



# ELDERLY CARE

*Family Care*

**CaregiverApp**

*"The fastest and easiest way to ensure excellent care for the elderly"*

**Marco Grollo Co-founder**

# Problems



**Lack of knowledge**

**Lack of feedbacks**

**High stress levels**

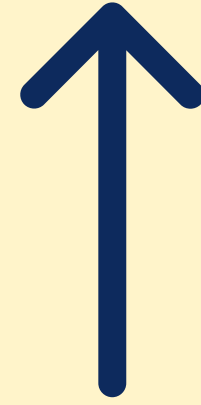
# Solutions

App – platform

Caregiver training

Less stress

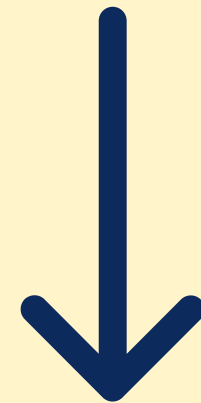
Performance check



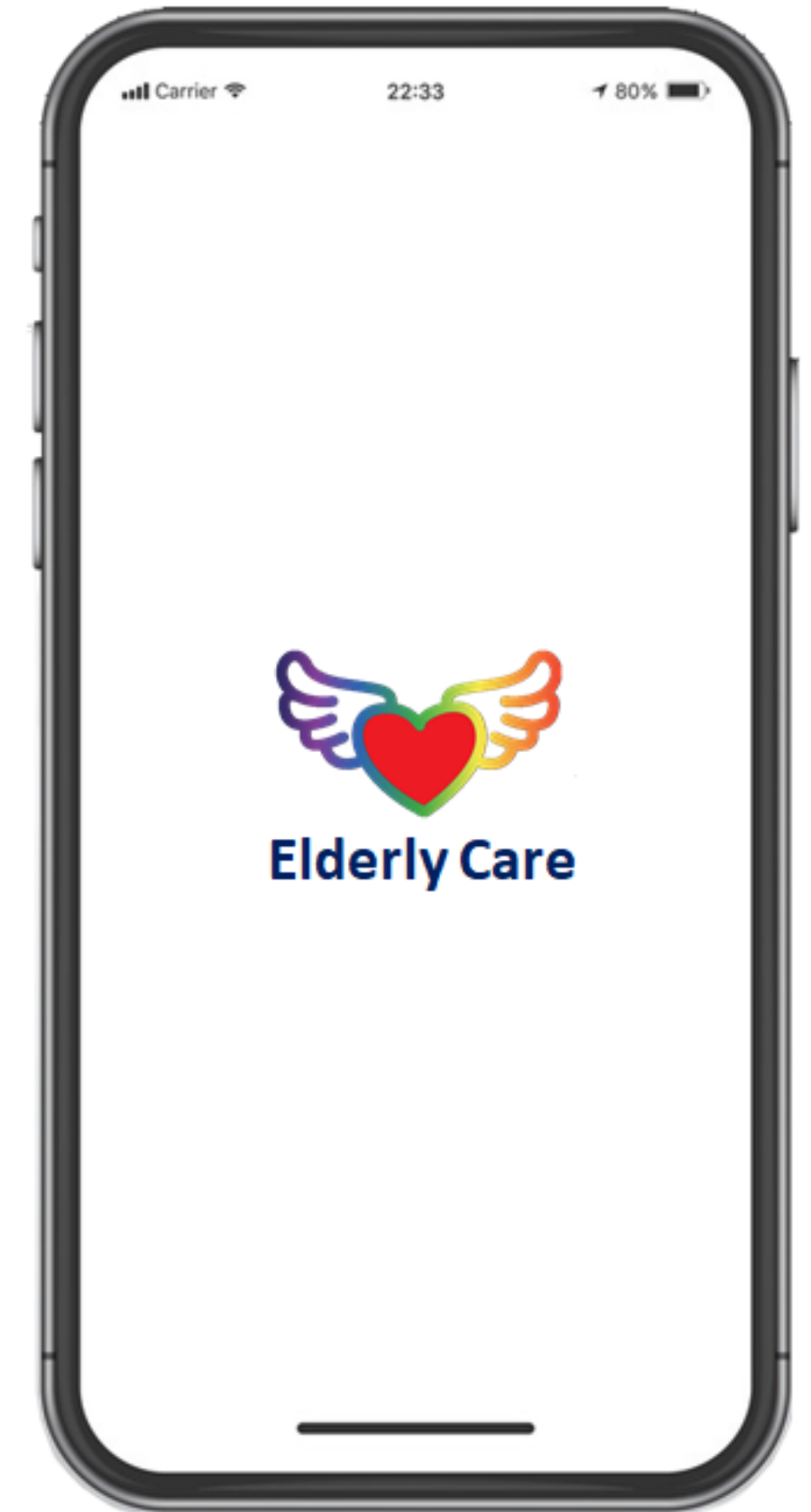
SERVICE  
QUALITY



FAMILY  
SERENITY



CAREGIVER'S  
BURNOUT



# Operations & Value Propositions

## TRAINING

### Webinar&Courses:

- elderly assistance
- physiotherapy
- nutrition and italian cousine

## ORGANIZATION

Activity & Calendar  
Check list medicine  
Menù



### To-do List

- Morning medicine
- Insulin puncture
- Measure the pressure
- ▼ Grocery shopping
  - Pasta
  - Oil
  - Tomatoes
  - Sugar

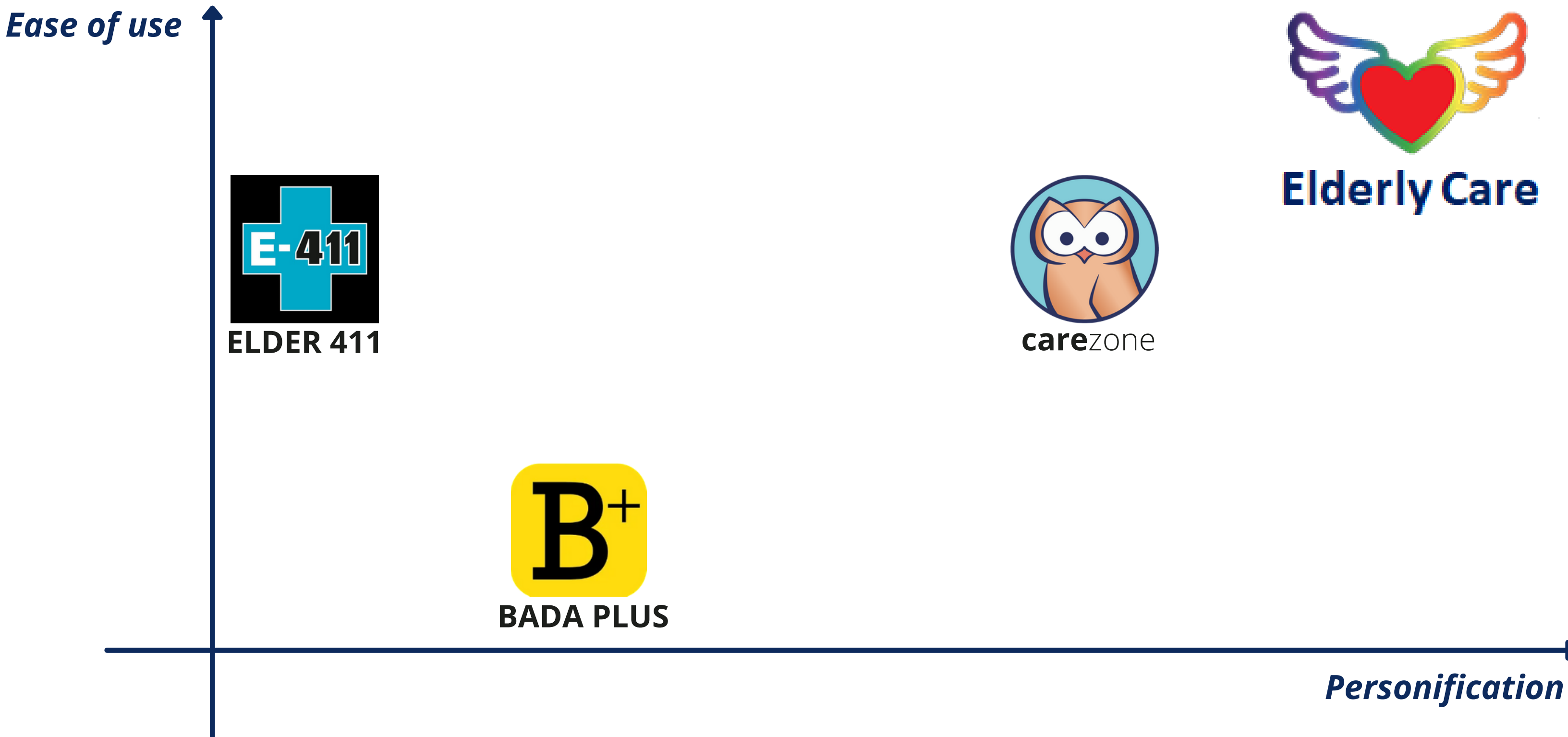
< Feb 2021

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

08:00 | Wake up 🍳 ☕  
08:15 |  
09:00 | Walk in the park 🌲 🚶  
10:00 | Parco San Rossore, Pisa  
11:00 | Medicine 💊  
11:05 |  
12:00 | Lunch 🥗 🍝  
13:00 |  
14:00 | Sleep 🛌  
15:00 |  
19:00 | Dinner 🍽️

Today      Calendars      Inbox

# Competitors



# Business Model

**FAMILY OF THE ASSISTED**



**Monthly subscription for  
training & organization caregiver**

**COOPERATIVE**



**Yearly subscription**

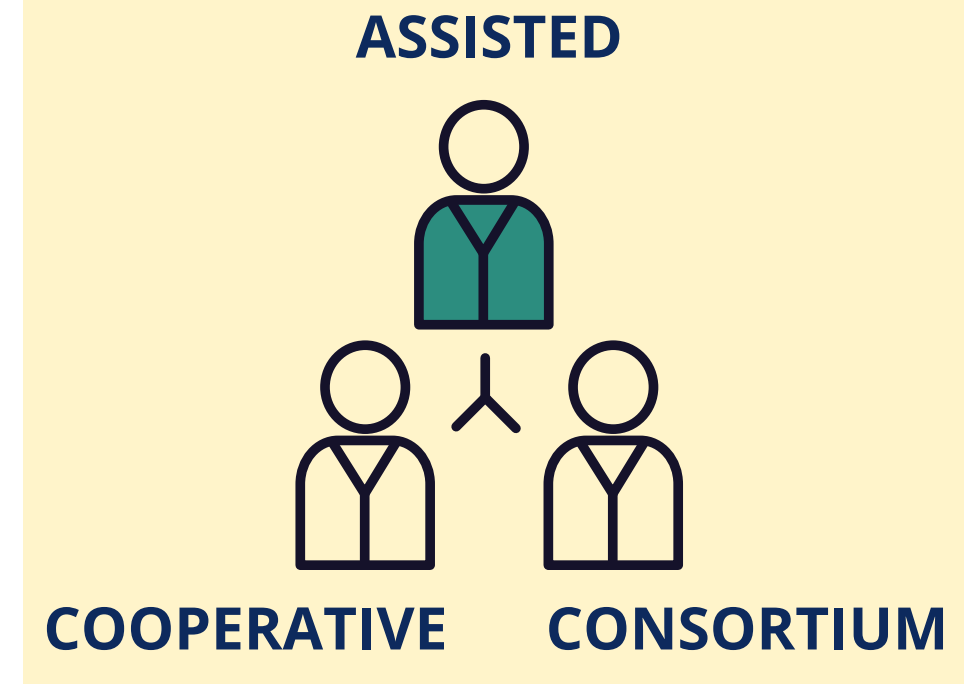
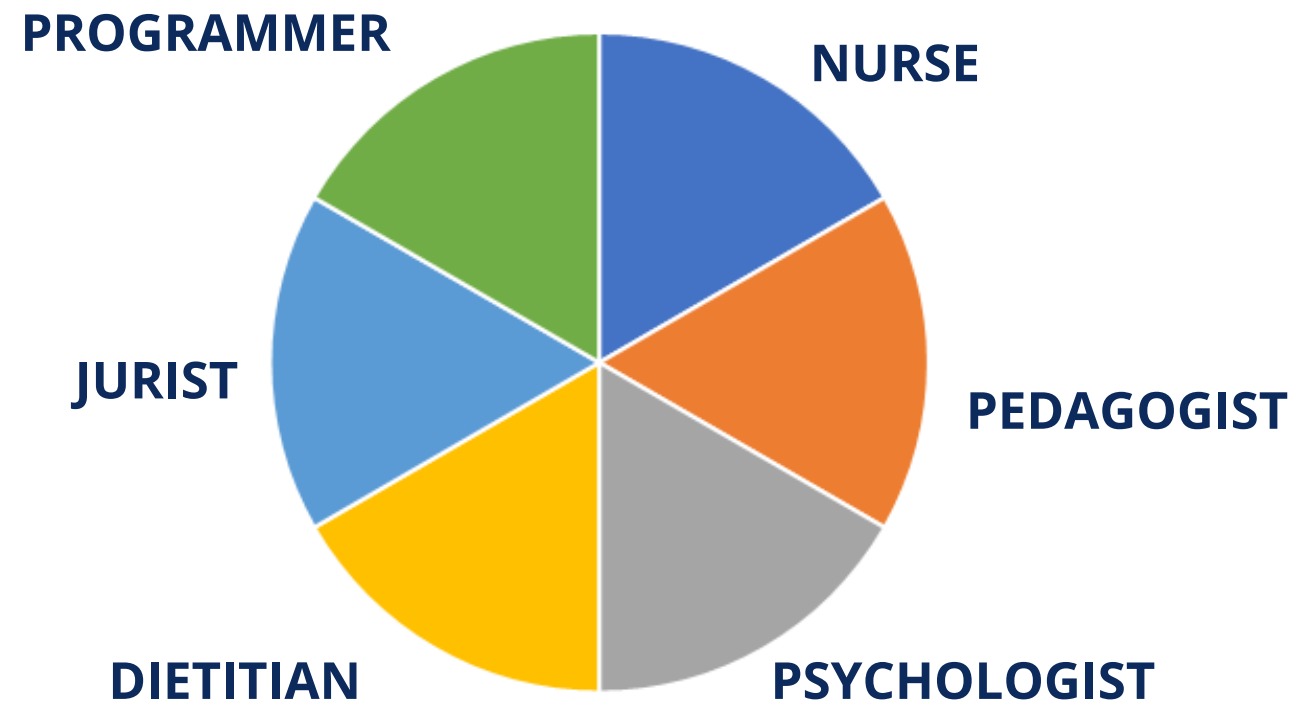


**UE FOUND**



**Periodic calls**

# Sviluppo Model



CONSTANT DATA PROCESSING  
CONTINUOUS UPDATE  
BEST SERVICE

100 ASSISTED  
1st year



1000 ASSISTED  
2nd year



100K  
3rd year



# Milestones

**APP  
DEVELOPMENT**  
05/2021

**FOUND  
SCOUTING**  
08/2021

**SCALE UP**  
05/2022



**START UP!**  
07/2021

**MARKETING &  
ADVERTISING**  
10/2021

**AGREEMENTS  
WITH  
ORGANIZATIONS**  
02/2022



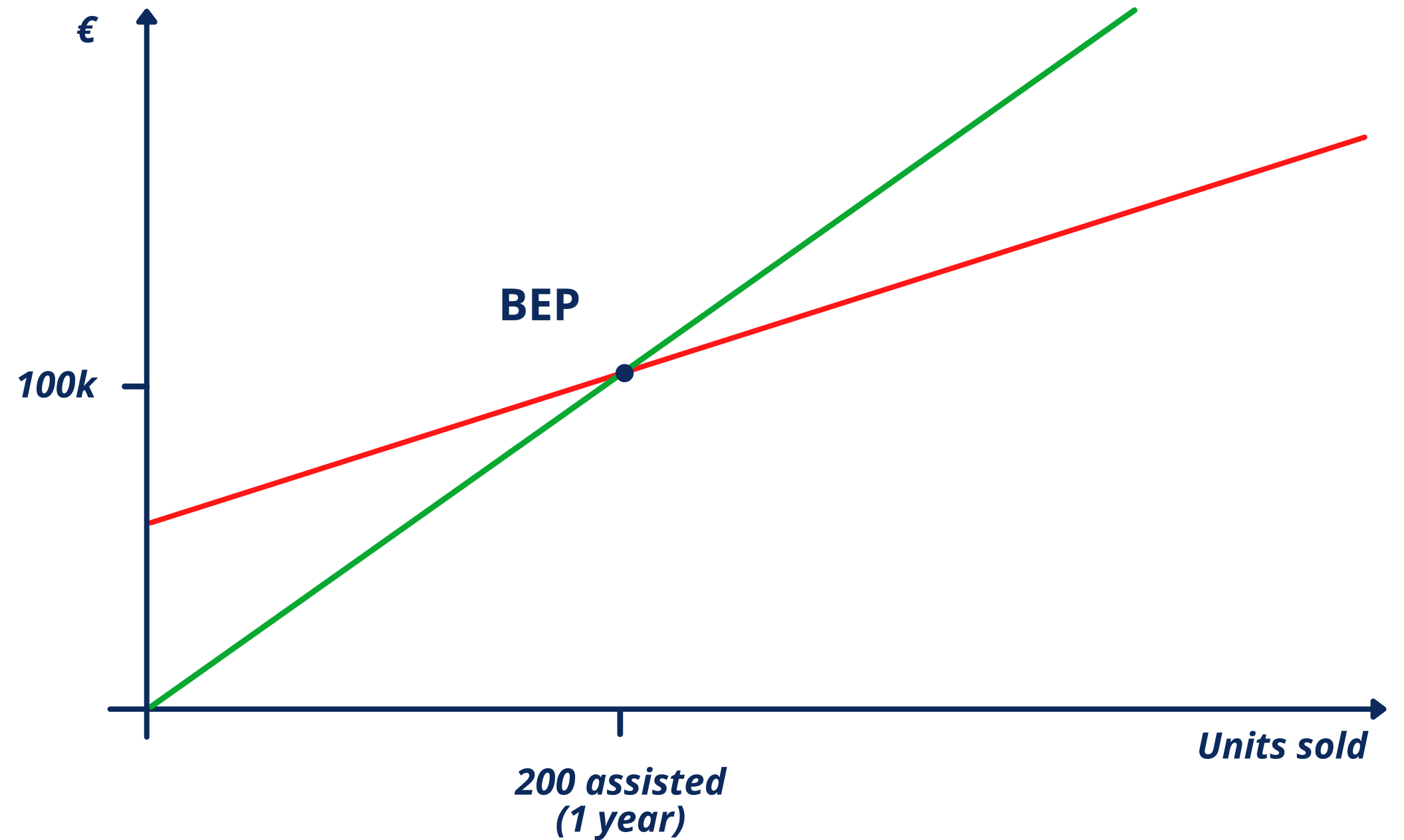
# Financials

## COSTS:

- startup, notary, accountant 20k
- salary 60k/year

## GAININGS:

- 50€/assisted month



# Team

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**Marco Grollo**

**Co-Founder**

***Dr. Philosophy and Humanities***



**Marco Russo**

**Co-Founder**

***Building Eng.***



**Clarissa Garrubba**

**Co-Founder**

***Dr. Dietician***

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**Tranks!**

**Marco Grollo**

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**ELDERLY CARE**

***www.ElderlyCare.it***



**ElderlyCare**



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