

Mom deserves the best.  
So does Dad.

**honor**

By Seth Sternberg

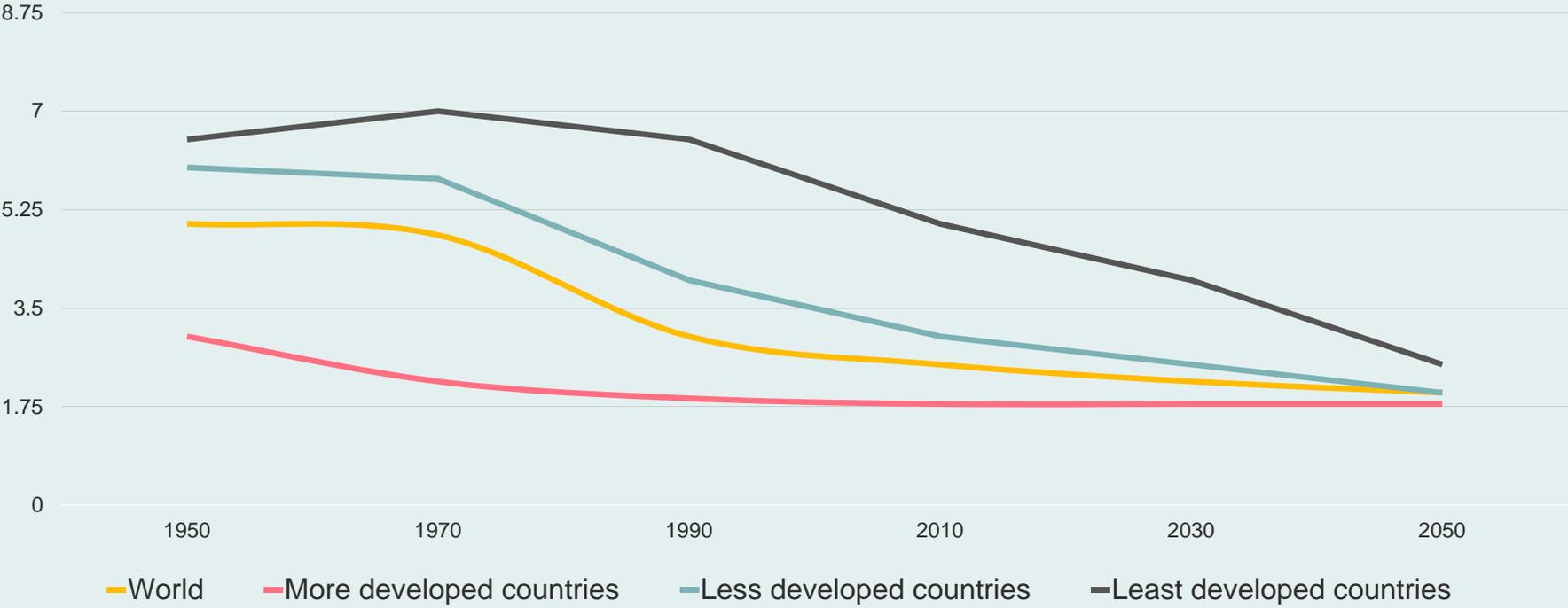




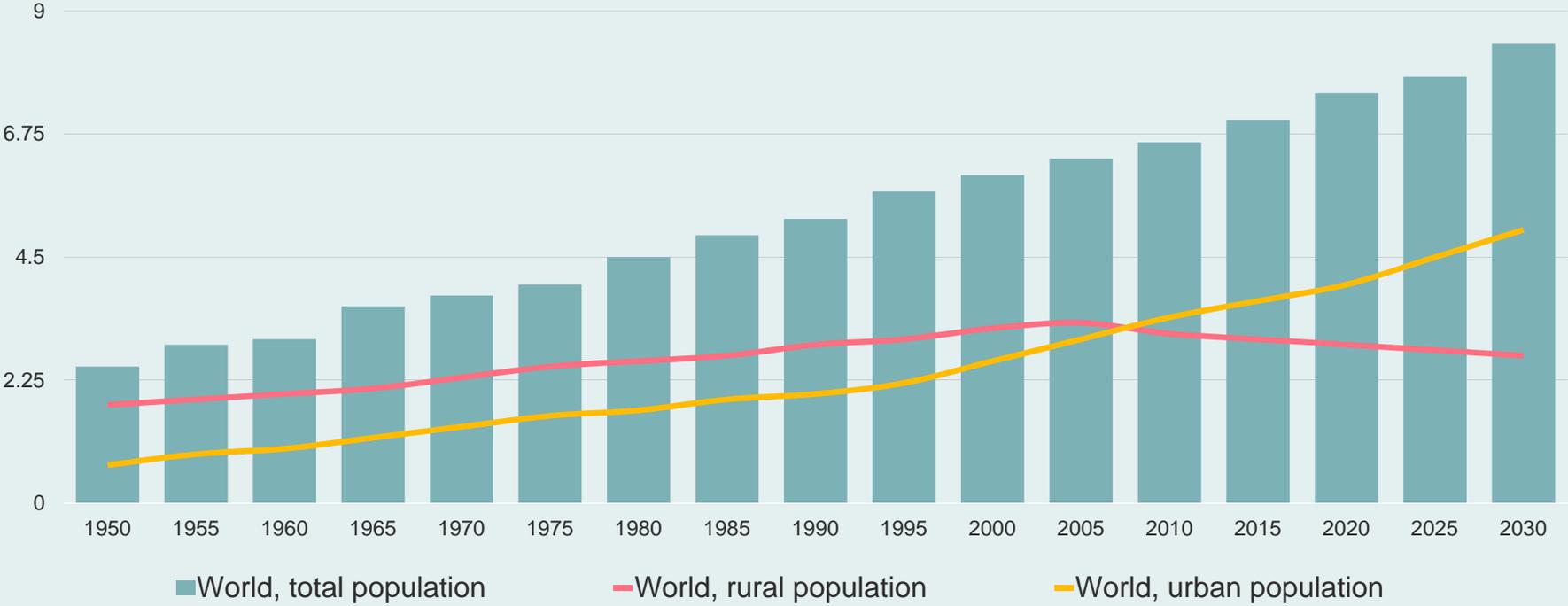
Our mission is to bring joy, comfort,  
and grace to people as they age.

We've put together an amazing team, and raised \$20 million, led by Andreessen Horowitz,  
toward accomplishing this mission.

# Shrinking families



# Urban & rural population of the world, 1950-2030



We've failed to innovate for our parents:

Issues:

Belief that innovation driven by tech, older adults can't use it.

Entrepreneur's parents are often their solution.

Too much natural churn in the market.

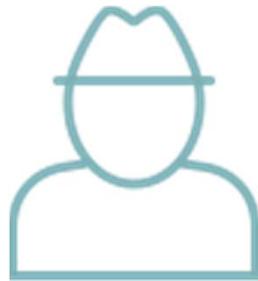
**We must change all that.**

Redesign private duty  
in-home care from top to  
bottom.





Care Professionals



Senior Citizens



Adult Children



Home care  
like you're there.  
**honor**



# What does the underlying technology do?

## Increase

Senior &  
Caregiver compatibility

Visibility &  
Involvement for family members

Care Pro earnings

Quality

Accessibility



## Decrease

Admissions & Re-admissions

Cost

Fraud



# Federal recommendations

- ➔ Shine spotlight on the older adults opportunity:  
For investors, entrepreneurs, innovative large companies
- ➔ Experiment with Medicare funding for Private Duty Care:  
CMS Innovation Center (Currently only Medicaid, LTCI)
- ➔ Programs for all 3 participants:  
The Senior (45M), the Caregiver (40M) & the Care Pro (2M)

Let's help  
Mom & Dad thrive.

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