Mom deserves the best.
So does Dad.

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

- World
- More developed countries
- Less developed countries
- Least developed countries
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.