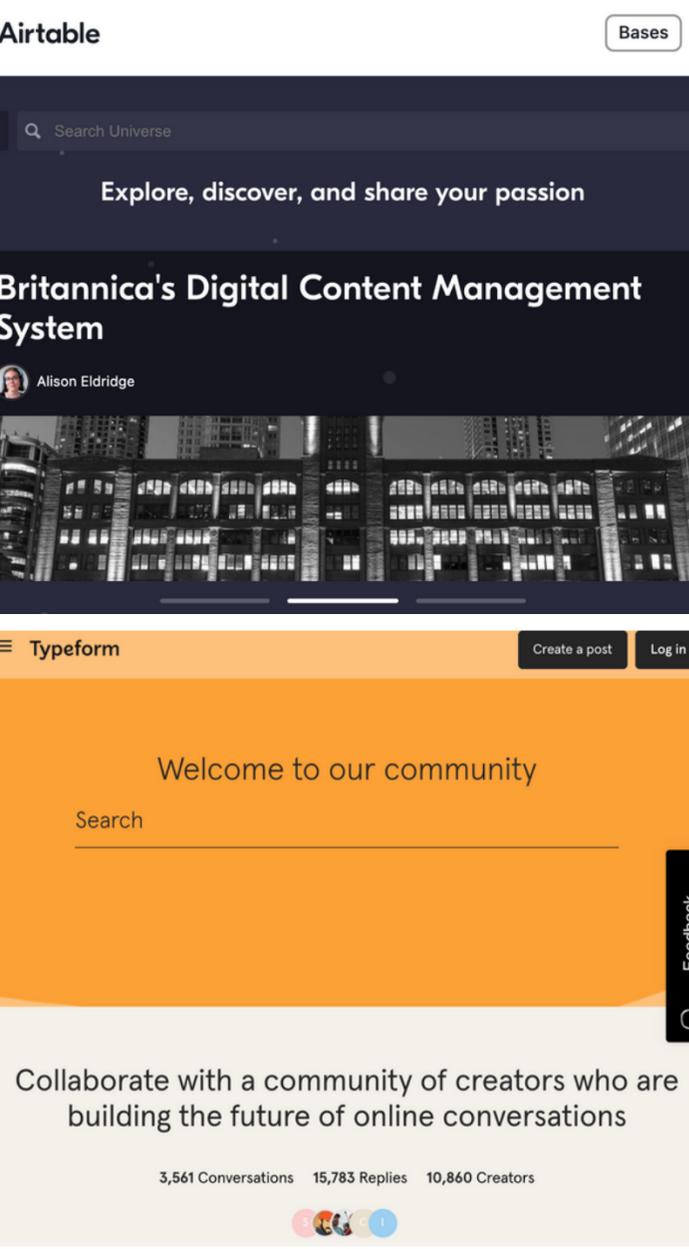
Why

Unpaid carers fuel half the resources needed for our Health and Social Care system to operate. If they fall, it falls.

Enabling people and organisations to share their resources to support families looking after their loved ones is the only way to ensure Long-Welfare in this country.

**Community Tech:
owned, made or
ADAPTED by a
community**





Airtable Universe

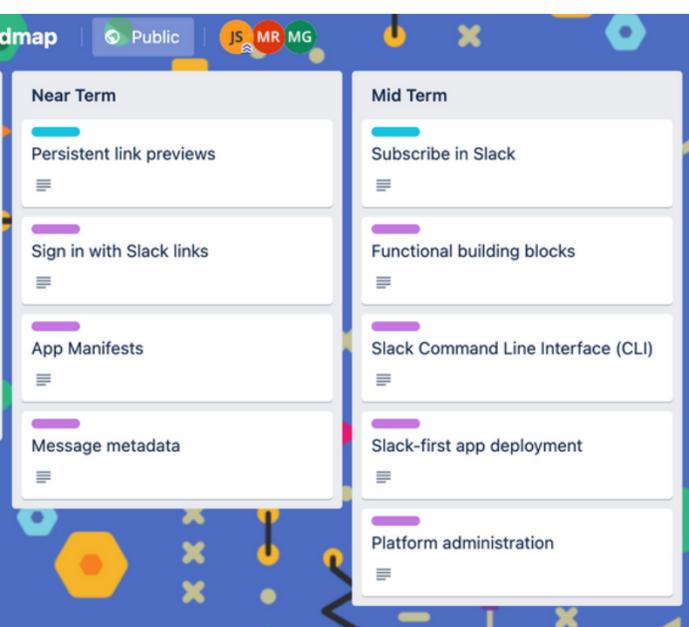
All of the products are designed to enable any small business owner / independent to deliver a digital experience to their users or customers without having to take on high engineering costs and technical debt

/ Definition /

"The democratisation of software"

No-code development is a type of web development that allows non-programmers and programmers to create software using a graphical user interface, instead of writing code.

The no-code movement rests upon the fundamental belief that technology should enable and facilitate creation, not be a barrier to entry.



Slack Public Roadmap

If you look to the end-to-end of your business's technical requirements there are lots of common processes - like payments tools that should be plug and play for you rather than having to develop something customised yourself.

Carefree's Tech Strategy

Driving factors

- Budget - we needed to maximise the value of a £40-60k budget (less than a single developers salary)
- As a charity, seeking to best meet the needs of our beneficiaries we believe that our strength lies in great service design (not Jira tasks)
- The range of functionality we needed to create was vast but also not that unique - we didn't need to build new things ourselves

Technical considerations

- Empower Carefree's non-technical product team to drive product development and growth, reducing dependency on engineering resources.
- Automate leads, marketing, and customer support processes to achieve personalised communications at scale within observed user journeys.
- Rapid testing and proof-of-concept development on tools under consideration to quickly eliminate and surface best candidates to support end-to-end Carefree processes.
- Select tools that facilitate integration with other systems, as well as offer existing libraries of plugins, ensuring long-term viability.

End result

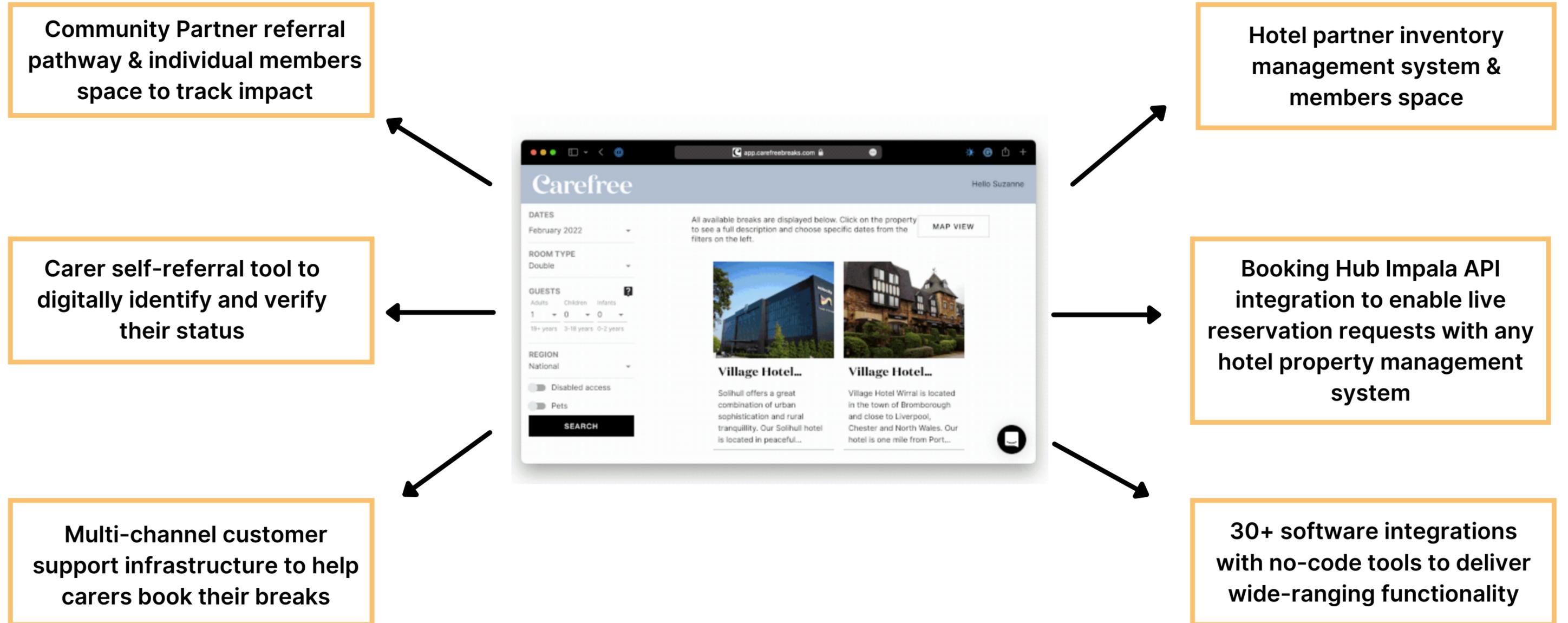
- Converted our tech architecture from 90% to 10% custom code
- Partnerships with tech companies that can provide 'innovation' where needed. E.g. Impala's global distribution API for live inventory release and SumSub for digital identity verification- but could easily swap to other providers if needed.
- 25 no-code tools delivering different aspects of our platform
- £36k spent last year, forecast for £60k this year because of the increasing no. of staff driving user license costs / other investments in new product features

Making life manageable for your team

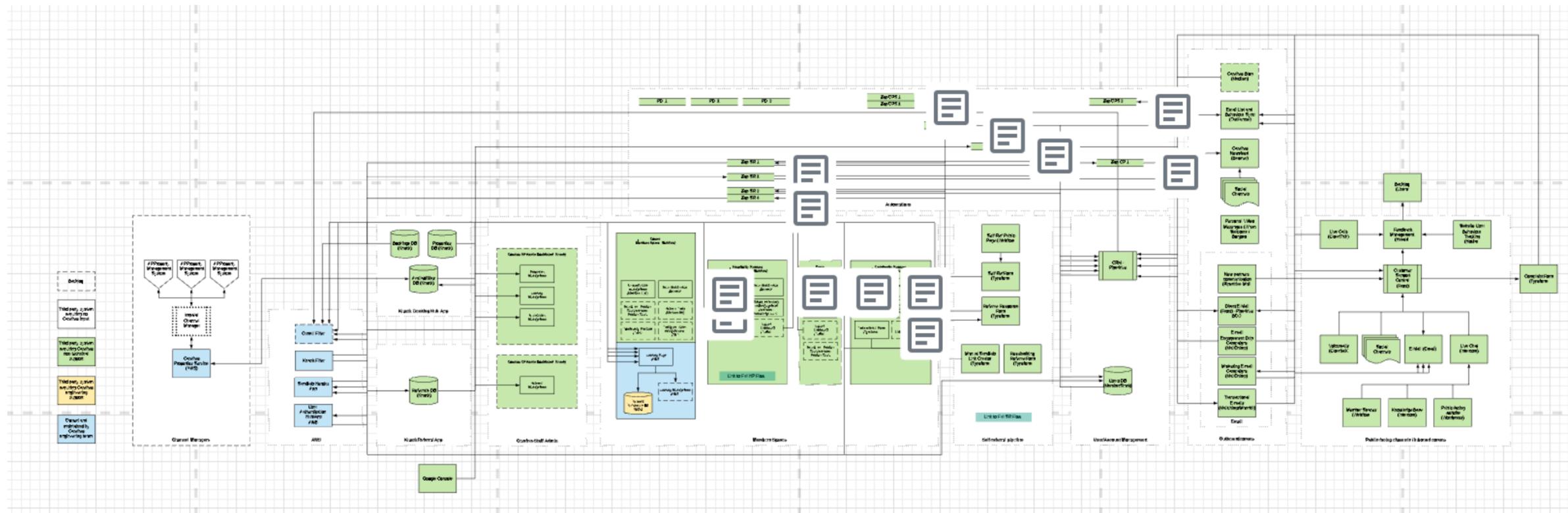
How do your customers get support?



The Platform



The Architecture



webflow

Typeform

Front

databox

zapier



sumsub

impala

stripe

Memberstack

INTERCOM



Notion

mailchimp

pipedrive

Tips & Tricks

Be hyper clear on your business requirements so that you can choose tools to fit your needs in the long-term

Mock-up quick MVPs / proof of concepts of how something will work before you make any investments

No-code enables you to iterate on user feedback very quickly so keep your product backlog organised and share improvements with your users

If something isn't fit for purpose anymore - change it! There are thousands of no-code providers delivering similar products for you to choose from & most offer discounts for non-profits!

Contact

Carefree
c/o Second Home
45-47 Clerkenwell Green
London, EC1R 0EB

02031372578
hello@carefreespace.org
carefreespace.org

Registered Charity No. 1176459

