Creating Care
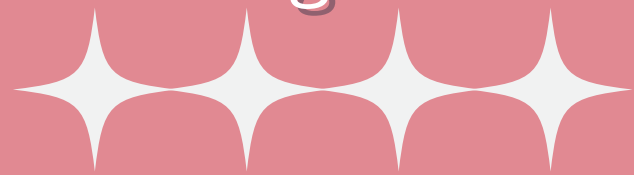
How might we increase the ease of care for the medically non-compliant elderly?

Our Problem

- Nearly 60% of the elderly face challenges when taking medication
- The dependency ratio has been growing since 2010
- 40.7% increase in elderly expected between 2012 and 2030

Our Solution

Our platform uses a database of background checked care takers to match and send one tailored for your needs

Existing Solutions

Current conventional services
- require caretakes to stay for minimum time periods
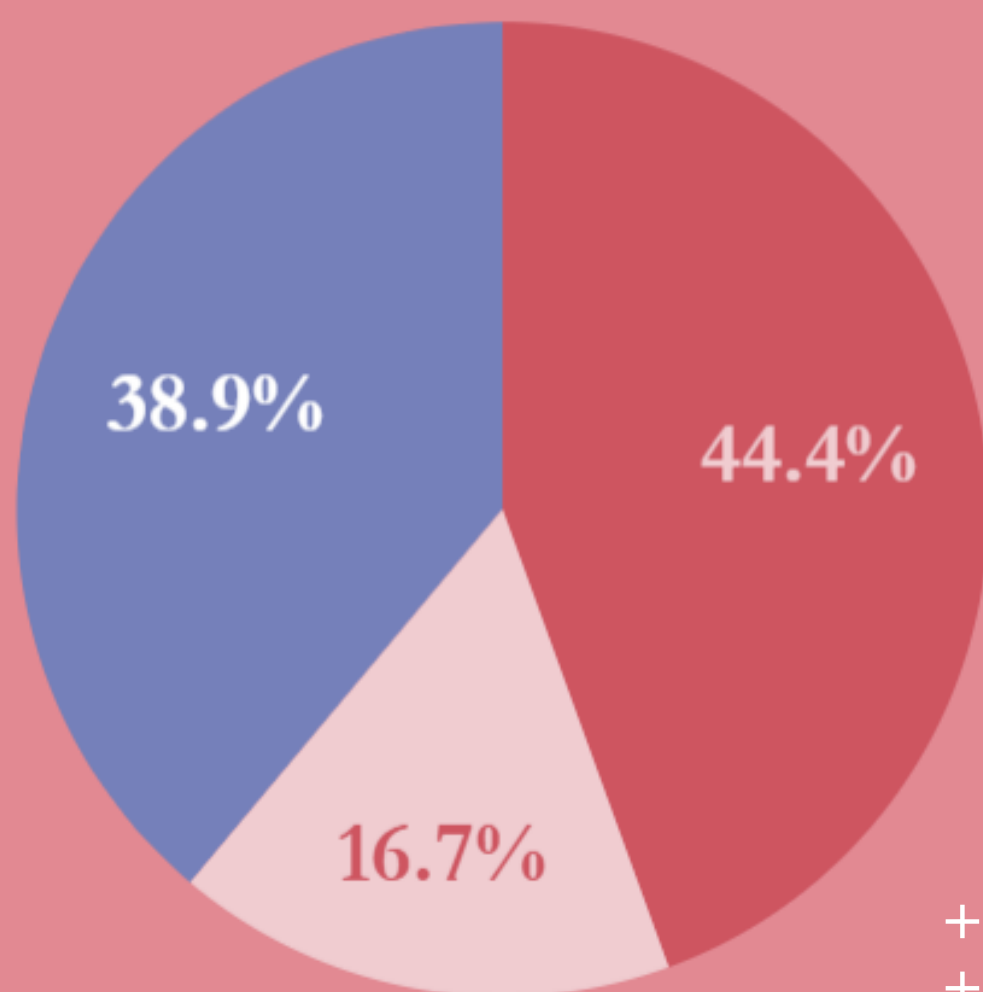- time consuming when finding an adequate caretaker

	Us	Them
Can hire through platform	✓	✓
Quickly find caretaker	✓	✗
Designed for short-term care	✓	✗
Day-of order	✓	✗

Our Experiment

Purchased direct competitor Care.com to assess the difficulty of finding adequate caretakers

We found it was difficult to find an adequate caretaker without lots of time to search.

Care.com Response Breakdown

38.9%

44.4%

16.7%

- Independent Worker (Responded)
- Independent Worker (No Response)
- Care Firms

Our Plan

Early Adopters:
- those who are too busy with work to care for their loved ones

Revenue Stream:
- Each order will be split into a commission for our nurses and company profit used to grow the business

mfeng45.github.io/creatingCare/index_3.html

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