



**ExtendaTouch**  
Free Caregivers Support

Caregivers Supporting Caregivers



# ExtendaTouch

## EXECUTIVE SUMMARY



### ABOUT US

ExtendaTouch is a free online service, connecting caregivers personally and securely, while providing access to essential support, resources, and community-reviewed products and services.



### CHALLENGE

1 out of 3 Americans will require caregiving this year, yet the caregiving space is highly fragmented and caregivers are under resourced.

90% of caregivers - or 53 million Americans - are family members and friends. With 117 million Americans in need of caregiving, there is a vast shortage of caregivers and caregiving resources.



### SOLUTION

ExtendaTouch is a technology driven service supporting caregivers. We create cross-promotional alliances with Associations, Organizations, Communities, and Companies so caregivers have access to more support.



### WHY NOW

ExtendaTouch enhances access to support and resources required for effective caregiving.

- **20%** of Americans are caregivers, many of whom critically need additional support and resources.
- Our rapidly aging population of Baby Boomers adds tremendous stress to an already under-resourced ecosystem. By 2029, Alzheimer's will affect 1-in-3 over 80.
- Social determinants, Global Pandemic, Overwhelming Needs, Lack of Resources and Fragmented Services require a comprehensive solution to coordinate sharing of information and relevant support.

### CONTACT US

📞 415 847-4988    ✉ andy@extendatouch.com  
🌐 www.extendatouch.com  
📍 64 Atwood Ave, Sausalito, CA 94965

### ESSENTIAL FACTS



#### Market Size

Caregivers and care recipients are estimated to spend more than **\$62bn** out-of-pocket in 2021 for goods and services.



#### Universal Access

ExtendaTouch is accessible through any smart device, operating system and browser so the largest amount of caregivers have access.



#### Product

ExtendaTouch is a secure technology-driven service that personally and promptly connects caregivers to other caregivers, institutions, support and resources.



#### Business Model

The service is 100% free for caregivers. We will monetize corporate partnerships for exclusive product and service placements.



#### Team

Andy Cramer (Business Executive, Founder of 4M member community), Al Farmer (Technology Executive), Bill Carson (Board Chair, Otsuka), Ty Walrod, 2x Successful Founder

# About Us

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# Team



**Andy  
Cramer**

**CEO and Co-Founder**

Community Organizer, 4 Million  
Members, Caregiving Expert

[Andy Cramer LinkedIn](#)



**Al  
Farmer**

**CIO/CTO and Co-Founder**

Information Architect, Cybersecurity,  
Research and Development

[Al Farmer LinkedIn](#)



**Nathan  
Shedroff**

**Product Design and Development**

Pioneer in Experience, Interaction and  
Information Design

[Nathan Shedroff LinkedIn](#)



**Bill  
Carson**

**Strategic Relationships  
and Co-Founder**

Global Regulatory Interactions, M&A  
Strategy, Joint Ventures, Process Governance

[Bill Carson LinkedIn](#)



**Cordey  
Lash**

**Marketing Director**

Brand Strategist, Recognized leader in  
Diversity, Social Justice, and Equality

[Cordey Lash LinkedIn](#)



**Justin  
Nahama**

**Advisor**

Former Federal Prosecutor  
Marine, Spectrum Care Alliance

[Justin Nahama LinkedIn](#)



**Dom  
Odoguardi**

**Intern Program Manager**

Research, Social Media, Facilitators,  
and Market Expansion

[Dom Odoguardi LinkedIn](#)



**Larissa  
Morales**

**Military Outreach Specialist**

Outreach Coordinator for Veterans,  
Families and Caregivers

[Larissa Morales Profile](#)



## Larissa Morales

Military Outreach Specialist

Caregiving has always been an integral part of my life. I spent three and a half years in healthcare, working in different capacities including breast cancer health. After that, I enlisted and spent seven years in the Air Force as an Honor Guard member that conducted funerals for wounded warrior and veterans. Enlisting in the Air Force consisted of serving and protecting the U.S. Constitution but also serving and protecting the safety of citizens. I am eager to reach out to my fellow veterans, service members, and their families. I will be assisting them in learning about ExtendaTouch, and how they can safely share personal private information and support that will improve the quality of their caregiving and their lives.



# Why additional assistance is required for the caregiving community

## RAPIDLY AGING POPULATION AND FEWER RESOURCES

### Increasing Population over 65

- 11,000 baby boomers turn 65 daily.
- Boomers over 65 will double from 32M in 2020 to 72M by 2029.
- 1 in 3 people in their 80s will develop Alzheimer's by 2029. [1]

### Fewer Resources

- 30% over 65 need a geriatrician. Only 3,500 in the U.S. Short 13,000 and not keeping pace.
- 20% of Americans live in rural areas. 121 hospitals shuttered with 453 vulnerable to closing. Rural closures are leading to higher mortality rates. [2]
- 25 million Americans 60+ are economically insecure, living at or below Federal poverty level (FPL). [3]

## ISOLATION & LONELINESS LINKED TO HEALTHCARE ISSUES

### Isolation

- 24% of older adults are considered socially isolated and lonely.
- Social isolation is associated with a 50% increased risk of dementia.
- 70% hadn't identified a caregiver who would help if they became ill 35%. Didn't have family or friend to help with life's challenges.
- Immigrants and LGBT people are more at risk for isolation. [6]

### Loneliness

- One third of adults 45 and older feel lonely.
- Loneliness is associated with higher rates of depression, anxiety, and suicide. [4]

## BROAD CAREGIVER CHALLENGES

### Disabilities are pervasive

- 26% of all adults are disabled.
- 40% over 65 are disabled.
- 25% of women are disabled. [5]
- One-in-54 children are diagnosed with Autism, triple the rate 20 years ago. [7]

### Caregivers neglect themselves

- 21% report fair to poor health.
- 33% without a healthcare provider.
- 33% unmet healthcare due to cost.
- 50% report Covid-19 is harming mental health, particularly front line workers. [6]

1 Alzheimer's Association 2019

2 American Hospital Association January 28, 2020

3 National Council on Aging 2016

4 National Academies of Sciences, Eng., and Medicine

2020 Social Isolation and Loneliness in Older Adults

5 CDC Morbidity and Mortality Report August 2018

6 Kaiser Family Foundation Poll June 2020

7 CDC Community Report 2020

# Caregiving needs are steadily increasing

## Veterans

- 96% of veteran caregivers are female and 70% provide care to their spouse or partner. [1]
- 5.5 million caregivers cared for former or current military personnel in the U.S. in 2019. [1]
- On a single night in January 2019: 37,085 veterans were experiencing homelessness. [2]
- Veterans Brain Injury Center reported nearly 414,000 TBIs among service members between 2000-2019. [3]
- There are over 16.8 veteran suicides per day with an increasing trend. [4]

## Dementia

- An estimated 5.8 million Americans age 65 and older are living with Alzheimer's dementia in 2020. [5]
- More than 16 million Americans provide unpaid care for people with Alzheimer's or other dementias. [5]
- Vascular dementia is the second most common cause of dementia, accounting for 5% to 10% of cases. [6]
- Lewy body dementia affects more than 1.4 million individuals in the United States. [6]
- 1-in-3 seniors dies with Alzheimer's or other dementia. It kills more than breast and prostate cancer combined. [7]

## Autism

- 1-in-54 children are diagnosed with Autism, triple the rate 20 years ago. Boys are 4 times more likely than girls to be diagnosed. [7]
- Around 40% of children with Autism are non-verbal and have difficulty communicating. [7]
- A 2019 study suggests nearly 80% of Autistic children aged 2-5 years have disrupted sleep. [8]
- 85% of Autistic adults with a college education are underemployed or unemployed. [9]
- 500,000 youth within the Autism Spectrum are transitioning to adulthood by 2025. [10]

ExtendaTouch connects caregivers based on common experiences and shared feelings of worry and being overwhelmed caring for a loved one.

1. Key Facts and Startiscs from the RAND Military Caregiving Study  
2. National Alliance to End Homelessness 2019  
3. U.S. Department of Government Affairs  
4. National Veteran Suicide Prevention Annual Report 2017

5. Alzheimer's Association 2020  
6. National Institute of Neurological Disorders 2020  
7. Centers for Disease Control 2020

8. Reynolds A.M. et al. Pediatrics 2019  
9. Marketwatch 2019  
10. U.S. Departement of Health & Human Services 2017

# Caregivers are feeling overwhelmed

A diagnosis instantly creates new caregivers who are unprepared, uninformed, and unequipped. Long-term caregivers suffer from isolation and stress with many dying before their care recipients.

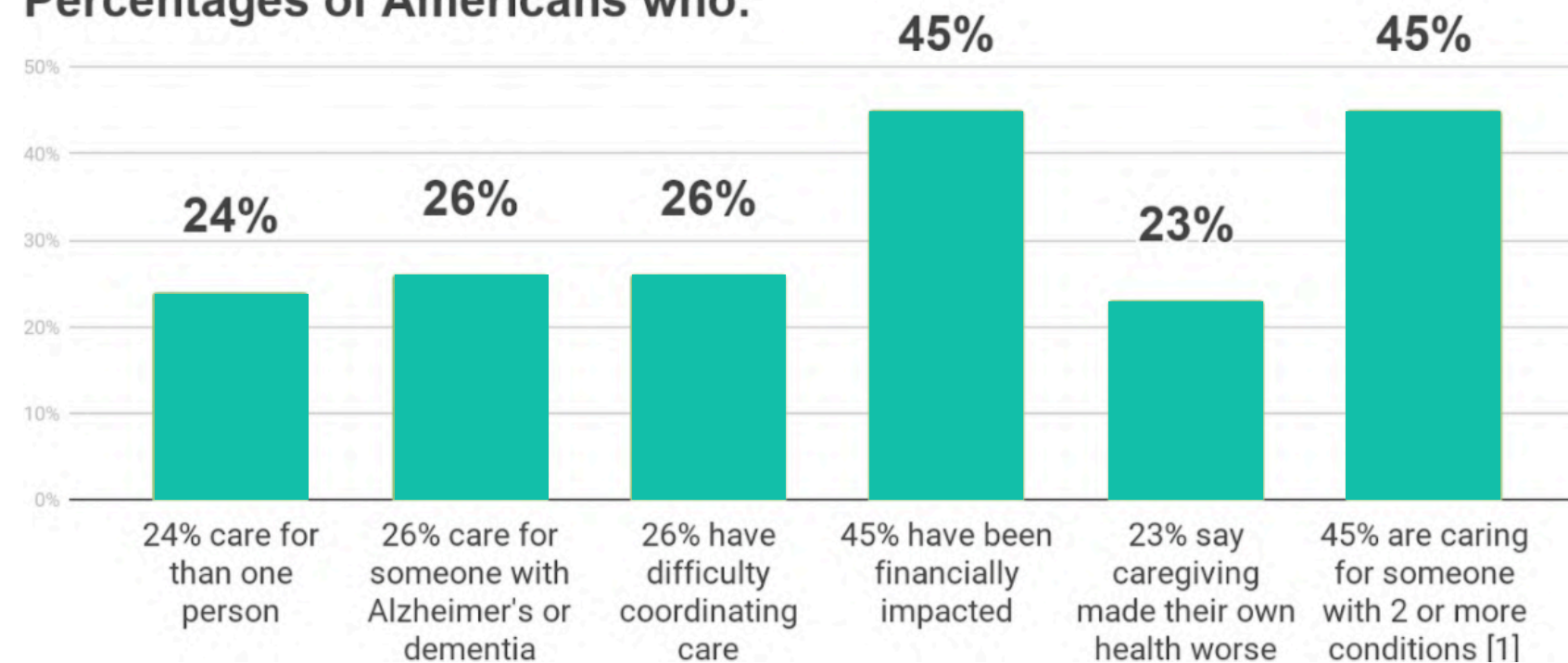
## Corporate Issues

Employees who provide family caregiving are conflicted between their jobs and duties at home.

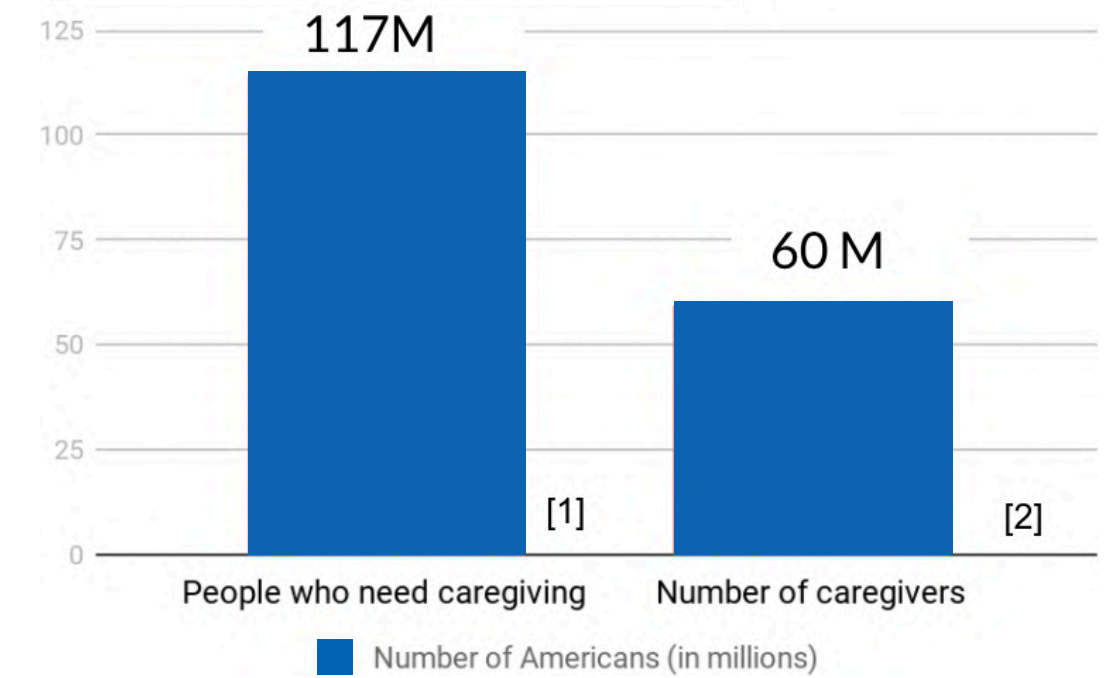
60% of family caregivers work. 80% stated that caregiving duties prevented them from optimal performance. [3]

Because of the Pandemic, employees who are also family caregivers have additional stress in both work and at home.

## Percentages of Americans who:



## Massive Caregiving Gap



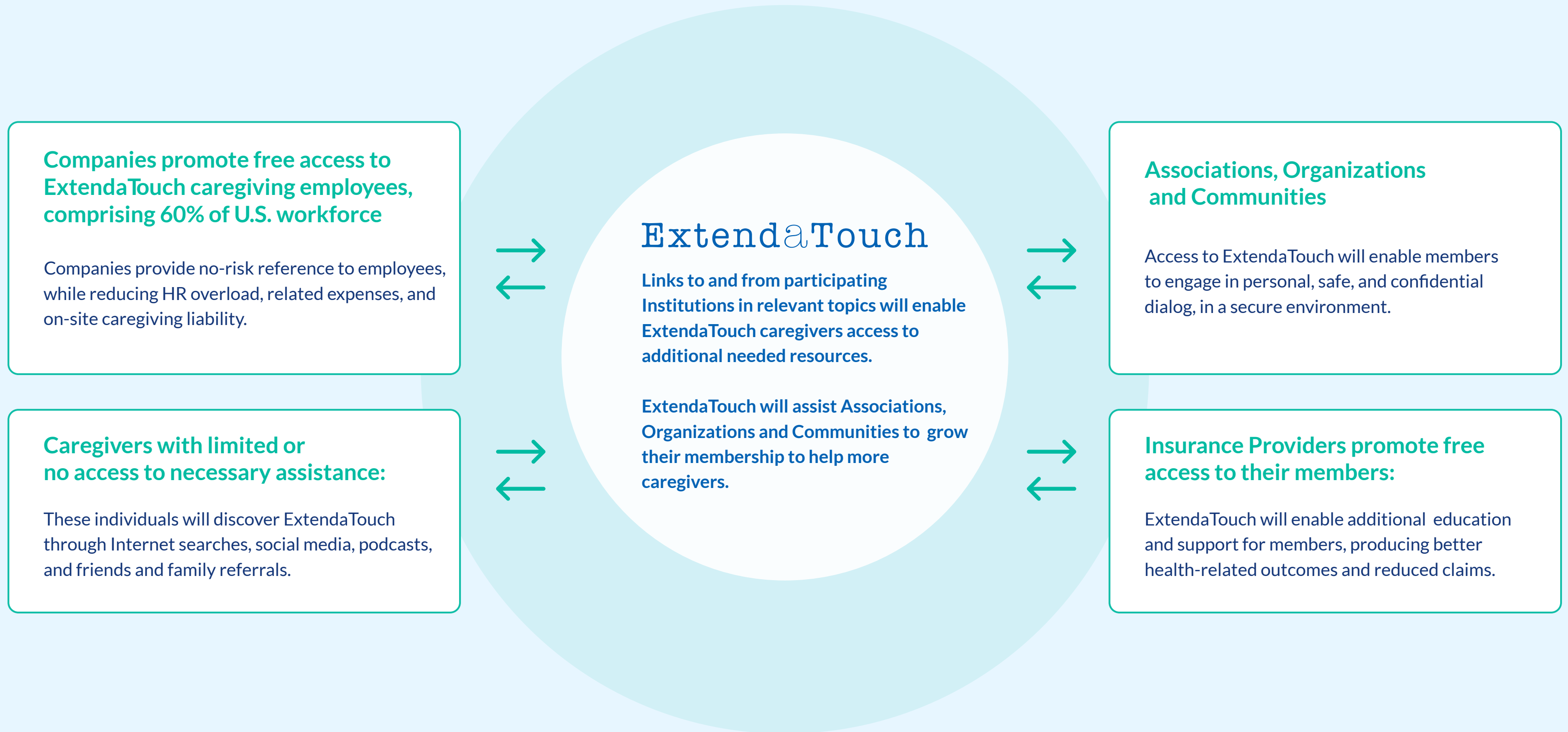


# American Caregiving is in Crisis.

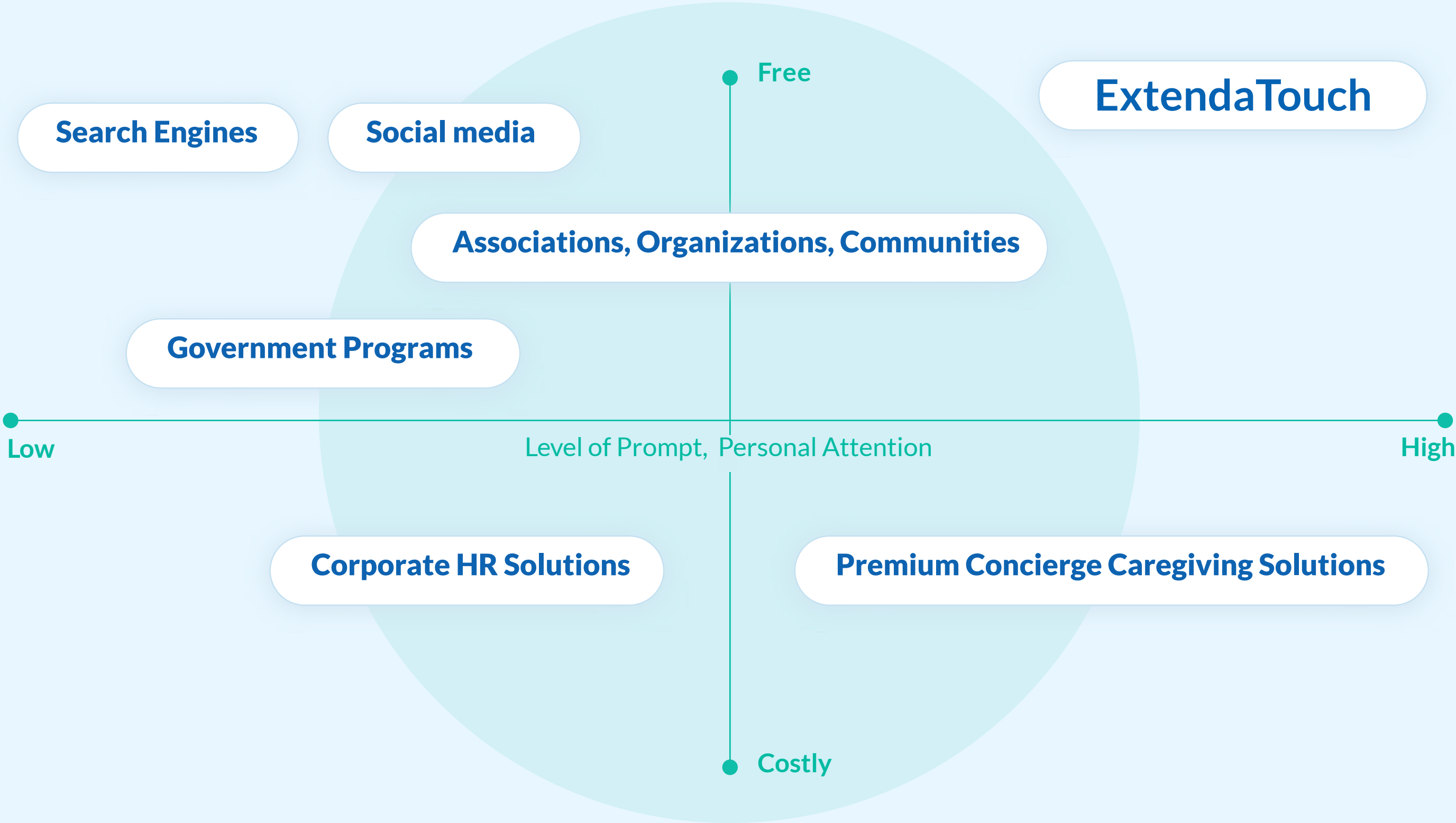


# Sharing Resources for the benefit of Caregivers.

Sharing agreements with Associations, Organizations, Communities and Companies



**We form alliances with all associations, organizations, communities and companies that serve caregivers. ExtendaTouch is an entirely free service.**



# How We Create Impact Together

## Sharing Experiences and Strategies with Those who Understand is a Win for All Caregivers and Partners

Alzheimer's Helpline: Alzheimer's Support Group

Add or update your profile

Give help Get help Ask a question

Connect with other members who

Give Help Need Help Ask Questions

**Need Help**

- TheTechGuy** My father had Alzheimer's for 10 years. My mother was the primary caregiver. My sister and I visited monthly to give her a break. I care(d) a total of 10 years for a male near to you [Private message](#)
- Nathan** I took care of my father for 4.5 years after my mother passed away. He steadily got worse but my goal was to keep him in his home as long as possible. I moved in with him and incorporated other help to try to keep him at home. I care(d) a total of 4 years for a male ~7 miles away [Request contact](#)
- Jill** My grandmother had Alzheimer's and I spent a lot of time with her towards the end of her life and am happy to talk about the journey. I care(d) a total of 1 year for a female ~13 miles away [Private message](#)

Join the public conversation

Enter community chat and Messages

ExtendaTouch does not provide medical advice, diagnosis or treatment and is always free.

Alzheimer's Helpline: Alzheimer's Support Group

National Resources

- alzheimer's association The Alzheimer's Association Leads the way to end Alzheimer's and other dementias
- ADEAR** Alzheimer's & related Dementias Education and Referral Center, National Institute on Aging

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Alzheimer's & Dementia Help & Support Research Get Involved Your Chapter Search

New York City [Change Location](#)

Help & Support I Have Alzheimer's Caregiving

Resources Brain Health Community

ExtendaTouch Free online service for personal, private, & secure support. Local and national referrals

WALK TO END ALZHEIMER'S Find Your Walk

Free online service for personal, private, & secure support. Local and national referrals

Learn More

**COVID-19, Alzheimer's and Dementia: What You Need to Know**

We'll keep you updated with 24/7 support, resources and tips about the coronavirus (COVID-19) pandemic for people living with dementia, caregivers and families. During these difficult times and always — you're not alone in the fight against Alzheimer's.

**COVID-19 Resources and Support**

# How We Create Impact Together

Sharing Experiences and Strategies with Those who Understand is a Win for All Caregivers and Partners

Alzheimer's sub-topic National Resources Local Resources andyc

Alzheimer's Helpline: Alzheimer's Support Group Read

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Alzheimer's sub-topic National Resources Local Resources andyc

Alzheimer's Local Resources

- caringkind** The heart of Alzheimer's Caregiving. Your trusted community resource in New York City.
- Mount Sinai** The Mount Sinai Alzheimer's Disease Research Center offers a wide range of services

Connect with other members who Give Help Need Help Ask Questions

Need Help

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caringkind The Heart of Alzheimer's Caregiving EVENTS DONATE

ALZHEIMER'S PROGRAMS & SERVICES CAREGIVERS PROFESSIONALS PUBLICATIONS WALK ATHLETES WAYS TO GIVE

- Caring for a Person with Memory Loss
- Caregiver Tips
- Family Caregiver Guides
- Home Care
- Important Documents
- TogetherWeCare® Home Care Aides
- Palliative Care
- Products Designed For People With Dementia
- Late Stage
- Legal & Financial Planning
- Residential Care Options

Free online service for personal, private, & secure support. Local and national referrals

ExtendaTouch Free online service for personal, private, & secure support. Local and national referrals

## Benefits of Mutual Referrals

- Caregivers have access to relevant local resources as well as regional and national partners.
- Increased community traffic and membership for ExtendaTouch and our partners.
- Distinct branding enables prominent mutual exposure.

# Why ExtendaTouch?

ExtendaTouch is an entirely free service, so the greatest number of caregivers can participate.

ExtendaTouch enables caregivers to connect personally and relevantly for support and to discover more resources.

Our highest priorities: Privacy, Security, Universal Access, and Choice

ExtendaTouch  
Free Caregivers Support

Login Join

## Caregiver Service, Free Online Support for Caregivers.

Information, Tips, and Lessons Learned from caregivers just like you.

### How ExtendaTouch works

- Caregiving can take many forms**  
Compassionate assistance is caregiving too
- Watch Bob's story**  
55 year old retired army veteran with mobility issues
- Watch Alexa's story**  
Working Mom, with a 4 year old autistic child

Your email address

[Join our Free Service](#)

Cancer  
sub-topic

andyc

Cancer Helpline: Cancer Support Group Online [Read](#)

[Add or update your profile](#)

[Give help](#) [Get help](#) [Ask a question](#)

### Connect with other members who

[Give Help](#) [Need Help](#) [Ask Questions](#)

#### Need Help

- TheTechGuy**  
My mother and grandmother both had cancer. My grandmother's cancer was in her stomach. Again, family history informed me to check early. I had a colonoscopy ...  
I care(d) a total of 4 years for a female  
near to you [Private message](#)
- Gina**  
I care(d) a total of 1 year for a female  
~5 miles away [Private message](#)
- Swingirl**  
I care(d) a total of 20 years for a male, a female and a non-binary  
~8 miles away [Pending](#)
- jll**  
My mother had cancer in various parts of her body. I don't have a lot of specific information because I was very young when she first became ill. I'm better qualifie...  
I care(d) a total of 25 years for a female  
~11 miles away [Request contact](#)
- martywolf1**  
My father started his cancer journey when I was twenty five. He was first diagnosed with lung cancer and then metastasized to his brain. My mother did not drive so I ...  
I care(d) a total of 1 year for a male and a female [Private message](#)

Cyberattacks have risen over 500% in the first half of 2020 alone.

- ExtendaTouch will remain entirely free, supporting all web and mobile platforms.
- Members can connect only with whom they wish to communicate.
- We limit personal information to an email address, saved on a remote hard drive that is encrypted.
- We welcome professional caregivers, but HIPAA rules apply.
- Email provides secure encrypted requests for opt-in connections.
- Anonymous screen names and passwords remain entirely confidential.

**Amazon Web Services:** Security Hub, Guard Duty, AWS Firewall Manager, AWS Single Sign-on, Secrets Manager, Cognito, WAF & Shield, Artifact, Key Management Services, Certificate Manager, Directory Service, CloudHSM, Resource Access Manager, IAM, Detective

## Join our free service and get connected

Please keep me updated on new features and additional caregiver benefits.



or

Your email address

[Submit](#)

# Appendix

## Caregiving Stories from Andy Cramer, ExtendaTouch CEO and Founder



*Andy Cramer,  
co-founder  
of ExtendaTouch*

### Introduction

In the 1970s, San Francisco became known as the gay mecca for LGBTQ people.

Andy Cramer, co-founder of ExtendaTouch, visited San Francisco in 1975, and came out as gay, after spending 25 years being lonely, isolated and closeted.

Andy opened a chain of specialty retail stores in the San Francisco Bay Area, with two stores on Castro Street, where the LGBTQ community was flourishing.



Andy coined the term "Retail Entertainment," showcased giant neon signs, and started expressing his free spirit.





The stores quickly became a San Francisco institution. Customers danced to the ever-pounding music, shopped for clothing, home furnishings, fashion accessories, gifts, they were entertained.

Andy declared Halloween an unofficial gay holiday, outfitting customers and selling tickets to the infamous Exotic Erotic Ball and gay parties with thousands of attendees.

The carefree life continued for four years, until, in 1981, it came to a screeching halt. In 1981, HIV/AIDS was first diagnosed.



In 1981, HIV appeared. It was first called GRID (Gay-related immune deficiency). Gay men were shunned, with many families refusing to take their sons home. The gay community united and became caregivers for the sick and destitute.



**Andy's stores were literally in the bullseye of the pandemic. Hundreds of his employees became caregivers, care-recipients and front-line workers.**



Employees, too sick to work eight-hour shifts, still needed companionship and support. So four, two-hour shifts were created to cover an eight-hour workday.

Every cash register was stocked with giant baskets of condoms, selling for a penny, with the hope that once purchased, they would be used. They sold and distributed 6 million condoms .

# Andy became a caregiver for his community during the AIDS Pandemic

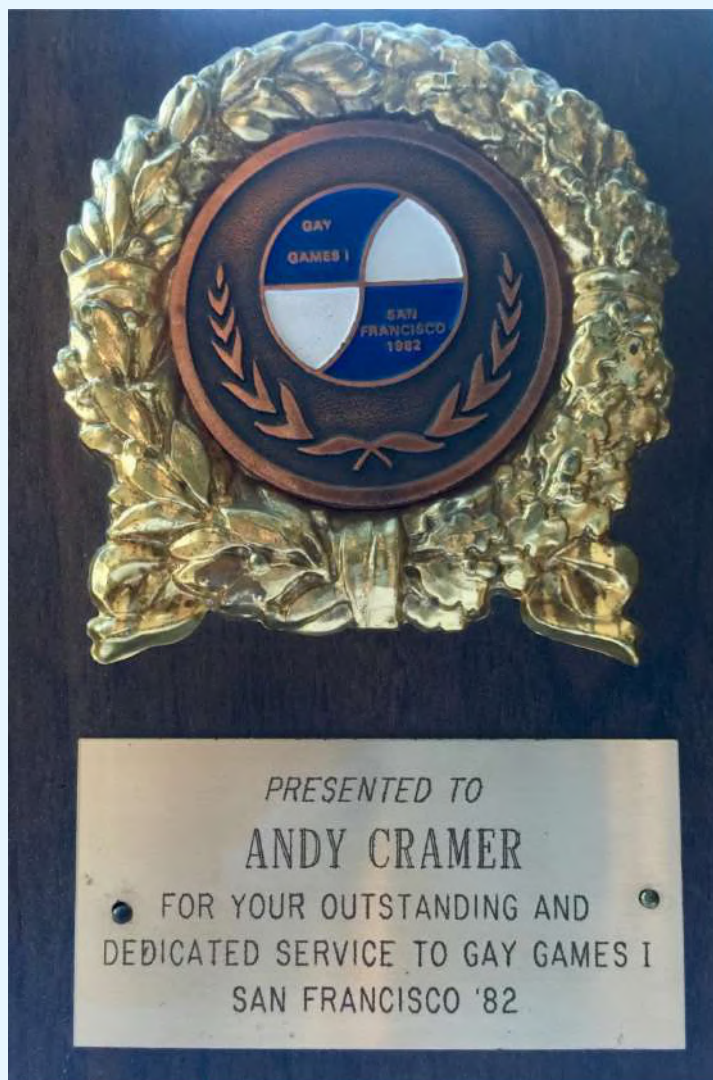


Andy worked with Tom Waddell, a former Olympian, on the first gay games in 1982, to focus the community with a focus on health and wellness.

He supported and promoted the Stop Aids Project, Under One Roof, The Godfather Fund, and countless other support initiatives and fundraisers.

Every night for many years, Andy would visit his friends with AIDS before going home. It was during that time he learned about advocacy as the single most important quality of caregiving.

Over 15 years, Andy became an experienced caregiver to thousands of customers, and hundreds of friends.



# In 1993, Andy became an Internet pioneer.



Realizing many more LGBTQ individuals could be reached and helped on the Internet than in his stores, he sold them and opened Online Partners, dba gaynet.

Over the next 6 years, gaycom merged with gaynet and developed an online site where millions met and provided companionship, information and support without any stigma.



**By 1999, there were 4 Million Members and 5.1 Million hours of member connections monthly.**

The company expanded, merged with PlanetOut and went public in 2004.



## People

**Start planning!**



## Communities

[Activist Way](#)  
[Bisexual](#)  
[Leather](#)  
[Transgender](#)  
[Women](#)  
[Youth](#)

## Gay.com Pics



[Women's pics](#)

## Interact

[Go chat](#)  
[Build homepages](#)  
[Add chat to a site](#)  
[Post messages](#)  
[Chat guidelines](#)  
[Volunteer](#)

# Learning about Caregiving

In 1998, Margaret, Andy's beloved housekeeper for 21 years, retired. Shortly after, she was diagnosed with Parkinson's disease.

For the next 20 years, Andy and Al, his husband and partner, assumed the responsibility of being her advocate. They paid her living expenses, made sure she had company, encouraged her in difficult moments, and were two consistent and present advocates she could trust.

During Margaret's last years, they arranged for 24-hour care, and she passed away at home at 93. During those 20 years of caregiving, they learned the importance of providing choice and consistency for care recipients.



# Caregiving and the Birth of ExtendaTouch

Eight years ago, Andy's mom was diagnosed with Alzheimer's. After falling in her shower, she moved to assisted living in South Texas, close to Andy's younger sister and grandchildren.

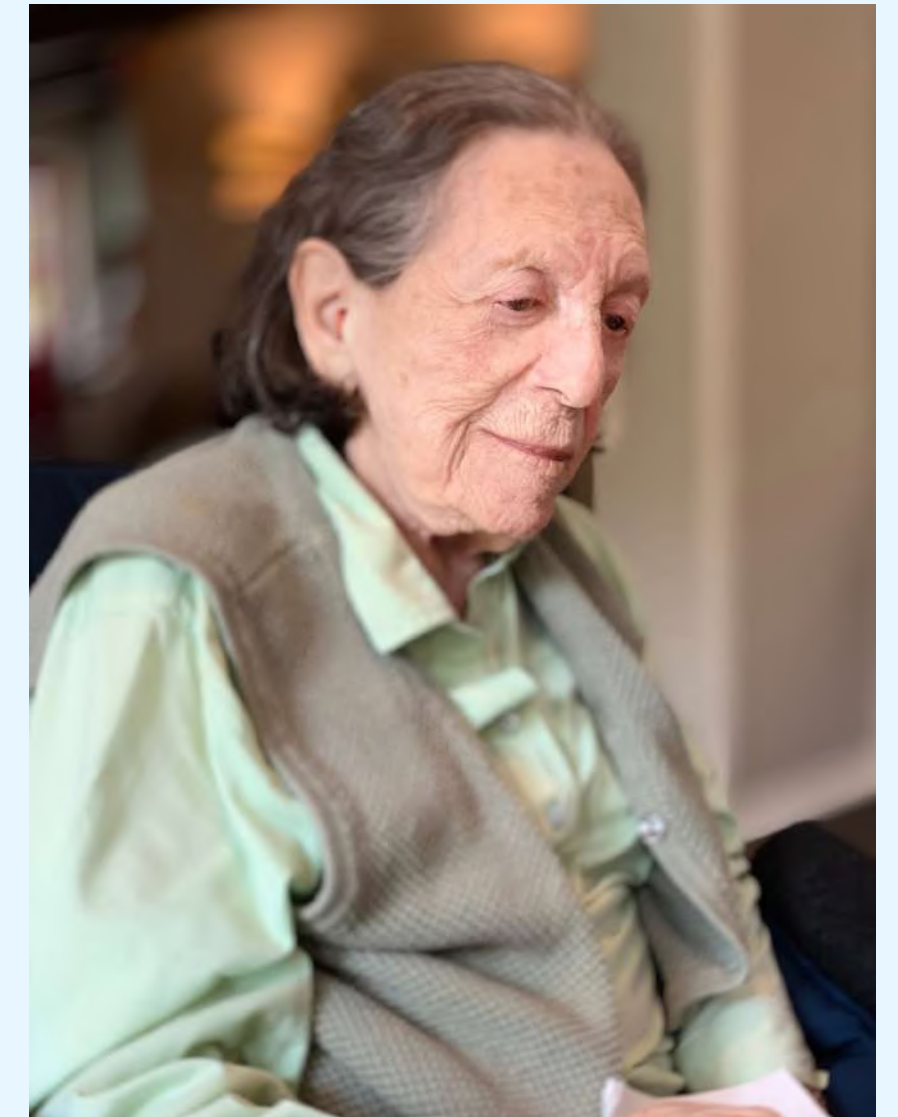
As her Alzheimer's disease progressed, she became an isolated shut in. Residents rarely spoke to each other, going back to their rooms until the next meal. She told Andy that having minimal conversation and no physical contact made life uneventful and lonely. Al and Andy understood the need to assist elderly citizens and founded ExtendaTouch.

At first they worked with Jibo, a company that produced a social robot. They formed a relationship with the CEO of The Redwoods, a senior community, and worked to bring robotic assistance to every room.

During that time, they met Bill Carson, the CEO of Otsuka Pharmaceuticals. Bill served as an advisor for two years before becoming a founding partner in 2020. Jibo lost their funding and went out of business.

Al and Andy pivoted from helping seniors to helping the caregivers that take care of them, realizing again that the Internet could serve many more individuals in need.

When Andy's mom could no longer remember how to use the phone, he purchased two Amazon shows and kept her company at dinner every night, playing games to help her feel proud and accomplished. He visited one week a month, and learned professional caregivers could benefit from additional information and lessons learned with more contact with other caregivers.





# What we Learned

**Thousands of organizations are already assisting. We recognized two missing elements:**

- A service that would broadly unify and disseminate information and support for all caregivers.
- The ability for caregivers to request or receive prompt and focused relevant personal connections

Private and public chat made up **98%** of the traffic on gaynet/gaycom, derived by personal connections with others sharing similar issues.

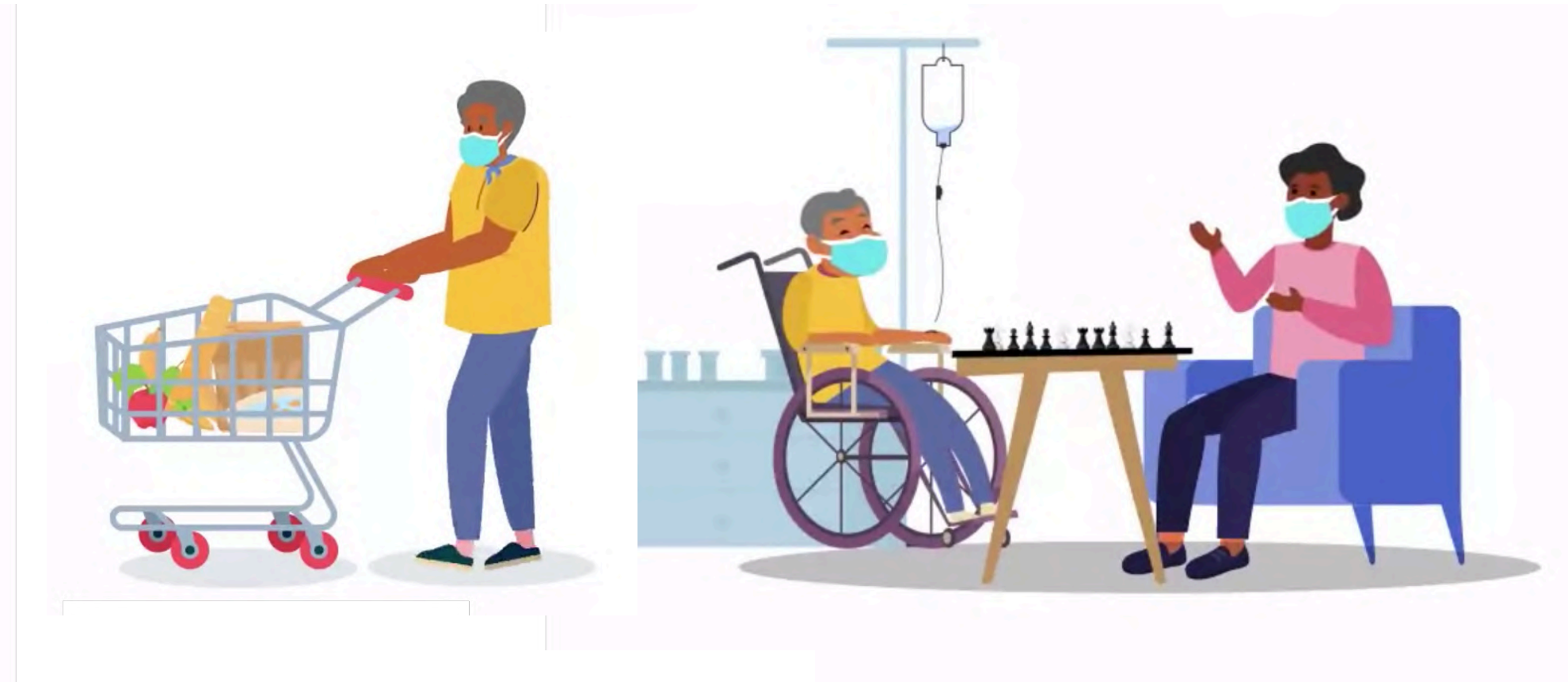
Not everyone is comfortable speaking publicly or being known for fear of stigma. We expect many caregivers will need a resource for self-help, particularly now with **Covid-19** changing the way Americans live.



# Our Pledge

ExtendaTouch, its founding members, and supporters believe that assembling members of an entirely free service that personally connects caregivers and provides them access to non-profit communities will improve their mental well-being and their care recipients.

Experience has demonstrated that online communities bring people together around shared circumstances and experiences. Additionally, it has been shown that those who receive peer support have increased trust in services and team collaboration



# Together we pledge to:

## 1 Private connections

Support the establishment and maintenance of a free service for caregivers, most of whom are untrained and unprepared for the support required. We will promote wellness by enabling personal and anonymously private connections that provide information and support for caregivers.

## 2 Support Non-profit National and Local organizations

Support Non-profit National and Local organizations by supplying visible links to them from within ExtendaTouch. We will eliminate stigma, social prejudice, and discrimination through mutual respect and anonymity, so topics can be openly discussed.

## 3 Secure environment

Maintain Superior Cybersecurity and Online Safety by creating a secure environment and implementing all governmental requirements. We welcome all caregivers. HIPAA rules apply for professionals. ExtendaTouch is not a social network. Caregivers come for prompt discussions of serious issues.

## 4 Continuous innovation

Provide continuous innovation by adding a portal for members to purchase products and services that are member rated and guaranteed lowest prices. ExtendaTouch will be self-sustaining and philanthropic by producing revenue from advertisers. When profitable, a foundation will be created to provide Internet connectivity and smartphones for caregivers without access. ExtendaTouch will provide at least a living wage for all employees and locate its headquarters in an underserved and marginalized community.

If this pledge resonates with you and shares your values, please review the full version of our pledge and electronically sign the non-binding ExtendaTouch pledge as a Founding Member, supporting caregivers at [ui.extendatouch.com/pledge](https://ui.extendatouch.com/pledge)