

sand·wich gen·er·a·tion

/'san,(d)wiCH ,jenə'rāSHən/

A collective of people raising their children while taking care of aging parents.

SandwYch, Inc.

Empowering care recipients and family care advocates with personalized tools to age in place.

Problem

Disconnect between clinical care regimen and personal preferences at home.

Health Systems do not adequately support the informal caregiving family.

Mental Fatigue impacts workplace and financial security for families.

Solution

Using evidence-based science and psychology to personalize the aging in place care journey.



Prevent Burnout

By incorporating
behavior skills training and
awareness tools



Save Money

By sharing care
duties and using
advance planning tools



Improve Outcomes

By creating an integrative care
plan that embodies a personal
culture identity at home

Market Validation

We are unprepared to age in place and manage care transitions.

53 Million

Americans currently
provide unpaid care for
family/friends

Source: AARP

\$54,000

Median income for
informal caregivers
supporting aging in place

Source: Family Caregiver Alliance

\$61K

Average annual cost
to hire health support

Source: Genworth Financial

Workforce Shortage

40-60%

Turnover in home care
151K shortfall by 2030
355K shortfall by 2040

Source: PHI National

\$7,200

Dollars spent annually by
informal caregivers to
support aging in place

Source: AARP

Market Size

A growing opportunity that Sandwich is uniquely positioned to address.

70 Million
Care Recipients

**Total Available
Market**

65+ Americans by 2030

Source: census.gov

\$60B

**Serviceable
Available Market**

Source: investin.care
The Holding Co., Pivotal Ventures

265,000
Households

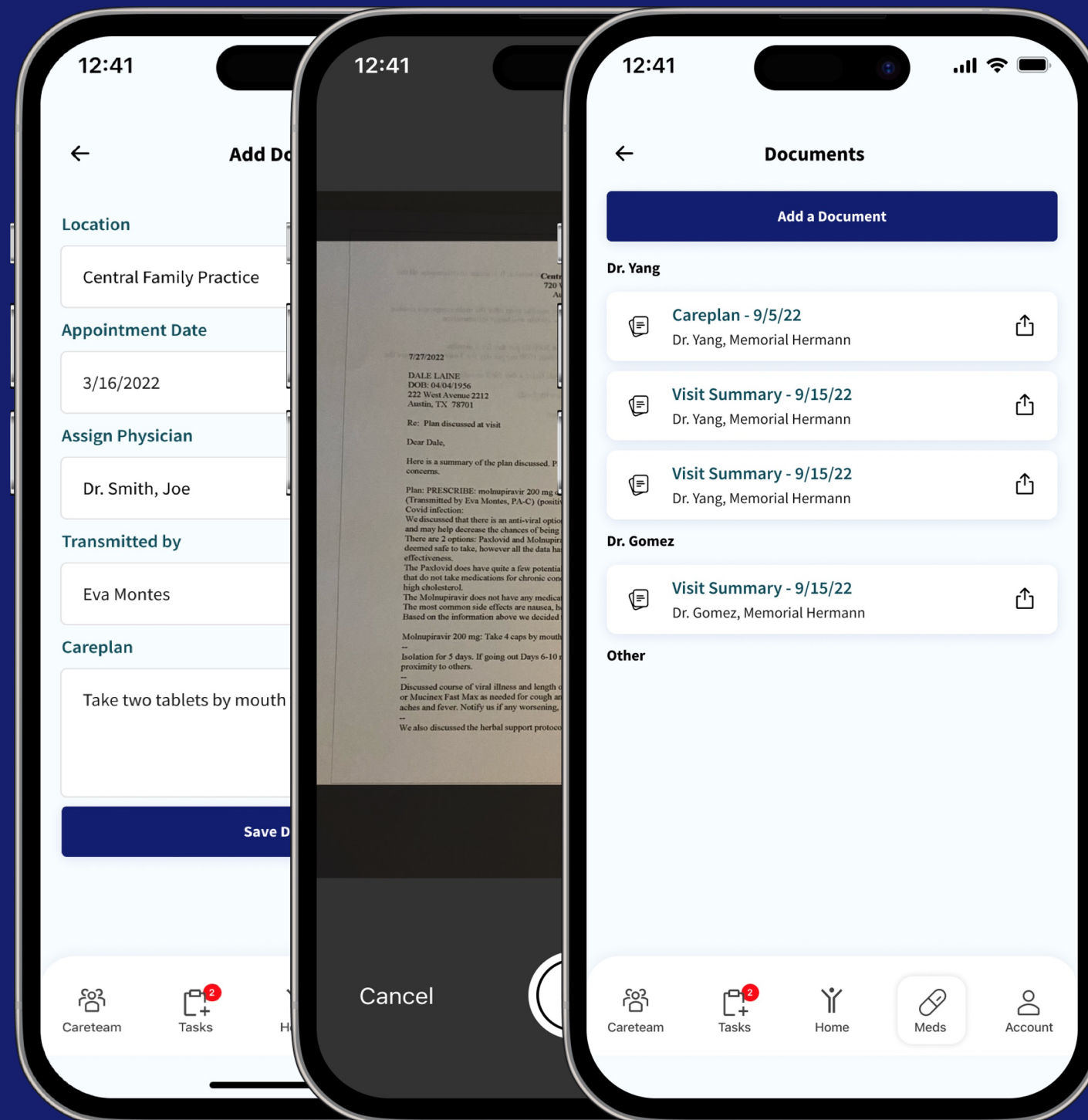
**Share of
Market**

Product

A psychology-based platform to learn and manage personal care journeys at home.

**Honor
person-
centered
health
outcomes**

With simple
tracking tools



**Ease
frustration
and care
burden**

With learning
care
techniques



Track care time

Recognize support and money saved

Identify changes in wellness

Listen or read curated media

Connect with local resources and partnerships

Earn rewards

Manage appointments with support team in preferred calendar tool

View or listen to upcoming tasks




User Journey

Tailored notifications

Care Recipient Messaging

“Im So Glad Your’re Here” : The benefits of Caring for your Loved Ones



Caring for a loved one can be a positive experience. Many caregivers like you say it is because:

- They get to spend valuable time with their loved one.

Explore How Your Feelings Affect You →

Caregiver messaging

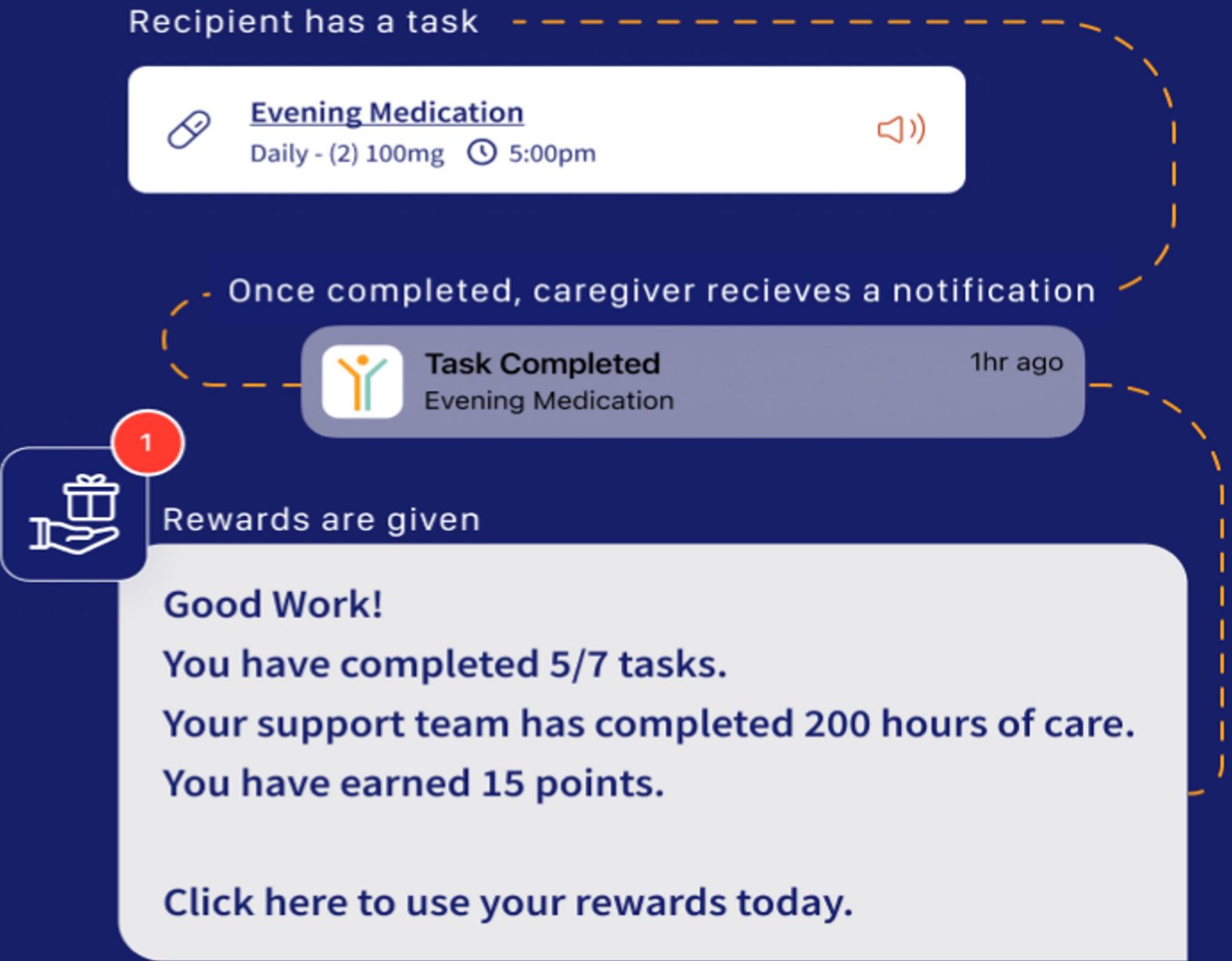
Informal Caregivers are the Backbone of Long-Term Care

83%of informal caregivers report that caring for a loved one is a positive experience. Some of those positive benefits include:

- A greater sense of satisfaction and well-being
- Higher self-esteem
- Improved time management and task-prioritizing skills

Explore Why and What to do →

Tailored reinforcement



Competitive Advantage



Proprietary Methodology

Psychology-based media
and gaming for unique
personalized care strategies



Evidence Based

Work with clinical care
team and gain
confidence as a medical
ally



Celebrate Connection

All the little
moments along
the care journey

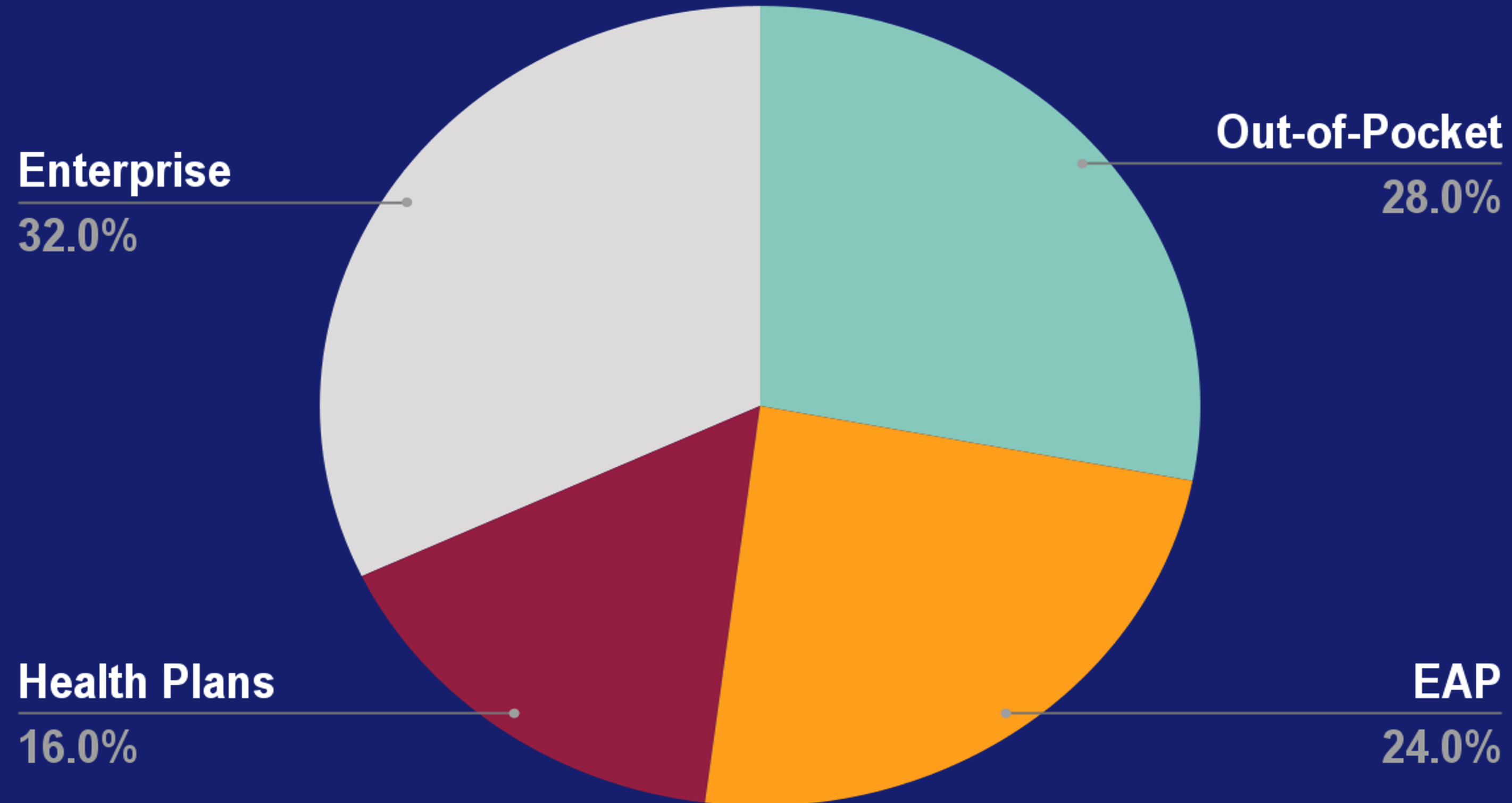
Competition/Partnerships

Aging in place support solutions

	Care Decision Support	Local Engagement	Measurable Care Coordination	Financial Integration	Psychology Based Nudges	Curated Media Education and Training Resources	Local Emergency Management Integration
Sandwich	✓	✓	✓	✓	✓	✓	✓
United/NaviHealth	✓	✓	✓				
CVS Health/Signify Health	✓	✓	✓				
Care.com	✓	✓		✓			
Wellthy	✓						
Cariloop	✓		✓				

Business Model

Sandwich



Timeline and Traction

Market
Research

SandwYch,
Inc
Founded
(Delaware)

MassChallenge
IBM
Mentorship

Proprietary
Algorithm
Validation

NSF
I-Corp
Participant
(Purdue
University)

Aging in Place
Course
Launch

Pre-seed Launch

MVP

September
2021

November
2021

May - August
2022

July - October
2022

October-November
2022

November
2022

December 2022
- January 2023

January 2023

352 informal
caregiver

**PRICE POINT +
FEATURE
Validation**

WAVE 1 COMPLETE
277 Participants
WAVE 2 COMPLETE
200 Participants
WAVE 3
October 20

B2B PRODUCT-
MARKET FIT

1W - Cloud Setup
1W - Database schema
2W - Front End Screens
6W - Functionality
2W - Testing
Soft Ramp up

The Team

60+ collective years in healthcare, technology and understanding human behavior.
We are actively engaging advisors in banking, healthcare and insurance.



Amy Laine

CEO, Founder
Gerontologist, HIT
Technology
Commercialization
Entrepreneur



Trang Dang

PharmD,
Health Informatics,
EHR Analyst



Sharon Wheless

Advisor, Cloud Architecture,
Security and Data Ethics,
Fortune 50 Company,
Entrepreneur



Morgan Madden

UX/UI Designer,
Former Health Platform
Designer for State of
Colorado



Deborah Nichols

PhD, Psychologist,
Data Scientist, and
Data Ethics Expert



K.C. Lawrence

LMSW, Social Worker,
Caregiving & Aging
Expert

Sandwich

Aging in Place, Your Way.

