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Shah_COMP523

Application Processing

Stage	Invite to Pitch
Program applying to	UNC Dept of Computer Science
Account Name	CareYaya LLC
Founder's survey Prefill link	www.tfaforms.com/4600347?account=0011M00002dhCoa&campaign=&opp=0061M00001BbGuE

Opportunity

Opportunity Name	Shah_COMP523	Opportunity Owner	COMP523 ProgramMgr
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Primary Contact

First name	Neal
Last name	Shah
Email	neal@careyaya.com
Professional Title	CEO

Project Idea

Reason for application

Senior citizens are often bored at home, even when around family members or outside caregivers to keep them company. A breakthrough solution could be to develop software to offer "Personalized Reminiscence Therapy", to help the elderly engage in meaningful activities and remember fond memories from their youth - plus, give their family member or caregiver an opportunity to learn about their lives! Loneliness and isolation is a significant problem among the elderly population - especially made worse during the COVID pandemic. It can have an impact on mental and physical health of the senior citizen population, and we can help combat it with implementation of software.

Our start-up elder care service, CareYaya (which was helped significantly last Fall of 2020 thanks to this COMP 523 course!) has launched and is serving senior citizens across the Triangle with great caregivers to help them at home with companionship and activities of everyday living. Still, many senior citizens remain bored at home and often watch TV, without fun activities to engage in. Our caregivers are well-intentioned people and don't have an easy way to engage the senior citizens in activities -- that's the problem, and we could build a great solution with software. Enter "Personalized Reminiscence Therapy". Imagine an app where a 20-year old helps a 70-year old (either their grandparent or someone they're taking care of) relive memories of their youth. They open up with pictures of famous things from the 1950s, 1960s, 1970s, and ask the elderly person "what was it like when man landed on the moon?" - and take notes or record their answer. The elderly person gradually opens up and really enjoys recollecting their memories. Over time, if this is fun, the family can upload photos of the elderly person from that time period, and the caregiver can ask questions about those photos.

Imagine if there was music that could be played, such as through a YouTube playlist. Frank Sinatra or The Beatles start playing, and the young caregiver asks the elderly person "do you recognize this song?" and the elderly person starts enjoying the music and thinking about what their life was like when they were 20 or 25, where they were living, who their friends were. Studies show that this type of "reminiscence therapy" is extremely effective for mental health and helps people fight depression in their old age. If we get a functional solution through this class project that's even rudimentary, we could continue developing it after the class is over, and really make a meaningful impact on senior citizens across North Carolina!

CS - Current Solution

Currently, we are trying to have caregivers manually engage in reminiscence therapy, by asking questions about the senior citizen's life, what music they like, famous world events, etc. It's already showing benefits to people's well-being, but a manual process is not very engaging and quickly runs out of interest. Doing it

through software (web app or mobile app), would be amazing and also help us capture reminiscences (through notes or voice recordings) that would be fun for the family to read or listen to later!

CS - Who are users?	The users would be family members or outside caregivers of the senior citizens. People who are young, familiar with technology and able to use it on their phones or laptops, to engage the senior citizen in reminiscence therapy.
CS - Software Access Point	Web browser (desktop); Web browser (mobile); Apple/iOS app (phone or tablet)
Other Access Point	
CS - Additional Constraints	Web app in React.js Mobile app in Flutter
CS - Concerns with student ownership?	Yes, I have concerns.
CS - Describe Concerns	Our company has been working on the idea and would prefer to own the IP thru a collaboration agreement with UNC - as we will be on the front lines implementing it through our caregivers.
CS - Protected health information?	No
Additional information	Example of a similar project: https://www.liverpoolmuseums.org.uk/house-of-memories/my-house-of-memories-app
Comments	

Client Expectations

CS - How critical is software?	It's not mission-critical, as our company is primarily matching caregivers with senior citizens who need care. BUT, if this software can be developed well, it can have a significant social impact on the lives of the elderly people we help!!
CS - Available to pitch?	Yes
CS - Available to convey requirements?	Yes
CS - Available to answer questions?	Yes
CS - Reasonable expectations?	Yes
Consulting - Attend team meetings?	Yes
CS - Able to pay for infrastructure?	Yes

Client Group

Founder 2	Gavry Eshet
Founder2 First name	Gavry
Founder2 last name	Eshet
Founder2 email	gavry@careyaya.com
Founder 3	Autumn Konz
Founder3 first name	Autumn
Founder3 last name	Konz
Founder3 email	autumn.konz@duke.edu

Founder 4

Founder4 first name

Founder4 last name

Founder4 email

Pitch Survey Information

CS - Pitch Availability

Other Availability

CS - Recording of presentation

Project Name

Description

Application Details

Close Date 7/23/2021

Account Information

Business Organization Account

Account Name CareYaya LLC

Phone

Parent Account

Website

Account Active Status

Email

Type of Business Organization

Fax

Other Business Org Type

UNC DAVIE ID

CRVF Investment

Account Owner COMP523 ProgramMgr

CAN investment

Contact

Address

Billing Address United States

Shipping Address United States

Additional Information

Description

Industry

Comments

System Information

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