



Why Tyze is Different

Tyze is unlike the other social network products on the market today. Our online networks build networks of support that make it easy for people to care for one another.

The screenshot displays the Tyze web interface. At the top left is the Tyze logo. A navigation bar contains links for Connect, Calendar, Contribute, Stories & Photos, Shared Files, Vault, and My Networks. A 'Help!' button is in the top right. The main content area is titled 'Connect' and includes a sub-header 'Ella's Circle of Friends' with a description: 'Through our connection and commitment, we hope to support Ella's continued active involvement in our lives and community.' Below this is a list of network members: Ella Smith, Chantal Sutherland, Bernice James, Paul Walker, John Smith, and Edna Chang. The main content area features an 'Urgent Message | Ella had a bad fall today - in hospital' by Chantal Sutherland, posted 11 days ago. Below that is a 'Story | My incredible sister Ella' by Bernice James, posted 10 days ago. On the right side, there is a 'Welcome Joe!' section with links for My Profile, Private Messages (0), Administer Network, Invite New Member, and Logout. Below that are buttons for 'Send Network Message' and 'Urgent Message'. Further down are buttons for 'Add Event', 'Goal', 'Task', 'Story', and 'Shared File'. At the bottom right, there is an 'Upcoming Events' section and a 'Latest Comments' section with a comment: 'Thank you ... 1 week 2 days ago'.

Our networks:

- Are designed to strengthen relationships, not count them.
- Help to build connections between formal and informal systems of care. We make it easier for organizations to work collaboratively with the friends and families of the people in their care.
- Are networks with a purpose. They are created around a specific person and a specific situation.
- Benefit from the skills of a trained network connector. Our in-house connectors are available to work with customers as they build and support their own networks.
- Are closed, secure networks, with strong permission and privacy levels based on different levels of connection and trust.



Facebook	Tyze
Insecure	Secure
Searchable	Private
Quantity	Quality
No Support	Comprehensive Training
No Care Integration	Connects Formal and Informal Care Providers
Distributed	Person-Centered
Contains advertising	Ad-free
Lack of Expertise in Caregiving	Recognized international thought leadership

Tyze Activities

Our business is different too. We're much more than a technology provider. Tyze delivers value through:

- **RESEARCH.** Our commitment to delivering and measuring outcomes has led to a body of research that demonstrates the effectiveness and value of Tyze networks.
- **SERVICE.** The coaching, technical support, and network animation services are valued and well used by our users.
- **KNOWLEDGE.** Unique training and help materials, that build on our expertise on-boarding and animating networks.
- **TECHNOLOGY.** A stable, private, secure technology platform with opportunities to create new applications that build connections between formal and informal systems of care.

