

SEED DECK, 2027

The 6 am call-out, covered before the 7 am visit.

Shift-filling and retention software for home care agencies.

A fictional scenario dated January 2027.

\$3.5M

seed round

81%

of open shifts covered
in pilots

Aug 2028

Series A gate

✓ Covered 6:19 am

\$3.5M takes Hearthfold from **11** pilot agencies to the **\$3.0M** ARR Series A gate by **Aug 2028**.

\$3.5M

seed round, lands Jan 2027

11

paying pilot agencies, 979 caregivers

81%

of open shifts covered in pilots



8.2

months CAC payback

What it is

Fills last-minute home care shifts from the agency's own caregivers.

How it earns

\$12 per caregiver a month, plus \$8 per filled shift.

The plan

\$27.7M revenue in 2031, EBITDA positive from Apr 2030.

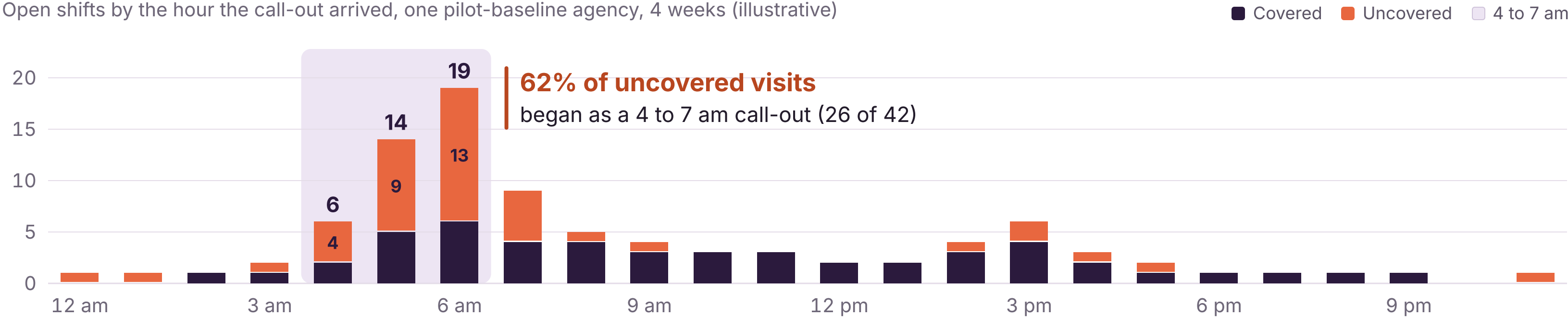
ARR = (subscription + filled-shift fees) × 12. It excludes one-off Fast Start fees.

A typical pilot agency lost \$70k of booked care a year to shifts nobody covered.

The call-out curve

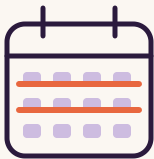
Open shifts by the hour the call-out arrived, one pilot-baseline agency, 4 weeks (illustrative)

550 uncovered visits a year × \$128 a visit = \$70k



54%

of open shifts covered. Each took 2 h 40 min to fill.



75%

caregiver turnover at US agencies in 2024.

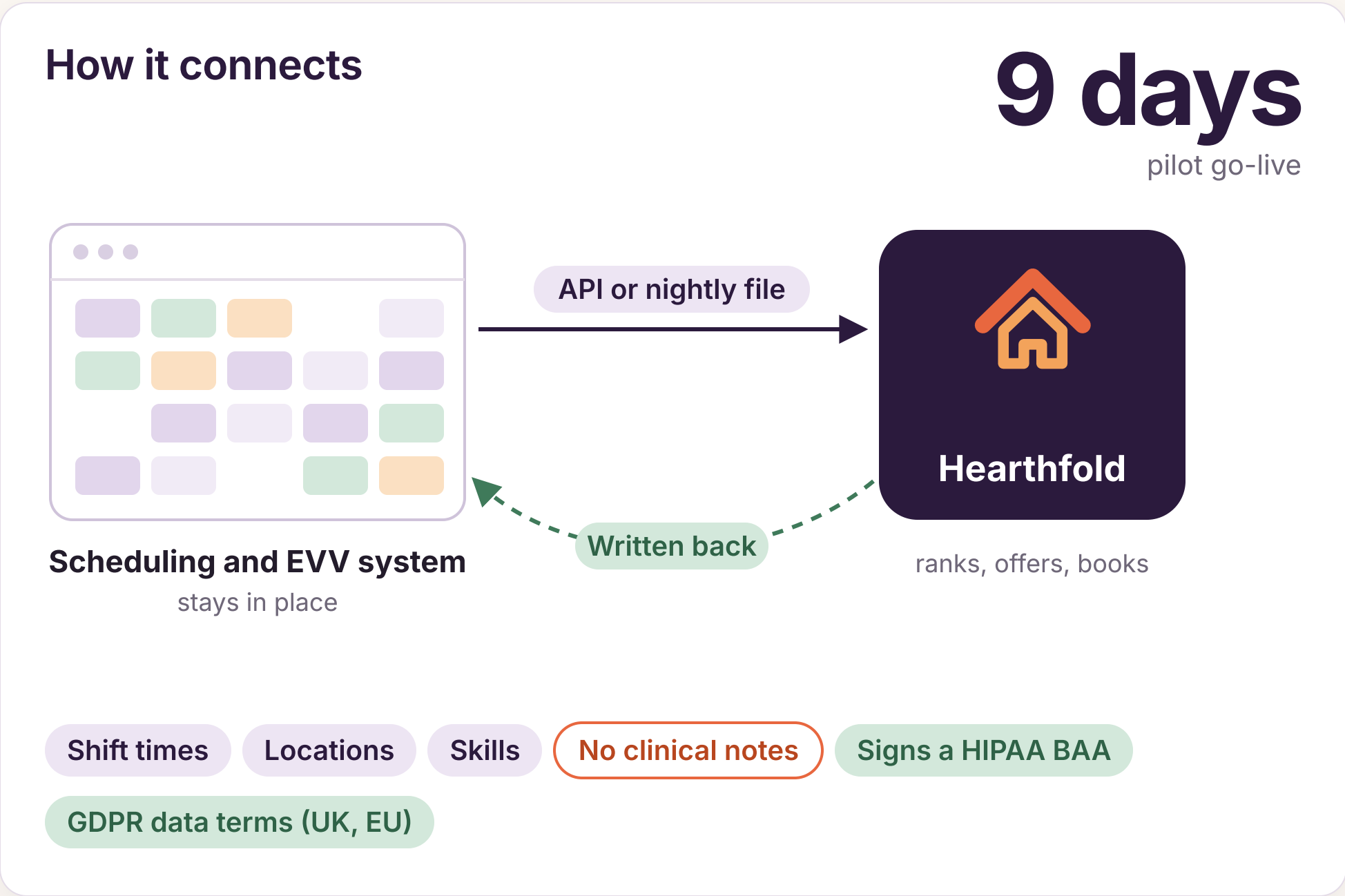


11 h

a week per scheduler on call-out group texts.

Pilot figures: fictional pilot program. Turnover: Activated Insights 2025 Home Care Benchmarking Report, via HCAOA.

US law made Medicaid visits digital, so Hearthfold goes live on an agency's schedule in 9 days.



2023

Visits are digital.
Home health visits need electronic verification.
21st Century Cures Act, Section 12006

2030

Demand keeps rising.
Every US baby boomer is 65 or older.
US Census Bureau

0

Systems to replace.
Reads the schedule, writes back.

Hearthfold fills an open shift from the agency's own caregivers in 38 minutes.

1 Call-out

2 Ranked match

3 Offer

4 Covered

5 Written back

app.hearthfold.example/cover

Board

Caregivers

Radar

Reports

Tuesday 6:12 am · 6 open shifts

EastsideRiversideAll skills

Care recipient D.K.
7:00-11:00 · Eastside

Personal careOffered to 3

M.L. · 7:30-9:30

RiversideCovered 5:48 am

R.T. · 8:00-12:00

Northgate · Hoyer liftOpen

+ 4 more open shifts

Writing back to schedule

Own caregivers by match · hours this week

RM Rosa M.
2.1 mi · 14 past visits · 31 h

DO Daniel O.
3.4 mi · 6 past visits · 22 h

PS Priya S. Overtime risk
4.0 mi · 2 past visits · 38 h

96

88

71

Offer +\$15

Send to top 3

6:13

Hearthfold

SHIFT OFFER

Tue · 7:00-11:00

Eastside · 2.1 mi

+\$15 bonus

Care recipient D.K.
14 past visits

Accept

Pass

This month
3 bonuses · \$45

RETENTION RADAR

4 caregivers at risk this week

Luis P. hours cut 40%

→ Offer 2 Eastside shifts

Grace A. 2 late check-ins

→ Check in Friday

Tom W. commute over 35 min

→ Swap to Riverside route

Mei C. no familiar visit in 3 weeks

→ Pair with D.K. again

- A

Ranks the agency's own caregivers by distance, familiarity, hours and credentials.
- B

One tap sends an offer. The first to accept is booked and written back.
- C

Flags who may quit, with a next step.

In 7 months, 11 pilot agencies lifted open-shift coverage from 54% to 81%.

Baseline, then pilot

Averages across 11 agencies and 979 caregivers.
Each pair on its own scale.

Fictional pilot program, Jun to Dec 2026, 3 US states.



\$17.4k

recurring revenue a month, Dec 2026

0 of 11

pilot agencies lost



The 6 am texts stopped. The board is full before the first visit.

Director of operations, pilot agency (fictional)

Revenue per caregiver rises from **\$19.32** a month in 2027 to **\$22.80** in 2031, at **81%** gross margin.

Subscription

\$12 per active caregiver a month

+4% each January: \$12.00 to \$14.04

62%

of 2031 revenue

Filled-shift fee

+3% each January: \$8.00 to \$9.00 a shift

16 shifts × 7% open × 65 to 75% filled

33%

of 2031 revenue

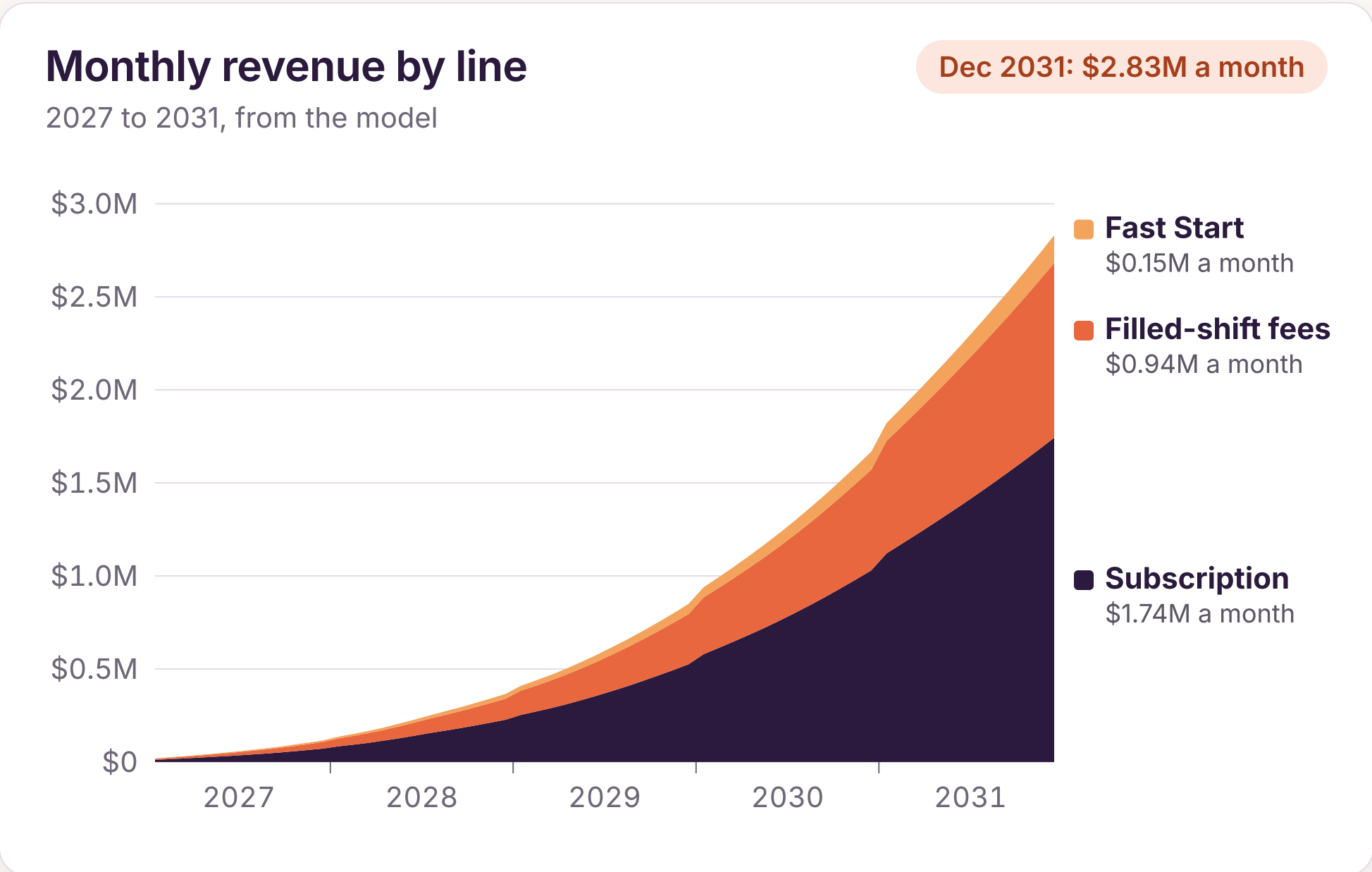
Fast Start

\$30 per new caregiver onboarded

New: 5% of the book a month, 4% by 2031

5%

of 2031 revenue



No revenue growth rate is typed: each line is caregivers × price × usage. 2031 per caregiver: $\$14.04 + 16 \times 7\% \times 75\% \times \$9.00 + 4\% \times \$30 = \$22.80$.

16,400 target agencies make a \$361M market, and the 2031 plan needs 8% of it.

Counted bottom-up

Agencies with 40 to 400 caregivers, priced at 2027 revenue per caregiver

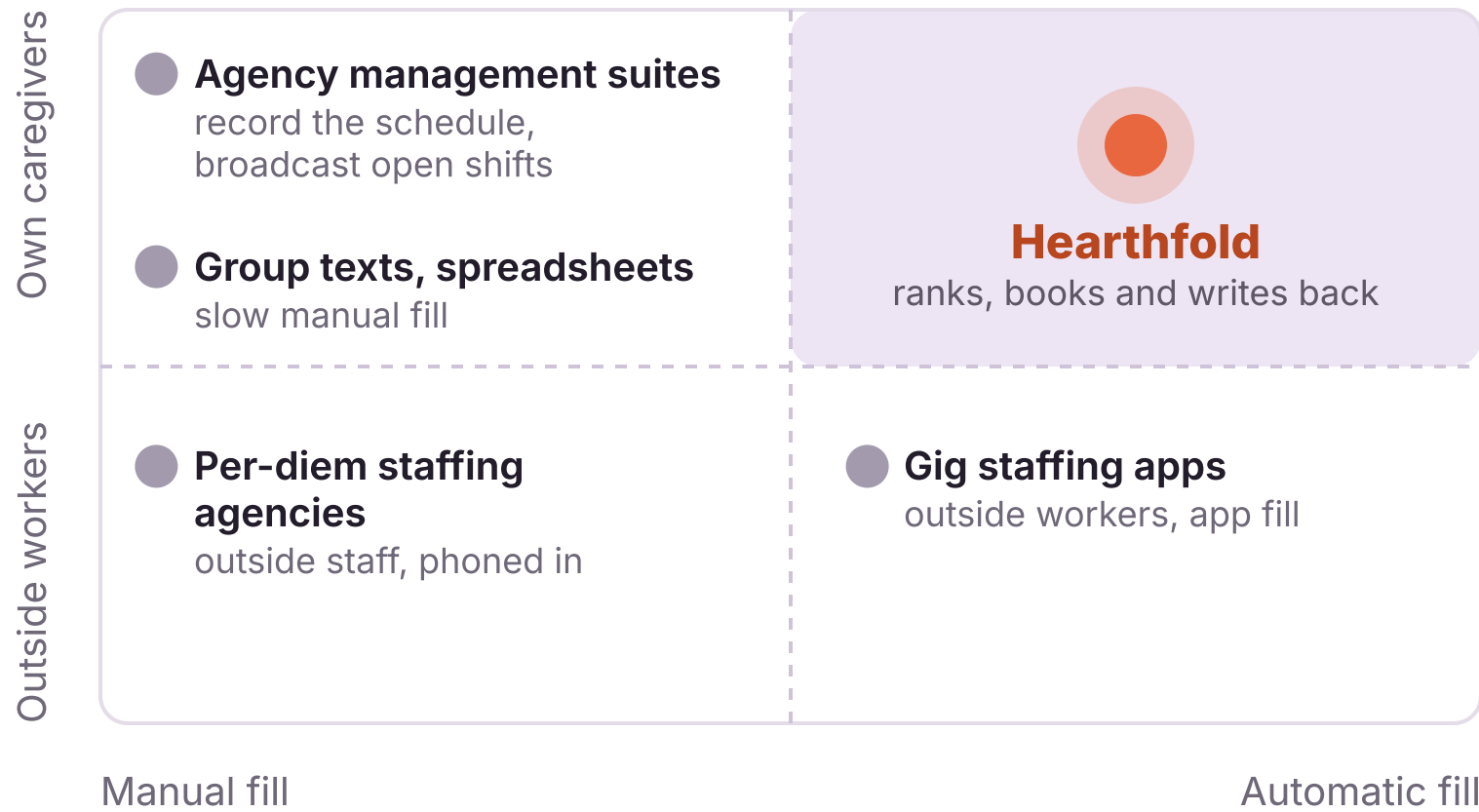


The 2031 plan needs 8% of the revenue pool



What agencies use today

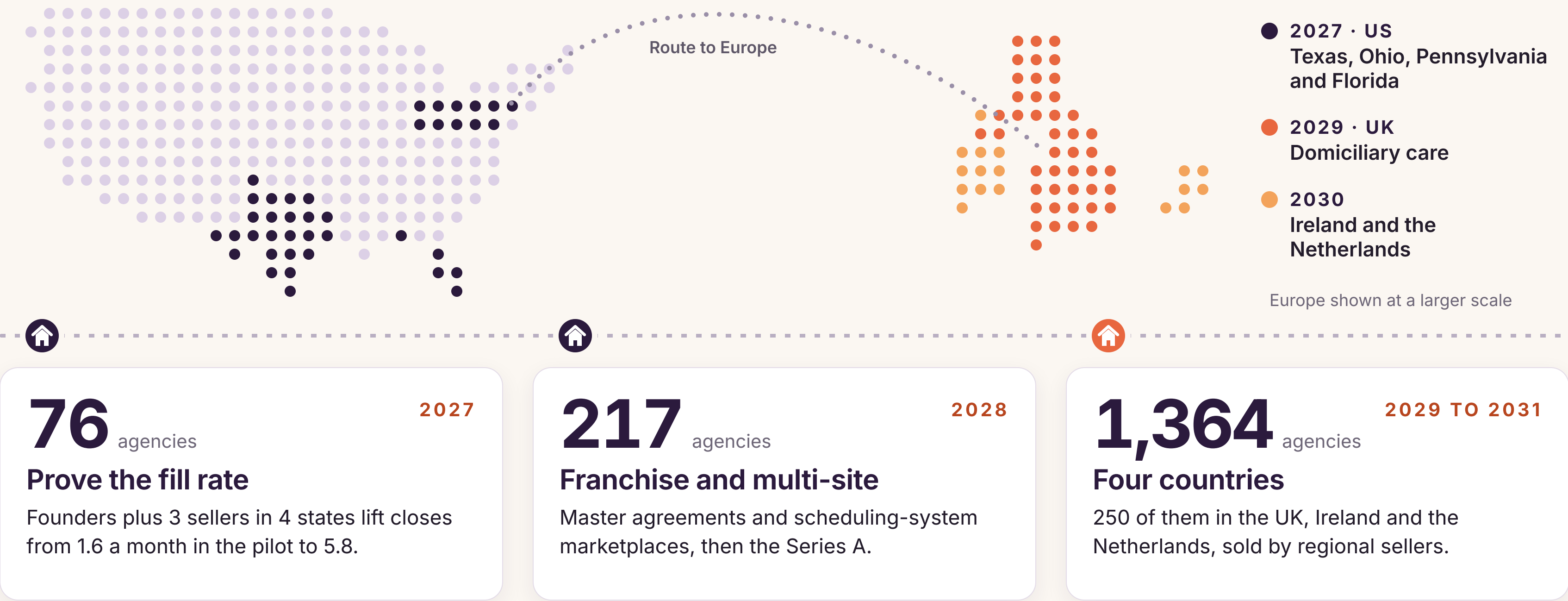
Whose people fill the shift, and how



Automatic fill with the agency's own caregivers.

Hearthfold estimates. 12,000 = US agencies with 40 to 400 caregivers, out of 15,000 to 54,000 by source. Priced at 2027 rates; share = 2031 revenue against that market.

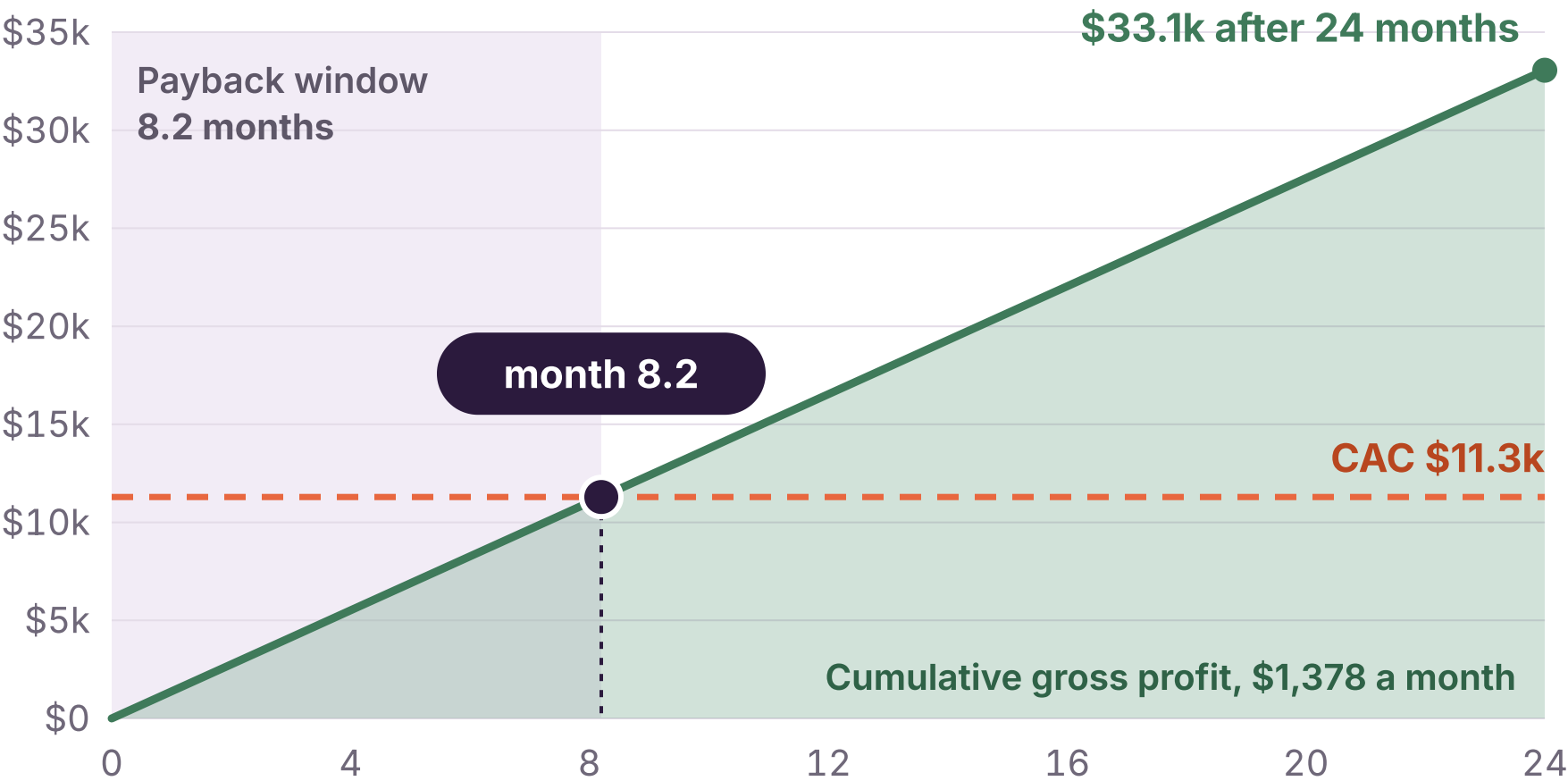
Three phases take Hearthfold from 76 US agencies in 2027 to 1,364 in four countries by 2031.



The average agency repays its \$11.3k sales cost in 8.2 months.

Payback on the average agency

Months since signing, at the Dec 2028 rate of gross profit per billed agency



CAC = 2028 sales and marketing / new agencies. Gross profit per average billed agency in Dec 2028.

\$1,806

revenue per agency a month (ARPA)

76%

gross margin, Dec 2028

\$11.3k

blended CAC, 2028

8.2

months CAC payback

\$62k

five-year gross profit per agency (LTV)

5.5x

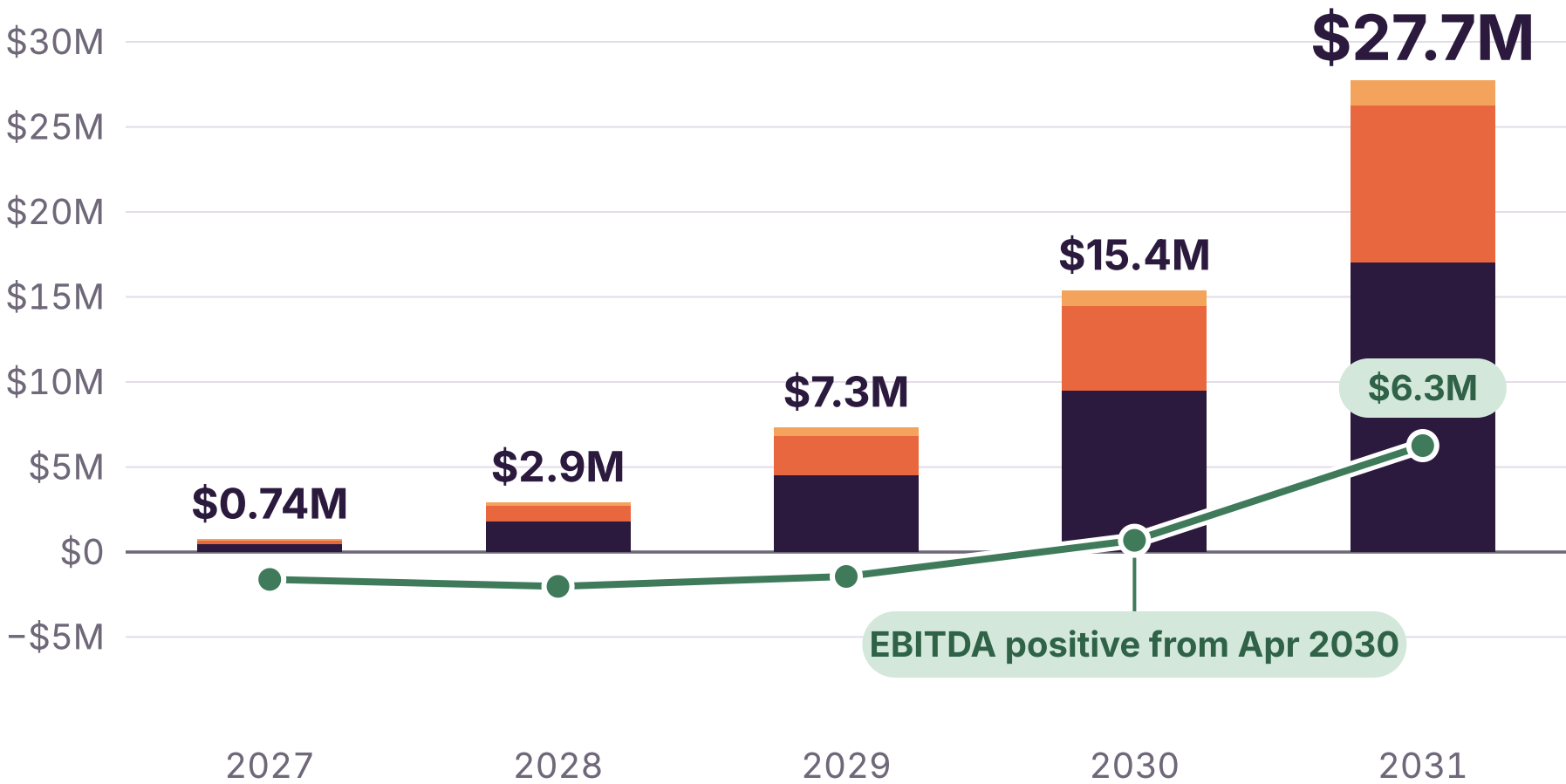
LTV to CAC

\$27.7M of revenue and \$6.3M of EBITDA in 2031, with EBITDA positive from Apr 2030.

Revenue and EBITDA

Subscription Filled-shift fees Fast Start EBITDA

\$M a year, 2027 to 2031



The plan in seven lines

\$M unless stated, 2031 shaded

\$M	2027	2028	2029	2030	2031
Revenue	0.74	2.91	7.31	15.37	27.70
Gross margin	64.5%	74.2%	78.3%	79.9%	81.3%
EBITDA	-1.61	-2.02	-1.44	0.69	6.26
EBITDA margin	-217%	-70%	-20%	4%	23%
Net income	-1.61	-2.04	-1.46	0.61	5.89
Cash, Dec	2.11	9.88	8.05	8.01	12.94
ARR, Dec	1.29	4.08	9.54	18.85	32.17

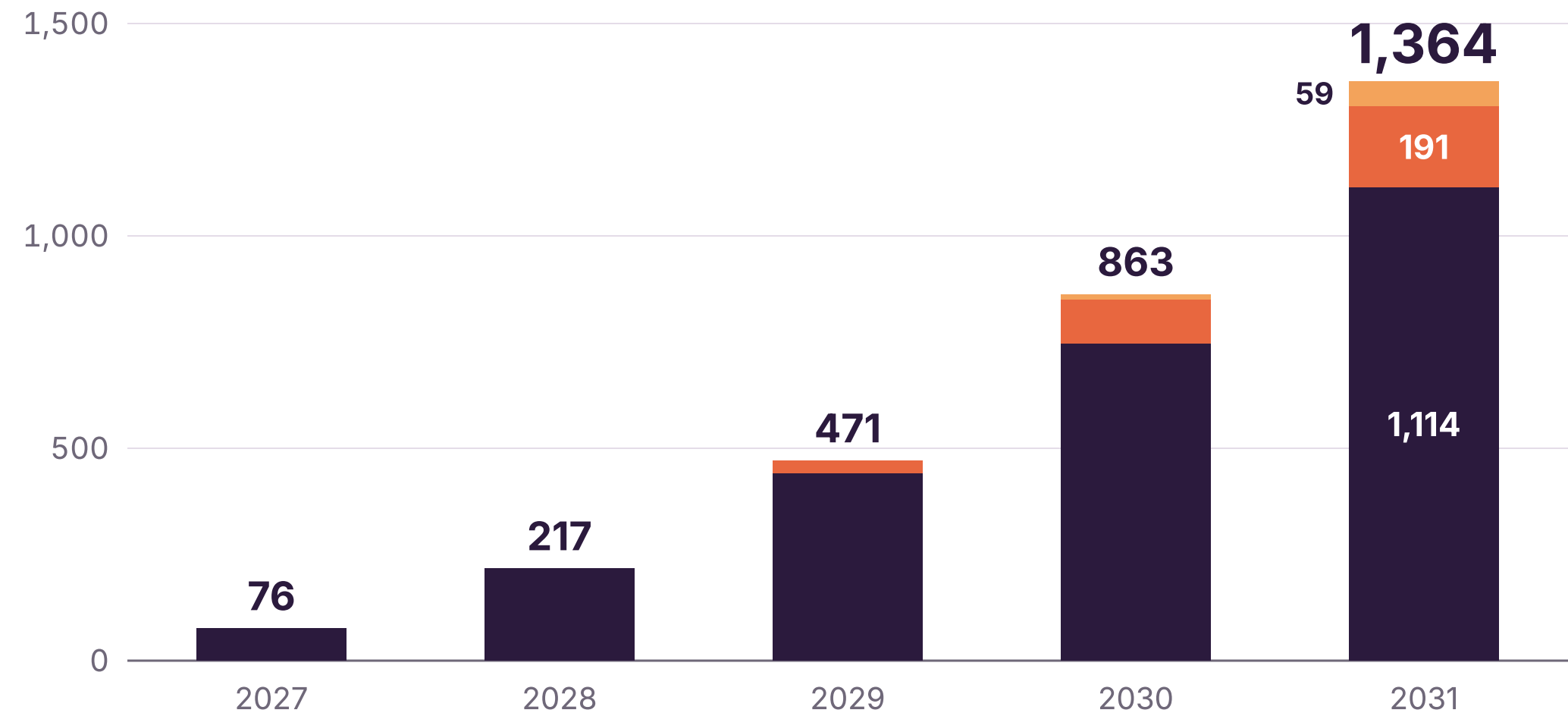
P&L, balance sheet and cash flow reconcile in all 60 months. Figures may not sum due to rounding. ARR = (subscription + filled-shift fees) × 12. It excludes one-off Fast Start fees.

1,364 agencies and 128,618 caregivers on Hearthfold by the end of 2031.

Agencies at year end, by region

2027 to 2031

■ US ■ UK ■ Ireland and Netherlands



128,618

caregivers on Hearthfold, Dec 2031

69 to 631

new agencies a year, 2027 to 2031

1.0%

logo churn a month, applied to caregivers too

85

caregivers per new agency, against an average of 95

0.6%

caregiver growth inside each agency a month

The seed reaches the Series A gate before cash runs out in 18 of 25 cases.

Months from the gate to the cash-out month

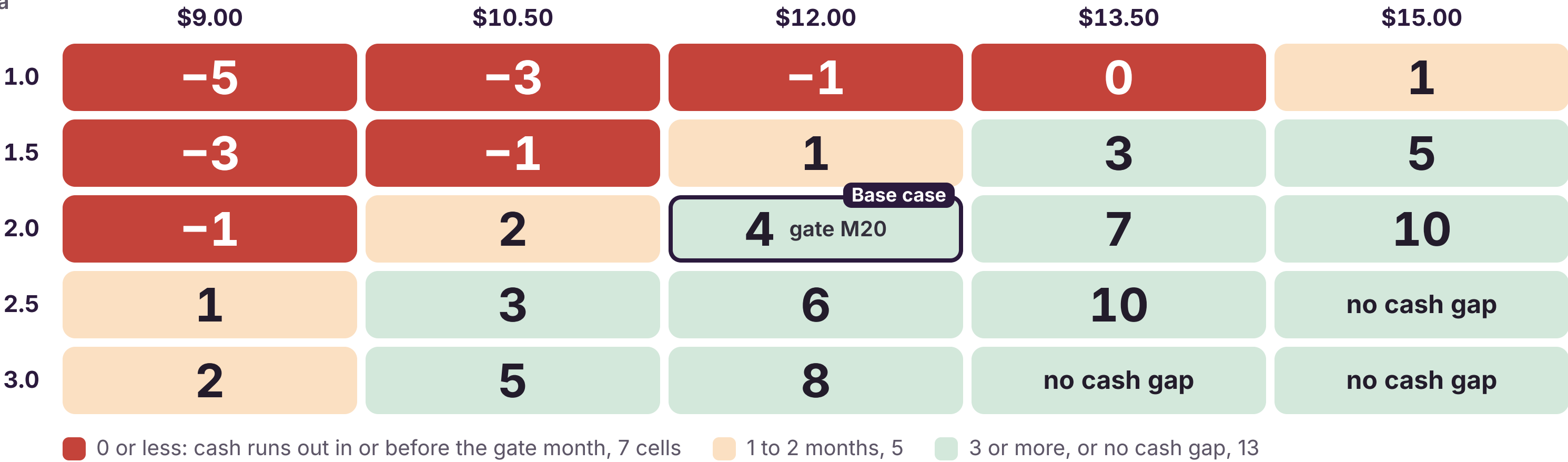
With no Series A. Gate: \$3.0M ARR and 150 agencies

Base case: gate M20, 4 months spare

Gate month ranges M17 to M27

Closes per
ramped seller a
month

Subscription price per caregiver a month



Each cell: months from the gate to the month cash first goes negative, with no Series A. M1 is Jan 2027, so the base-case gate, M20, is Aug 2028.

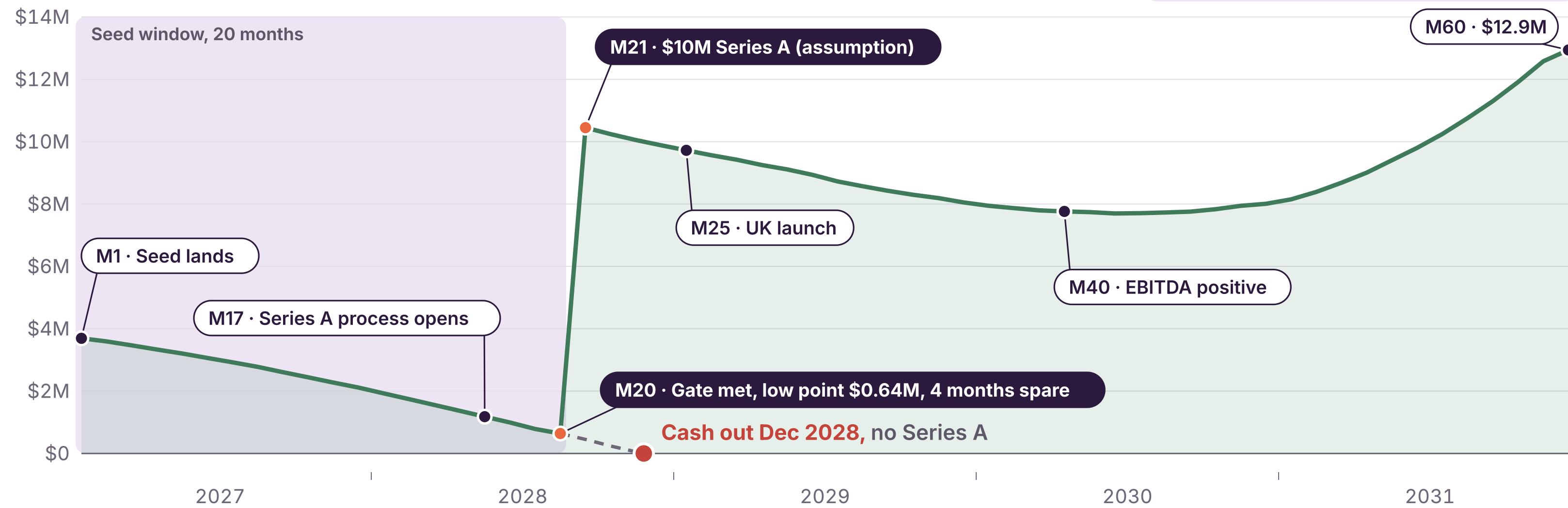
Cash bottoms at \$0.64M in Aug 2028, the month Hearthfold meets the Series A gate.

Monthly cash, base case

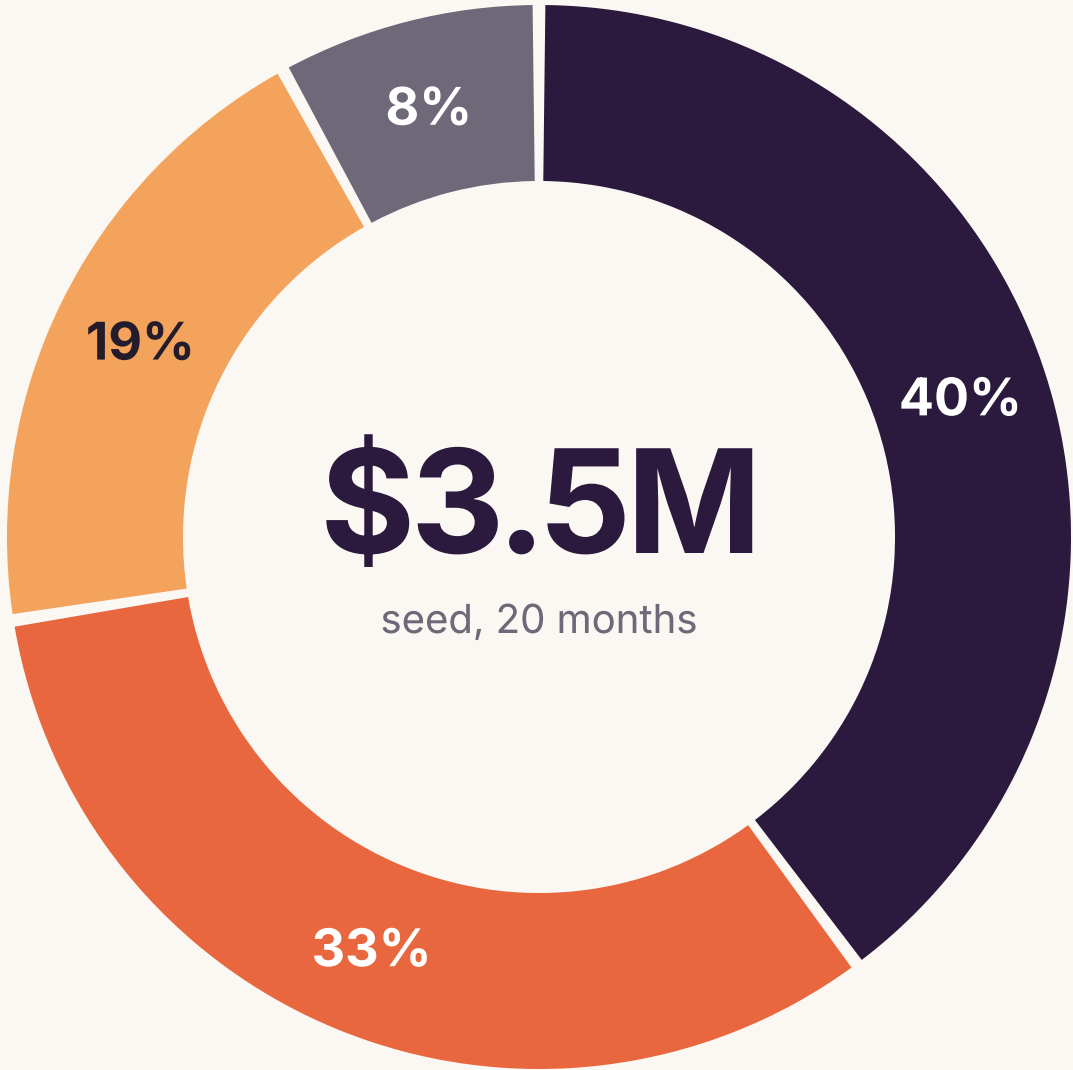
Month-end cash. The \$10M Series A is a model assumption, not part of this raise.

Runway 23 months: cash runs out in Dec 2028 with no Series A

Average net burn \$156k a month, M1 to M20



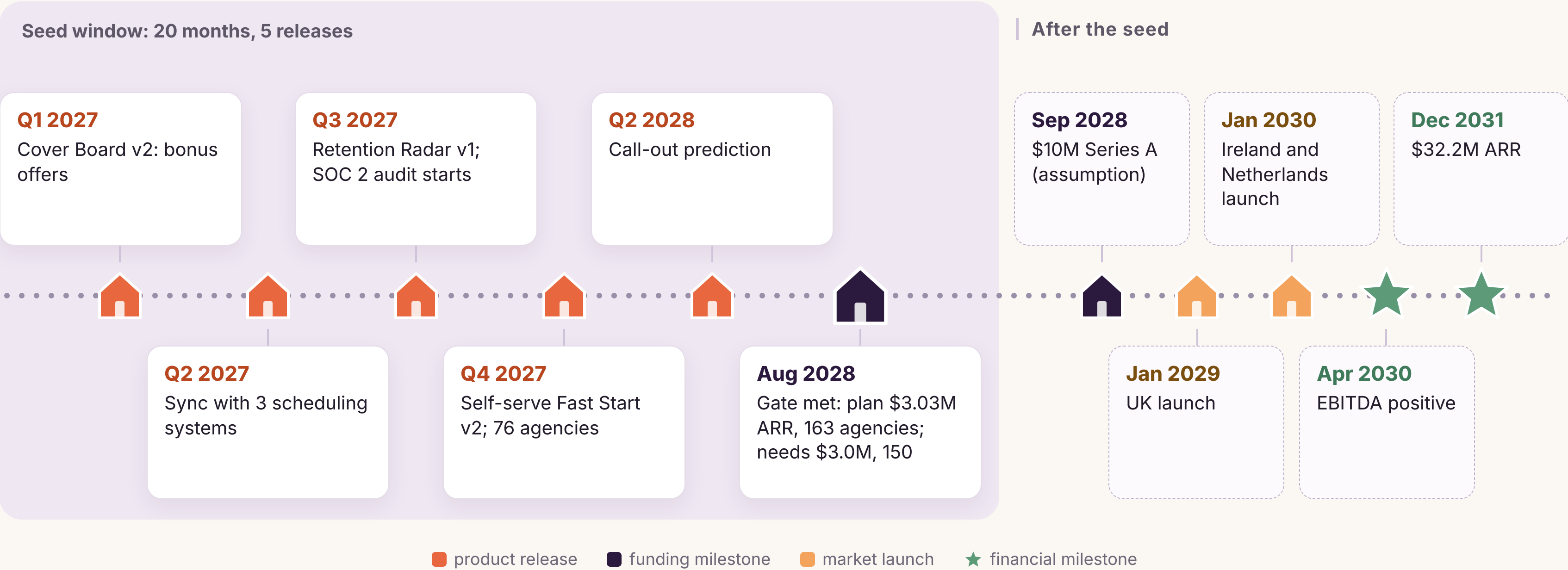
\$3.5M funds **20** months: **40%** to product and engineering, **33%** to sales and marketing.



40%	Product and engineering Call-out prediction and 3 scheduling integrations	\$1.39M
33%	Sales and marketing 163 agencies by Aug 2028	\$1.15M
19%	G&A, security and compliance SOC 2 Type I report, planned, plus legal and finance	\$0.68M
8%	Implementation and CS 9-day go-lives for every new agency	\$0.28M

Each bucket's share of operating spend in months 1 to 20, applied to the \$3.5M seed. Percentages and amounts rounded by largest remainder, so the amounts add to \$3.5M.

5 releases in 20 months put Hearthfold at the Series A gate by Aug 2028.



ARR = (subscription + filled-shift fees) × 12. It excludes one-off Fast Start fees.

Three founders and 16 funded hires take Hearthfold from 6 to 22 people by the Series A gate.



CO-FOUNDER
CEO

600 caregivers scheduled at a home care agency



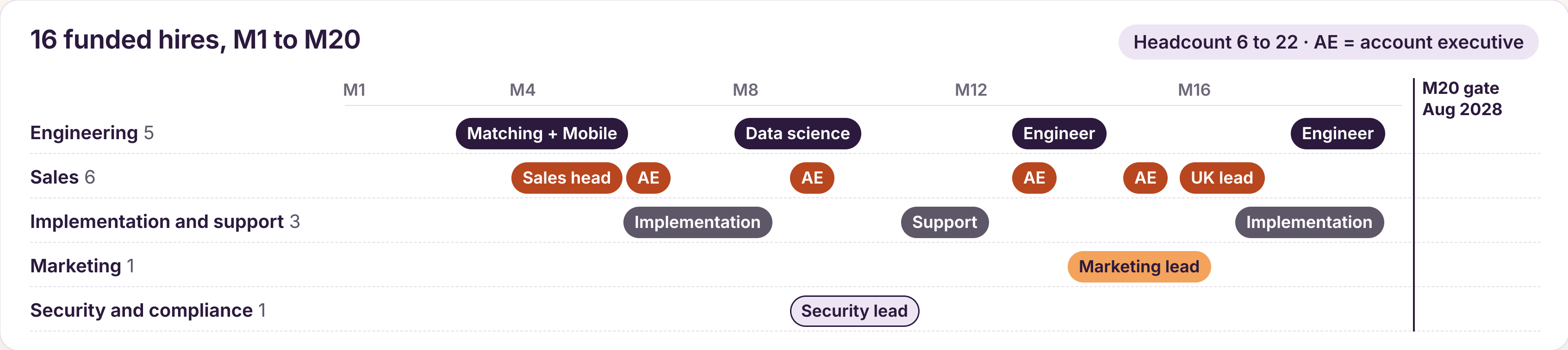
CO-FOUNDER
CTO

40k field jobs matched a day at a field-service software firm



CO-FOUNDER
Head of Care Operations

4 states of caregiver training led, as a registered nurse



Illustrative team for a fictional company. Drawn initials avatars, no photos, no real people.

Six named risks, and 2031 EBITDA stays positive in all 25 tested price and churn cases once the Series A closes.

 Integration

Nightly file fallback

9 days to go live

 Agency budgets

Priced per caregiver

2 months spare at \$10.50

 Privacy

No clinical notes; HIPAA BAA

\$4k a month on security

 Copycat suites

Fill engine plus caregiver app

\$3.3M 2031 EBITDA at 1.8% churn

 App adoption

SMS fallback, shift bonuses

\$3.7M 2031 EBITDA at 50% fill

 Slower sales

Founders plus franchise channel

1 month spare at 1.5 closes

2031 EBITDA, price x churn

\$M, Series A assumed

		Monthly logo churn				
	Price	0.6%	0.8%	1.0%	1.4%	1.8%
\$10.00	5.0	4.2	3.5	2.1	0.9	
\$11.00	6.5	5.6	4.9	3.4	2.1	
\$12.00	8.0	7.1	6.3	4.7	3.3	
\$13.00	9.5	8.5	7.7	6.0	4.6	
\$14.00	11.0	10.0	9.1	7.4	5.8	

Base case, 6.3

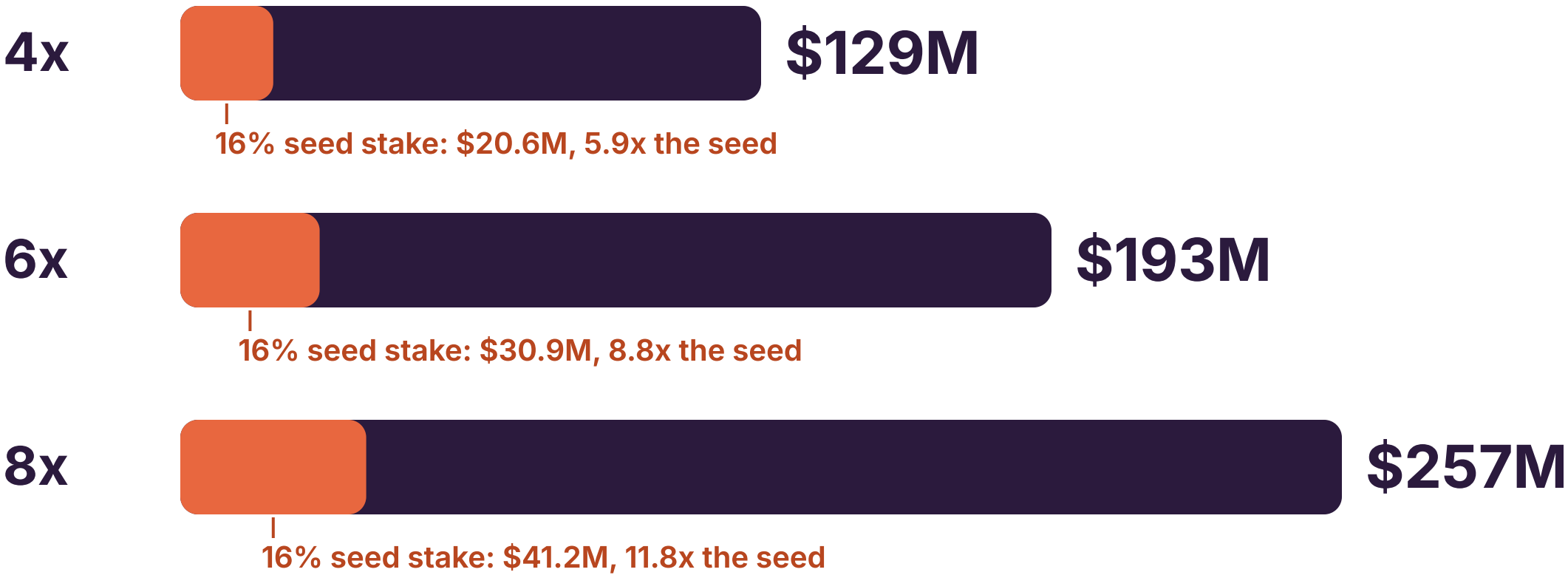
Seed misses the gate, 4 of 25

All 25 positive: \$0.9M to \$11.0M

At an illustrative **4x to 8x** of **\$32.2M ARR**,
the arithmetic gives **\$129M to \$257M**.

Enterprise value at a revenue multiple

Multiple × \$32.2M 2031 ARR. Coral = 16% seed stake after the Series A, before later rounds.



Generic buyer types

No company named

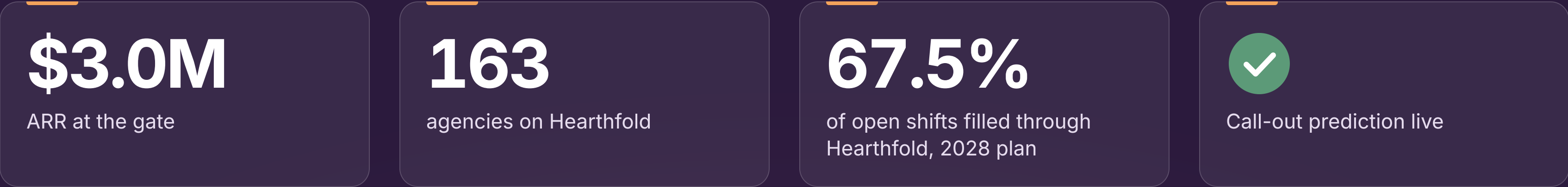
- 1 Agency management software groups
- 2 Workforce-management platforms
- 3 Healthcare staffing groups

Illustrative only.

Not a forecast, valuation or comparable deal, and no real multiples. 16% is an assumed seed stake after the Series A, before later rounds, not a term.

ARR = (subscription + filled-shift fees) × 12. It excludes one-off Fast Start fees.

\$3.5M carries Hearthfold to \$3.0M ARR and 163 agencies by Aug 2028.



Runway 23 months, cash low \$0.64M, gate met with 4 months spare.



Seed round, SAFE or priced, lead investor sought, terms on request. Pre-seed \$1.0M from angels in 2026.

 **Hearthfold**

hello@hearthfold.example

Reserved example address.

