



Product Launch



A simple, straight forward way to help busy adult children plan the care for their aging parents.





Caretakr

Care planning, made simple

Positioning

01

Until now, families would search the internet only to find themselves in a web of poorly written blog posts. Families may also hire a care manager but must do so at costs that are only afforded by the wealthy.

02

Caretakr saves families time, and helps to make challenging decisions easier by providing valuable information, as well as illustrating various pathways ahead.

03

Over 59 millions adults are considered a part of the sandwich generation. Therefore they will be stretched thin, often leading to feelings of stress, burnout and even guilt.





Caretakr

Care planning, made simple

Easily accessed via computer
or smart phone to ensure
access for all technological
backgrounds



- 01 Users will select a concern that has most recently affected their loved one.
- 02 They will then answer questions to help Caretakr better understand the situation.
- 03 Users will be equipped with valuable information often left out when making challenging decisions for a loved one.





Caretakr

Care planning, made simple

Smartphone

Caretakr is easily accessed via smart phone if information is needed during time sensitive situation.



- 01 Users will be provided information pertinent to their situation opposed to combing through never ending blog posts.
- 02 Users will be equipped with valuable information in order to better understand their loved one's journey ahead.
- 03 Our mission is to educate and inform, thus allowing challenging decisions to be made easier.





Try it out at:



<https://caretakr.co/>



Caretakr

Care planning, made simple



We'd Love Your Feedback



hello@caretakr.co



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