



## Startup Spotlight: Aidaly

**Website:** Aidaly.com

**Sector:** HealthTech

### **Funding (as of July 2024):**

Aidaly has raised a total of \$8.5M in funding over 2 rounds. Their latest funding was raised on Jun 22, 2022 from a Seed round.

### **Overview:**

Aidaly is a platform that provides family caregivers with the training, support, and compensation they need to deliver high-quality care in the home.

### **Problem:**

- The prohibitive costs associated with long-term care for aging parents can have a significant impact on families' financial stability. Depending on the care, costs can exceed \$1 million. Medicare and Medicaid cover some services, but the application process can be complex.
- Many family caregivers also face difficulties in balancing their caregiving responsibilities with their jobs. There needs to be better financial support and aid programs for family caregivers, who play a crucial role in providing care for their loved ones.

### **Solution:**

Aidaly provides family caregivers with the training, mental health support, access to benefits, financial planning, and compensation they need to deliver high quality care in the home. Their platform, a combination of technology and human support, empowers families to keep their loved ones living in their homes and communities longer while filling a critical homecare workforce need.

### **Market:**

- In the next 15-20 years, the global population aged 65+ will increase by about 500-600 million people and within the next 40 years, the number of Americans 65+ will double, putting pressure on the entire health care system.

### **Team:**

- Founder **Maggie Norris** has experience investing in healthcare and consumer goods related to “End of Life” along with personal experience dealing with elderly parents and their hospice care.

**Users/Traction:**

Early users are experiencing a 160% increase in their ability to recover from financial shocks.

**Summary:**

Aidaly is an interesting company to follow because they're focused on a problem that's real and getting more troublesome (affordable elderly care); their solution is simple and enables people to become entrepreneurs; the market they're serving is trending to grow larger in the coming decades; they have an experienced founder with support from experienced investors; and they already have traction with early users.

**Sources:**

- <https://www.aidaly.com/about>
- <https://www.crunchbase.com/organization/aidaly>