Connecting seniors and communities with qualified drivers

J Connolly, founder
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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

Family Caregiver Alliance (https://caregiver.org/selected-caregiver-statistics);
2009 Analysis of the National Household Travel Survey (AARP)
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)
<table>
<thead>
<tr>
<th>Feature</th>
<th>Uber</th>
<th>Lift Hero</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessible vehicles</td>
<td>[Available in Philadelphia]</td>
<td>[In development]</td>
</tr>
<tr>
<td>Online ordering and real-time notifications</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Call to schedule a ride</td>
<td>✗</td>
<td>✓</td>
</tr>
<tr>
<td>Scheduling tool for senior communities</td>
<td>✗</td>
<td>✓</td>
</tr>
<tr>
<td>Driver ratings</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Cashless</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Instant availability</td>
<td>✓</td>
<td>✗</td>
</tr>
<tr>
<td>Rigorous driver screening</td>
<td>✗</td>
<td>✓</td>
</tr>
<tr>
<td>Senior-specific training and ongoing companionship</td>
<td>✗</td>
<td>✓</td>
</tr>
</tbody>
</table>
Progress

• Product

• Protection

• Partners
“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

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

David Pan
Mobile Developer
Family man and engineering manager

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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