Dependent Care 2.0

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Caregiving in new era

- Age in residence
- Diverse need for everyday relief
- $72.3B market in 2020
  - 80% expense out-of-pocket
- Tech to bridge gap between seniors and caregiver
Opportunity (2020 est)

- 13% CAGR from 2016 to 2020
  - 42B in 2016
  - $279B cumulative market
  - Amazon, Uber, and more more

- Growth fueled by disruption

- Six Major areas
  - Daily Essential
  - Health & Safety awareness

2020 Market size

- Daily Essential: 53.7
- Health & Safety awareness: 4.3
- Care coordination: 5.7
- Transition support: 5.0
- Social well-being: 1.3
- Caregiver quality of life: 2.1
Marketplace
## Marketplace Landscape

<table>
<thead>
<tr>
<th>Company</th>
<th>Investment/Market Cap</th>
<th>IPO/Private</th>
</tr>
</thead>
<tbody>
<tr>
<td>Care.com</td>
<td>$260M (Market Cap)</td>
<td>IPO (Google investment)</td>
</tr>
<tr>
<td>ClearCare</td>
<td>$75.6M (4 rounds)</td>
<td>Private</td>
</tr>
<tr>
<td>Honor</td>
<td>$62M (2 rounds)</td>
<td>Private (Andressen Horowitz)</td>
</tr>
<tr>
<td>HomeTeam</td>
<td>$43.5M</td>
<td>Private (Kaiser Permanente)</td>
</tr>
<tr>
<td>HomeHero</td>
<td>$23M (3 rounds)</td>
<td>Private</td>
</tr>
</tbody>
</table>
Online Marketplace Automation

- Optimize middleman cost
  - Better pay/benefit and more flexibility to caregiver
- Improved service quality control
  - Feedback and rating
  - Online training
  - Online service notes and records
Opportunities

• Marketplace efficiency leads to
  – Market-driven pricing
  – More service options - e.g., 1 hour per day
  – Better caregivers
  – Quick backfill for sick caregivers
  – Increased adoption to the services
Challenges

• Increase awareness and adoption rate
• Control service quality and brand reputation
• Retain users for recurring business
• Limit labor and legal risks
Service and Gadget

(Health & Safety Awareness)
Health & Safety Awareness

It was always a challenge to stay ahead of someone with dementia because, just as I thought I had things figured out, Grampa would be one step ahead of me with something else.

MARKET REVENUE FORECASTS 2016–2020

Total market revenue includes out-of-pocket spending from both care recipients and caregivers, as well as reimbursements from private and public insurers and business-to-business spending.

CAREGIVER OUT-OF-POCKET SPENDING

$4.3B

TOTAL CAREGIVER SUPPORT MARKET

$20.3B
## Health & Safety Landscape

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<th>Investment/Market Cap</th>
<th>IPO/Private</th>
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<tr>
<td>Greatcall</td>
<td>$75M (5 rounds) + 2 acquisitions</td>
<td>Private</td>
</tr>
<tr>
<td>MDLive</td>
<td>$74M (2 rounds)</td>
<td>Private</td>
</tr>
<tr>
<td>iHealth</td>
<td>$25M (1 round)</td>
<td>Private</td>
</tr>
<tr>
<td>AiCure</td>
<td>$12.25M (NIH funded)</td>
<td>Private</td>
</tr>
<tr>
<td>Lively</td>
<td>$7.4M (2 rounds)</td>
<td>Private</td>
</tr>
</tbody>
</table>
Opportunities

• Solves #1 problem in caregiving - Out of sight is out of mind
  – E.g. 24/7 medical alert system of emergency, medication, and nutrition for older adults

• Improves patient health & less frequent hospital visits

• Health insurance companies investing in medication adherence & telehealth
Challenges

• Expensive solutions
• Old technology & geographically limiting
• Regulatory limitations
• Complex to Install & maintain
Can seniors afford long-term care?

• On average people use 3 years long-term care services, and 20% will need it for longer than 5 years.

• Average 65-year-old couple retiring in 2016 need $130,000 to insure against long-term care expenses, in addition they need an average of $260,000 (in today’s dollars) to cover medical expenses.

• For people in 60-70 age group, median net worth is $215,000. Only the top 35% people have net worth above $390,000.
How to make long-term care affordable?

• There are 76.4 million baby boomers while only small percentage can afford long-term care

• Most innovations today focus on improving efficiency on existing market

• Much bigger opportunity is to create a different market with much lower cost
  – Fintech innovation to make long-term care insurance more affordable and personal
  – Shared economy for long-term care, different way to leverage senior’s asset such as real estate
  – Plug healthy seniors into long-term care market through shared economy
Backup
HEALTH AND SAFETY AWARENESS

• Categories:
  Nutrition, Safety, Alerts, Telehealth, Medication Management, Mobility

• Market size: 2016-2020 *(questions: total in 5 years?)*
  $4.3B out pocket spending; $20.3B support market

• Solutions
  HEALTH VITAL ALERTS, DIET AND NUTRITION, MEDICATION MANAGEMENT, PERSONAL SAFETY MONITORING, TELEHEALTH
Revolve Robotics

- 2.1M funding (seed rounds)
- Telepresence.
  - Robotic Tablet stand for the video conference
- Field trial with “Acacia Living” (service provider), paired with Zoom video conferencing tech
- Use cases - education and healthcare
• Lack of medication adherence costs healthcare industry $350+ billion
• AiCure’s solution uses AI to ensure right medicine is taken
• Use cases: Clinical research & population health
• 7 million funding from NIH. 12.5 million additional funding.
Greatcall.com

- $74M funding
- Fintness tracker (Lively.com)
  - $49.99 + $14.99 monthly plan
  - Connected to urgent response agents, family member
  - Fall detection
# Health & Safety Awareness

<table>
<thead>
<tr>
<th>Service</th>
<th>Market size (2016-2020)</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Vital Alerts</td>
<td>1.3B</td>
<td>iHealth, Cellscoope</td>
</tr>
<tr>
<td>Med management</td>
<td>0.1B</td>
<td>AiCure,</td>
</tr>
<tr>
<td>Personal Safety monitoring</td>
<td>3.7B</td>
<td>Lively, AiCure</td>
</tr>
<tr>
<td>Telehealth</td>
<td>0.5B</td>
<td>Touchcare, Drone</td>
</tr>
</tbody>
</table>
Personal Safety Monitoring + Diet and Nutrition + Medication Management

• Connected home health platform with a medical alert device for older adults
  – 24/7 medical alert system, safety watch and in-home hub & activity

• Found
Personal Safety Monitoring + Diet and Nutrition + Medication Management

- Target market
  - 3.2B = 2.9B + 110M + 190M

- Service business module and Pricing
  - Monthly: $34.95/mo; Annual: 29.95/mo; Two years: $27.95/mn
  - Hardware is free

- Revenue (Unknown)

- Competitors: Medic, Call9, ADT, BeClose, etc