

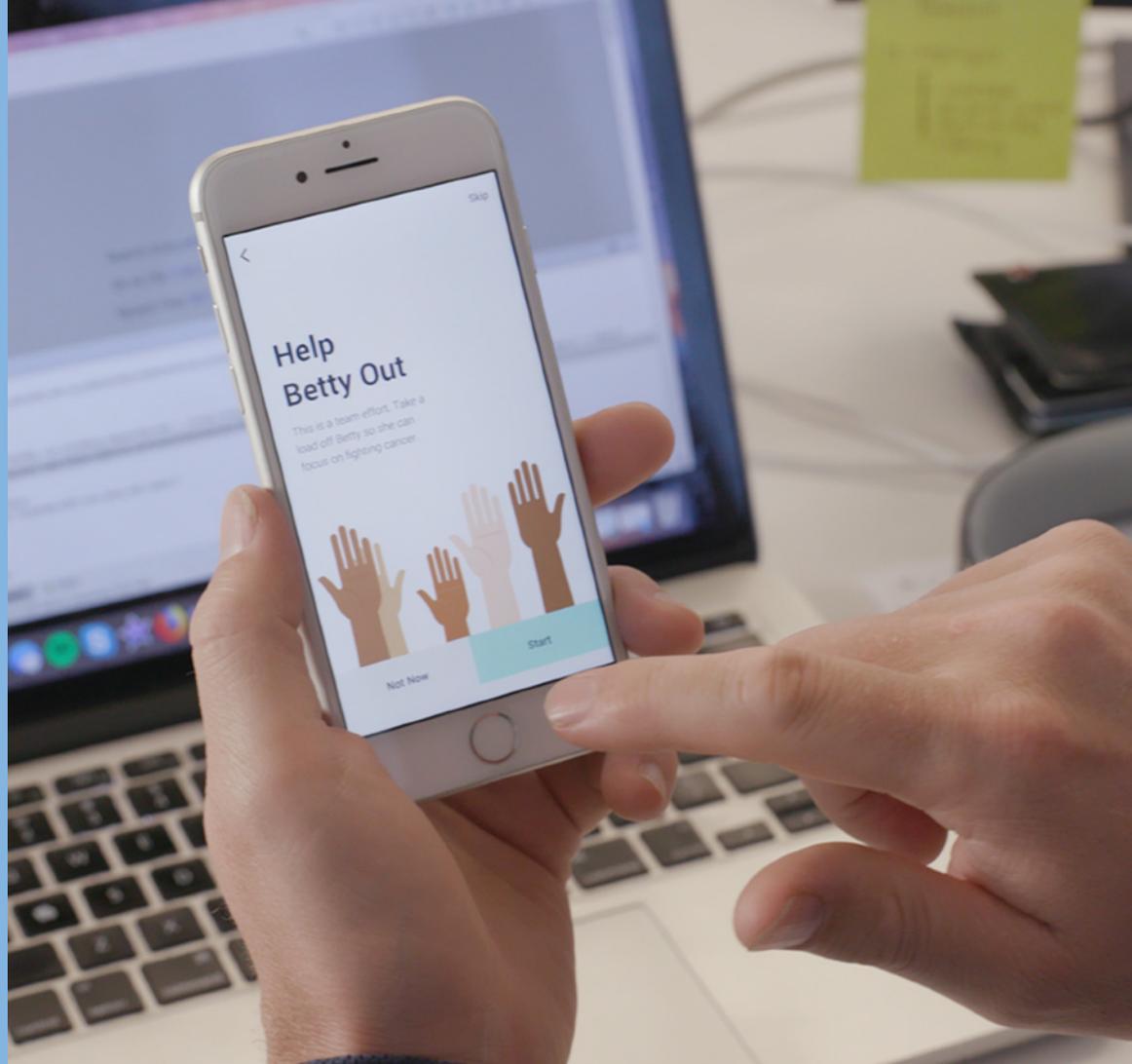
# CircleOf

Igniting Your  
Company's Culture  
of Care

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Come Join Us!

[innovate@circleof.io](mailto:innovate@circleof.io)





Our mission is to ignite a culture  
of care within the workplace!



We give families, friends, co-workers, and companies the power to build communities of care around those in need.



*At some point, we will all become  
a primary family caregiver -  
requiring us to balance work,  
family, and finances.*

## Caregivers...

- 20-30 Avg. hours per week
- 60% Are women
- 25% Are millennials
- 27% Sandwich generation



# THE EMPLOYEE CAREGIVER CONUNDRUM



## Family Caregivers...

### Manage Everything for Their Families...

Medication, rides, meals and finances

### Burn Out...

Resulting in high **absenteeism** and **turnover**  
Up to **50% suffer chronic depression**

### Suffer Chronic Illness...

Costing employers an estimated **8% more**  
**in healthcare** costs on average

# FAMILY CAREGIVING COSTS EMPLOYERS **\$25B** PER YEAR

## F1000 Caregiver Population Stats:

- 35M F1000 employees
- 16% (1 in 6) are caregivers
- Avg. 20 - 30 hours per week
- Provide 37B hours of unpaid caregiving services annually

## Annual Caregiver Cost to Employers

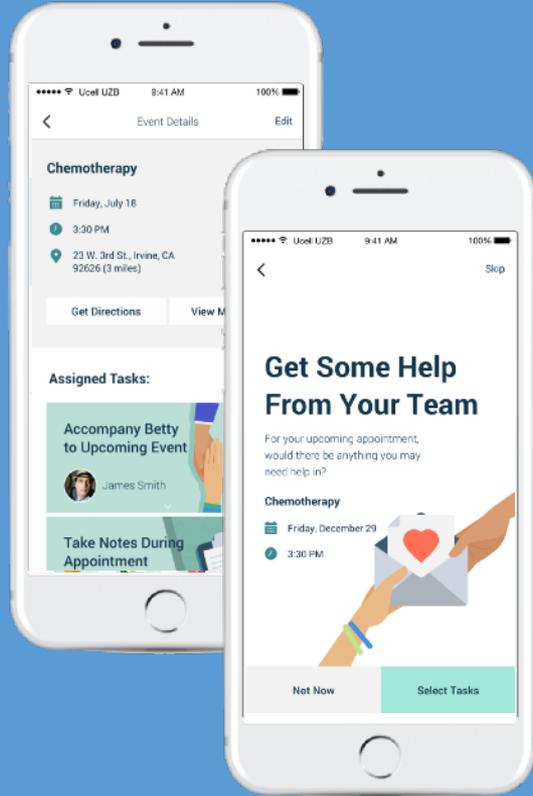
- \$25B lost productivity
- Healthcare cost avg. 8% higher
- Miss an avg. of 6.6 workdays per year
- 12% will take leave this year



## Employee Caregivers at Risk

- Spend 20% of their annual income on caregiving services
- At risk of becoming seriously ill - depression, physical ailments (headaches and pain), heart disease, stress, anxiety, or depression.

# INTRODUCING - CIRCLEOF



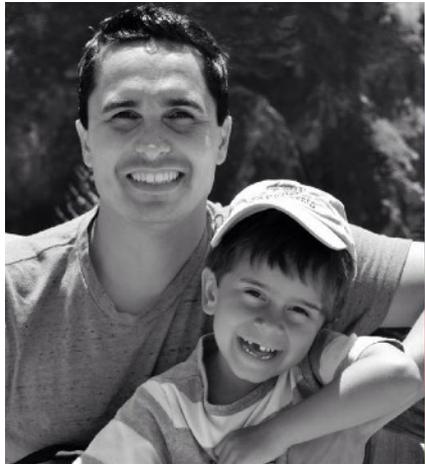
## Care On-demand:

**CircleOf** is a digital health app and enterprise solution that creates **on-demand care communities** for caregivers, patients and employers.



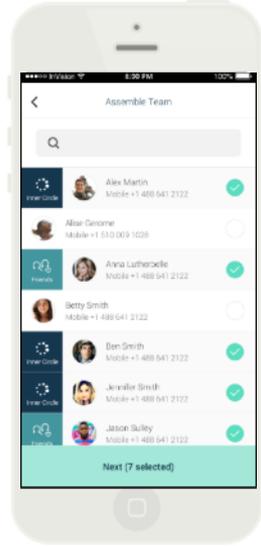


# WHEN YOUR EMPLOYEES NEED HELP...



**Help everyone rise to the occasion.  
Harness untapped human resources!**

# VALUE TO THE EMPLOYEE

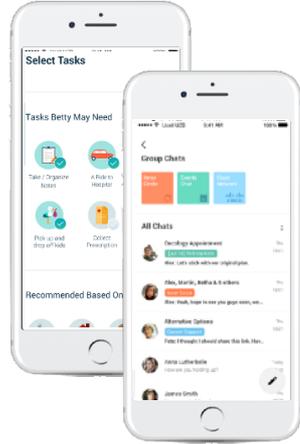


## Build Care Teams Fast

-  Share caregiving burden
-  Include family, friends, co-workers
-  Collaborate securely and privately
-  Connect with employer resources

Jeremy works for a large employer.  
His wife Emily has just been diagnosed  
with a rare chronic condition

# MATCH THOSE IN NEED WITH OFFERS OF HELP



Family & Friends



Co-Workers

Jeremy and Emily have access to family help, employer benefits and colleague support groups all in one place

## Logistical

- Rides
- Meals
- Childcare
- Home Help

## Emotional

- Caregiver Mentors
- Patient Advice
- Affinity Groups
- Companionship

## Support Resources

- HR Benefits Referrals
- 3rd Party Products & Services

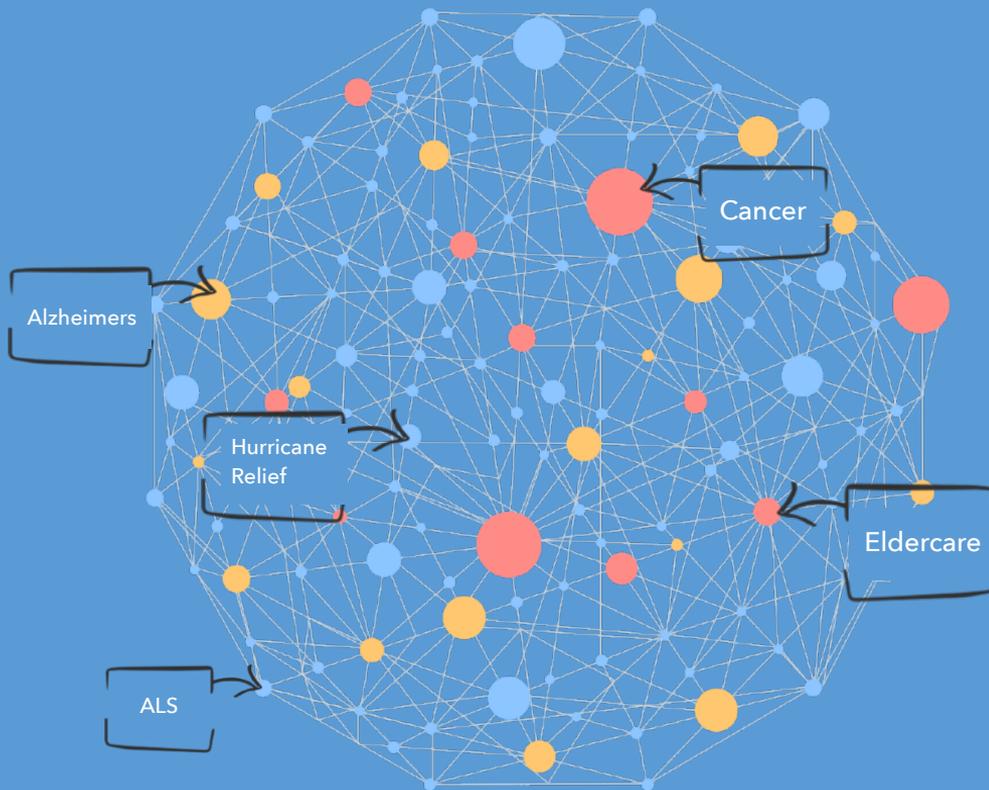


**BECOME A GREAT PLACE  
TO WORK!**

## Build a Culture of Care

- ♥ Identify employees in need
- ♥ Amplify existing care communities
- ♥ Target benefits and information
- ♥ Insights into the health of your org!

## SOCIAL CAREGIVING GRAPH





# REALTIME BENEFITS AWARENESS

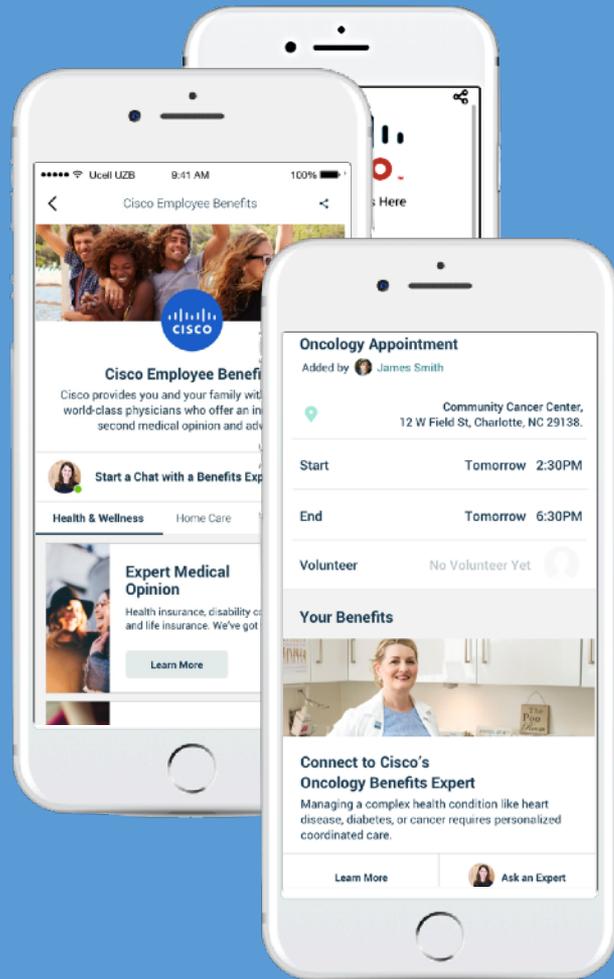
## Drive Benefits Awareness



HR Benefits  
Referrals



- ♥ A.I. powered
- ♥ Deliver the “right benefit at the right time”
- ♥ Target benefits by condition





**MAKE AN IMPACT**

**Employee Caregiving is your  
next big challenge!**

**CIRCLEOF IS THE SOLUTION THAT  
TOUCHES ALL EMPLOYEES**



# JOIN A COHORT OF YOUR PEERS

## HR Executive Summits

- ♥ Invite Only
- ♥ Open and candid conversations about what works and what doesn't
- ♥ Networking with motivated leaders
- ♥ Help shape the products that will benefit your company the most



# HELP BUILD THE SOLUTION

## Open Innovation Process

- ♥ Co-create with CircleOf and your peers
- ♥ Build the right tech for your company
- ♥ Technology available to all members for immediate use post summit

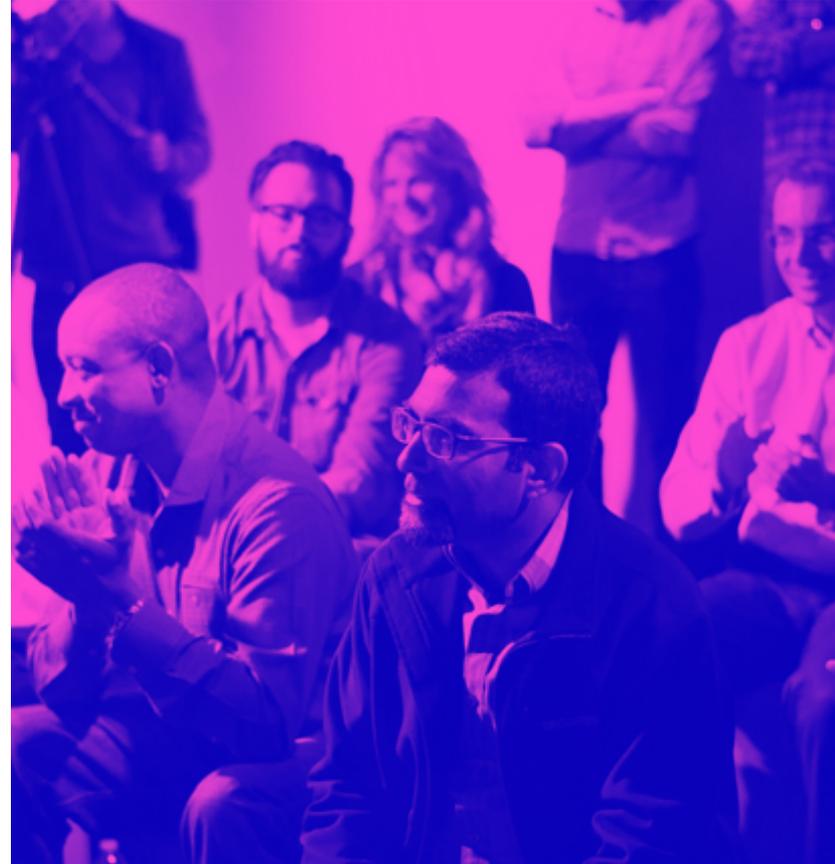
**Based on CISCO CHILL process**



# COME JOIN US!

## Co-Creation Opportunities

- ♥ 5 cohort slots in Q2 2018
- ♥ Opportunity to drive innovation
- ♥ Start Today!





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