

# SiblingShare

*Coordinated task + photo + decision app for adult siblings caring for aging parents. WhatsApp groups fail at this; SiblingShare structures the operational + emotional reality of multi-sibling elder-care coordination. \$7/month per family.*

<b>Category</b>	Set 6 · Consumer & Family
<b>Customer</b>	Adult sibling-groups (2-6 siblings) coordinating care of aging parents at distance — typically dispersed across cities or countries
<b>Monetisation</b>	\$7/mo Family (multi-sibling) · \$14/mo Pro (with care-decision documentation) · ■399/mo India tier
<b>Build effort</b>	Low
<b>Plan version</b>	v1.0 — 2026-05

## Executive Summary

SiblingShare addresses a common but unaddressed family operational reality: multiple adult siblings sharing responsibility for aging parents' care, currently coordinating via WhatsApp groups + phone calls + email + the designated-sibling's mental load. The friction: WhatsApp groups don't structure decisions or track who's doing what; the designated-sibling bears disproportionate operational burden; coordination breakdowns ('I thought you were calling about the surgery consult') cause real care failures + family tension.

Product: shared workspace for sibling-group + parent + local caregivers (where applicable). Core features: shared task list with assignment + accountability; photo + update log; decision documentation (when parents need care decisions, capture the discussion + outcome); shared parent-medical-history; calendar coordination for sibling visits; emergency-contact directory.

Year-1 target: 3,500 paying family-subscriptions (5,000+ individual sibling users) generating ■1.3 crore annual revenue against ■22 lakh costs. Cash-positive month 2-3. Adjacent to ParentPilot (Plan 11, concierge service) and CarePlan (Plan 57, single-adult-child tracker); SiblingShare focuses specifically on multi-sibling coordination.

## The Problem

An adult sibling-group (typically 2-4 siblings, sometimes more) sharing care of aging parents faces a recurring coordination problem. The siblings live in different cities + sometimes different countries; the parents need ongoing care that involves: tracking medications + appointments + emerging health issues; making periodic care decisions (move from independent living to assisted? hire home-health-aide? schedule surgery?); coordinating visits; managing parent's finances + paperwork.

Typical coordination tool stack: family WhatsApp group + occasional Zoom family meetings + one designated sibling who 'handles things' + everyone else trying to stay informed without burdening the designated sibling. Failure modes: critical updates get buried in WhatsApp group; decisions made informally without documentation lead to later disputes; the designated sibling burns out + becomes resentful; out-of-loop siblings feel disconnected + helpless; care continuity gaps when designated sibling unavailable.

Generic family-sharing tools (Cozi + Picnic) are calendar-focused for nuclear families with kids. CarePlan (Plan 57) is single-adult-child focused. ParentPilot (Plan 11) is concierge service. The multi-sibling coordination structure is unserved.

## The Solution

SiblingShare's shared workspace. Family creates workspace; invites all siblings + optionally parent(s) + local caregiver. Role-permission structure (full edit / view-only / parent-friendly view).

Core modules. (1) Shared task list: explicit task assignment (Schedule Mom's cardiologist follow-up — assigned to: Priya — due: this week) with accountability tracking. (2) Photo + update log: any sibling visiting parent can post photos + brief update to shared log. (3) Decision documentation: when family needs to make care decision (move parents? hire aide? specific medical decision?), structured discussion thread with vote/consensus tracking + final-decision documentation. (4) Shared parent-medical-history: medications + conditions + allergies + doctors + recent reports + insurance.

Additional modules. (5) Calendar coordination: sibling visit calendar (preventing both visits coinciding when staggering would be better; ensuring coverage during travel-heavy periods). (6) Emergency contacts directory: local doctor + hospital + ambulance + trusted neighbour + insurance. (7) Activity log: timeline of who did what.

Three structural differences from existing options. First, multi-sibling design (shared workspace fundamentally vs. single-user CarePlan or concierge-led ParentPilot). Second, decision-documentation feature (sibling-coordination requires explicit documentation; WhatsApp groups don't do this). Third, sibling-tension-aware UX (explicit accountability without blame framing).

Pro tier (\$14/mo) adds: care-decision documentation with structured framework + advisor (when family is contemplating major decision like 'move parents to assisted living', SiblingShare provides structured framework for the discussion + access to expert-content + optional video-consult with eldercare consultant), formal legal-document storage (power of attorney + medical directive + will), aging-trajectory dashboard (visible parent-care trajectory over time).

## Market Opportunity

Addressable market: families with aging parents + multiple adult siblings. Estimated 100M+ such families globally. Willingness-to-pay segment: ~5-10M families would pay \$7-14/mo.

At blended ARPU of \$108/family/year, SAM is \$540M-1B. Realistic 4-year capture: 0.1-0.4% = \$540k-4M ARR.

Adjacent expansion. Year 2: NRI-family-specific features (multi-time-zone coordination + international payment + Indian-medical-system navigation). Eldercare-consultant marketplace (Premium tier). Year 3: estate-planning + post-parent-passing transition tools.

## Target Customer

Primary persona: a 47-year-old eldest sister in Bengaluru with 2 brothers (one in Pune + one in Toronto) sharing care of widowed mother (78) in Coimbatore. Currently coordinates via WhatsApp + bears disproportionate operational burden. Will champion SiblingShare to brothers; family pays \$7/mo Family.

Secondary persona: a 51-year-old US-based NRI with 2 sisters in India coordinating father's chronic-condition care. Will pay \$14/mo Pro for decision-documentation + legal-document storage.

Tertiary persona: a 42-year-old in Mumbai with 3 siblings + complex family dynamics (some sibling tensions). Will pay \$14/mo Pro for explicit decision-documentation that reduces dispute potential.

## Product

Family workspace: shared workspace with role permissions.

Shared task list: assignment + accountability + completion tracking.

Photo + update log: any sibling can post; timeline view; reactions + brief comments.

Decision documentation: structured discussion threads + consensus tracking + final-decision documentation.

Shared parent-medical-history: medications + conditions + doctors + reports + insurance.

Calendar coordination: sibling-visit calendar + parent-appointment calendar.

Emergency contacts directory.

Activity log timeline.

Pro tier additions: structured decision framework + eldercare-consultant access + legal-document storage + aging-trajectory dashboard.

## Technical Architecture

Frontend: Next.js + React Native mobile.

Backend: Python on Hetzner cloud, Postgres.

Multi-user collaboration: real-time sync.

WhatsApp + push: Meta Business Cloud API.

Document storage: encrypted Cloudflare R2 for medical + legal documents.

Payments: Stripe + Razorpay.

## Business Model & Unit Economics

Two tiers. Family (\$7/mo or \$69/yr): up to 6 sibling-members + parent + caregiver. Pro (\$14/mo or \$139/yr): adds decision framework + eldercare-consultant access + legal-document storage + aging-trajectory dashboard.

Conversion: 14-day trial converts at 18%. Distribution: 70% Family, 30% Pro. Monthly churn under 3% (very low — multi-sibling commitment is sticky).

Gross margin: 86%. Costs: infrastructure + storage + AI for decision-framework + occasional eldercare-consultant cost.

LTV: \$84 × 32 mo avg = \$269 (Family); \$168 × 38 mo = \$638 (Pro). Strong because families with aging parents stay 4-8+ years.

### Unit Economics (Year-1 base case)

<b>Year-1 paying family-subscriptions (target)</b>	3,500
<b>Blended ARPU per family</b>	\$110/year
<b>Year-1 revenue</b>	\$155,000 (~■1.3 crore)
<b>Gross margin</b>	86%
<b>CAC</b>	\$22
<b>Payback</b>	2.4 months
<b>Year-1 all-in costs</b>	~■22 lakh
<b>Year-1 net contribution</b>	~■90 lakh

## Go-to-Market

Channel 1 — Aging-parent content + community (40%): substantive content on multi-sibling coordination + family elder-care + NRI elder-care.

Channel 2 — NRI-community organic (25%): NRI diaspora associations + multi-sibling-family-pattern audiences.

Channel 3 — Physician + hospital partnerships (20%): recommendation to multi-sibling families at parent-discharge.

Channel 4 — Paid acquisition (15%).

### Roadmap (first 12 months)

- Month 1-3: MVP with shared workspace + task list + photo log + medical history + Family tier. 200 family-subscriptions.
- Month 4-5: Decision documentation + emergency contacts + calendar coordination, 700 subscriptions, ■2.5 lakh MRR.
- Month 6-8: Pro tier with decision framework + eldercare-consultant access + legal-document storage, 1,800 subscriptions, ■6 lakh MRR.
- Month 9-10: Aging-trajectory dashboard, 2,800 subscriptions.
- Month 11-12: 3,500 subscriptions, ■1.3 crore annualised.

## Key Risks

- Family-dynamics complexity: some sibling-groups have unresolvable tensions that SiblingShare cannot fix. Mitigated by clear scope (we are a coordination tool, not therapy) + role-permissions flexibility.
- Single-sibling adoption blocker: requires  $\geq 2$  siblings to commit; if one sibling refuses to use, value reduces. Mitigated by gracious-degradation design (single-sibling can use solo + invite others later).
- Parent-data sensitivity + privacy across siblings: sibling-tension can become data-access-tension. Mitigated by clear role permissions + transparent activity log.
- Slow trial-to-paid for multi-user product: requires getting multiple siblings on board within trial. Mitigated by extended 30-day trial + champion-sibling acquisition strategy.
- Cannibalisation with CarePlan + ParentPilot: customers could choose either based on family structure. Mitigated by clear positioning (SiblingShare = multi-sibling coordination; CarePlan = single-adult-child workflow; ParentPilot = high-touch concierge with field operations).