VISION

Who is a caregiver? The answer is everyone. If not now, at some point you will most likely be called upon to care for a parent, spouse, sibling or other loved one. For most of us that process seems daunting, overwhelming, scary, unclear, and potentially financial ruinous. There are so many great people out there thinking about great smart home devices or offering phenomenal services but most family caregivers don't know where to find them or how to afford these tools and services.

We aim to change all of that. We want to be the single system that takes this complex journey and provides people with the tools and knowledge they need to not only serve their loved one, but to make sure their lives are improved as well. We want to be the name that is remembered when people think about needing support for the people that matter the most to us.

This IDEO Challenge changed my life. Listening to the stories of caregivers was both heartbreaking, inspiring, humbling and scary. I would be so honored to build a platform that connects caregivers to all the services they need.