An app that provides a marketplace of trusted, convenient, and affordable caregivers to families on demand.
Why create RestUp?

• Americans provide $470 Billion in unpaid care in 2015.

• Emergency Staffing Needs Reported by Agencies/Facilities

• Caregivers with Maxed Out Hours at Agencies/Facilities

---

The economic value of family caregiving is as big as the world’s largest company, and bigger than Medicaid and out-of-pocket (OOP) spending on health care.

Economic Value in Billions

- Walmart: $477
- Family Caregiving: $470
- Total Medicaid: $449
- OOP Spending on Health Care: $339
- Total Medicaid LTSS: $123

Source: AARP Public Policy Institute 2015

Why create RestUp?

- **Families**
  - Need for More Convenient/Flexible/Affordable Options
  - Acclimating to Change/Reliance on Others
  - Need for Emergency/Temporary Respite Care
- **Care Providers (Cardon, Assurance, Agencies)**
  - Staff Need Additional Hours
  - Emergency/Unreliable Staff Issues
  - Marketing/Referral Opportunities
How does RestUp work?

- Select Gender
- Set Own Hourly Rate
- Check Boxes for Services willing to Provide
- Check Boxes for Licenses Held
- Fill in License Number Once Box is Checked
- Date of Last TB Test with Photo Verification
How does RestUp work?

- Trust Badges when Access Granted to Social Media Accounts
- 5-Star Review System
- Caregiver Profiles with Pictures and Video Link
- Side Menu Allows:
  - Editing Profile
  - Search for Caregiver or Careseekers
  - Chat Function
  - Track Payments
  - Add Credit Cards
  - Invite Friends
  - Etc.
How does RestUp work?

- Easy-to-use Map for Families to Find Caregivers
- Green Flag Indicates Available Now
- Red Flag Indicates Schedule in the Future
- Map Allows to Filter by Multiple Criteria
How does RestUp work?
Thank you!