



A novel approach to companionship care

for assisted living and family caregivers

Yaya (yā yā):

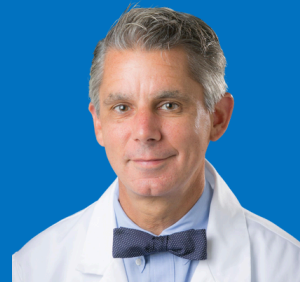
Grandmother (Greek), Caregiver (Swahili, Thai)

You Are Your Advocate = the future of self-directed care



Advisors and Backers

Funded by leaders of aging-focused companies and
social impact organizations



Dr. David Casarett

Duke Health, Chief of Palliative Care
Chief Medical Advisor



Cory Christensen

*CEO of Plum Health (Ret.)
50+ locations & 10K+ staff*



Dr. Linda Rosenstock

*Chairwoman, SCAN Health Plan
Dean Emeritus, UCLA Public Health*



Bob Greczyn

*CEO of Blue Cross Blue Shield NC (Ret.)
CEO of Tivity Health (Ret.)*

Advisors and Backers

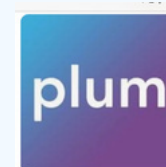
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American
Heart
Association®



faculty & executives from





A few years ago...
Running a \$250 million
hedge fund in Manhattan



Today...
Building a new model in
companion care

What happened?



**Wife (32)
diagnosed with cancer,
quit job to become a
full-time caregiver**

**Through personal caregiving journeys,
we understand the burnout, financial
strain, and the desperate need for
affordable, reliable companion and
respite care. This is why we're obsessed
with solving this problem.**

What we've heard from families in AL:

Mom gets no attention

Dad got up and fell while
no one was watching him

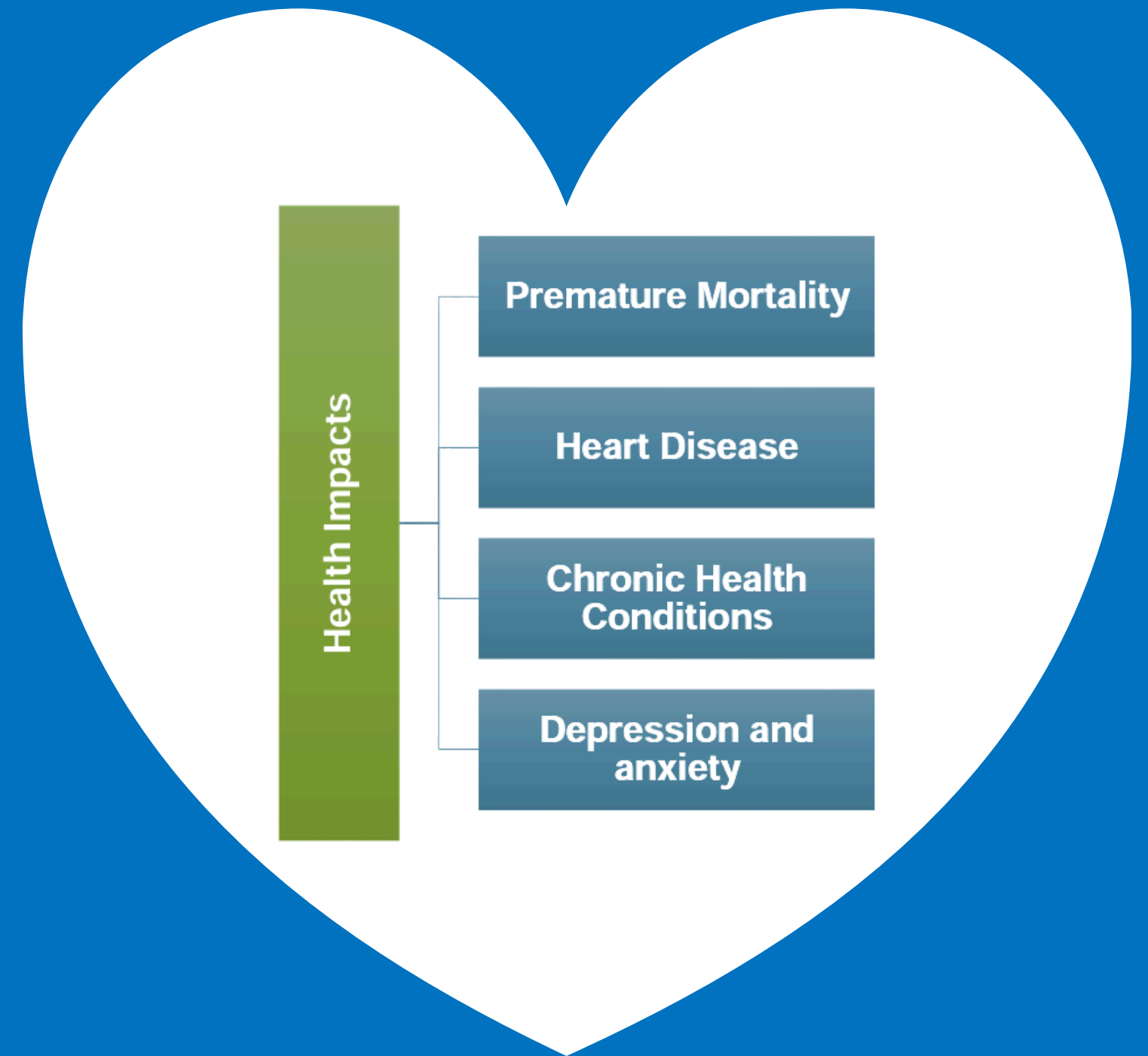
1.2 million care workers needed by 2030

Argentum's Staffing Report

and AL residents are in need of meaningful,
non-functional social interaction

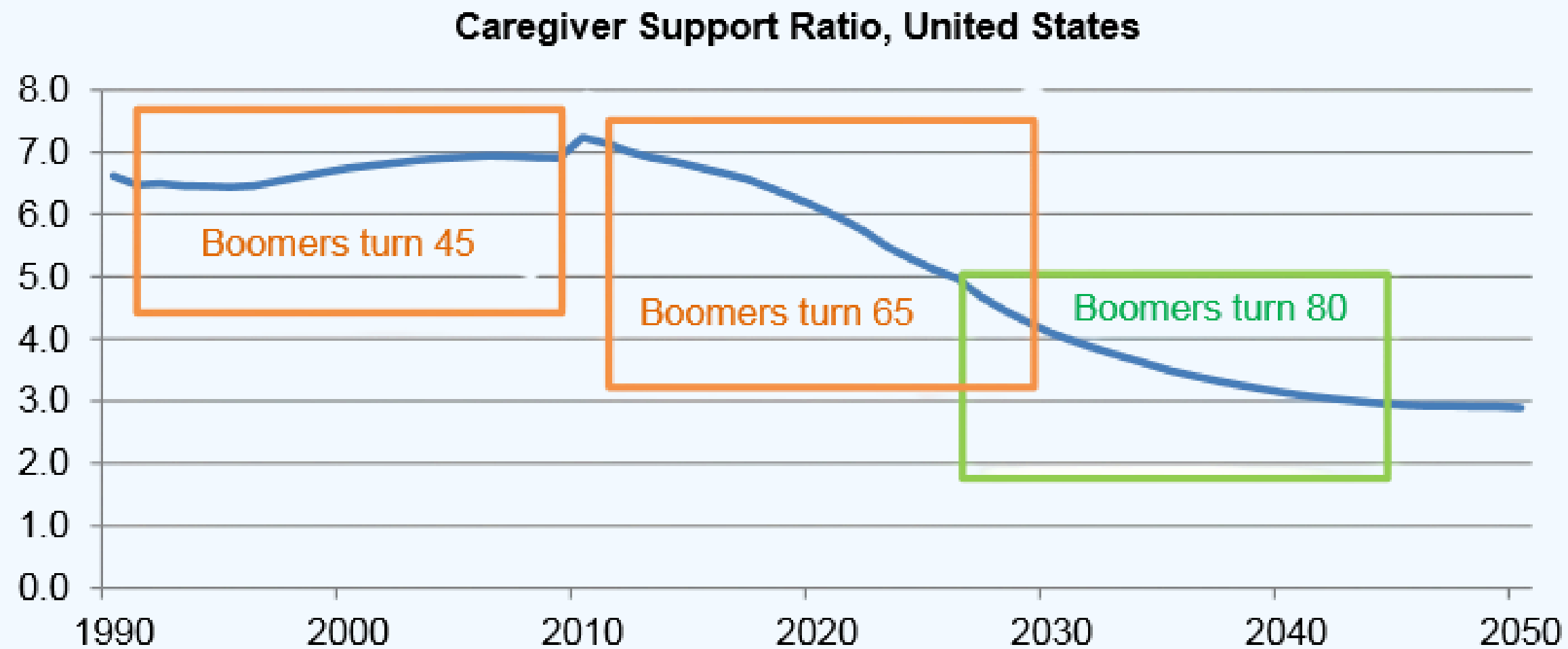
Loneliness is the new heart disease

- ◆ **Equivalent to smoking 15 cigarettes a day (NY Times)**
- ◆ **Stress, inflammation, reduced immunity**
- ◆ **More dangerous than obesity (fmr Surgeon Gen. Murthy)**



Workforce development is needed

Demand for care will grow as the population ages, but the caregiver pool will shrink.

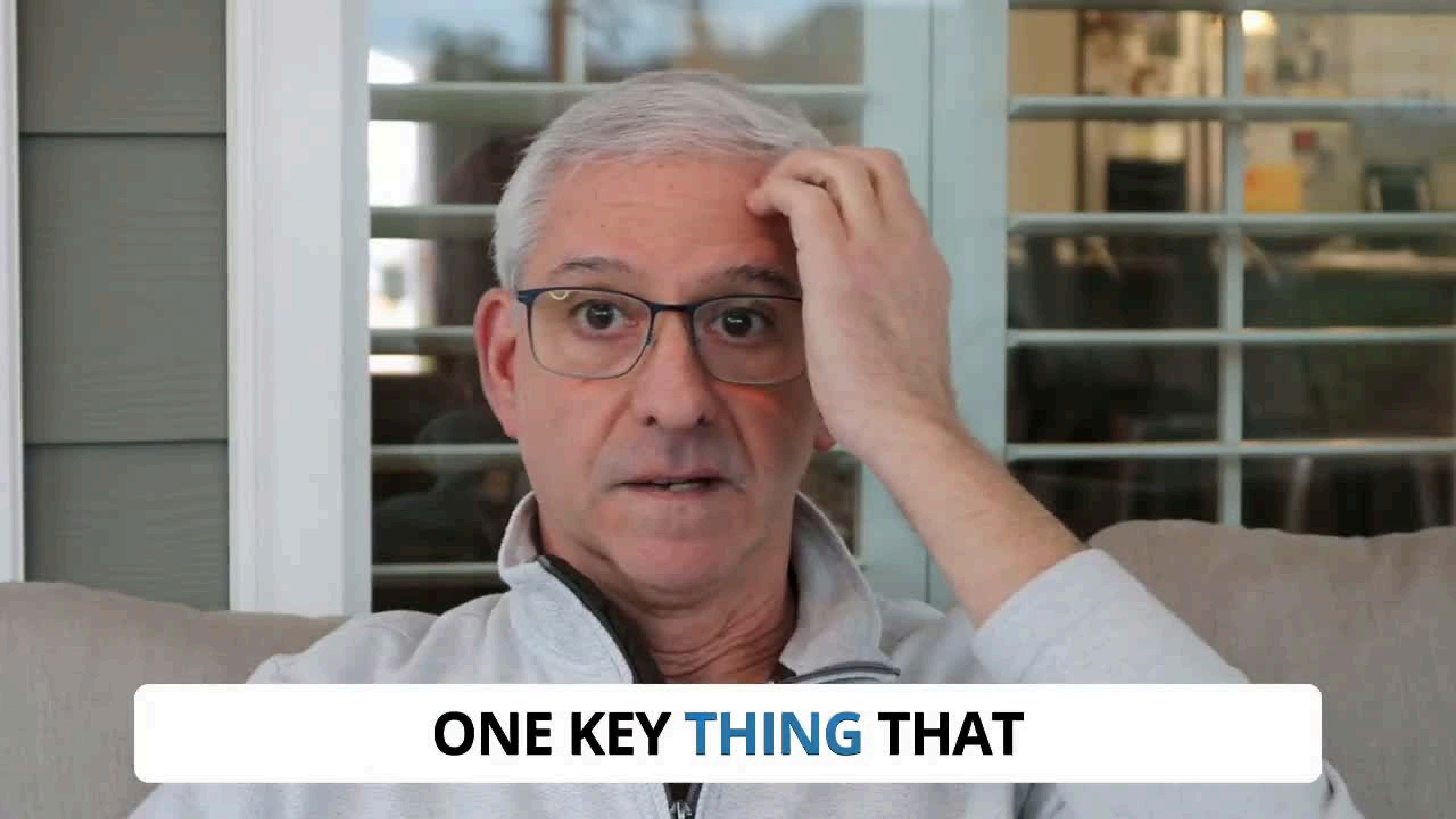


The younger generation is critical to solving the structural caregiver shortage.

CareYaya focuses on critical values:

- ◆ Quality: Vetted, trained, and motivated college students pursuing healthcare careers - future doctors and nurses
- ◆ Convenience: Book care in 2 minutes
- ◆ Affordability: Only \$20/hour, vs. \$35-40 of traditional agencies





ONE KEY **THING THAT**

Why student caregivers are great

Students are motivated by a **vested interest in helping and connecting** as they prepare for future healthcare careers, not just financial reward



an ambassador for CareYaya

Families *love* college students as caregivers

"It feels like grandkids"

Building Intergenerational Relationships



Families hear about us from nurses, SWs and MDs:



What do student caregivers help with?



Companionship



Technology



Housekeeping



Running Errands



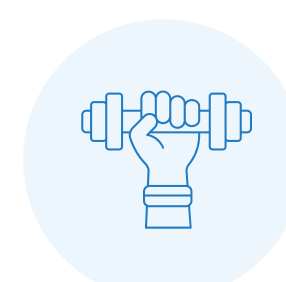
Grooming



Meals



Pets

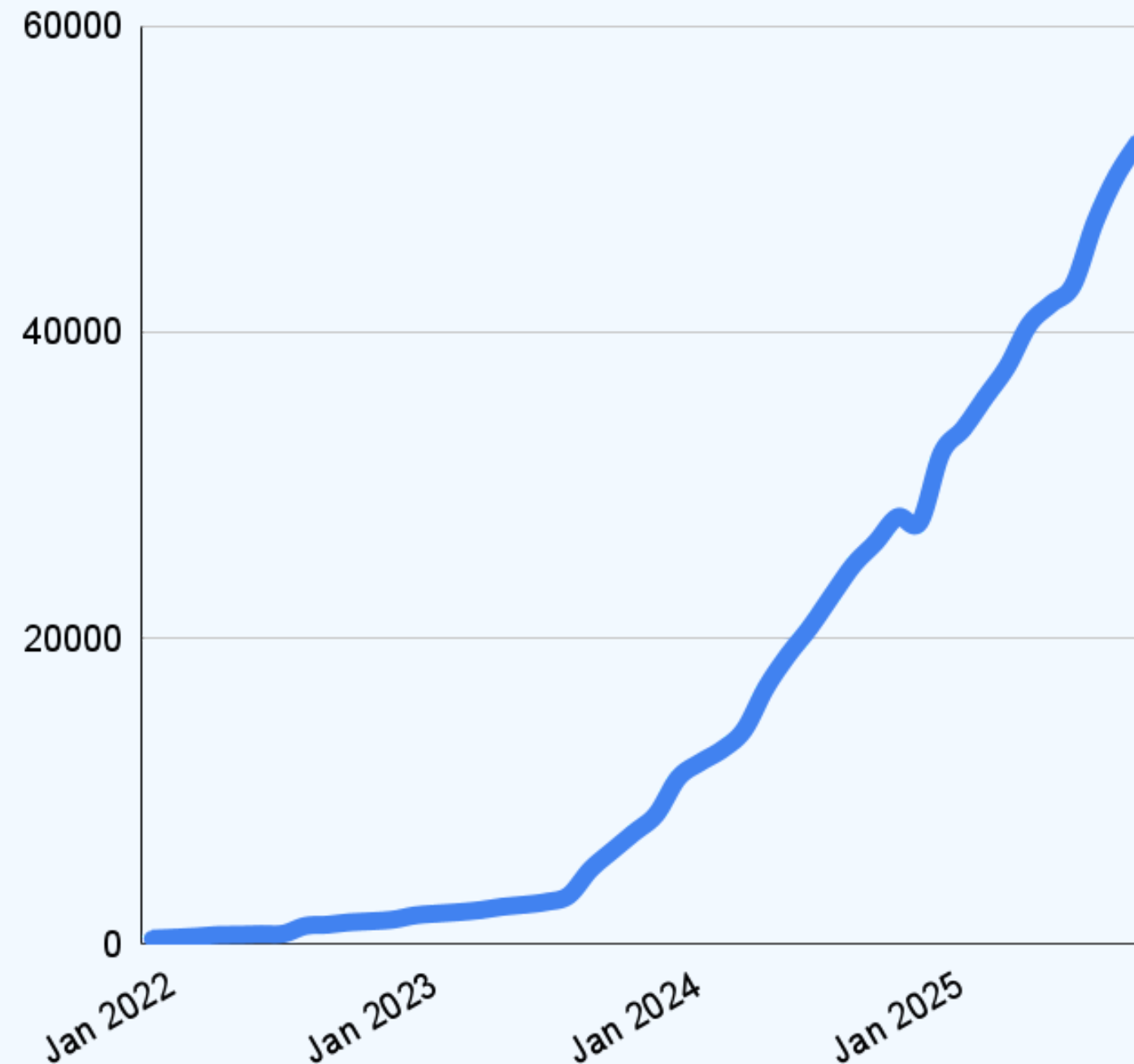


PT/OT exercises

Weekend & Overnight Care readily available with **no surcharges**. Student caregivers **love** these opportunities as there's no overlap with their class schedules. And **it's a big need for families in AL.**

Students are eager to help

They join from referrals by **Professors & Pre-Health Advisors** at major universities



Opportunity:

Rapid growth of unique, high-quality, tech-savvy careforce

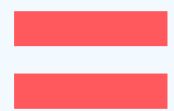


- 20 million college students in the US
- 3.5+ million pursuing health careers
- CareYaya can engage 700k+
- (Not even counting gap-year students)

a large base of
tech-savvy, motivated
care companions



a heavy
research focus



***an excellent conduit for
aging innovation research
and grant funding***

Research and Funding to Build CareYaya

- **Atrium Health Equity Innovation Challenge** - Winner
- **Johns Hopkins AITC** - AI-assisted caregiver training (YayaGuide)
- **UPenn** - AI to help older adults fight health insurance denials
- **NIA** - YayaGuide Phase 1 SBIR
- **NIA** - GoalCoach GoC Conversations Fast-Track SBIR (pending)



Features and Recognition

We aim to bring widespread awareness to the issues and potential solutions in aging through media engagement and public advocacy.



*LinkedIn selected CareYaya in the
Top 50 Startups in America for 2025*

(The only NC startup, and the only aging-focused startup)

Newsweek

MedCityNews

WSJ

**The
Washington
Post**



NeurologyLive

**Medical
Economics**



CareYaya's Leadership Team



Neal K. Shah

Chief Executive Officer

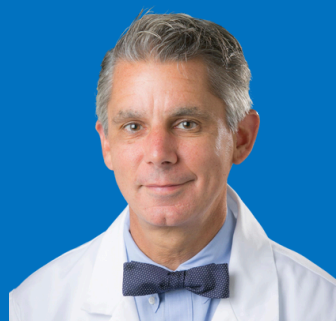
- Founded \$250mm investment fund; Partner at \$1.5bn hedge fund
- Driven by lived experiences as cancer caregiver
- University of Pennsylvania



Gavry Eshet

Chief Technology Officer

- Built customer-facing, algorithm-based software products that scaled to thousands of users
- UNC Chapel Hill Computer Science



Dr. David Casarett

Chief Medical Advisor

- Duke Health, Chief of Palliative Care
- Duke University School of Medicine, Professor



Nirvana Tari

Chief Patient Officer



Maggie Xu

Chief Design Officer

Opportunities for Collaboration with CEAL@UNC and Affiliates

- **Inform the optimal development of CareYaya's offering for assisted living**
- **Apply jointly to NIH for grants to:**
 - Expand and augment the workforce
 - Build technology to enhance care and improve QOL for assisted living residents and caregivers
- **Partner to run pilot programs in AL with our top 1% students to address:**
 - Loneliness
 - Family caregiver strain
 - Staffing and administrative burden

CareYaya's Questions for CEAL@UNC:

- How should the students be prepared and / or trained to enter and work within a senior living community setting? (Currently, the vast majority of students work within families' houses)
- What types of organizational requirements are likely to exist, and how much do they vary by organization or by region?
- What kinds of integration models might work? Do ALs generally have budgets that could be spent on a program like CareYaya? Or are they likely to refer it to residents' families? Or would they be interested in white-labeling?
- How might students document and communicate activities to the AL staff?
- Would AL operators be interested in using CareYaya for overnight monitoring?
- For long-term staff augmentation, would AL be interested in gap year students?
- Any general recommendations or advice?



Thank you, CEAL@UNC!

Neal K. Shah, CEO
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