



MANAGEMENT TEAM

Frank Gomez, CEO, founder
Technology visionary, serial entrepreneur, hands-on leader

Rene North, CFO
Fortune 500 and startup experience, financial controls

John Wilkerson, CRO
Proven success of C-level sales, sales growth

PJ Haarsma, CMO Fortune 500
brand-builder, expert at Digital Marketing Analytics

Key Employees:
Sheri Bruemmer –Certified Gerontologist, licensed Assisted Living Director

ADVISORS
Dr. Ron Simson –6Beds, Inc.; President, SoCal Chapter

Wil Beach –entrepreneur, AI, M&A, growth coach

Alisa Kerr –Attorney, senior community advocate

SeniorSense™

EXECUTIVE SUMMARY

MISSION | Taking senior care silver tsunami into the 22nd century

PROBLEM/OPPORTUNITY | Inconsistent quality of care, poor documentation/record keeping, fragmented technology offerings

VALUE PROPOSITION

SeniorSense is unifying disparate technology offerings into an effective platform to streamline data collection, record keeping, and care response time using AI-based algorithms. ROI opportunities for senior communities:

- Extending residents' longevity
- Capturing unreported or unbilled services
- Lowering liability and legal costs
- Future-proof technology investments

BUSINESS MODEL

Combination hardware (data collection, security) and SaaS (real-time reporting, predictive AI)

MARKET

\$15.1 billion global, \$8.2 billion US

COMPETITORS

CarePredict, Stanley Healthcare, OwlyticsHealthcare

COMPETITIVE ADVANTAGE

Future-proof data collection and reporting platform
Built as iPaaS (Integration Platform as a Service)

GO TO MARKET STRATEGY

Developed and launched v1.0 and deployed pilots.
Ready to develop 2.0 and launch additional pilots. Commercial pipeline in place.

EXIT SCENARIOS

- Acquisition by Private Equity
- Acquisition by health brand owners
- Optum, CVS, Walgreens

INTELLECTUAL PROPERTY

AutoBahn® (core to iPaaS strategy)
Patent Pending
USPTO 17046837
Additional patent applications pending

FINANCIAL INFO

Series A Raise: \$7 mil
Pre-money: \$33 mil
Series A Ownership: 17.5%

USE OF FUNDS

SeniorSense2.x
3rd party hardware APIs
Brand development
Scale deployment

CONTACT INFO

wytcote.com/seniorsense

SeniorSense™



(949) 510-8517
fgomez@wytcotetech.com
www.wytcote.com