



Guided Futures

Care today for an independent tomorrow

Delivering immediate, high-quality placements to address the **£6.6 billion** UK children's care crisis. Join us in transforming outcomes for some of the **84,000** children.



Introduction to Guided Futures



Our Mission: To empower young people with the skills and support necessary for a successful transition to independent living.



Addressing Critical Demand: Actively tackling the surge in demand for high quality 2 and 3 bedded therapeutic residential homes.



Holistic & Individualized Care: Delivering exceptional value while generating **over £1m in revenue and £250,000 profit** through a trauma-informed therapeutic care model focused on individualized support led by a strong team

Meet the team



Bogdan Plesa, Director

- **Strategic Growth & Financial Acumen:**

Expertise in direct care combined with a proven track record in strategic business development working with the NHS.

- **Proven Scalability:** Successfully assisted start-up businesses to exceed £1 million in turnover for Walsons Healthcare

- **Robust Financial Stewardship:** Responsible for managing project budgets over £2 million, ensuring long-term sustainability and profitable growth for companies such as TTM Healthcare and NHS Professionals



Gabriel Ancuta, Director

- **Sector Expert & Leader in Children's Services:**

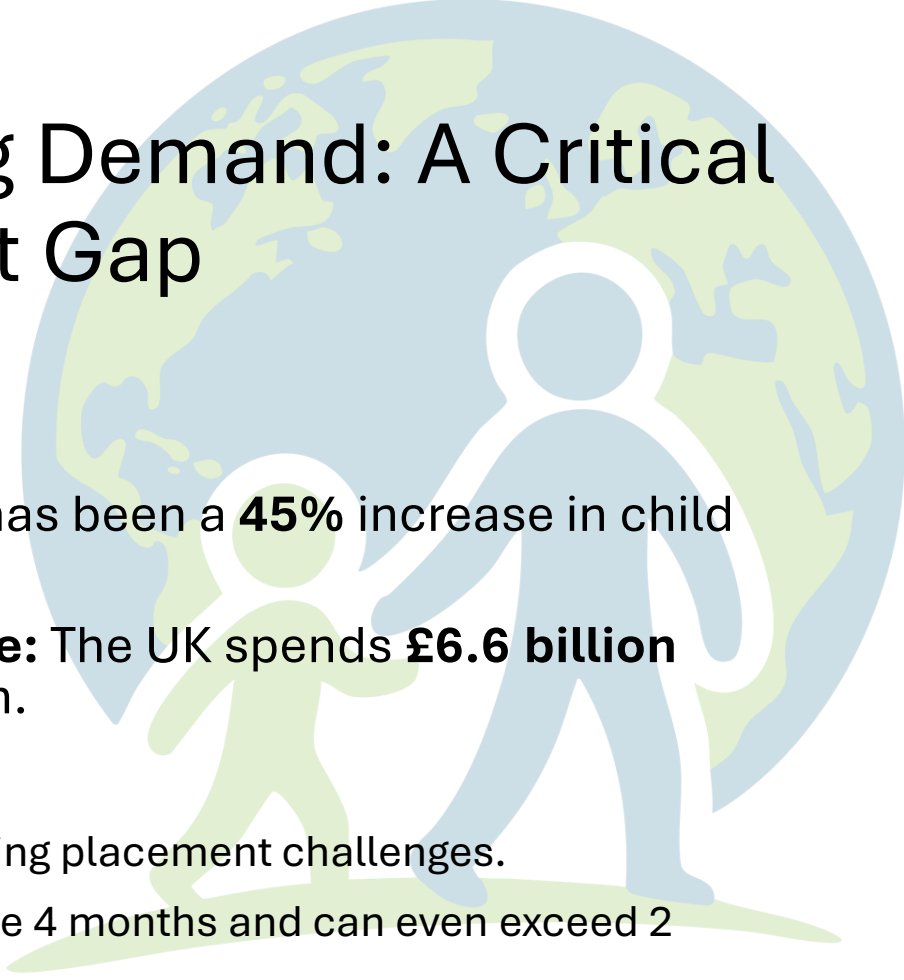
Over 15 years establishing and scaling high-quality residential care services for known companies like Sandcastle Care and Hexagon Care.

- **Proven Operational Excellence:** Consistently built high-performing teams and achieved GOOD Ofsted ratings for Aspris Care and Therapeutic Care – ensuring exceptional care standards.

- **Trusted Industry Figure:** Deep relationships and outstanding feedback from councils and social workers underpinning placement success.



Significant & Growing Demand: A Critical Market Gap



- **Escalating Placements:** There has been a **45%** increase in child placements since 2019.
- **Substantial Annual Expenditure:** The UK spends **£6.6 billion** annually on looked-after children.
- **Systemic Challenges:**
 - **90%** of councils are currently facing placement challenges.
 - Wait times for placements average 4 months and can even exceed 2 years for complex cases.

Targeted Demand: There is strong, urgent demand specifically for small, therapeutic homes in Lancashire.

Our Sustainable Model: High-Quality Care, Clear Returns

- **Core Service:** Providing high-quality, therapeutic and trauma-informed residential care.
- **Revenue & Profitability:**
 - Weekly Fee per Child: £7,000
 - Weekly Cost per Child: £5,000
 - Weekly central admin costs: £900
 - Average occupancy of 95%
 - Projected Annual EBIT: £250,000
- Care led by an experienced manager with an excellent track record of GOOD Ofsted outcomes.



The Market Landscape: A Critical Need for Specialized Care

- **Fragmented Market Dynamics:**

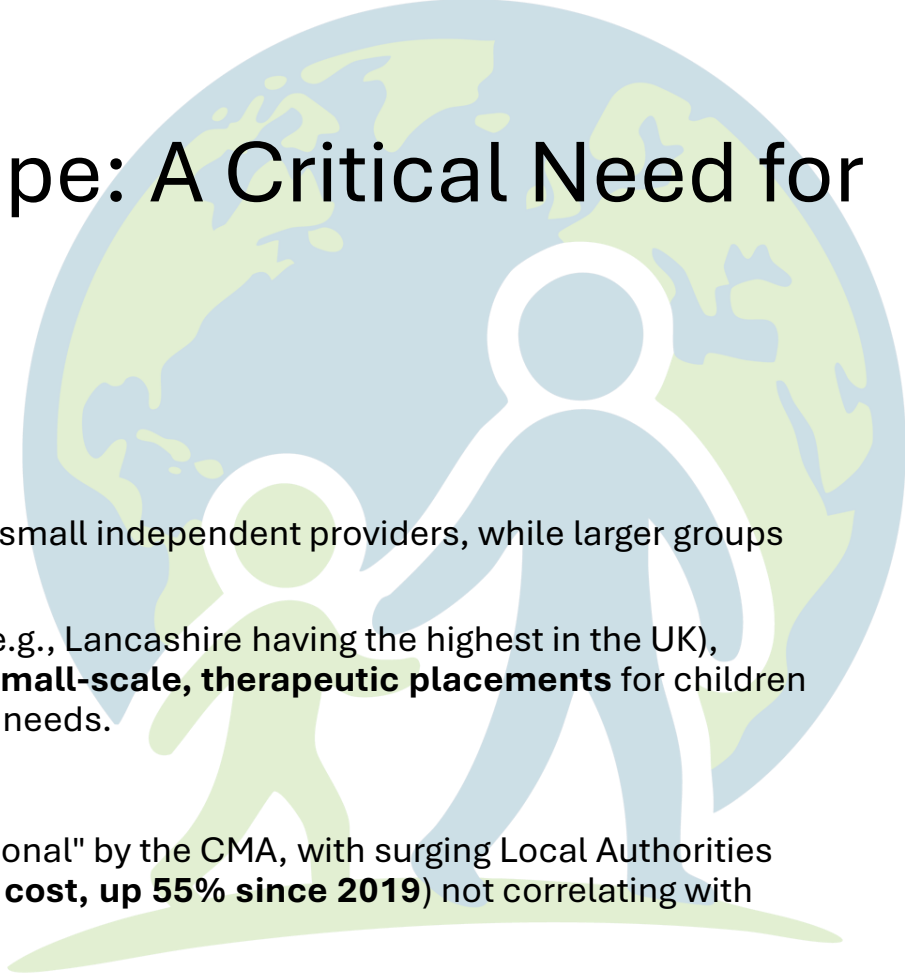
- Over 60% of children's homes are run by small independent providers, while larger groups focus on multi-bed, generalist models.
- Despite high overall numbers of homes (e.g., Lancashire having the highest in the UK), there's a critical shortage of **specialist, small-scale, therapeutic placements** for children with complex emotional and behavioural needs.

- **Systemic Dysfunction & Poor Outcomes:**

- The market is characterized as "dysfunctional" by the CMA, with surging Local Authorities spend per child (**£6,108 average weekly cost, up 55% since 2019**) not correlating with complexity of need.
- Outcomes for care leavers remain poor: 41% NEET, and up to 24% of homeless/prison populations are care-experienced.

- **Escalating Demand & Costs:**

- The number of children in care is projected to rise from **84,000 (2023) to 86,000-93,500 by 2026**.
- National expenditure on children's services is projected to soar by **74% to £21.4bn by 2029-30**, with children looked after alone rising **82% (£6.6bn to £12bn)**



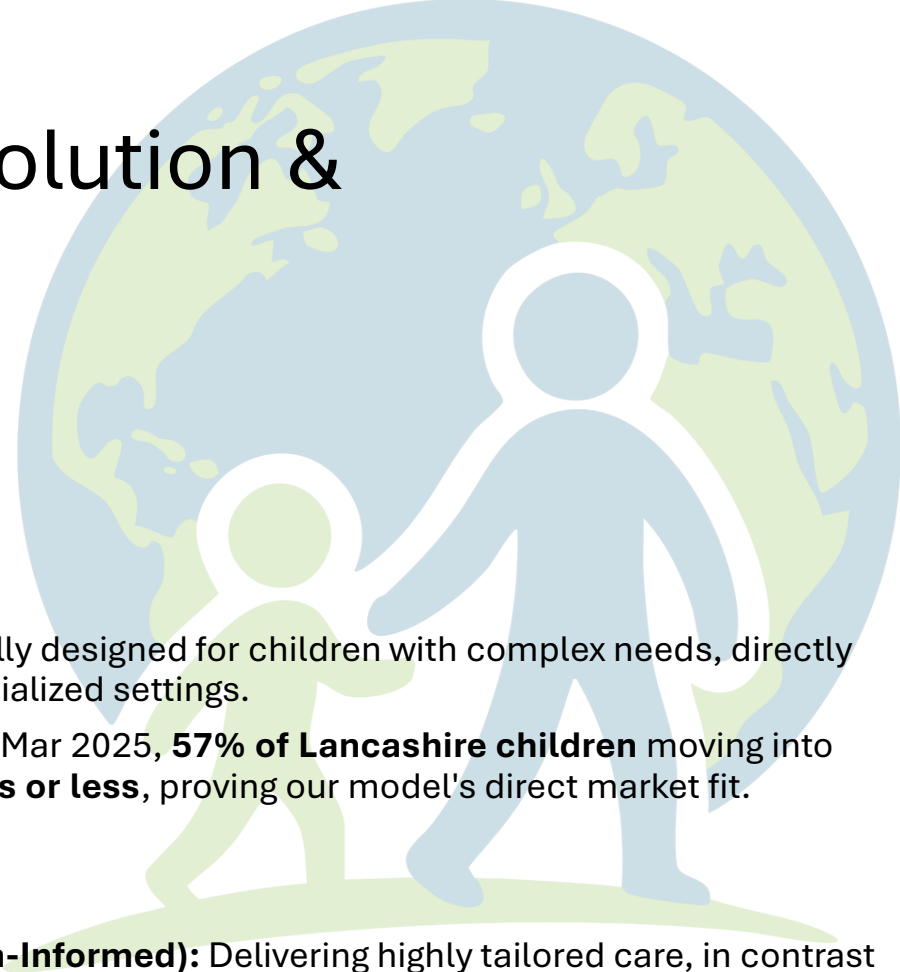
Our Differentiated Solution & Unmatched Fit

- **Direct Alignment with Market Need:**

- Our **3-bedded therapeutic model** is specifically designed for children with complex needs, directly addressing the critical demand for smaller, specialized settings.
- **Validated by Local Data:** Between Oct 2024 – Mar 2025, **57% of Lancashire children** moving into agency homes were placed in **3-bedded settings or less**, proving our model's direct market fit.

- **Our Pillars of Success:**

- **Specialized Therapeutic Care (PACE, Trauma-Informed):** Delivering highly tailored care, in contrast to generalist models.
- **Strong, Collaborative LA Partnerships:** Building long-term value and shared outcomes, integrating with education, health, and therapeutic services.
- **Outcome-Driven Approach:** Our model aims to provide the type of home most in demand, contributing to better long-term outcomes for children.





Provider	Therapeutic Model	Home Size (Beds)	Local Authority Focus	Unique Offer
CareTech	Generic	4–6	National	Large scale, broad coverage
Outcomes First Group	Mixed	4–7	National	Integrated education links
Keys Group	Some therapeutic	4–6	North West	Wide range, less specialised
Small Independent A	Some therapeutic	3	Lancashire	Generalist, less structured
Guided Futures	PACE, Trauma-Informed	3	Lancashire-first	Therapeutic, relational model

Competitor Matrix

Clear Path to Profitability & Scalable Growth

- Year 2 EBIT (Earnings Before Interest & Taxes): **£257,400**
- EBIT with 2 Homes Operational: **£697,000**
- Growth Target: Expand to **5 Homes within 7 Years**
- Fully Operational Group EBIT: **£1.6 Million**

With a conservative 3x to 5x multiple of Year 7 EBIT, the potential valuation for Guided Futures is estimated to be between £4.8 million and £8.0 million



Partner with Us: Drive Impact & Exceptional Returns

Key Investment Highlights:

- **Funding Target:** Seeking **£200,000** investment.
- **Attractive Incentives:** Eligible for **SEIS/EIS** tax reliefs, maximizing investor benefits.
- **Tangible Asset Option:** Opportunity for direct property purchase.
- **Significant Returns:** Projected **£1.6 million annual EBIT** once all homes are fully operational.
- **High Demand-Driven Growth:** Capitalize on urgent market needs and our validated model for substantial returns.
- **Profound Social Impact:** Invest in transforming outcomes for vulnerable children in the UK.
- **Next Steps & Contact:**
 - **Email:** hello@guidedfutures.uk
 - **Phone:** 07815959118 / 07982827662

