

CarePlan

Self-serve aging-parent tracker for adult children coordinating elder care remotely — meds + doctor appointments + care tasks + sibling coordination. The DIY-tool sibling of ParentPilot (Plan 11). \$9/mo, no field operations.

Category	Set 5 · Vertical/Creator
Customer	Adult children of aging parents (typically 35-55 years old) coordinating parent care without a co-resident adult sibling — including NRI children but not exclusively
Monetisation	\$9/mo Solo · \$19/mo Family (multi-sibling shared workspace) · \$39/mo Premium (with care-pro directory)
Build effort	Low
Plan version	v1.0 — 2026-05

Executive Summary

CarePlan is the self-serve, software-only counterpart to ParentPilot (Plan 11, the high-touch concierge service with field operations). Where ParentPilot serves NRI families willing to pay \$99-249/month for full elder-care concierge with weekly home visits, CarePlan serves the broader market of adult children — including non-NRIs and budget-constrained NRIs — who can't afford concierge service but need structured tools to coordinate parent care remotely.

The product: shared workspace for siblings + parent (and optionally parent's local caregiver) to track parent's medications + doctor appointments + recurring care tasks + medical history + emergency contacts. Multi-sibling shared visibility so coordination doesn't depend on a single sibling being the 'designated child'. Plus reminders + nudges to ensure tasks don't fall through.

Year-1 target: 4,000 paying subscribers generating █1.4 crore annual revenue against █26 lakh costs. Cash-positive month 2. The wedge against ParentPilot is price (█9 vs. \$99); the wedge against generic family-sharing apps (Cozi, Picnic) is elder-care-specific structure + medication-tracking depth + medical-appointment workflow.

The Problem

An adult child in their 40s-50s with aging parents (75+) faces a coordination problem. The parent lives independently (or semi-independently) at a distance — different city, different country. The child wants to ensure parent's medications are taken correctly, doctor appointments are kept, care tasks (physiotherapy, dialysis, lab tests) are coordinated. The child may have siblings sharing the responsibility but typically no central coordination tool — everything happens via WhatsApp messages + phone calls + the designated child's mental load.

Three failure modes recur. (1) Medication adherence: parent forgets doses, takes wrong doses, misses refills; no sibling realises until parent is back in hospital. (2) Appointment management: doctor recommends follow-up in 3 months; nobody schedules it; parent's chronic condition deteriorates between visits. (3) Sibling coordination breakdown: 'I thought you were calling Mom about the lab results.' 'No, I thought you were.' Critical tasks fall through cracks.

Existing options. Generic family-sharing apps (Cozi, Picnic) are calendar + shopping-list focused, not elder-care structured. Concierge services (ParentPilot at \$99+/mo) work for affluent families but are over-priced for many adult children. EHR-integrated patient apps (MyChart) require the parent to actively use them which doesn't work for most aging parents. The middle gap: a self-serve tool focused on remote elder-care coordination at consumer subscription pricing.

The Solution

CarePlan organises around shared workspace for parent's care. Adult children invite siblings + optionally parent + optionally parent's local caregiver. Workspace contains: medication list with dosing schedule + refill tracking + adherence logging; doctor + specialist directory; appointment calendar with reminders; care-task list (recurring + one-off); medical history + recent reports archive; emergency contacts + insurance information; activity log showing who-did-what.

Daily/weekly cadence. Morning medication reminder pushed to parent (or local caregiver) via WhatsApp + push notification; adherence logged via simple check-in. Upcoming appointment reminders to whoever is responsible for transportation or accompaniment. Task assignments shared across siblings with explicit accountability. Weekly summary digest to all siblings.

Pro tier (Family \$19/mo) adds: medical-report archive with AI-extracted summary (upload doctor's prescription or lab report; CarePlan extracts key info + tracks trends), care-pro directory (vetted local home-health-aide + nurse contacts in major Indian cities), seizure / fall incident logging with structured medical context.

Premium tier (\$39/mo) adds: telemedicine doctor consultation integration (book paid telemedicine sessions through CarePlan partner network), monthly health-report summary AI-generated from cumulative data, dedicated 24/7 chat support for urgent coordination questions.

Three structural differences from concierge services (ParentPilot) define the wedge. First, price — \$9-39 vs. \$99-249. Second, no field operations — entirely software, no liability + scaling complexity of concierge service. Third, sibling-coordination focus — shared workspace serves multi-sibling families well (concierge services tend to assume single named relationship-holder).

Market Opportunity

Addressable market globally. India: ~30M+ households with at least one parent over 70 with adult children. NRIs with parents in India: ~3.5M. US: ~25M+ households with elderly parents. UK + Australia + Canada: combined ~12M. Total addressable: ~70M households globally.

At blended ARPU of \$150/year, the SAM is \$10-12 billion. Realistic 4-year capture: 0.05-0.15% = \$5-18M ARR. Modest absolute capture but durable + sticky business.

Adjacent expansion. Year 2: medication-delivery integration (partnership with pharmacies for one-tap refills). Telemedicine integration deeper. Year 3: live caregiver-marketplace + booking for the Premium tier.

Target Customer

Primary persona: a 49-year-old marketing manager in Mumbai with 77-year-old widowed mother in Pune. Has one sister in Bengaluru. Coordination currently via WhatsApp + occasional calls + the mother's neighbour as informal eyes-on-ground. Will pay \$9/mo Solo for structured medication + appointment + task tracking with sibling sharing.

Secondary persona: a 52-year-old NRI in Toronto with 82-year-old father in Coimbatore. Father has Parkinson's + occasional falls. NRI cannot afford \$149/mo ParentPilot but needs structured remote coordination. Will pay \$19/mo Family tier for shared workspace with her sister in Delhi + medical-history archive.

Tertiary persona: a 44-year-old couple in Hyderabad sharing care of his 80-year-old mother + her 78-year-old mother (both local). Three siblings on his side, one on hers. Will pay \$39/mo Premium tier for the multi-elder family-OS + telemedicine integration.

Product

Shared workspace: invite siblings + parent + local caregiver as workspace members with role permissions (full edit / view-only / parent-friendly view).

Medication management: medication list with name + dose + schedule + refill date + side-effect notes; daily reminders to parent (WhatsApp + push); adherence logging; refill alerts to designated sibling.

Doctor + specialist directory: per-doctor profile with contact + speciality + clinic address + last visit + next follow-up + notes.

Appointment calendar: shared calendar with appointment scheduling, reminders to responsible sibling, accompaniment-assignment tracking.

Care-task list: recurring tasks (weekly physiotherapy + monthly grocery shopping + quarterly health checkup) + one-off tasks (renew insurance + arrange wheelchair-accessible cab) with assignment + completion tracking.

Medical history archive: chronic conditions list + medication history + allergy list + lab-report archive + hospital-visit history.

Emergency contacts: structured emergency contact list (primary doctor + hospital + ambulance + pharmacy + neighbour-with-spare-keys).

Activity log: timeline view of who did what (who marked medication taken / who booked appointment / who called the doctor).

Pro tier additions: AI-extracted medical-report summaries, care-pro directory (vetted local home-health-aide contacts), incident logging.

Premium tier additions: telemedicine integration, monthly health-report summary, 24/7 chat support.

Technical Architecture

Frontend: Next.js + Tailwind web app + React Native mobile (parent-friendly mobile view simplified for elderly users).

Backend: Python on Hetzner cloud, Postgres on Neon.

Multi-sibling collaboration: real-time sync via WebSocket.

WhatsApp + push notifications: Meta Business Cloud API for parent reminders.

AI medical-report extraction (Pro tier): GPT-4o + LayoutLM for OCR + extraction (~\$0.40/report).

Telemedicine integration (Premium tier): partnerships with Apollo 247 + Practo + Tata 1mg telemedicine; commission share.

Payments: Stripe (international) + Razorpay (India).

Business Model & Unit Economics

Three tiers. Solo (\$9/mo or \$89/yr): single adult-child user, full features except multi-sibling shared workspace. Family (\$19/mo or \$189/yr): up to 6 sibling-members + parent + caregiver in shared workspace, all Pro features. Premium (\$39/mo or \$389/yr): Family + telemedicine integration + monthly AI health-report + 24/7 chat support.

Conversion economics: 14-day free trial converts at 16% (consumer-SaaS typical at this category). Distribution: 50% Solo, 38% Family, 12% Premium. Annual prepay reduces churn meaningfully.

Gross margin: 84% blended. Major cost: WhatsApp + push messaging (~\$0.80/family/month), AI inference for medical reports (~\$2/family/month at Pro tier), infrastructure (~\$0.50/user/month).

Customer LTV: families with aging parents typically stay 3-7 years (until parent passes or needs nursing-home-level care that exceeds CarePlan scope). Strong LTV: \$108 × 36-month average = \$388 (Solo); \$228 × 40 mo = \$912 (Family); \$468 × 44 mo = \$2,059 (Premium).

Unit Economics (Year-1 base case)

Year-1 paying subscribers (target)	4,000
Blended ARPU	\$170/year
Year-1 revenue	\$170,000 (~₹1.4 crore)
Gross margin	84%
Customer acquisition cost (CAC)	\$28
Payback period	2 months
Year-1 all-in costs	~₹26 lakh
Year-1 net contribution	~₹95 lakh

Go-to-Market

Channel 1 — Aging-parent content + community (40%): substantive content on remote elder-care coordination, medication-adherence strategies, sibling-coordination tips. Aging-parent communities + family-caregiver subreddits + working-with-aging-parents Facebook groups.

Channel 2 — NRI-community organic (25%): NRI diaspora associations + NRI WhatsApp groups + NRI publications. Specifically for the non-affluent NRI segment that ParentPilot doesn't serve.

Channel 3 — Physician + hospital partnerships (20%): partnerships with geriatric-care physicians + multi-specialty hospitals for recommendation to adult-child family members at discharge.

Channel 4 — Paid acquisition (15%): Meta + Google Ads to adult-child-with-aging-parent lookalike audiences.

Roadmap (first 12 months)

- Month 1-3: MVP — shared workspace + medication management + appointment calendar + care-task list + Solo tier launch. 250 paying subscribers.
- Month 4-5: Family tier with multi-sibling + medical-history archive + care-pro directory, 800 paying subscribers, ₹3 lakh MRR.
- Month 6-8: Pro tier features (AI medical-report extraction + incident logging), 2,000 paying subscribers, ₹8 lakh MRR.

- Month 9-10: Premium tier with telemedicine integration + 24/7 chat support, 3,200 paying subscribers.
- Month 11-12: 4,000 paying subscribers, ■1.4 crore annualised revenue.

Key Risks

- Cannibalisation with ParentPilot: customers who can afford ParentPilot may downgrade to CarePlan. Possible but the segments are largely distinct (ParentPilot for \$99+ buyers; CarePlan for \$9-39 buyers).
- Parent adoption friction: many elderly parents resist using apps; CarePlan depends on local caregiver participation or basic-mobile-friendly UX. Mitigated by parent-friendly simplified mobile view + acceptance that some workflows operate without parent direct interaction.
- Liability if a missed reminder leads to medication crisis: substantial risk for a tool that touches medication management. Mitigated by clear scope disclaimers + emergency escalation paths + professional indemnity insurance.
- Multi-sibling family-dynamic complexity: some families have unresolved sibling tensions that CarePlan cannot solve. Mitigated by simple role permissions + accepting that the product cannot fix family relationships.
- Slow consumer-SaaS conversion: \$9-39/mo is impulse-buy band but requires demonstrated value over multi-week trial. Mitigated by 14-day free trial + clear onboarding + early-value demonstration.