



Connecting seniors and communities
with qualified drivers

J Connolly, founder
j@lifthero.com

1- Current service

2- Exploring wheelchair
accessibility

Mission



**Increase freedom
and reduce isolation
as people age**

Problem



“Data is the plural of anecdote”

Data



1.2 Billion trips/year

provided by friends & family
of people 70+

60% fewer outings

made by non-driving seniors

15% fewer medical visits

attended by non-driving seniors

Solution (part 1)



Quality Drivers

- Recruit nursing students, pre-meds, EMTs, CNAs (good for their resumes)
- Background + DMV checked
- Comprehensive interview

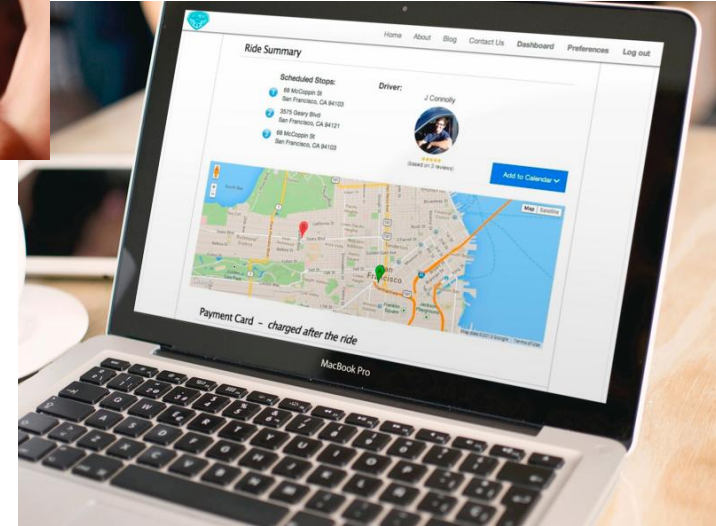
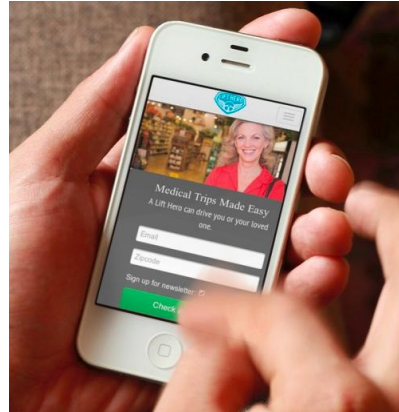
Relevant Training

- Safety considerations + senior sensitivity
- Beyond transportation: companionship and other assistance

Solution (part 2)



or



LIFT HERO **HOW ARE WE DOING?**
Help us become better Lift Heroes. Simply hand this to your driver, mail it, or drop it in our feedback box located in the lobby. Thanks!

<p>1. How was your overall Lift Hero experience?</p> <p>Poor 1 2 3 4 5 Excellent</p> <p>2. How likely are you to use Lift Hero again?</p> <p>Not likely 1 2 3 4 5 Definitely!</p> <p>3. Would you recommend Lift Hero to your friends?</p> <p>Not likely 1 2 3 4 5 Definitely!</p>	<p>What did we do well?</p> <p>How can we improve?</p>
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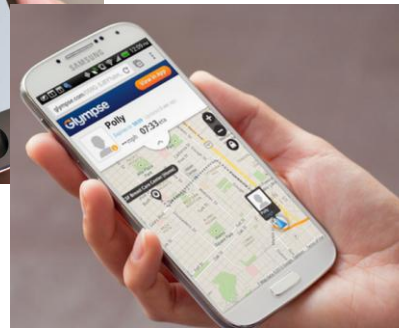
Your information (optional):
Name: _____
Phone #: _____
Email: _____

Your driver today was:
Eric Wong 

Lift Hero, Inc.
68 McCoppin St. #2
San Francisco, CA 94103

Phone #: (650) 241-0400
Email: team@lifthero.com

PLACE POSTAGE HERE





U B E R

“Everyone’s private driver”



“Reliable, qualified drivers.”

Accessible vehicles

[Philadelphia]

[In development]

Online ordering and real-time notifications



Call to schedule a ride



Scheduling tool for senior communities



Driver ratings



Cashless



Instant availability



Rigorous driver screening



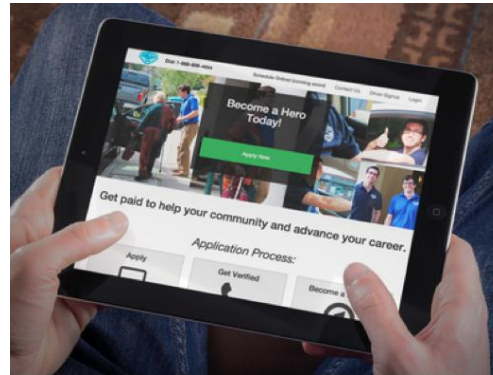
Senior-specific training and ongoing companionship



Progress



- Product



- Protection



- Partners



Reception



"You are helping to keep my mother out of memory care"

- Family member

"I will probably use you for the rest of my life"

- Passenger

"You make my problems go away"

- Senior living executive

3. Would you recommend Lift Hero to your friends?

Not likely

1

2

3

4

Definitely!

5

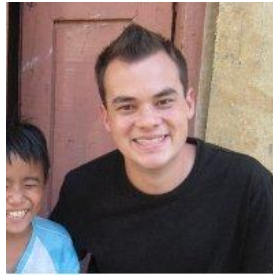
(>90% of respondents)

Team



J Connolly

*Founder, Hacker
Company inspired
by his grandmother*

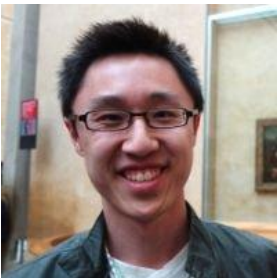


Eric Wong, MS

*Driver Management
Previously managed
affordable senior housing*



+



David Pan

*Mobile Developer
Family man and
engineering manager*



Alexandra Teng, MD

*Marketing
UCLA physician
with aging grandparents*



Sarah Thomas

*Driver Training Advisor
Trains clinicians in > 100
skilled nursing facilities*



Gregg Wheatland

*Regulatory Counsel
Also advises Lyft on
regulatory matters*

Other Awesome Advisors

Wheelchair Access

Option 1: Recruit Owners

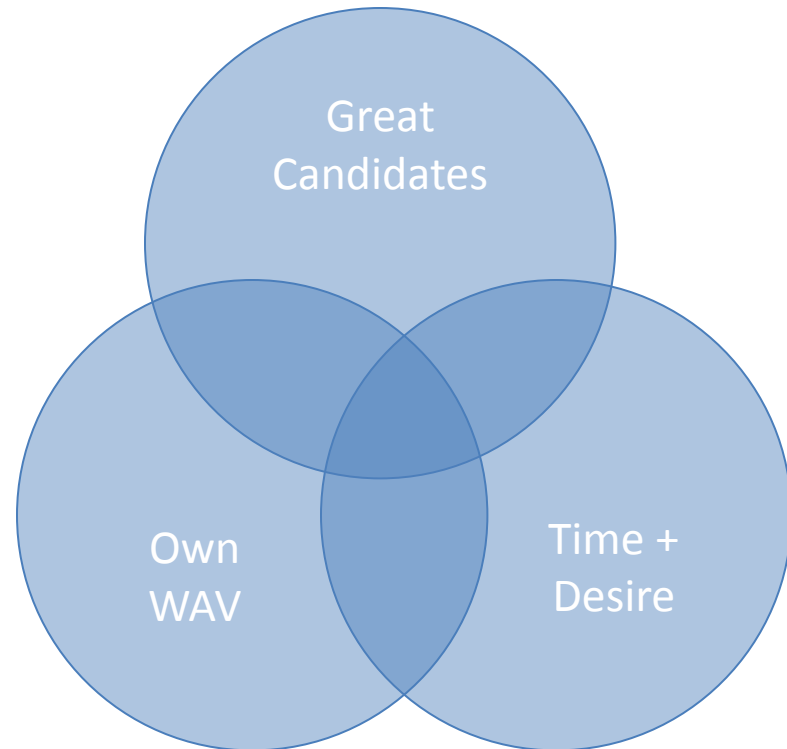


Pros

- Most similar to existing service

Cons

- Limited pool
- Limited availability



Option 2: Buy Vehicles



... someday

Option 3: Idle Vehicles / Lease



Pros

- There are idle fleets out there
- Lift Hero drivers + experience

Cons

- More likely to require pre-scheduling
- Different insurance needed
- CA Regulations limit size

Option 4: Coordinate Existing



Pros

- Fastest to implement

Cons

- Limited influence over experience

How can we get Lift Heroes into accessible vehicles?



Your input is vital!



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