



E L D E R L Y

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*Age* MEETS  
ASSISTANCE.



“

Caring for our seniors is perhaps the greatest responsibility we have. Those who walked before us have given so much and made possible the life we all enjoy.

JOHN HOEVEN

# OUR STORY

At Eldery, our story is deeply rooted in a personal journey of love, concern, and the relentless pursuit of a solution. It all began with a simple realization: the challenges of balancing a demanding career while ensuring the well-being of a beloved elderly parent.

As a devoted son with an aging mother at home facing mobility issues, my heart weighed heavy each time I had to travel for work. The thought of leaving her alone, vulnerable, and without proper care gnawed at me. Despite my best efforts, finding reliable assistance was an uphill battle. Local service providers lacked the experience and understanding needed to cater to the unique needs of the elderly.

It was during this struggle, driven by desperation and a fierce determination to provide the best for my mother, that the seed of Eldery was planted. I couldn't shake the notion that there had to be a better way, a platform where families like mine could seamlessly connect with skilled professionals who could offer the specialized care and attention our loved ones deserve.

With this vision burning bright, I embarked on a mission to fill the void, to create a bridge where none existed before. Eldery was born out of the collective yearning for a solution, a beacon of hope amidst the sea of uncertainty.

I reached out to experts, shared my story, and listened intently to the experiences of others facing similar challenges. Their stories echoed mine, confirming the urgent need for a platform like Eldery. I questioned friends and colleagues, asking if they had encountered a platform that catered to their specific needs. The resounding answer was no.

Eldery emerged as the answer to our prayers, a platform meticulously designed to bridge the gap between service providers and those in need of care. With Eldery, I could book a service provider for my mother with ease, knowing she would receive the highest standard of care.

But Eldery is more than just a platform; it's a lifeline for families like ours. It's the peace of mind that comes from knowing our loved ones are in capable hands. With Eldery, I can seamlessly manage payments, track progress, and even book services for multiple individuals, extending this invaluable support to others in need.

Our journey with Eldery is one of hope, resilience, and unwavering dedication to our loved ones. With every connection made and every life touched, we reaffirm our commitment to bridging the gap and ensuring the well-being of our cherished elderly community. Together, we embark on this journey, hand in hand, as we continue to write the story of Eldery – a story of love, compassion, and boundless possibilities.





**NAME** Kumar  
**AGE** 32  
**LOCATION** Bangalore  
**OCCUPATION** Product Manager  
**ANNUAL INCOME** ₹12,00,000

Kumar is a professional with frequent travel commitments, which prevent him from being physically present to care for his brother who is managing a chronic disorder.

<b>INTERESTS</b>	<ul style="list-style-type: none"><li>• Travelling and Reading</li></ul>
<b>BEHAVIORAL TRAITS</b>	<ul style="list-style-type: none"><li>• <b>Online Behavior:</b> Conducts thorough online research, reading reviews and seeking recommendations for home nursing services.</li><li>• <b>Decision Making:</b> Takes initiative in sourcing solutions independently</li><li>• <b>Expectations:</b> Expects clear communication, professionalism, reliability, and compassion from caregivers.</li></ul>
<b>MOTIVATION</b>	<ul style="list-style-type: none"><li>• Kumar's primary motivation is to ensure his brother receives consistent, compassionate, and professional care despite his own inability to always be physically present.</li><li>• He seeks peace of mind knowing his brother is in good hands when he's away.</li></ul>

<b>CHALLENGES</b>	<ul style="list-style-type: none"><li>• Balancing frequent travel commitments with ensuring adequate care for his brother is a significant challenge for Kumar.</li><li>• Finding a reliable and trustworthy home nursing solution that meets his brother's specific medical needs is another challenge.</li></ul>
<b>FRUSTATIONS</b>	<ul style="list-style-type: none"><li>• Kumar is frustrated by the difficulty of finding a home nursing service that he can trust completely to provide consistent and compassionate care in his absence.</li><li>• No tracking of nurses at home</li></ul>
<b>GOALS</b>	<ul style="list-style-type: none"><li>• Kumar's primary goal is to secure a dependable home nursing service that not only meets but exceeds his expectations of professionalism, reliability, and compassion.</li><li>• He aims to achieve peace of mind, knowing that his brother is receiving the highest standard of care even when he cannot be physically present.</li></ul>



**NAME** Raj  
**AGE** 36  
**LOCATION** California  
**OCCUPATION** Mechanical Engineer  
**ANNUAL INCOME** ₹60,00,000

Raj, residing in the United States, is seeking in-home care services for his father who recently underwent knee surgery in India.

<b>INTERESTS</b>	<ul style="list-style-type: none"> <li>• Fitness and Reading</li> </ul>
<b>BEHAVIORAL TRAITS</b>	<ul style="list-style-type: none"> <li>• <b>Seeking Recommendations:</b> Relies on personal connections and contacts in India to find reputable home care service providers.</li> <li>• <b>Persistence:</b> Despite challenges, Raj spends significant time and effort over 2 weeks to explore and contact multiple service providers.</li> <li>• <b>Preference for Referrals:</b> Values recommendations and referrals from trusted sources in his network.</li> </ul>
<b>MOTIVATION</b>	<ul style="list-style-type: none"> <li>• Raj is motivated by his father's well-being and recovery post-surgery, aiming to provide him with the best possible care despite the geographical distance.</li> <li>• He values peace of mind, knowing his father is in capable hands and receiving the necessary assistance during this critical recovery period.</li> </ul>

<b>CHALLENGES</b>	<ul style="list-style-type: none"> <li>• Raj's primary goal is to ensure his father receives quality in-home care post-surgery, ensuring his comfort and recovery.</li> <li>• Seeks a reliable and trustworthy home care provider in India who can deliver personalized and compassionate care for his father.</li> </ul>
<b>FRUSTATIONS</b>	<ul style="list-style-type: none"> <li>• Raj is frustrated by the lengthy process of finding trustworthy home care providers in India remotely from the United States, compounded by the challenge of ensuring quality care for his father post-surgery.</li> </ul>
<b>GOALS</b>	<ul style="list-style-type: none"> <li>• Raj's primary goal is to ensure his father receives quality in-home care post-surgery, ensuring his comfort and recovery.</li> <li>• Seeks a reliable and trustworthy home care provider in India who can deliver personalized and compassionate care for his father.</li> </ul>



**NAME** Manu  
**AGE** 28  
**LOCATION** Chennai  
**OCCUPATION** Software Engineer  
**ANNUAL INCOME** ₹8,00,000

Manu, a Chennai-based software engineer residing alone, sustained a calf muscle injury during marathon training and needed in-home physiotherapy services.

<b>INTERESTS</b>	<ul style="list-style-type: none"> <li>• Fitness and running (engaged in marathon training)</li> </ul>
<b>BEHAVIORAL TRAITS</b>	<ul style="list-style-type: none"> <li>• <b>Online Behavior:</b> Relies on online sources for finding services and solutions</li> <li>• <b>Decision Making:</b> Takes initiative in sourcing solutions independently</li> <li>• <b>Expectations:</b> Seeks effective and professional service that aligns with her health goals</li> </ul>
<b>MOTIVATION</b>	<ul style="list-style-type: none"> <li>• <b>Immediate Concern:</b> Effective rehabilitation to recover from the injury and regain fitness level</li> <li>• <b>Long-term Goal:</b> Maintaining overall health and fitness to continue participating in marathons</li> </ul>

<b>CHALLENGES</b>	<ul style="list-style-type: none"> <li>• Finding reliable and effective in-home physiotherapy services that match her expectations and needs</li> <li>• Dealing with the frustration and setback caused by the delayed recovery and missing out on the marathon</li> </ul>
<b>FRUSTATIONS</b>	<ul style="list-style-type: none"> <li>• Manu is frustrated with inconsistent physiotherapy quality, hindering her marathon training and causing disappointment.</li> <li>• No tracking of physio or reliable physiotherapist at home</li> </ul>
<b>GOALS</b>	<ul style="list-style-type: none"> <li>• Manu seeks seamless, high-quality physiotherapy for effective recovery and uninterrupted marathon participation.</li> <li>• She desires to book certified physiotherapists easily while ensuring quality care through verified professionals who provide personalized treatment plans along with ongoing support for long-term health goals.</li> </ul>

# OVERVIEW

In today's fast-paced world, where keeping up with our own lives is a challenge, caring for the elderly can be extremely time-consuming. Despite our desire to be present and care for our parents/relatives who have supported us throughout our lives, our demanding jobs often require us to work up to 80 hours a week.

At **Elderly**, we aim to bridge the gap between physiotherapist, nursing assistants, caregivers, and the elderly. Elderly offer support by assisting with medication, preparing meals, grooming, conducting tests, aiding in mobility, and providing companionship to the elderly.



As of 2023, approximately 10.5% of the Indian population was aged 60 and above, indicating a substantial portion of elderly individuals in need of caregiving, nursing, companionship, and physical therapy services.

According to the United Nations Population Fund (UNFPA), India's elderly population is expected to reach around 319 million by 2050, comprising approximately 20% of the total population. With the aging population, there's a growing need for elderly care services in India, indicating a substantial demand for caregiving support among the elderly population.



## WHY ELDERLY?

### **Discovery**

Find home care providers, nurses, and physiotherapists by location, ratings, budget, and availability instantly with a single click.

### **Quality**

All professionals are screened, vetted, and trained by Elderly to deliver high quality service

### **Longevity**

Services will be provided until requested. A replacement will be arranged automatically within 2 hours of a no-show.

### **Affordability**

Standardized pricing based on skill set, with slab-based rates offered at the most affordable rates.

### **Reliability**

Service is provided based on standard operating procedures (SOPs) established by leading professionals in the medical field.

# PRIMARY TARGET AUDIENCE

- **Senior citizens or Older adults (65 years and older)**
- **Middle Aged adults (45 -60 years old)**

People suffering from:

1. Physical limitations
2. Cognitive impairments
3. Chronic illnesses
4. Social and emotional support
5. Assistance with household tasks

*Note: The need for care and assistance is not solely determined by age but rather by an individual's health, functional abilities, and specific circumstances.*



# SECONDARY TARGET AUDIENCE

**Families who have elderly members often have several concerns and worries related to their well-being. Here are some common worries that families may have:**

1. Health and medical issues
2. Safety and falls
3. Cognitive decline and memory loss
4. Social isolation and loneliness
5. Financial stability
6. Caregiver stress and burnout
7. Adapting living arrangements
8. Access to quality care
9. End-of-life decisions
10. Maintaining the quality of life



# SERVICE PROVIDERS

## PHYSIOTHERAPIST

- Assessing mobility and functional abilities
- Developing individualized exercise programs
- Managing pain and reducing stiffness
- Providing gait and balance training
- Prescribing assistive devices
- Educating and promoting self-management
- Rehabilitation after surgery or injury

## ATTENDANT/ CAREGIVER

- Personal care assistance
- Medication management
- Mobility and transfers
- Meal preparation and nutrition
- Light housekeeping
- Companionship and social engagement
- Monitoring and reporting
- Transportation assistance

*Note: Specific tasks and responsibilities of attendants can vary depending on the individual's needs*

## NURSE

- Assessing and monitoring health
- Medication management
- Wound care and dressings
- Health education and disease management
- Assisting with medical equipment
- Coordinating with healthcare professionals
- Palliative care and pain management
- Health promotion and preventive care

*Note: Specific role of nurses in-home care can vary based on the individual's needs, the scope of practice, and the healthcare setting.*

# ELDERLY REVENUE

The platform takes a percentage of each booking transaction facilitated through the app, ensuring a sustainable revenue stream while aligning with user success.



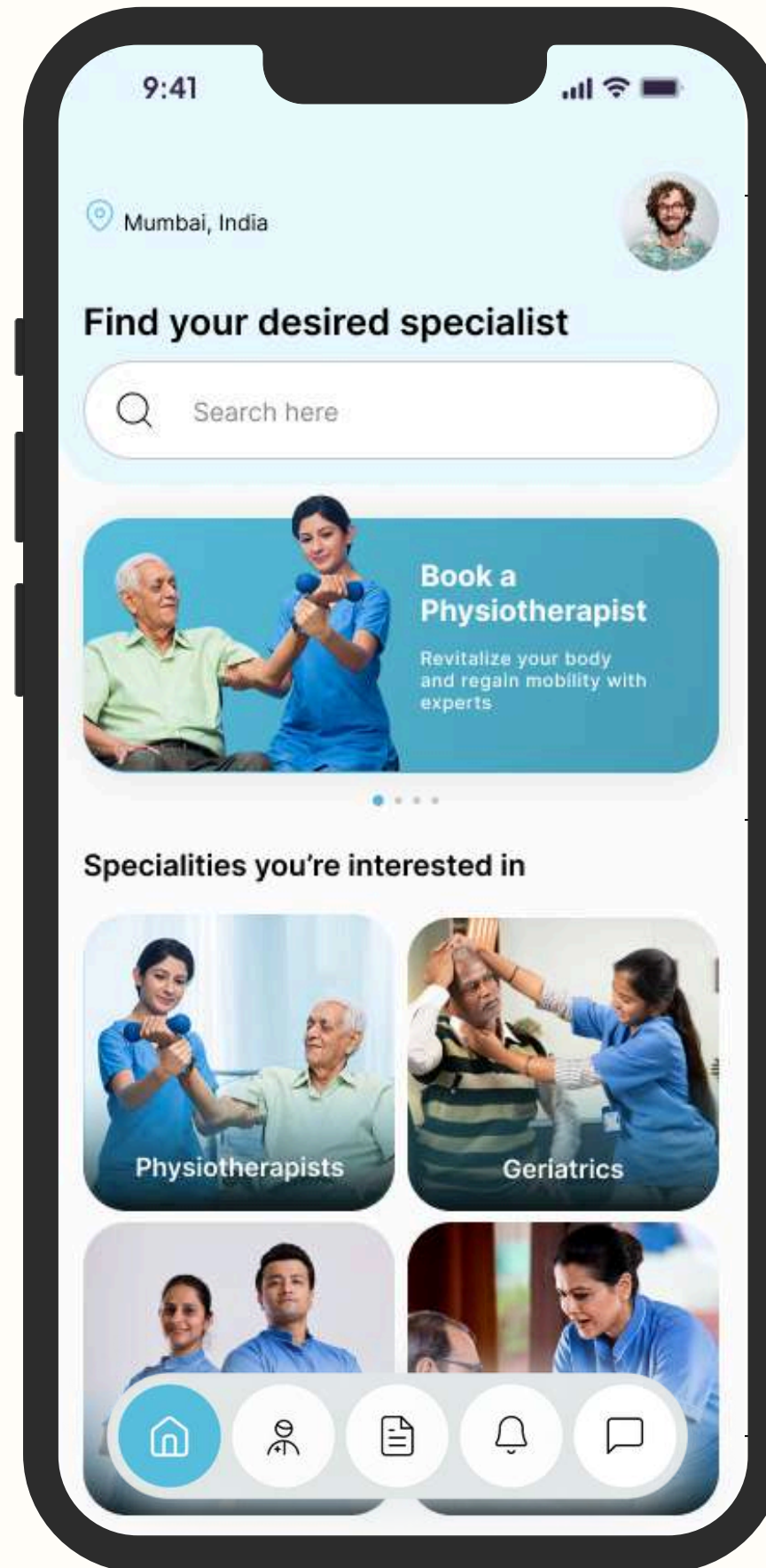
**15% Commission from Service Provider (physiotherapist, nurse, attendant/caregiver)**

**2% Service Fee from the Customer**

## USER APP

# FEATURES

- Flexible Booking
- One-Time or Regular Booking
- Detailed Profiles and Reviews
- Direct Communication
- 24/7 Phone Support
- Emergency SOS Feature



## ● Location

Establish a real-time location service to locate nearby physiotherapists, doctors, nurses, and other healthcare professionals.

## ● Dashboard

Users can access their recent bookings and appointments, book service providers, and track progress.

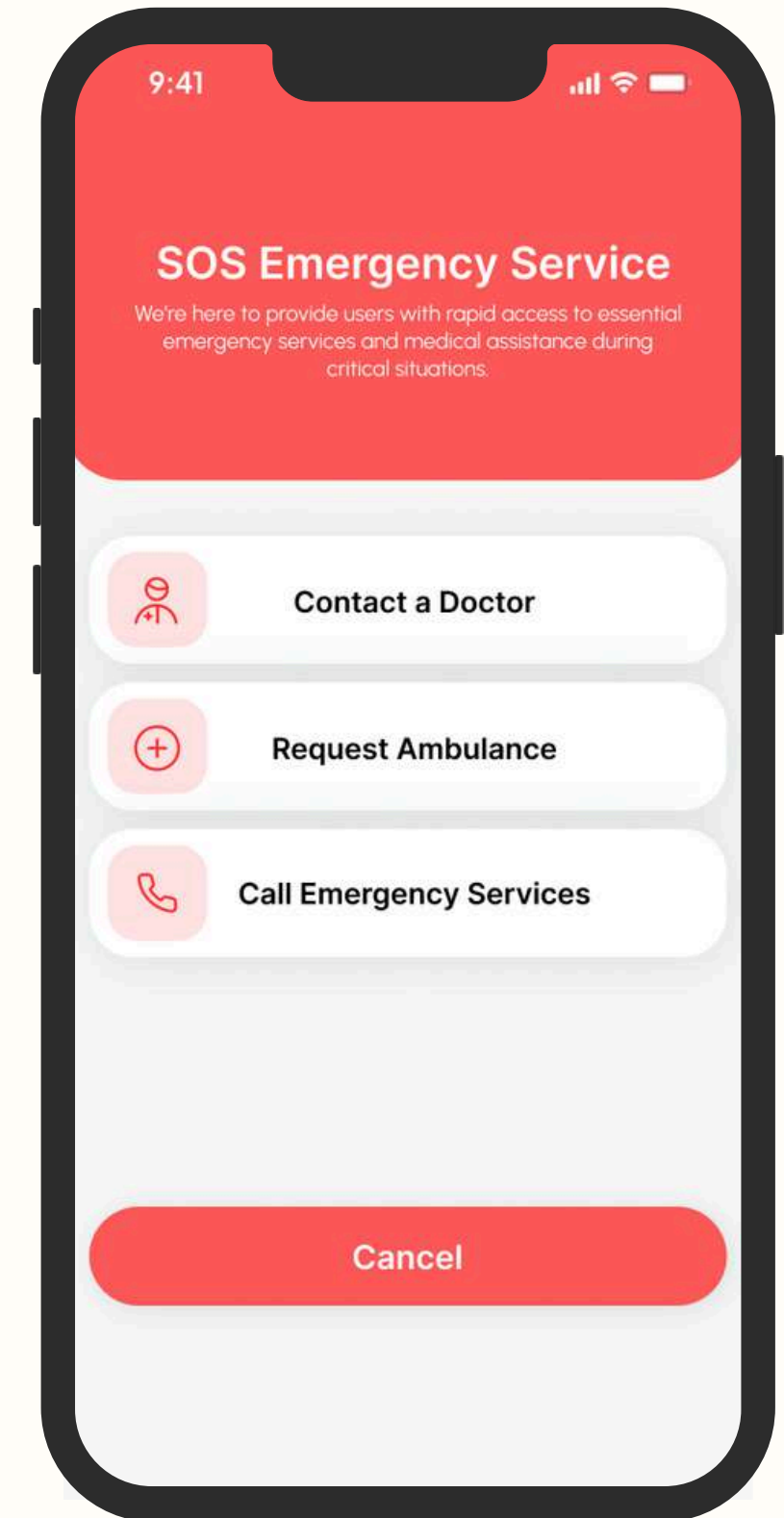
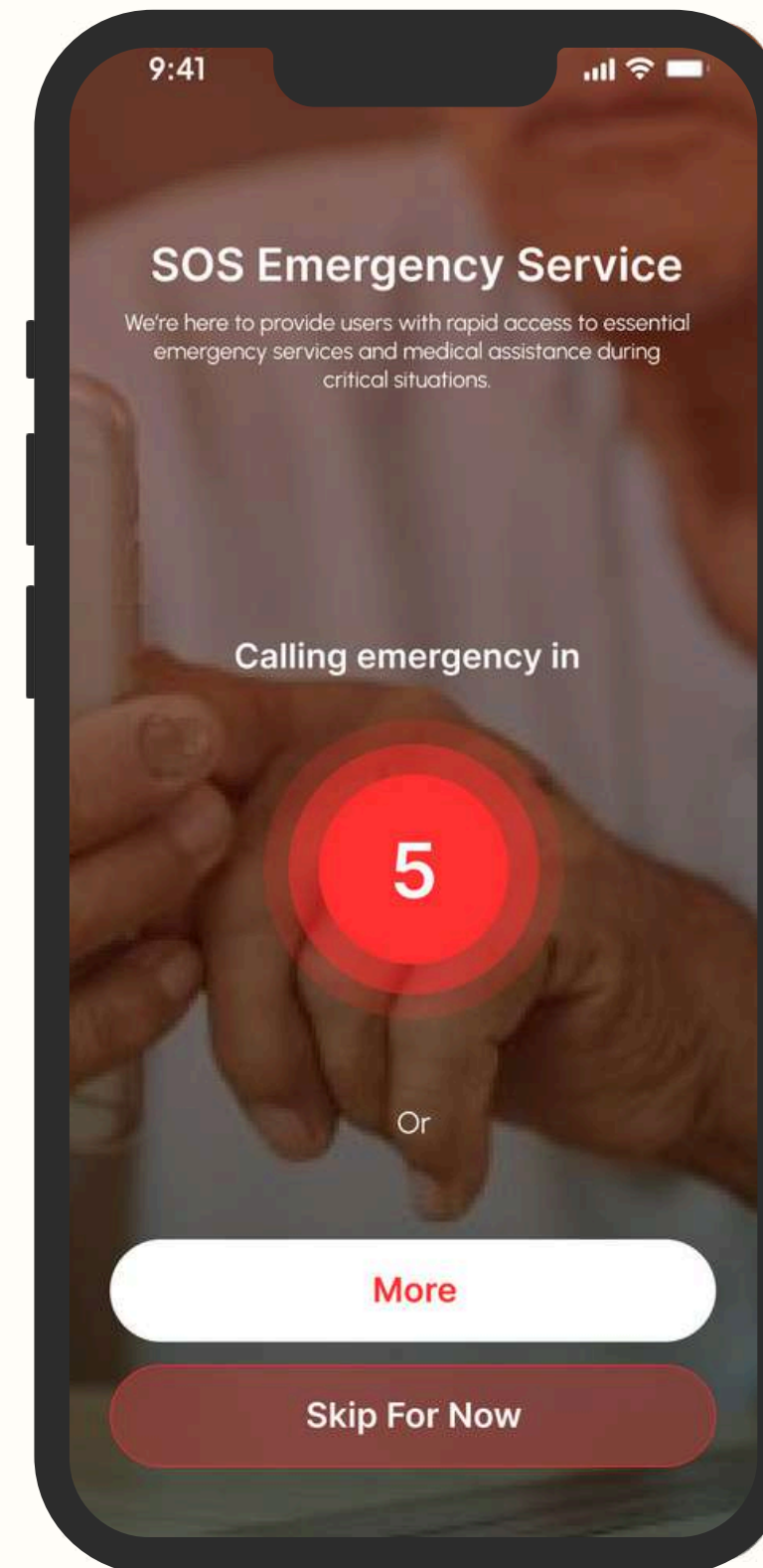
## ● Navigation

Enable users to navigate seamlessly across the dashboard, bookings, notifications, and service providers sections.

# EMERGENCY SOS

Elderly has an in-built Emergency SOS feature that can instantly and easily call for assistance, like an ambulance or doctor, or inform your emergency contacts about your distress. After a long press on the power button, the SOS emergency screen will appear. When you select request ambulance, elderly contacts the ambulance services in your area. Similarly, by selecting doctor consultations and emergency SOS, elderly will contact the respective doctor and guardian. However, you may have to add the doctor's contact before that. Once the doctor has approved of you being their emergency contact, elderly will be able to contact them during emergencies.

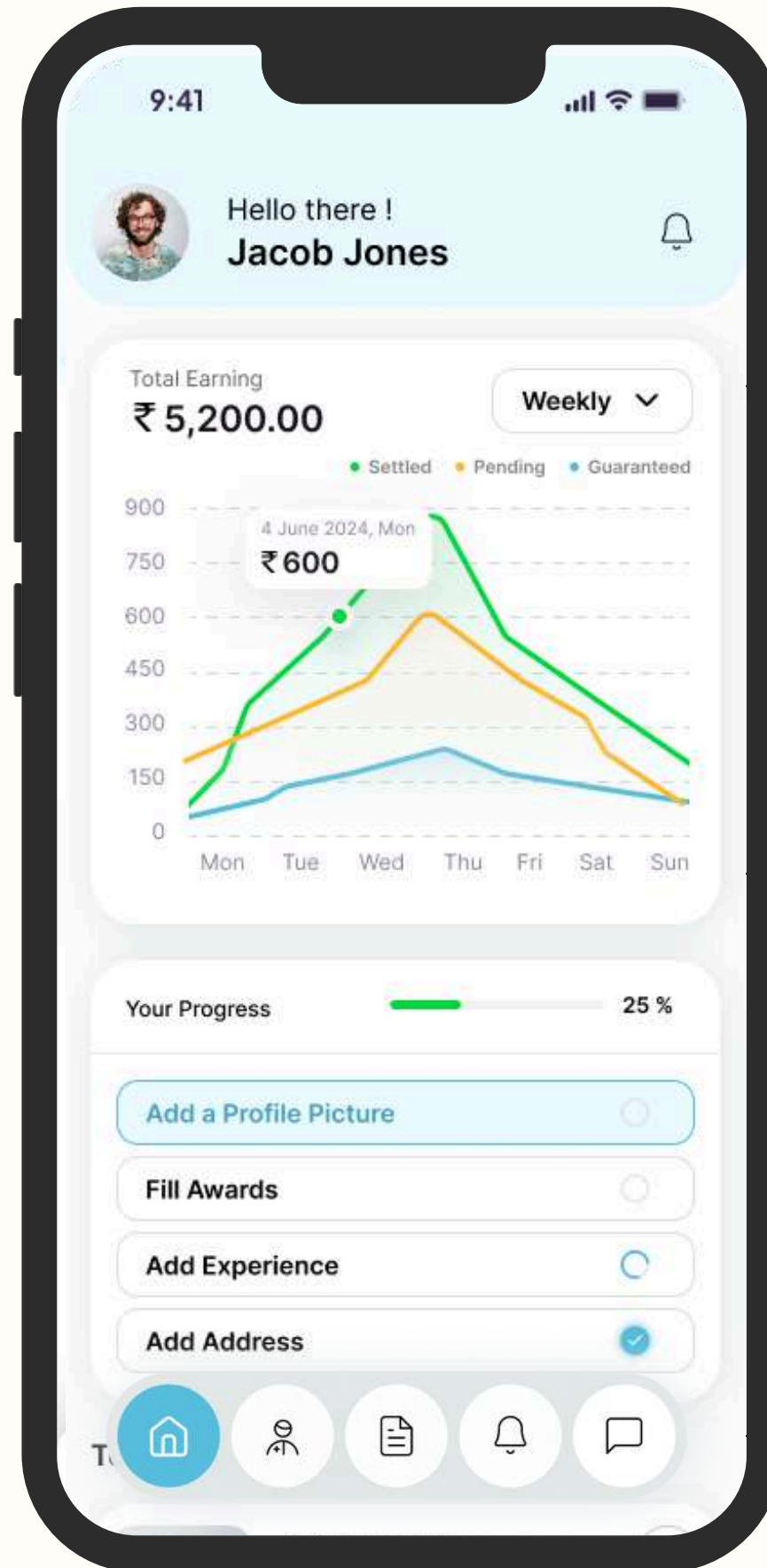
Also, whenever you request any SOS services, your guardian will be notified via the app and WhatsApp. Elderly will send them the updates periodically. You can also add more than one guardian as your emergency SOS contact.



## SERVICE PROVIDER APP

# FEATURES

- Efficient Booking Management
- Timely Patient Updates
- Seamless Integration with Calendar
- Earning Overview Dashboard
- Flexible Service Customization



## ● Earning Overview Dashboard

Service Providers have the ability to access various features such as viewing their earnings, an earnings overview dashboard, ratings, reviews, and more.

## ● Dashboard

The application also offers a service to track patient updates, an integrated calendar to manage schedules, and an earnings overview dashboard.

## ● Navigation

Enable user providers to navigate seamlessly across the dashboard, bookings, notifications, and service providers sections.



# OPERATIONS

## **EACH**

Elderly Academy of Care and Hospitality Screen, onboard, train the service provides

## **1:8**

Service provider to Customer quality officer ratio to visit customers, get feedback and ensure quality

## **RATING**

Advanced rating systems for the users, and service providers with multiple parameters

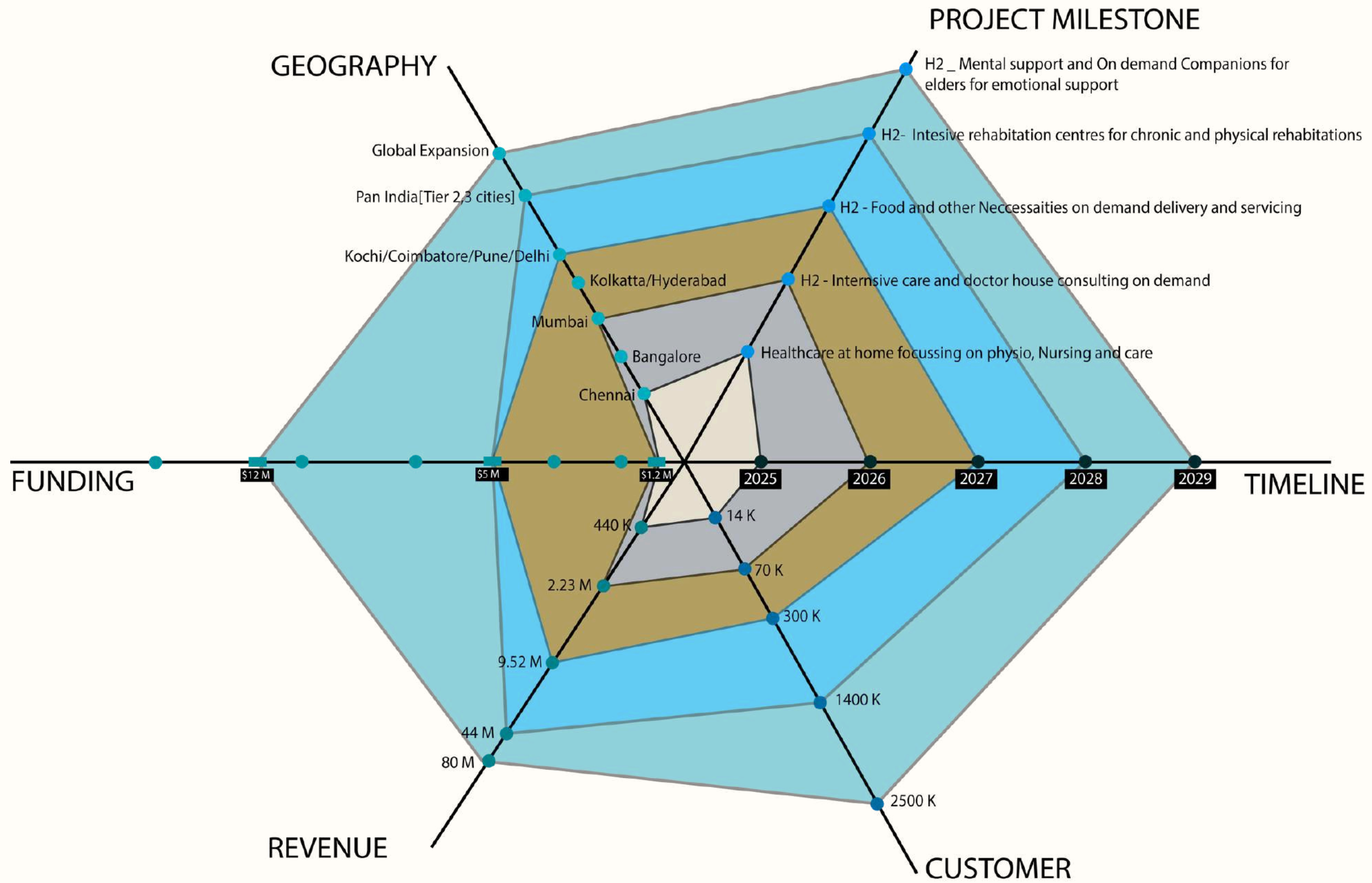
## **PAYMENTS**

Escrow account for smooth and safe weekly payout for the service providers based service delivery

## **BENCH**

Inhouse bench strength in each city to ensure continuity of service in case of no show

# ROADMAP



# MEET THE TEAM



**Santosh Kumar**  
Founder & CEO



**Tanya Mehtani**  
Lead - Business  
Process & Design



**Jaffar A**  
Product Manager



**Danny Lalwani**  
Technical Architect



**Andrew Athisayaraj**  
Data Analyst



**Deugul**  
Business Operations



**Ritu Raj**  
Full Stack Engineer

# MEET THE BOARD OF ADVISORS



**Suresh Samuel**

Executive Leadership,  
Higher Education Management,  
Healthcare Services & Digital Solutions



**Dr Jothi Clara Micheal**

Director of Nursing,  
IHH Healthcare India



**Shri Harish K**

Mentor



**Rajaraman Sundaresan**

Mentor



**Deepa**

Quality Advisor

# MAJOR TARGET CITIES FOR FIRST PHASE

- **Chennai**

Average Elderly Population: 9,36,217

- **Bangalore**

Average Elderly Population: 16,85,194

- **Hyderabad**

Average Elderly Population: 13,61,994

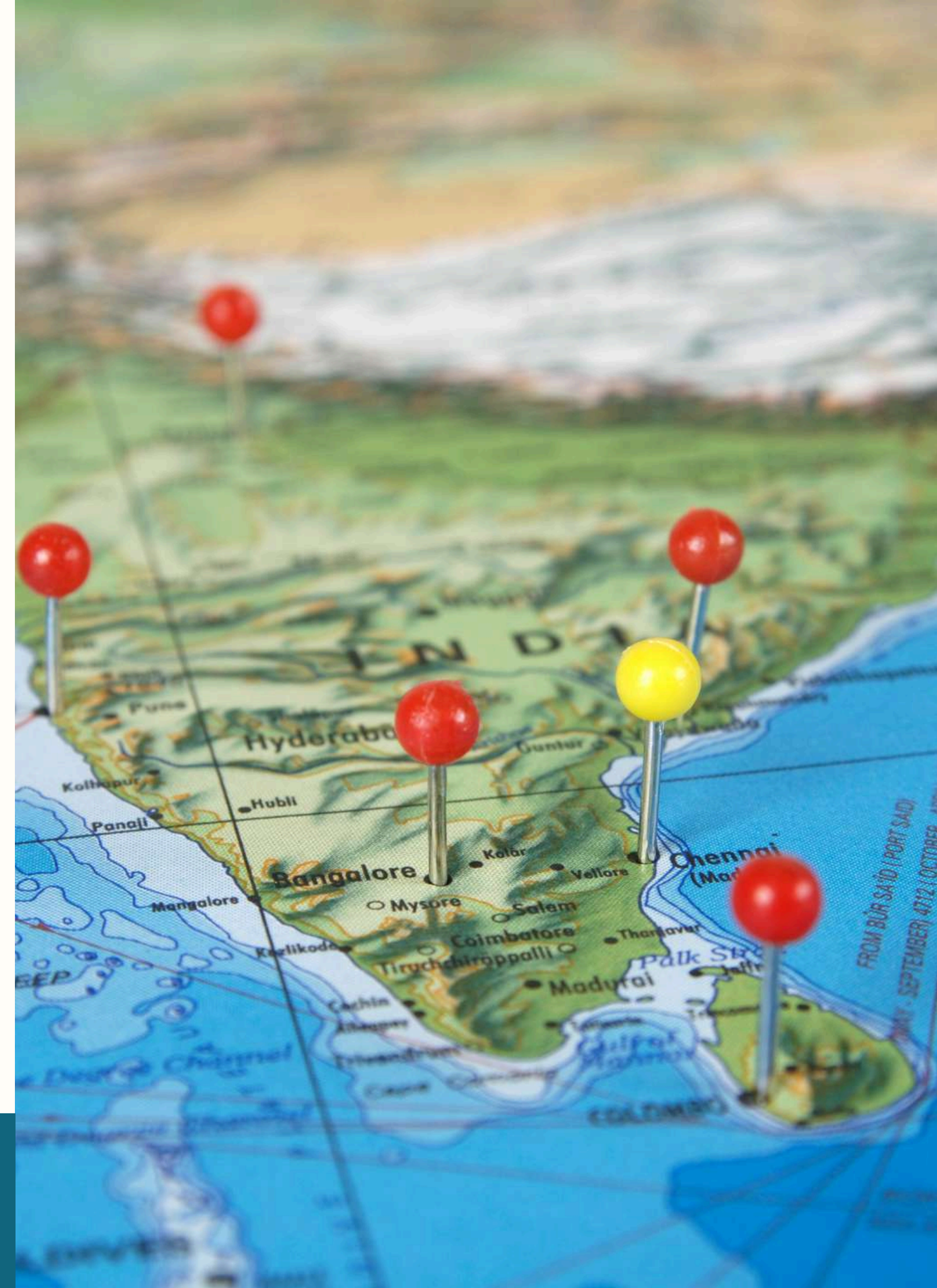
- **Mumbai**

Average Elderly Population: 24,88,474

- **Kolkata**

Average Elderly Population: 8,97,335

**In Chennai, have already onboarded  
50+ Physiotherapists and 200+ Nurses**



## OUR ASK

	INR (₹)
<b>Ask</b>	<b>2,50,00,000</b>
<b>Company Valuation</b>	<b>50,00,00,000</b>



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